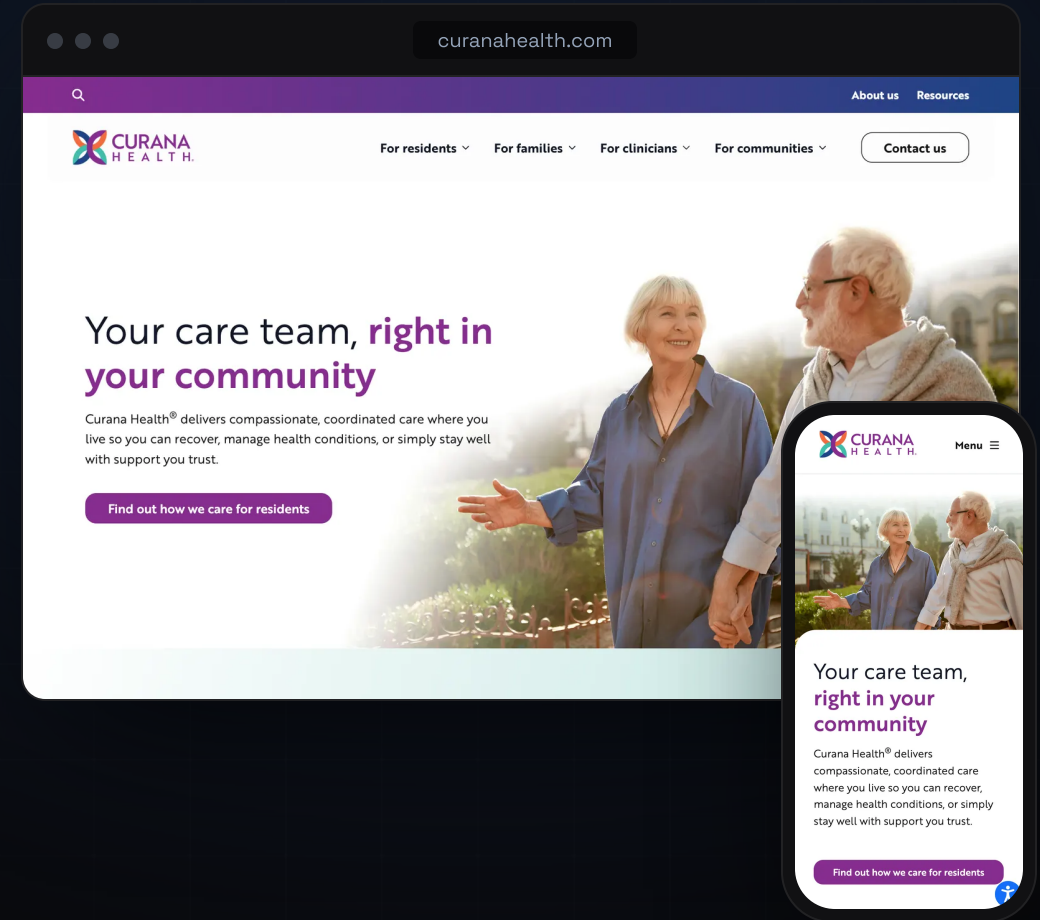


Curana Health · Senior care

# Care that comes to you, software that keeps up.

A long-running partnership with one of America's fastest-growing senior care providers. Across multiple projects we built the public web platform, clinician and community portals, and the internal tooling that keeps care coordinated across hundreds of senior living communities.



# The challenge

## THE CLIENT

Curana Health embeds primary care providers inside senior living communities across the United States, bringing proactive, 24/7 care to residents who would otherwise travel or wait for it.

## SECTOR

Value-based senior care

## FOOTPRINT

Nationwide, US

## ENGAGEMENT

Multi-project, ongoing

## Four audiences, one brand

Residents, families, clinicians and community operators each needed different answers, and the old site served none of them well.

## Growth outpaced the tooling

New communities were coming on board every month. Onboarding, scheduling and reporting still relied on spreadsheets and email.

## Clinician hiring was a bottleneck

Recruiting providers into new regions was critical to growth, but the path from interest to application was slow and leaky.

## Everything touched patient data

HIPAA obligations, accessibility standards and an older audience set a high bar for every screen and integration.

# Several products, one connected care experience



## Audience-led web platform

Dedicated journeys for residents, families, clinicians and communities, built to WCAG standards for an older audience.



## Community partner portal

Operators track onboarding, schedules and care programmes for their community in one place.



## Clinician recruiting funnel

Region-aware job pages, fast applications and ATS integration to shorten the path from interest to interview.



## Internal ops dashboards

Reporting on coverage, visit volume and programme outcomes across the national footprint, updated daily.

# How the engagement runs

A repeatable model we use across every Curana project.

- 01

Discovery with care teams

Workshops with clinicians, operators and families before a single wireframe.
- 02

Compliance built in

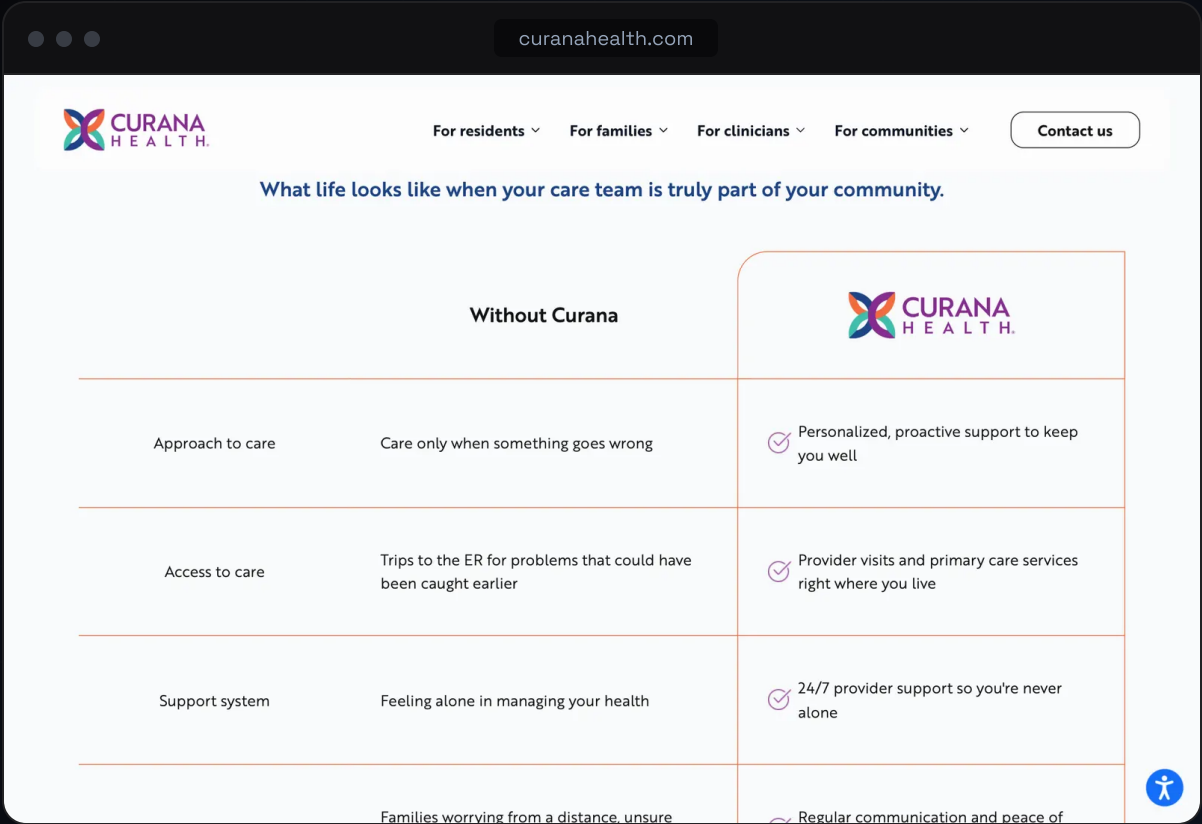
HIPAA, accessibility and security reviews designed into the architecture, not bolted on.
- 03

Ship in increments

Two-week releases, each one live and measured with real users.
- 04

Operate and extend

Ongoing support, monitoring and new modules as Curana enters new regions.



# What changed after launch

CLINICIAN APPLIES

+58%

more completed applications after the recruiting rebuild

PAGE SPEED

2.4X

faster load times on the public platform

OPS REPORTING

-12 hrs

saved per week on manual reporting across regions

ACCESSIBILITY

AA

WCAG 2.1 conformance across public journeys

Figures reflect measured changes across projects delivered during the engagement.

BEFORE

One website tried to speak to everyone, new communities were onboarded by email and recruiting leaked candidates at every step.

AFTER

Each audience has its own path, partners and staff work from shared portals, and leadership sees coverage across the country at a glance.

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## DELIVERED IN THIS ENGAGEMENT

- ✓ Public web platform
- ✓ Community and clinician portals
- ✓ Internal reporting dashboards

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