

Creating A Digital Hub for a Large-Scale U.S. Medical Board

Headquartered in Deerfield, IL ABPN identifies qualified specialists through rigorous credential and training requirements and successful completion of board examinations for psychiatry and neurology.

Objective

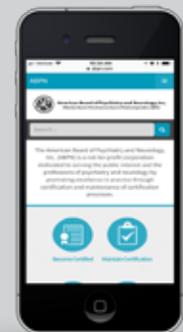
The American Board of Psychiatry and Neurology, Inc. is a nonprofit corporation that serves the public and professions of psychiatry and neurology industries by promoting excellence in practice through certification and maintenance of certification processes. ABPN hired Idea Marketing Group to design and develop a comprehensive web portal with a clear and practical user experience and streamlined navigation structure, enabling each stakeholder to quickly and efficiently find all the information they need.

Solution

The experienced team of senior-level designers and developers at Idea Marketing Group worked closely with ABPN to deliver a new website that helps Psychiatry and Neurology professionals apply for, achieve and maintain ABPN certification through a series of easy-to-follow steps. Idea also created a fully customized Frequently Asked Questions clearinghouse that allows both professionals and the general public to quickly retrieve the most up-to-date ABPN certification information.

Highlights

- 23 of 24 top ABPN keywords rank No. 1 in Google search results
- Website efficiently guides over 245,000 visitors annually
- Improved user experience led to decreased website exits that is 8 percent below average
- Average number of pages per visit have increased by nearly 10 percent



"Idea Marketing was a great find for us. They were part of an RFP process for a redesigned website in 2014 and we were impressed with the team's knowledge, the questions they asked and their follow through. Since then, we have been very happy with the design they created and their continued responsiveness to any questions we have. They took complicated content and created an attractive solution that looks professional and functions very well for our audiences."

Cathy Szmurlo, Manager, Communications at ABPN



American Board of Psychiatry and Neurology, Inc.
A Member Board of the American Board of Medical Specialties (ABMS)