HΛRT

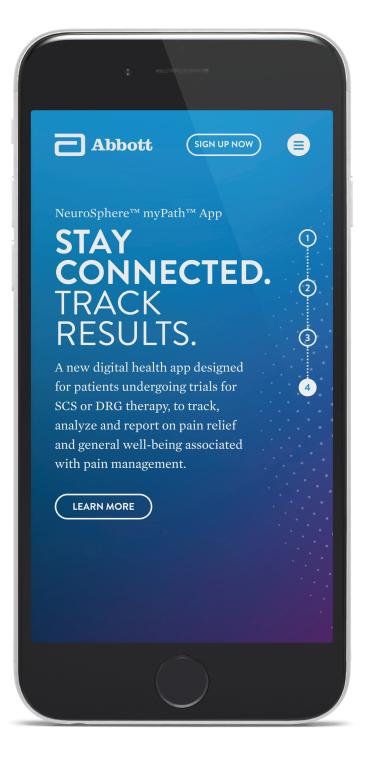
Abbott

PROVIDING IMPACTFUL DIGITAL HEALTHCARE EXPERIENCES

CHALLENGE

Abbott Neuromodulation came to Hart for assistance with the launch of its new initiative, NeuroSphere, a digital platform that chronic pain and movement disorder patients could use to interact with their doctors and their devices.

In the launch of a digital platform, Hart needed to build a digital experience for both patients and healthcare providers, so both audiences could understand how to interact with and use the NeuroSphere platform to better use Abbott Neuromodulation products.





YOU WON'T BE ALONE.

The Abbott Care Team offers a wide range of support services for people living with chronic pain. Whether you are just beginning to think about neurostimulation, or are already finding relief with Abbott therapies, we want you to know we are here for you.

() HER

Complete the Action Card attached to the front of this brochure if you would like to be contacted by an Abbott representative to learn more about the Proclaim[®] XR SCS system. We want you to understand all aspects of the therapy, so we are happy to help.

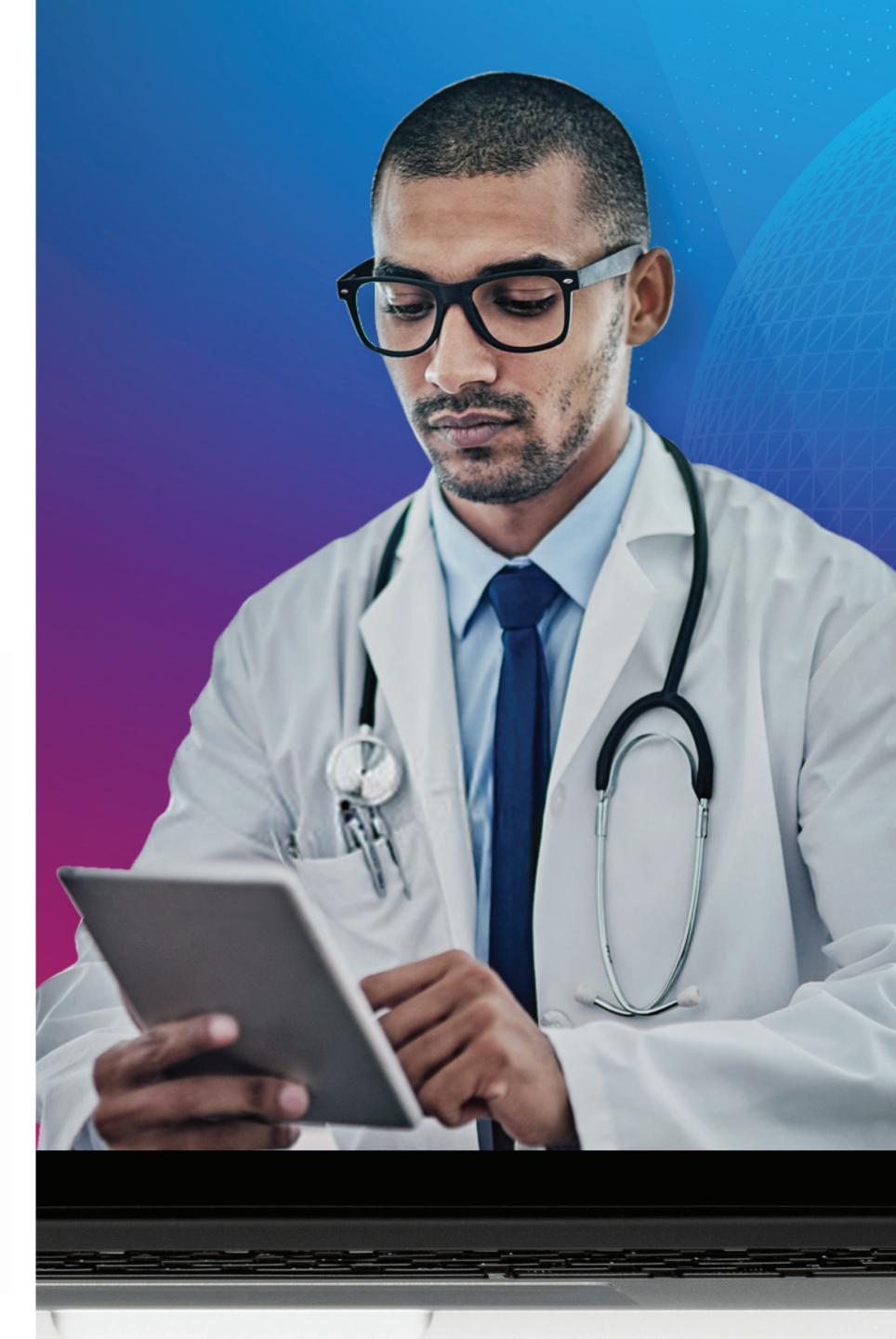
ONLINE RESOURCES

Visit ProclaimXR.com to find videos and downloadable tools to help you learn more about neurostimulation therapy. You can also sign up to receive emails with helpful tools and information.

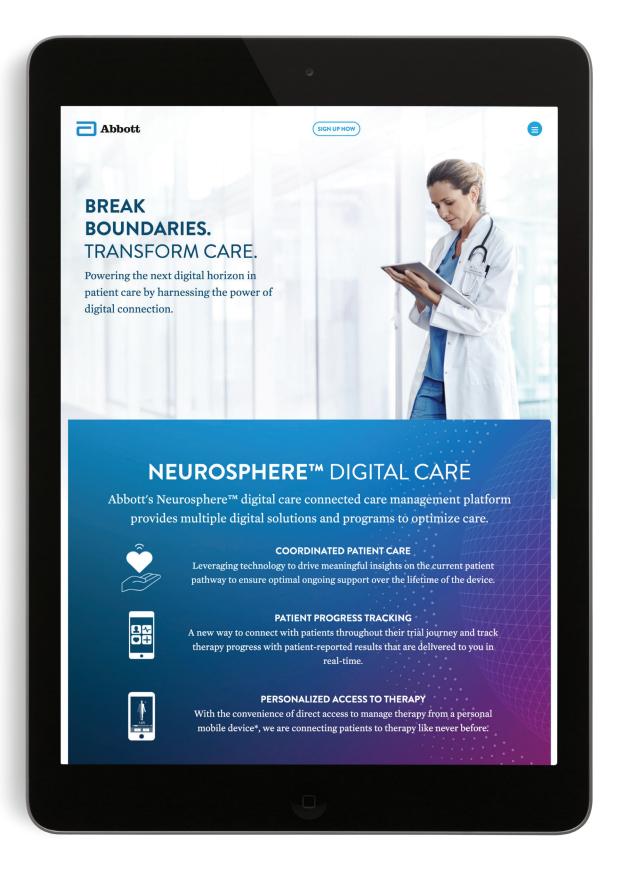
•

When you join our community @AbbottChronicPain, you'll fin inspiring stories, helpful tools and timely events for people livi with chronic pain and their carers.

PROCLAIMXR.CC



HΛRT



SOLUTION

We developed a multi-tiered microsite for patients and providers that was both informational and transactional. Regardless of audience, the user would be able to access the homepage and choose their respective destination to find information and details about the NeuroSphere platform.

Considering that NeuroSphere was a digital platform, the digital experience was extremely important to the Abbott Neuromodulation product launch team, and Hart delivered on that with the NeuroSphere site.

NeuroSphere™ Digital Care BREAK **BOUNDARIES.** TRANSFORM CARE.

Abbott

With the NeuroSphere[™] Digital Care platform, Abbott is moving neuromodulation therapy forward. Into a space where next-level access and information sharing will enable you to transform care for your patients.

PLAY VIDEO

