

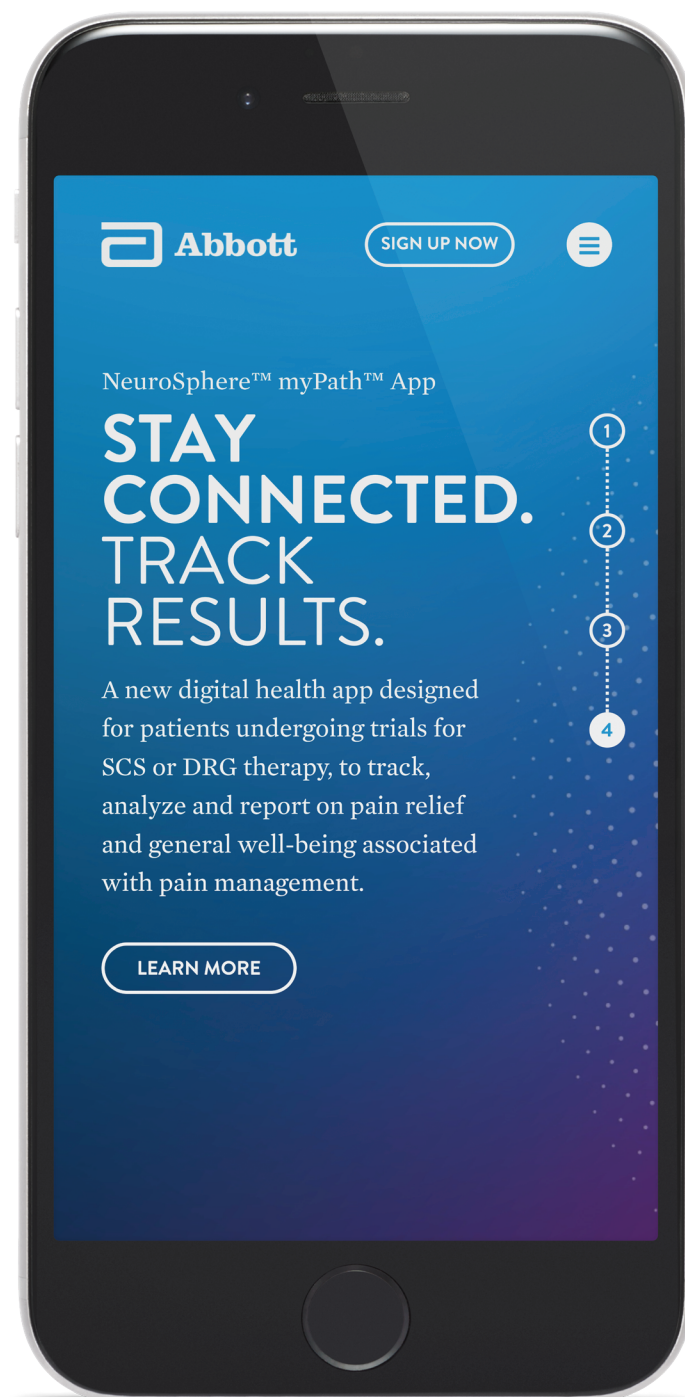
# Abbott

## 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.





**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.

