



CASE STUDY

Healthcare Supply

How Above The Fray orchestrated the brand resurrection and ecommerce debut of Healthcare Supply. Positioning the family-owned and operated dental supply company to maximize its impact with customers and prospects nationwide.

Modernizing the Healthcare Supply Customer Experience for Dental Practices in South Florida, and Beyond



BACKGROUND:

When Healthcare Supply joined forces with Above The Fray, the company had arrived at an important milestone in the brand's history. After over 25 years of service, the business had new owners: Joe and Andrew Stave—two brothers who purchased the company from their parents, and were determined to scale operations significantly.

Founded in 1994, by Shelly and Marc Stave, Healthcare Supply was created to provide local dental practices in Palm Beach County, Florida with access to quality wholesale dental supplies. Nearly three decades later, the business was finding it difficult to evolve past adjacent markets, primarily due to the outdated operational framework it was relying upon to run the company, which had remained virtually unchanged since it was established.

Now under new leadership, Healthcare Supply was finally ready to modernize its business model in a bold and compelling new way with the expertise of Above The Fray.

The Vision

Build a custom ecommerce store for the 12K+ products in the company's catalog. Ultimately, Healthcare Supply wanted to completely reimagine their customer experience—transforming what was once a simple brochure site into a fully functioning digital sales portal. The primary objectives being: to streamline the path to purchase for customers, and gain a more competitive standing needed to expand beyond the local market.



THE CAVEAT(S):

Healthcare Supply was operating using antiquated processes to generate revenue and site traffic. So, there was no infrastructure in place to build upon.

The plan of attack for practically every action item needed to be initiated from scratch, including all of the re-branding and design work, as well as the marketing strategy. It was also crucial to find a new ecommerce system, along with the right software platforms to integrate seamlessly with systems like Quickbooks, which is the application Healthcare Supply uses to manage accounting and expenses. The chosen ecommerce platform needed to offer enough flexibility to enable sophisticated functionalities such as advanced registration workflows for professionally licensed B2B customers.

To actualize this robust new blueprint, Healthcare Supply required expansive technical, marketing and branding support. The company needed help to devise the right strategic approach, and offer the comprehensive oversight needed for every phase along the way.

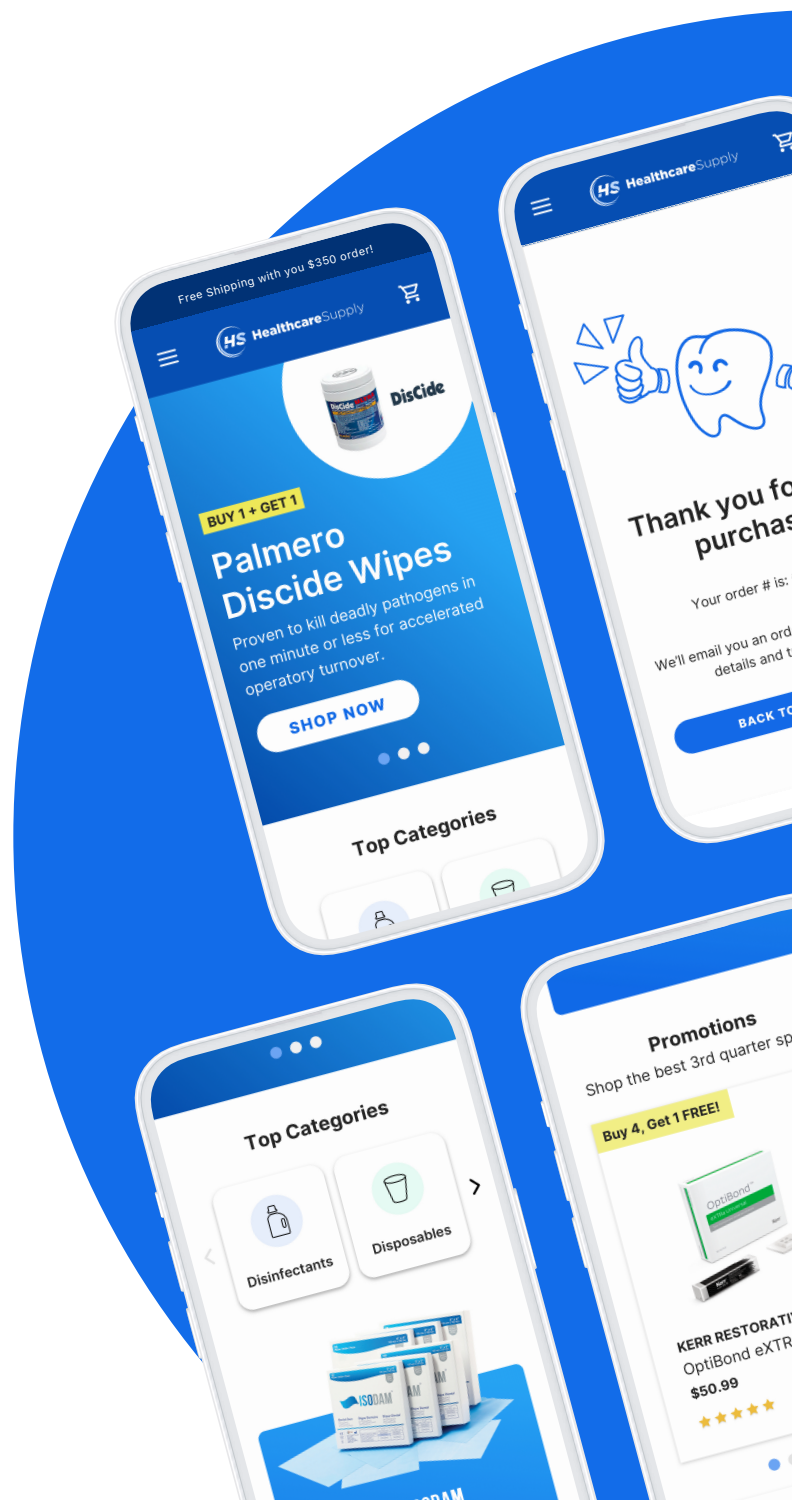
The Solution

To radically modernize the Healthcare Supply customer experience, Above The Fray used a combination of systems architecture, custom software development, branding, web design, and harmonic digital marketing strategies.

1. Bringing the Business Model Up to Date

From the beginning, implementing the right technological framework for operations was a core imperative. The first step involved locking in an ecommerce platform with the necessary features to address the needs of the business both now and in the future as the company scales.

Throughout this process, it was vital to assess options that could accommodate the very nuanced product pricing tiers and large volume of items in the Healthcare Supply product catalog. Additionally, it was important to create a shopping portal with custom capabilities to enable functions like convenient reordering and setting specified rules for promo items. Plus, the ability to maintain pre-existing customer pricing tiers for long-standing client accounts was also an important criteria.

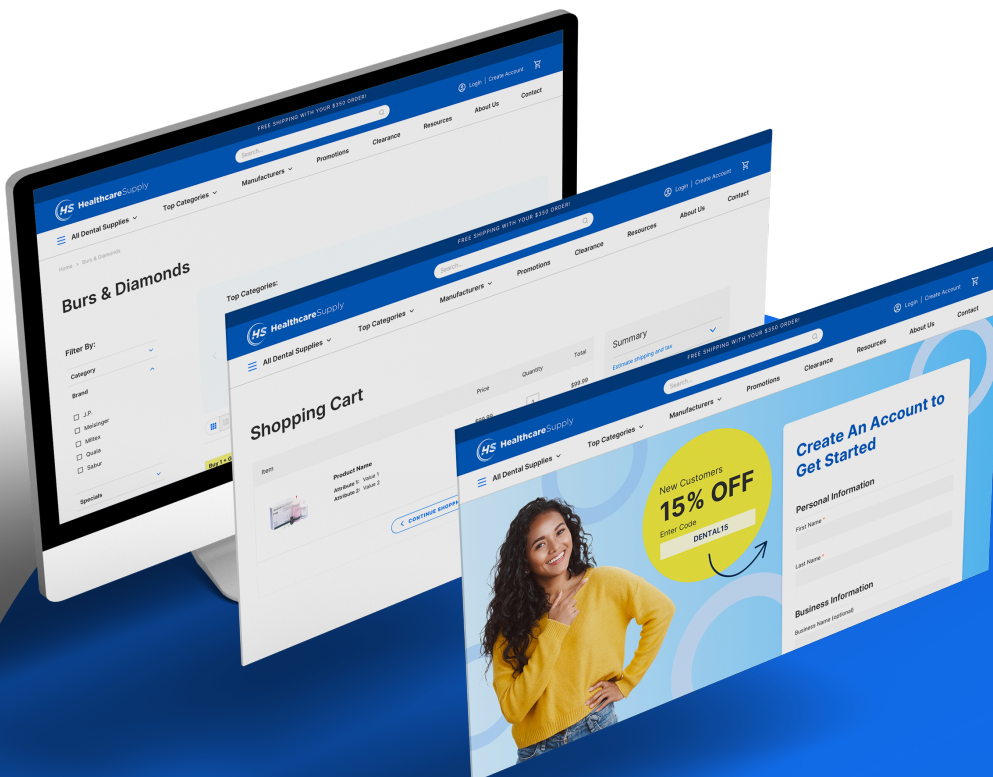


2. Uniting Adobe Commerce Cloud, Webgility & QuickBooks

Above The Fray recommended Adobe Commerce Cloud as the ecommerce platform for its customization flexibility, and how easily it integrates with a variety of other applications. Still, there was another important piece of the puzzle missing. Because Above The Fray needed to identify a software solution to seamlessly sync product and customer data between Adobe Commerce and QuickBooks.

Initially, this was a cumbersome task that required ample research and exploration. Primarily because the iteration of QuickBooks that remained the source of truth for Healthcare Supply was a desktop version being stored on a physical computer belonging to the company. Meaning, whatever software selected would need to work effortlessly with this specific set up which had its limitations, by design. This led Above The Fray to hone in on Webgility, top-rated ecommerce accounting & inventory automation software for QuickBooks.

With a solid trio of systems now in place to create the foundation for the company's new online store, Healthcare Supply was primed for an epic rebrand and aesthetic transformation.



3. Bigger Than a Redesign: the Brand Resurrection & Ecommerce Debut of Healthcare Supply

The previous design assets were dated, and did not reflect the forward thinking ethos of the company nor its new leadership and trajectory. So in order to recast Healthcare Supply in a new light visually, it was time to create a fresh look and feel to redefine the brand experience for its customer base and prospects.

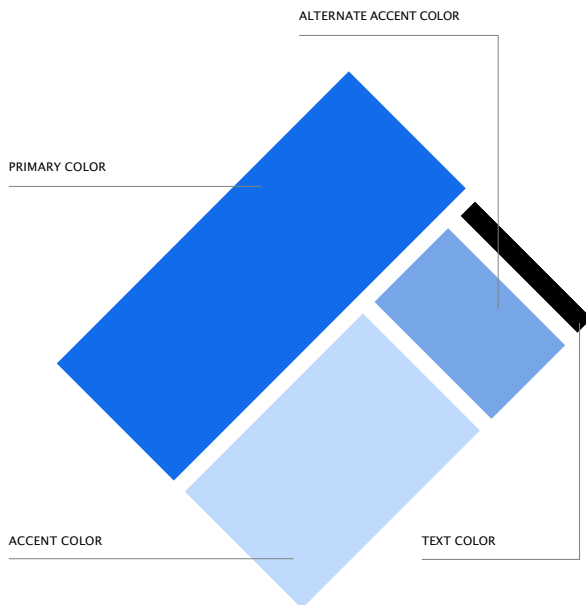
Focused on establishing a cohesive visual identity across the brand's various assets, Above The Fray walked the company through an interactive brand alignment process to underline the core company adjectives that would inspire the new design elements.

Then, we began the logo redesign process—providing a series of mood boards and composites in various

styles that evolved with each round of tweaks until the company selected the logo it has today.

Eye-catching and timeless, the new Healthcare Supply logo was made with a modernized custom glyph. Designed to sit alongside text with the brand's name; or, completely alone; and in multiple color options for versatility.

Next, Above The Fray worked to translate the new logo, color palettes and typography into the website design. The goal was to create a visual language that would clearly express the brand pillars, underlining the professionalism and dependability of the company to customers.



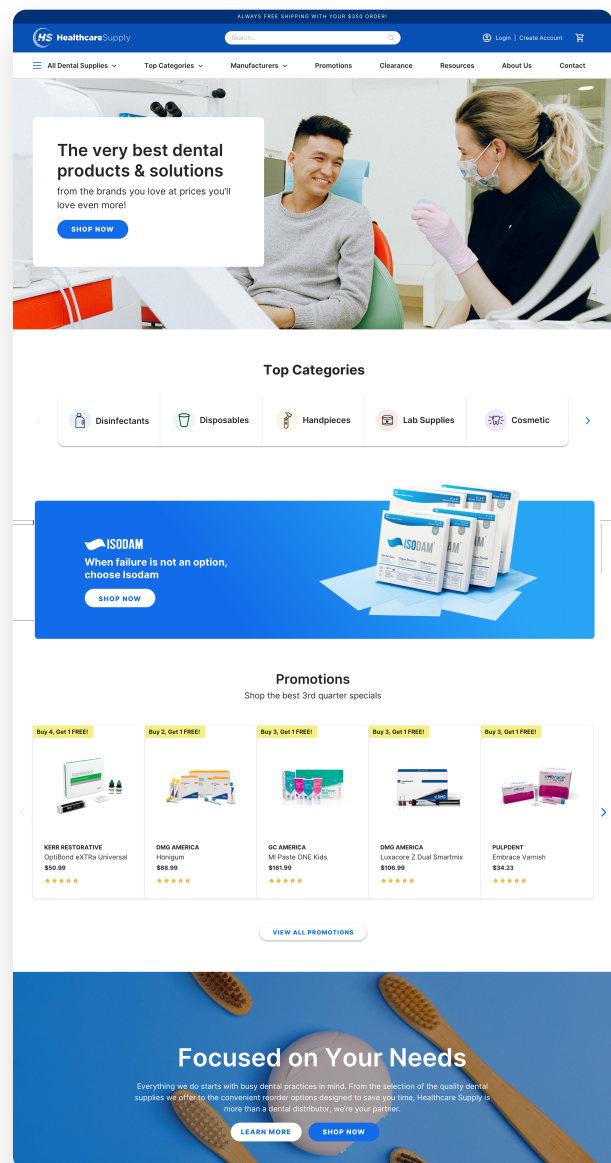
The Result

A thoughtfully-designed, shoppable and engaging ecommerce store specially developed to reposition Healthcare Supply as an online retailer and provide a dynamic user experience with advanced features typical of web stores in this industry.

BEFORE:



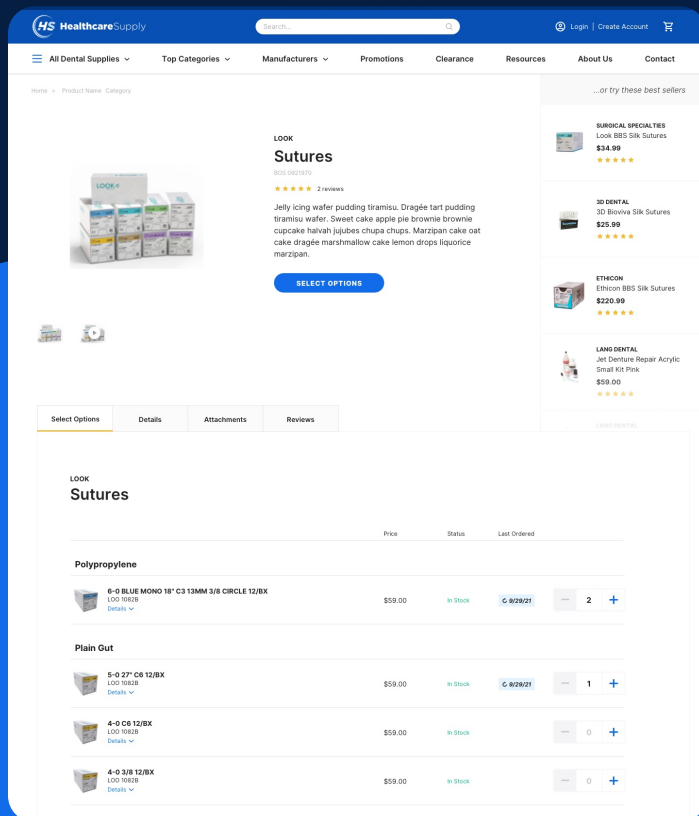
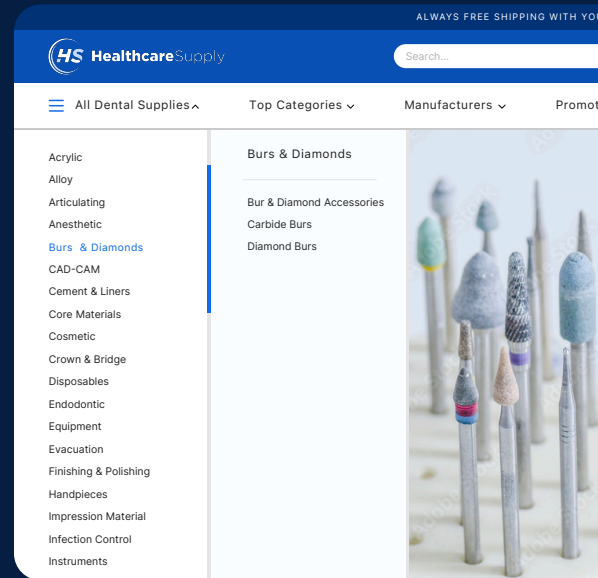
AFTER:



What Are the Most Prominent Features of the New Website?

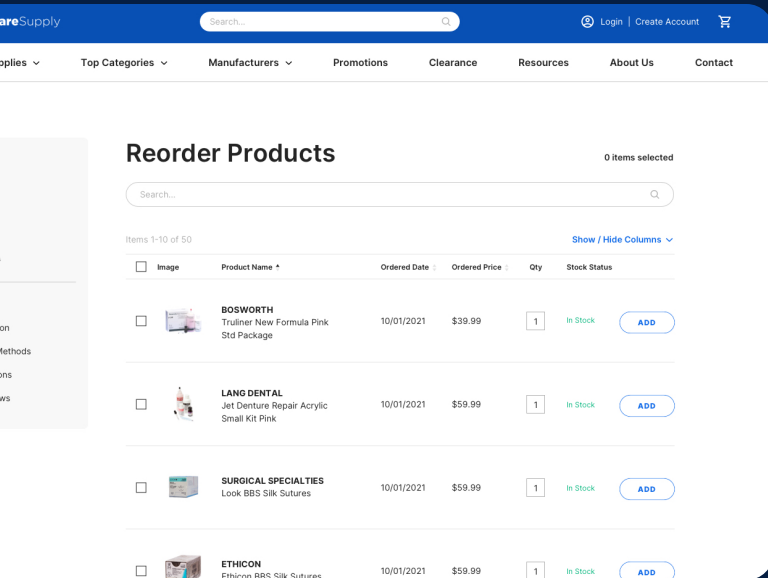
1. Deluxe mega menu

Above The Fray custom designed and developed an expansive site menu to elegantly present the 31 primary product categories and 100+ sub-categories for over 12K+ items across the company's digital inventory.



2. Advanced product landing page templates

To enhance shopability, state-of-the-art product filtering and listing capabilities were implemented on product detail pages. The intention here was to seamlessly display parent and child products for site visitors—effectively minimizing the number of clicks required for customers to find the items they need and make a purchase.

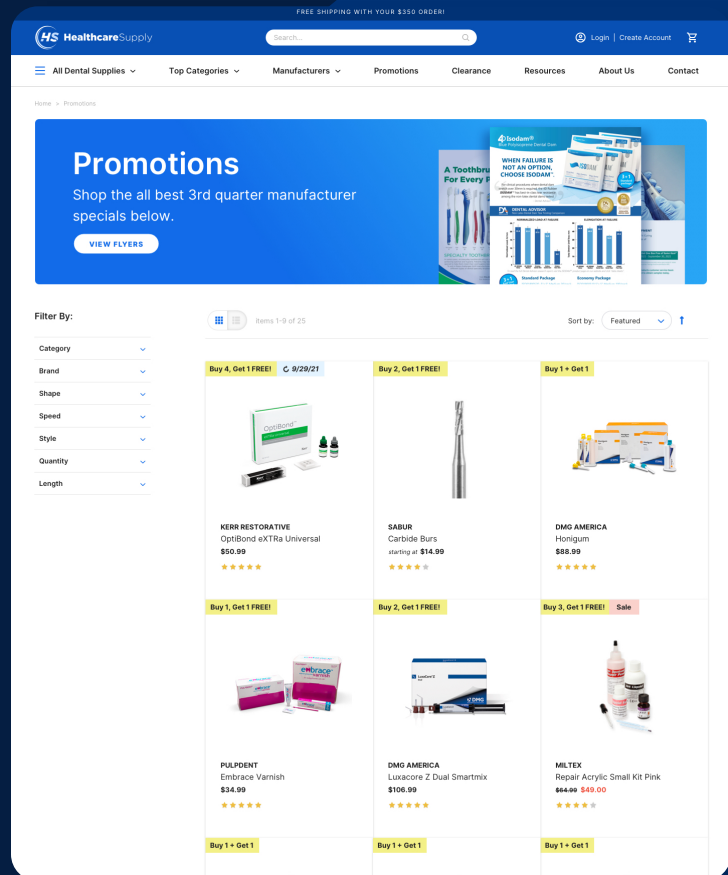


3. Custom reordering module

Built to simplify the path to purchase for repeat customers, Healthcare Supply's new website contains a convenient reordering module. Now, customers can instantly view all of their previously purchased products and make a reorder in a matter of seconds.

4. Dedicated promotions page and badges for items on sale

To drive sales, Above The Fray designed a custom promotions page that easily allows Healthcare Supply to specify their desired promotion rules, then tag new products and collections into the sale section as needed. The items are then automatically added to the promotions landing page with a special, eye catching badge such as Buy 1+1, Buy 2+3, etc.



Using Harmonic Marketing to Solve the Final Piece of the Puzzle

Now that the new healthcaresupply.com had come alive, Above The Fray was ready to take on the last few pieces of the puzzle which was determining:

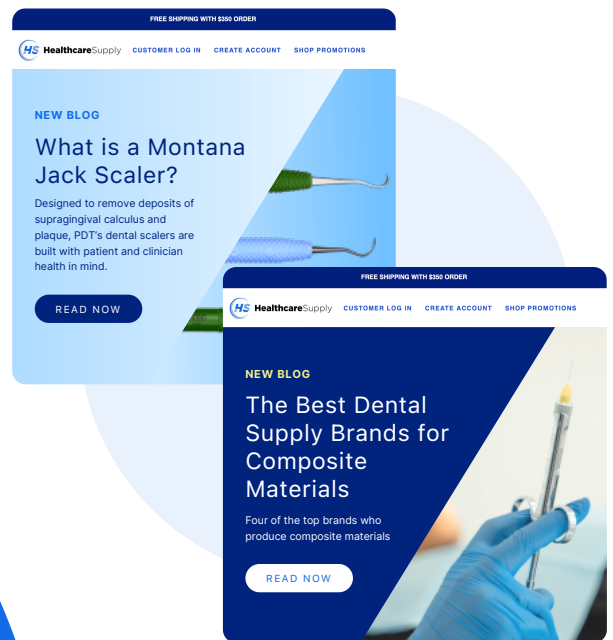
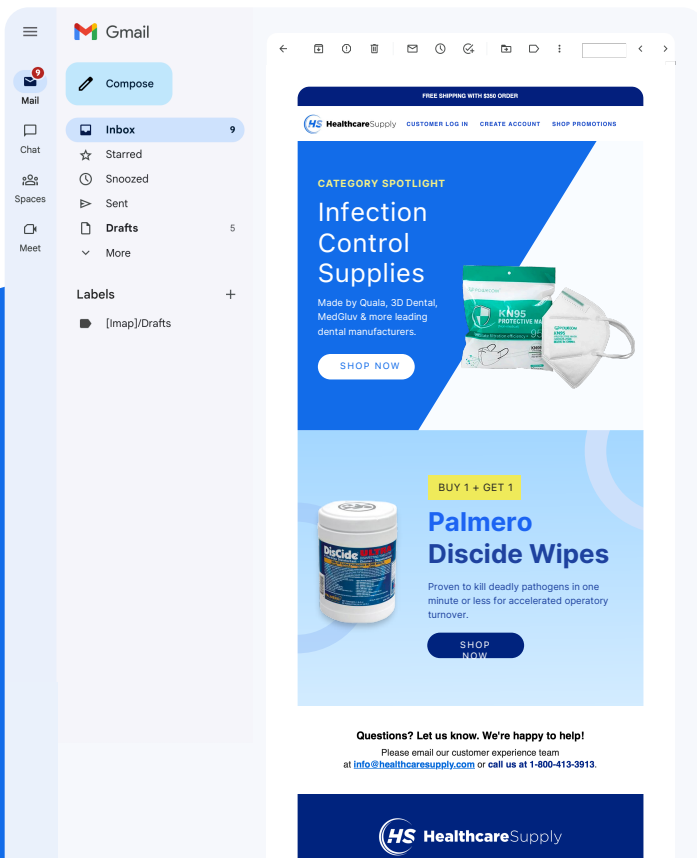
How to increase website traffic with existing customers AND attract new prospects both locally and nationally to the website?

From a digital marketing perspective, Healthcare Supply needed a multi-faceted approach to drive qualified traffic to the new site.

To gain the traction needed to develop the company's digital footprint in a competitive market, an omni-channel digital marketing approach was built integrating a combination of SEO and email marketing.

This successfully established a unique symbiosis for the company's digital marketing initiatives—a type of strategic framework Above The Fray has coined harmonic marketing. Which entails identifying various channels to boost traffic, sales and visibility, and then synthesizing them into one complete marketing strategy.

For Healthcare Supply, the focus was to develop the right combination of channels to drive long and short term objectives simultaneously.

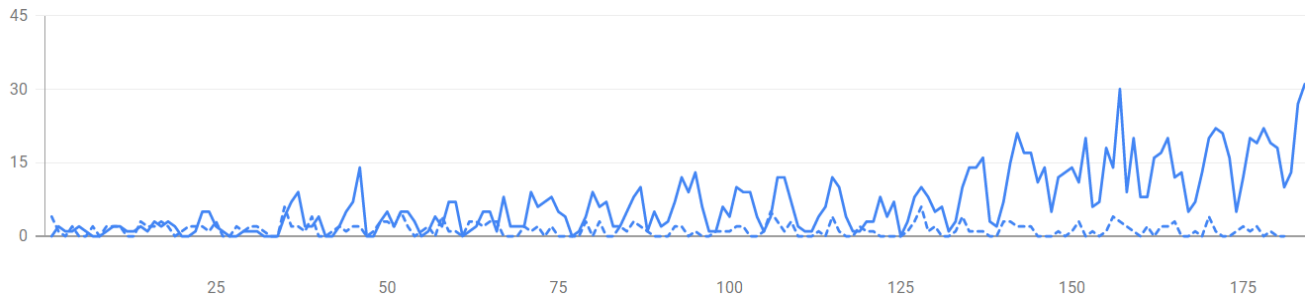


SEO

To improve the company's visibility and organic search ranking for specific keywords relevant to their business, Above The Fray deployed a comprehensive SEO strategy. With an emphasis on providing SEO optimized copy across the website's product and category detail pages. Building out the technical foundation and the architecture of the site with SEO in mind has had a substantial impact on Healthcare

Supply's visibility in search, organic traffic and revenue. In the six months after launch, Healthcare Supply saw a 427% increase in organic clicks, a 2,276% increase in organic impressions, and a 5,813% increase in ranking keyword terms. Additionally, organic has become the top revenue generating channel for the rapidly growing website.

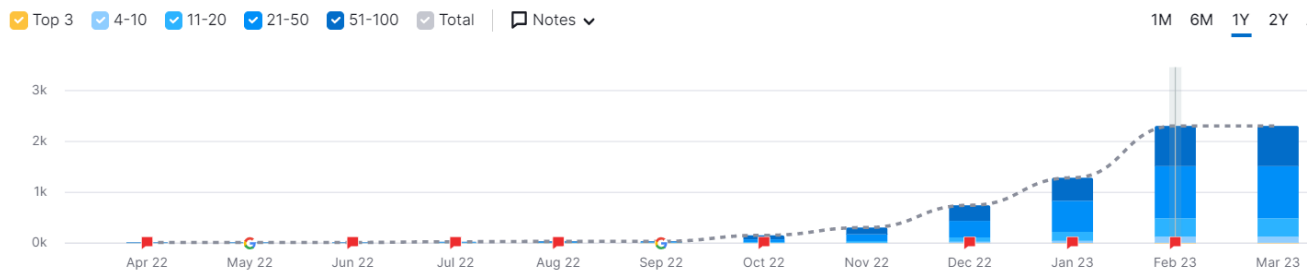
Clicks



Impressions



Organic Keywords Trend



Email Marketing

In order to capture website visitors and convert them into loyal customers over time, email marketing was a strategic priority from the beginning. The primary goals being to:

1. Find an ESP
2. Develop an email subscriber capture
3. Create new email marketing automations and future sales campaigns.

After assessing a few options, Klaviyo was selected and integrated to manage Healthcare Supply's email program. First, Above The Fray built and launched a branded subscriber pop up form featuring a special sign up incentive for new subscribers.

At the same time, new email automations to welcome subscribers and retrieve abandoned customer carts were also built and deployed. As well as monthly email marketing campaigns for the company's existing customer base.

Enjoy \$15 off *

Sign up to receive premier access to special sales & promotions, product updates, company news and more.

* VALID ONLY ON ORDERS OF \$150+

Name

Email

GET \$15 OFF

No, thanks

THE OUTCOME

In January 2023, two months after activation, Healthcare Supply began generating nearly 20% of its monthly online revenue from the email marketing program.

+20%

revenue from the
email marketing

The Bottom Line

How Did ATF's Work with Healthcare Supply Impact Sales & Customer Engagement?



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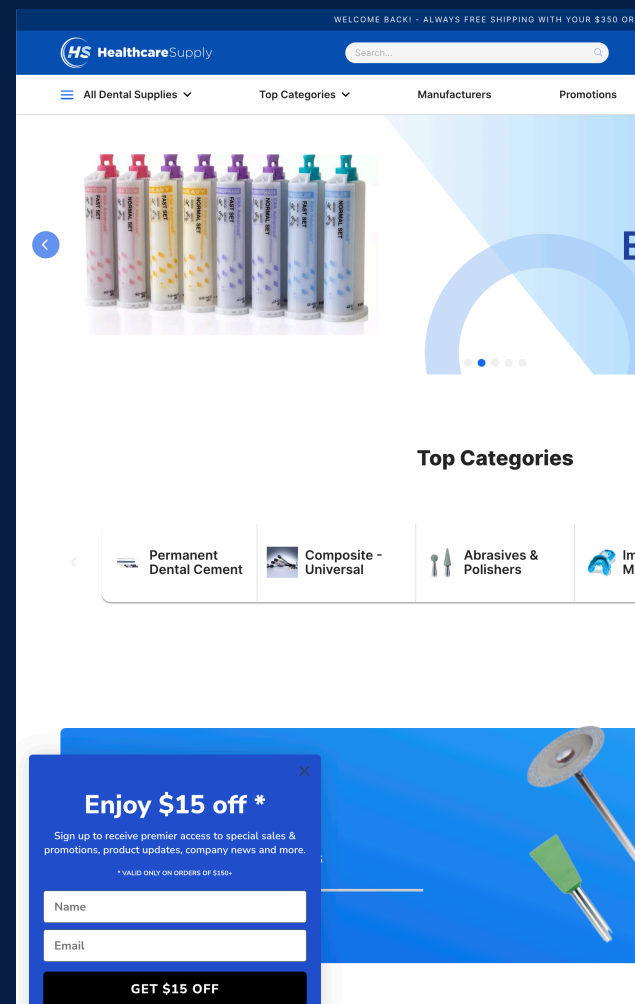
“By implementing a harmonic marketing strategy, we were able to drive both revenue and engagement for Healthcare Supply. The power of targeted messaging and data-driven campaigns allowed us to reach the right audience at the right time, resulting in significant business growth. With their new ecommerce website and strategic marketing initiatives, we were able to help Healthcare Supply break out of their local market for the first time. They are now selling to dental offices in more than a dozen states.”

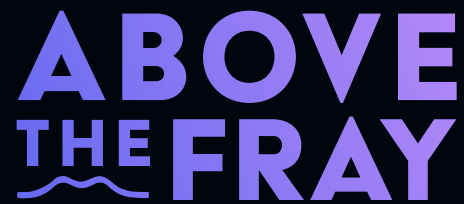
Caitln Aronin
Digital Marketing Director
Above The Fray



We really love our new website! The look, the feel, the features—it's fantastic. For a long time we wanted to make it even easier for our customers to support our business and save them time and energy. So it's nice to finally have a reliable system for our customers to use!"

Joe & Andrew Stave
Co-owners
Healthcare Supply





ABOUT

Above The Fray is an end-to-end global ecommerce agency specializing in consulting, designing, building, integrating, and evolving digital commerce for growth-ready manufacturers.

We're passionate about ecommerce solutions that not only increase online sales but transform businesses. We help our clients achieve process efficiency and bottom-line growth through analysis, architecture, and engineering.

Learn More about Above The Fray at www.abovethefray.io