

## The Challenge

Everything Well is a revolutionary consumer-driven wellness practice based in Orlando, Florida, offering the highest level of service for preventive care and functional health. Everything Well was founded originally as Vitis Healthcare, and recently underwent a restructuring period during which it was determined to rebrand the company. Everything Well offers a unique approach to healthcare, putting the patient first, and offering unmatched service, treatment protocols, wellness products, and educational resources. The challenge is getting the message out in a saturated market, and in creating a different identity that people actually cared about.

## The Process

FiveSeven Studios was asked to design a new brand identity, brand positioning, and a new web presence for the company. The name Everything Well had already been agreed upon, so we were tasked with developing the new look and feel for the brand as well as a strategic brand positioning plan.

We conducted research on the industry, and spent a lot of time interacting with the medical and administrative staff at Everything Well to understand what makes the company different, and how to craft a relevant brand identity that embodies all of the values of the practice. The brand development process revealed that the brand identity should embrace the technology and scientific advances of today, without forgetting the foundations of health developed centuries ago. We pursued the concept of creating a contemporary identity combined with an "old apothecary" style to create sort of a blend between the old and new.

Everything Well also wanted to create a website that was resource-based, and that offered a consistent flow of information and content through a variety of mediums. We created a website built on a custom Content Management System (CMS), that features a number of intuitive dynamic features that sort content and information in real time for the user. We are also continuing to develop an online storefront and a network of social media applications to further extend the brand, and other design initiatives that will take place in 2009.



# everythingwell

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## Initial Results & Additional Services

Results are still pouring in as the launch is relatively new, but the Everything Well brand has received a significant amount of positive feedback from both patients and peers alike. The most important result is the ease with which the Everything Well staff can now push information, resources, and state-of-the-art care to their patients. The web solutions that we crafted for Everything Well are extremely versatile and scalable which will allow the staff to continue to stay ahead of the curve in technology and information. We are very privileged to have participated in this initiative, and are very excited about the new projects that we'll have the opportunity to work on in the near future.



 **everythingwell**  
FUNCTIONAL MEDICINE & OPTIMIZED WELLNESS

A new brand for a new way of living.  
A revolutionary wellness program demanded  
A revolutionary website.  
We gave them that and more.