



# DIRECT TO BUYER MEDICAL DEVICE SALES FOR AN OMNICHANNEL CUSTOMER EXPERIENCE

NOVEMBER 2022

## Summary

LifeSync partners with health systems, medical practices, and device manufacturers to improve healthcare with superior cardiac and neurological monitoring and diagnostics. As the industry's only vertically integrated manufacturer, LifeSync can improve the entire supply chain from product design and development through to fulfilment and inventory management. Direct online sales represent a strategic area of growth.



### SERVICES PROVIDED

- eCommerce Design and Development
- Website Visual Design and Development
- Product Photography and Graphic Design
- Product Management and Optimization

### HOW MERIT MILE HELPED:

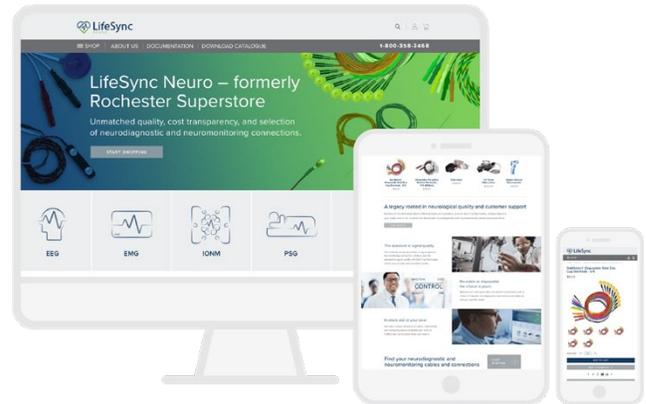
- Brand Identity and Messaging
- Sales and Marketing Collateral
- Demand Generation Campaigns
- Interviews with Key Stakeholders

### MERIT MILE

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 Boca Raton, FL 33432 USA

## Challenge

The neurodiagnostic and neuromonitoring division – LifeSync Neuro – needed to improve the eCommerce customer experience. A legacy platform was in place, but it lacked a modern shopping experience, wasn't mobile friendly, and provided operations teams with limited insights. The visual identity of the online store was also generations behind a new LifeSync brand, designed by Merit Mile.



With over 200 SKUs in the product inventory and hundreds of active customer accounts, LifeSync required a seamless, no-impact migration. The new eCommerce site had to be ready to receive and route orders into the supply chain on day one.

## Solution

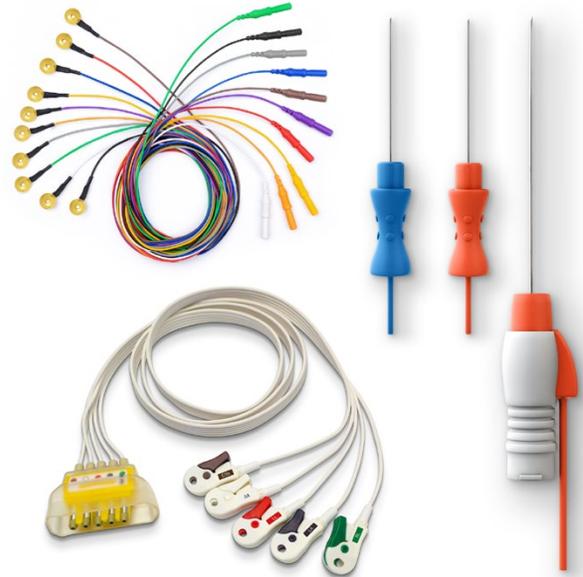
Merit Mile began by interviewing key stakeholders including IT, customer support, product managers, and customers about the current and desired customer experience. Business and technical requirements for the site were then developed, including a solution for migrating existing product and customer information from the original Yahoo eCommerce store to BigCommerce.

Merit Mile vetted Shopify and Magento, but ultimately selected BigCommerce as the platform best suited for LifeSync's business and technical requirements. Combined with a GatsbyJS frontend, the site provided a fast user experience and an upgraded backend management and inventory interface.



The Merit Mile creative team brought brand consistency between the online store and LifeSync.com, creating an omnichannel customer experience. To showcase the precision, detail, and quality of materials, Merit Mile staged a photoshoot of over 50 products, bringing visual richness and consistency to product photography.

During the migration, Merit Mile reorganized products into logical categories with new descriptions and technical details, improving the shopping and search experience. The backend shipping management, which was previously done manually, was updated with accurate shipping weights and dimensions for real-time shipping calculations at checkout.



## Results

After extensive quality assurance and testing by Merit Mile and LifeSync, the eCommerce site went live with no impacts to online orders or the supply chain. Ahead of the launch, existing customers were introduced to the new online store, so they were prepared for the change. When COVID-19 brought a halt to in-person sales, LifeSync was ready to meet increased market demand. The new site made it faster and easier for healthcare providers to check inventory, refill urgent supplies, and track shipments—all with a touchless online experience.

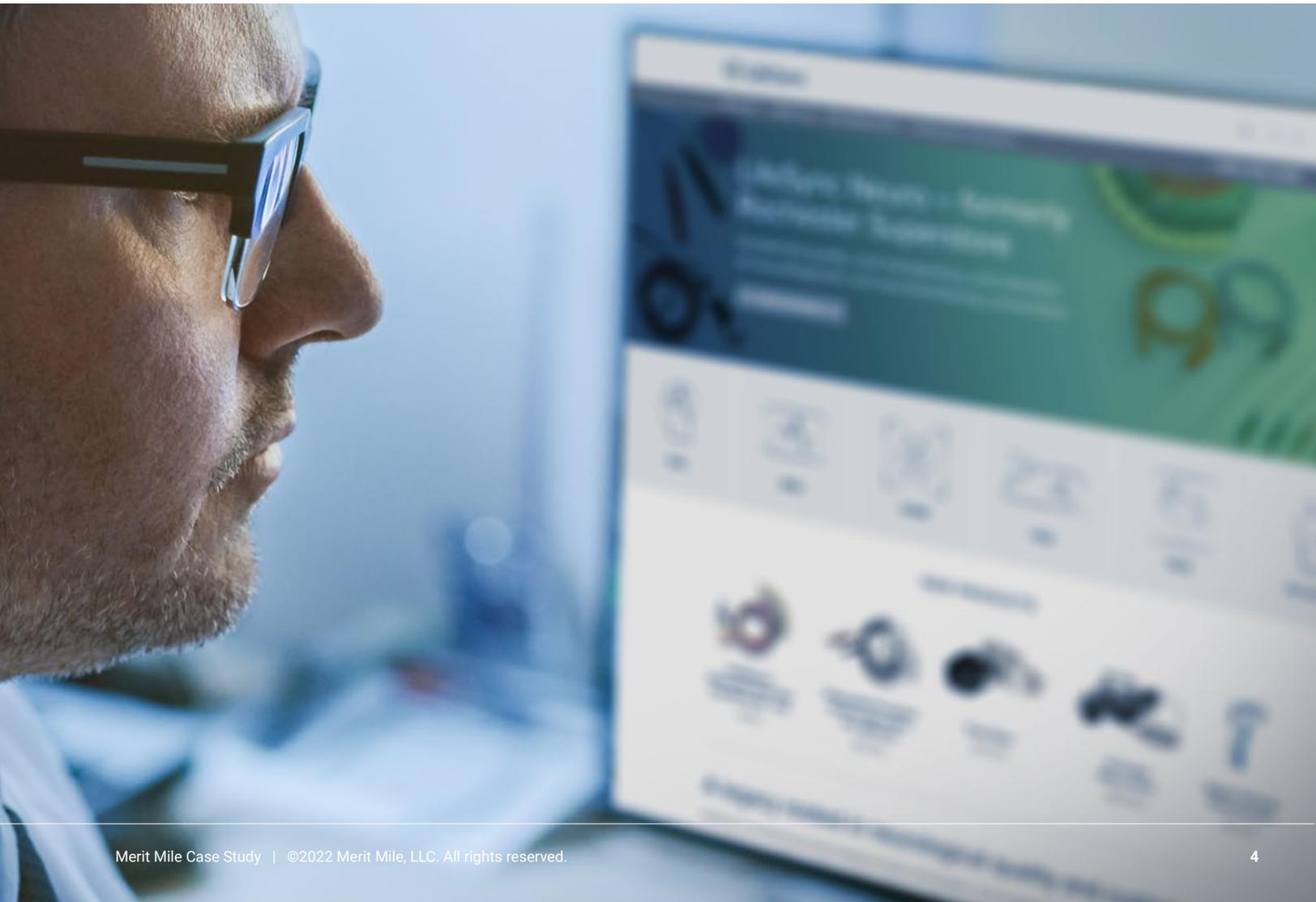


## Deliverables

- Brand identity and messaging
- eCommerce design and development
- Website visual design and development
- Product photography and graphic design
- Product management and optimization
- Sales and marketing collateral
- Demand generation campaigns

## Platforms

- BigCommerce
- GatsbyJS
- ShipperHQ
- Cart2Cart migration
- Braintree



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#### About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

#### Headquarters

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