



Deliverables for FSRC

+ TESTIMONIAL

"Pixel IQ exemplified the up-most professionalism. It is with great pleasure that I recommend Pixel IQ to all my colleagues I deal with in my position. Your dedication and determination are qualities that are very hard to find."

-David R. Buerck, PT, Clinic Director

FARMINGTON SPORTS & REHAB CENTER

Farmington Sports & Rehab Center found themselves without an online presence. Domain name registration information was missing while email and web maintenance requests were not being taken care of by their existing provider. Pixel IQ approached FSRC at a time for rebuilding their brand and began implementing strategies to improve on a non-existent online presence.

FSRC was established in 1989 and is the leader in outpatient rehabilitation services in the Farmington area. FSRC is the region's only Medicare certified comprehensive outpatient rehabilitation facility. Their team consists of speech therapists, and rehabilitation technicians.

Pixel IQ's strategy for FSRC was to take immediate action and properly restore the company's web site with domain registration on behalf of the client. Once the technical aspects were taken care of, immediate



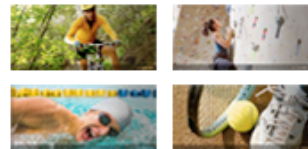
restoration to attain a more user-friendly, engaging, and interactive web site became the primary goal. Pixel IQ was given full artistic license to revamp the look and feel and establish a new identity that would emerge as the standard look and feel for the entire outpatient center.

+ CREATIVE SERVICES

- Brand Identity
- Logo Design
- Print Design
- Web Design
- Web Development
- Video Production
- CD/DVD
- Flash Programming
- eStore
- HTML Campaigns
- Metrics/Traffic Analysis

ESTABLISHING AN INTERACTIVE ONLINE EXPERIENCE

With a newly revised design and look and feel, Pixel IQ developed a simple, minimalist, and informational interface that allows users to quickly find information on FSRC's therapy process and full line of outpatient services. We created a dynamic "Ask a Therapist" section. This section allows visitors to ask any questions at anytime. Instead of an email getting lost in the shuffle and a patient not receiving a response in adequate time, the system places all questions onto one centralized area where any therapist can quickly respond and follow-up with a formal answer. This interactive section provides convenience and adequate communications between the therapists and their patients.



TRACKING AND MEASURING SUCCESS

Web traffic analysis through analytics software has delivered a great asset for measuring the success of the site. David Buerck, Clinic Director and Physical Therapist, gave us his insights on Pixel IQ's customer service and project involvement: "Following the web site going 'live', we have also been given access to analytics to monitor traffic, etc. from our website. Once again, the staff at Pixel IQ showed great initiative and enthusiasm with making sure my staff and I understood everything and was pleased with the overall project. Pixel IQ demonstrated compassion and genuine concern for my clinic's site and making sure that it met our goals and expectations."

