

IV Interactive Launches Modern, Re-Branded Pacific Family Practice Website

IV Interactive recently launched a fully re-branded [Pacific Family Practice website](#) to provide a clearer focus on the comprehensive range of care offered, while educating patients on PFP's "Whole-Family Practice" mission. The new website offers a modern, responsive design along with fresh branding, a new logo and improved messaging.

Debbie Tassone, Practice Manager of Pacific Family Practice noted, "The new site has been very well-received by our existing patients and staff, and it has significantly increased our new patient appointments. Working with IV Interactive has been nothing less than perfection."

Since the site's deployment in 2015 performance metrics have increased markedly, resulting in a significant influx of new patients. Some of the highlights include:

- The average time spent on the website has increased by nearly 50%
- The number of new patients successfully finding and contacting PFP is now 3-4 times the industry average
- The amount of patients interacting with PFP via a mobile device has increased significantly with the updated, responsive design

Part of the strategy behind the new website was to improve usability while also placing an emphasis on patient experience and practice growth. To that end, IV Interactive created a website that:

- Educates patients on PFP's [primary care services](#), [pediatrics/newborn care](#), and urgent care services
- Provides access to the [patient portal and required health/HIPAA forms](#)
- Creates an optimized, easy-to-navigate experience for mobile and tablet users
- Allows patients to quickly request appointments online

Pacific Family Practice has been operating in San Francisco since the early 1980s and enjoys a strong reputation that has resulted in a committed patient following. The practice's long-term success has been proven through the generations of patients (newborns, kids, teens, parents and grandparents) who return to PFP for exceptional care.

PFP chose IV Interactive because of their expertise in helping medical practices improve their online marketing to attract more patients. In fact, in 2015 alone, IV Interactive successfully launched 25 websites that were built around targeted marketing strategies and award-winning visual designs. Our goal when working with medical practices is to dramatically increase Internet exposure while also making the website easy for patients to use. The result is an improved reputation in the community, steady growth of new patients, and a more efficient marketing strategy that frees up time and allows doctors to focus exclusively on their patients.

About IV Interactive

[IV Interactive](#) is a full-service interactive agency specializing in the four major elements required for success in an increasingly digital world: innovative design, interactive marketing, technology implementation and strategic consulting. Using this multidisciplinary approach, we provide results-

driven, award-winning solutions to organizations of all sizes and disciplines. We have helped our clients identify and implement the elements necessary for success. Which elements are you missing?™