

CASE STUDY

DESIGNED BY
DEBBIE M FERRARI

“You did a brilliant job. Your work has been widely praised, from the Board of Directors to the new team, it has been of great value to the entire project.”

Sammi Mentis, Director, Operations, RespondHealth



MyOwnMed.

“Debbie has been a consistent and reliable partner who maintains a high standard of quality and provides valuable insights. Her proactive approach and commitment to excellence has benefited our ongoing efforts to innovate and expand.”

Vicki Seyfert-Margolis, PhD
CEO and Founder, RespondHealth

MyOwnMed contents

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role

Creative Strategist | Branding Specialist



contract timeline

2015 - 2023



client

MyOwnMed was a digital health platform designed for real-time patient data collection. It offered scalable workflow solutions for corporate, nonprofit, and academic clinical trials that streamlined and enriched healthcare research and clinical trials.

Now, as RespondHealth, the company is undergoing another brand transformation.



overview

The initial creative brief focused on assessing brand consistency, updating visual identity, and developing a website to reflect a new company mission. What started as a brand refinement evolved into a comprehensive re-brand, creating a structured identity, repositioning the company within the industry, and ensuring alignment across all internal and external communications.

The initiative included strategic planning, brand architecture development, hands-on design execution, and creative leadership. These efforts positioned MyOwnMed technology as an integrated platform for clinical trials and research, ensuring ongoing brand consistency and scalability in an evolving healthcare landscape.

MyOwnMed Original Brand



MyOwnMed Bridge Brand



MyOwnMed ECOS Platform



MyOwnMed.





challenge

The MyOwnMed CEO, with expertise in clinical research and healthcare technology, needed a Creative Director with deep experience in healthcare brand development and an understanding of deep-dive data analysis. Leadership sought to reposition the platform from a patient model to an industry-driven focus, making it essential to establish a brand ecosystem that aligned with long-term business objectives, standardized language, and unified cross-channel materials. Cross-functional team communications lacked standardized language, and outdated brand standards –a refreshed brand and visual identity, along with strategic messaging, was required to support the transition and ensure cross-channel consistency. The immediate need was to update the brand mark, launch an interim website and provide templates to align team communication, unify messaging, and support the new outreach strategy.

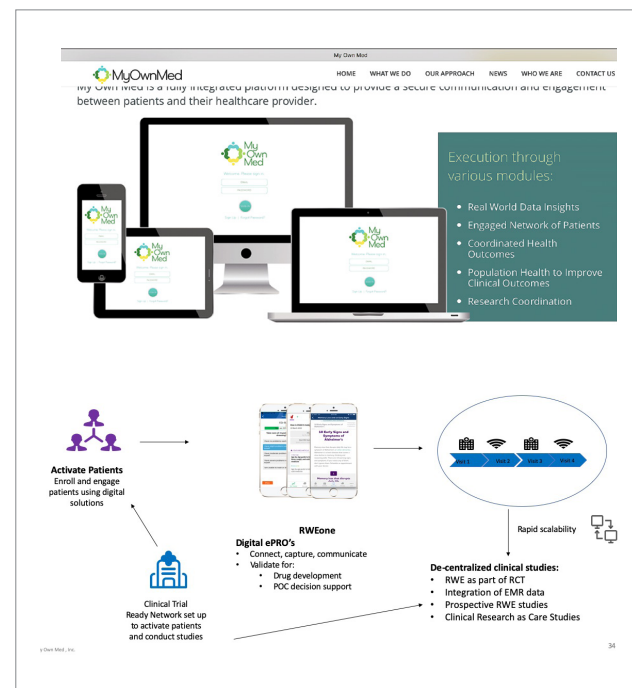


approach

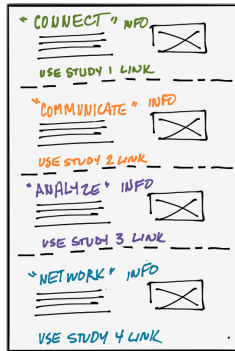
A communication audit and industry analysis revealed significant messaging inconsistencies and the use of outdated branding. Findings and recommendations were presented to leadership—most notably, the need to define the mission, establish standardized language, and create a cohesive brand for cross-functional teams to adopt. An interim identity, including modest guidelines and resources, was developed as an initial step toward building a scalable brand ecosystem.

The ECOS Platform was introduced, clarifying the technology suite (customer portal and Mobile Health Tracker app) as a unified solution with flexible, broad customization opportunities for diverse healthcare applications. The new brand ecosystem included a re-imagined brand mark, cohesive visual identity, and standardized language that aligned the mission and messaging and provided a scalable framework for cross-functional use and external positioning. A branding guide with templates and an asset library supported leadership and the marketing and development teams in consistent outreach across the company.

MyOwnMed Original

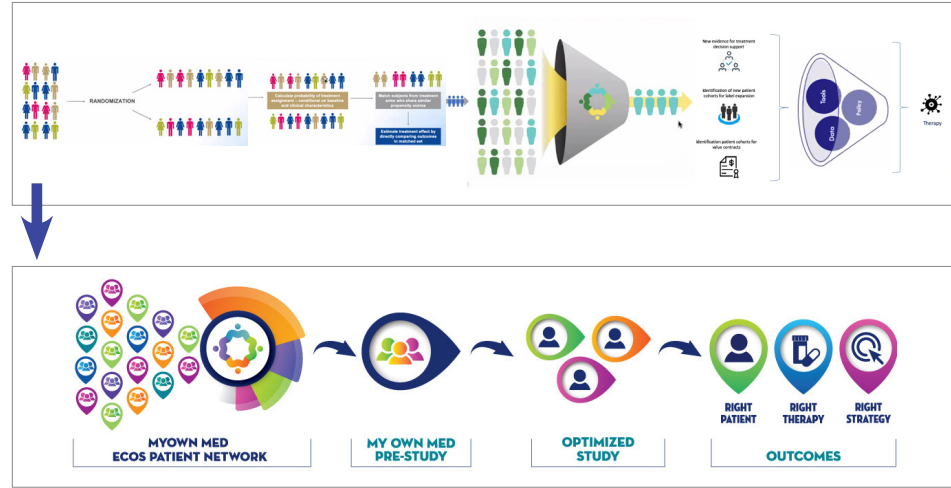


MyOwnMed BRIDGE



- Intuitive Design**
Patient driven design, demonstrated easy to use
- Streamlined**
Essential study elements simplified, targeted to patient population and needs
- Simple and Integrated**
One app, one workflow, integrates multiple functions and devices
- Robust Technology**
Advanced design, technology and analytics

ECOS Platform Development



MyOwnMed

My Own Med is a 360-degree platform providing direct, ongoing connectivity between caregivers, hospital systems, community health workers, and patients. Using first-of-its-kind technology, My Own Med allows for a real-time exchange of information, medical instruction, medication reminders, and tracked progress, simultaneously recording important data like drug interactions and patient satisfaction to provide unparalleled opportunities for data analysis. Its customizable, user-friendly interface makes it simple for patients and caregivers to track their medical status and interact with their providers in an efficient, meaningful, and understandable way. For patients and their loved ones, this means one less thing to worry about during recovery. And for health systems and healthcare professionals, this means a reduction in cost through increased compliance, reduced readmissions, and improved overall health outcomes.

As Chief Medical Officer of your family, keeping track and staying connected with all the various health care needs can be a tough work. With just a touch of the screen, you can pull up each family member's medical history, communicate with the physician, manage medication schedules and side effects.

Patients: My Own Med's easy-to-use interface allows you to customize a program tailored to your own needs, whether in the form of a reminder to take medication, a check-in with your physician or caregiver, or a log of how you're reacting to a new drug. My Own Med provides real-time data exchanges with your doctor so you have your post-treatment instructions on your phone before you leave the doctor's office, and you have the option of sharing your progress and updates with your care provider between visits. My Own Med can link you to a community of patients just like you, to share best practices or experiences with different treatments.

Providers: My Own Med fully integrates into providers' existing systems to allow health systems, physicians, to seamlessly keep track of their patients to measure progress, save compliance, and monitor any adverse reactions to medication. The system is scalable and can take many forms, from a community health worker model to a high-risk patient discharge model.

The convenience of real-time information provides the option to continue a patient's treatment at home while staying connected, helping reduce costs and identify those patients most at risk for readmission. For hospitals and health systems especially, this new technology will enable systems to improve outcomes over larger groups of high-risk patients. The disconnect between patients and providers between visits leads to noncompliance and unnecessary drives up health care costs.

Carers: Serving as a caretaker for someone with a chronic disease can be difficult work, whether you are a professional caretaker or taking care of a loved one. It can be even more challenging if you're trying to fill this role long distance. It can impact the caregiver's health in many ways as well. My Own Med makes it easier for you to keep up with both your patient's health and your own by tracking and providing real-time information about progress and treatment, from medication adherence to instructions from physicians. The platform makes it one step further for connecting you with a community of other caretakers and patients to share experiences and best practices.

And our advanced data analytics capability allows you to dig deep into aggregate patient data to learn about patient experiences, find potential cost savings, and gain a deeper understanding of consumer markets, increasing positive health outcomes while reducing liabilities. Whether you're a mom keeping track of family medications, a son keeping track of an aging parent across the country or a patient with a chronic illness that requires complicated long-term management, My Own Med makes managing care as easy as a touch of a screen, providing a simple, personalized experience customized to your own needs.

360°
HEALTH CARE PLATFORM

MyOwnMed ECOS System
For the Reordered Global Healthcare Landscape

THE STATUS OF DRUG DEVELOPMENT

There is an urgent need for creating new strategies for increasing clinical trial connectivity in a rapidly transforming healthcare environment. When bringing clinical trials patients to sites is facing limitations, we can help you bring the clinical trial to patients. Our ECOS Platform supports decentralized clinical trials, using our tried and true remote monitoring to build and execute patient-centric clinical studies, capturing efficacy and effectiveness of data simultaneously.

Our management has technology to "plug and play" allowing for agile, rapid development and deployment of the ECOS System - where one platform and one portal can support multiple mobile technology-enabled studies. This allows for rapid patient recruitment, a consistent optimized retention and the ability to bridge patients between on-clinic visits or for follow-up studies. These digitally powered patient-centric studies can create efficiencies in prioritization for therapeutic use cases as they allow for earlier intervention to course-correct brand strategy, de-risk studies sooner, and discontinue unsuccessful therapeutic assets faster.

THE FUTURE OF DRUG DEVELOPMENT

The MyOwnMed ECOS System represents a means to streamline clinical research processes, reducing time and costs associated with the current effort of traditional build and rebuild one-off clinical trials. It all starts with building the right strategy, asking the right questions, then designing a digitally powered approach fit for purpose. Our digital strategies and technology platform are informed by years of regulatory and innovative clinical trials built to fulfill the vision of transformation that the FDA has outlined for next-generation clinical trials and valuable real-world insights needed for optimizing market access in an increasingly challenging marketplace.

ECOS PLATFORM
First of its kind platform

ECOS MOBILE APP
Patient empowerment 24/7

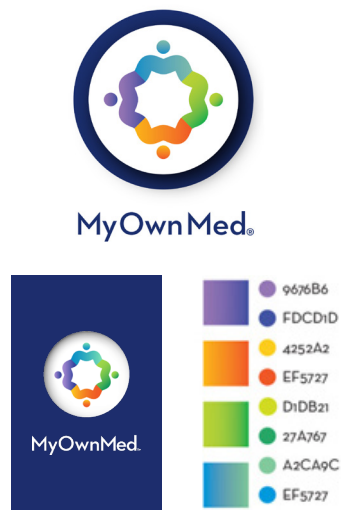
ECOS DATA
Critical system for data management and analytics

ECOS SYSTEM
Ecosystem for drug development



solutions

- Introduced new UX/UI assets across the website, customer portal, and app, including COVID-19 symptom icons, buttons, launch prompts, and expanded color palette updates.
- Established a new brand module with identity guidelines, templates, customized partner assets, and testing schematics for decks and media kits.
- Oversaw content creation and B-roll production for Drexel University, used for news stories, university websites, and MyOwnMed's outreach.
- Designed pitch materials for the MyOwnMed-Drexel-Gates Foundation grant project.



CORPORATE



PORTAL | APP | PARTNERS



ADD-ONS | MODULES

MyOwnMed ECOS Platform



Debbie's enthusiasm and expertise throughout our project was exceptional, and she has a level of professionalism which sets her apart from others in her field.

Sammi Mentis, Director, Operations, RespondHealth





scaling for COVID-19

Challenge

The MyOwnMed brand had launched just before the global pandemic. Answering the rapidly evolving public health crisis, the ECOS Platform was quickly pivoted for emerging trials, COVID-19 Managers tracking public health, and eventually non-essential workers and students returning to work and school. Scaling the brand, established credibility and clearly communicated capabilities for virus tracking, patient monitoring, and new trial applications in a high-stakes environment – while keeping pace with shifting industry demands.

Approach

UX/UI development for the ECOS Platform Mobile Health Tracker app became the central focus of this expansion. Branded as the COVID-19 Symptom Tracker, it included extended data collection for a wide range of symptoms, a testing scheduler, self-reporting tools, and real-time data tracking for clinical trial managers—enhancing the app’s functionality to meet the urgent demands of the healthcare industry. Additional updates included expanded website content, new outreach materials, and COVID-specific visuals to ensure consistent, adaptable messaging across channels.

Solutions

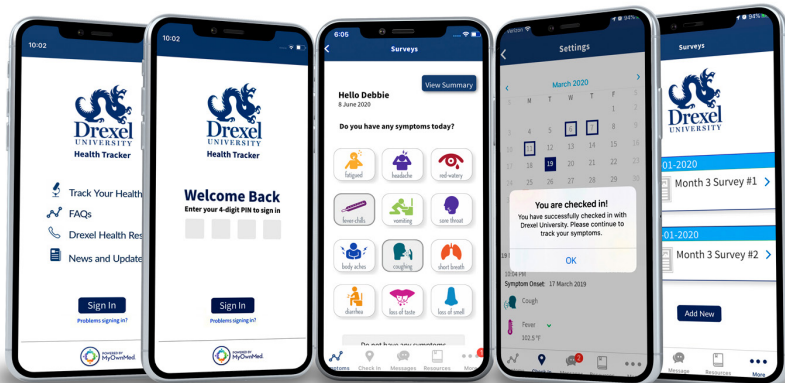
- Developed a wide range of sales, marketing, and PR materials, targeting universities, entertainment and healthcare companies, and research institutions.
- Designed infographics and schematics pitch decks, outreach documents, media kits, and new partnerships.
- Introduced new UX/UI icons and buttons, for the website and ECOS Symptom Tracker app, including COVID-19 symptom modules, testing schedulers, and expanded visual interface updates.
- Updated identity guidelines, templates, and customized partner assets for the expansion.
- Oversaw B-roll production for the Drexel University partnership and created content for their website, marketing efforts, and news stories.



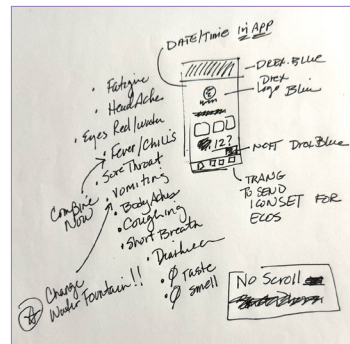
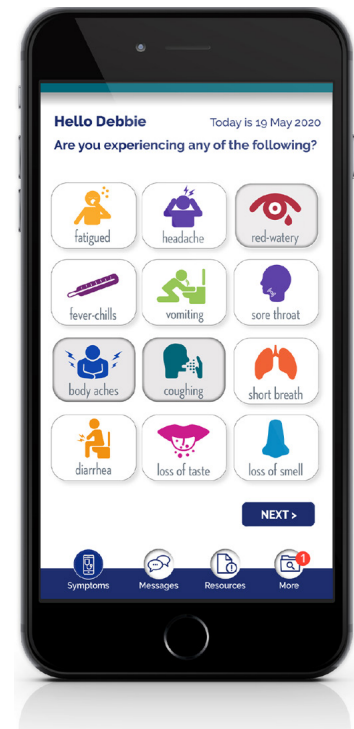
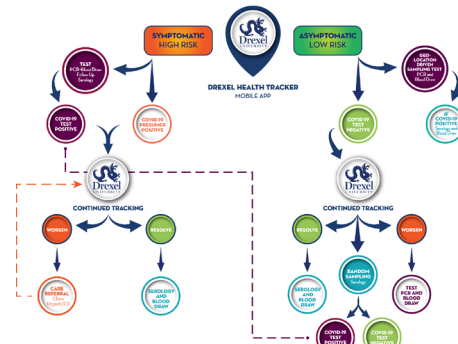
Back-to-School COVID-19 Symptom Tracker



B-Roll



powered by
MyOwnMed





conclusion

Collaboration

Functioning as an in-house MyOwnMed team member, collaborated with the CEO, cross-functional teams, and external partners to develop strategy, branding, and marketing, sales, and outreach materials. My work ensured brand consistency across digital platforms, pitch decks, partner communications, and investor materials.

Outcomes

- Leadership successfully realigned the team's understanding, buy-in, and implementation of the strategy, messaging, and visual identity.
- Developed and implemented the MyOwnMed brand ecosystem, including the ECOS Platform identity, visual style, standardized language, and scalable templates that unified cross-channel communications.
- Created tailored sales and partnership materials that strengthened industry outreach and investor engagement.
- Developed UX/UI tools, structured templates, and scalable workflows that supported long-term growth and streamlined internal branding processes.
- Expanded MyOwnMed's brand with COVID-19-specific assets that reinforced its credibility in clinical trials and public health research.



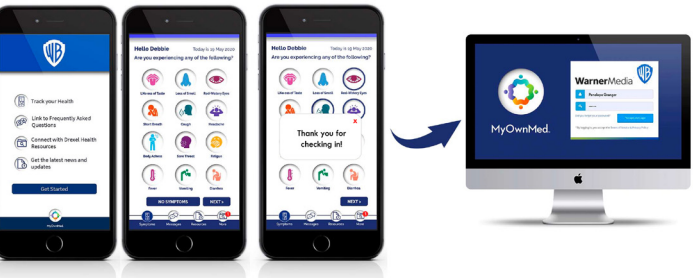
Tools

Adobe CC: InDesign, Photoshop, Illustrator, XD, Premiere

Microsoft 360: Word, Excel, PowerPoint

WordPress, Asana, Google Docs

COVID-19 Public Health Tracker



MyOwnMed Press Room

FOR IMMEDIATE RELEASE

Should this first paragraph start off with a "happy delighted to announce" before launching into the project? Also this is way to sciency and should be much shorter but you already know that. The immediate impacts of COVID-19 are increasingly documented and understood, however, the long-term consequences of infection and recovery are still unknown.

To address these questions, My Own Med, Inc. (MyOwnMed) is playing an important role in support of the new NIH IMPACC (ImmunoPhenotyping Assessment in a COVID-19 Cohort) study. The IMPACC study will use the MyOwnMed ECOS Mobile app, a comprehensive digital remote monitoring tool, to capture direct-from-patient, real-world evidence and will access important data and custom analytics through the MyOwnMed ECOS Portal.

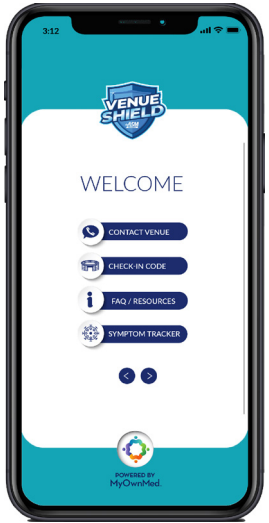
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MyOwnMed will be working with Dr. Charles Cairns, Dean of Drexel University College of Medicine and Dr. Albert Ozonoff and his team at the National IMPACC Clinical & Data Coordinating Center (CDCC) located at Boston Children's Hospital. "We believe it will be a powerful way to discover bio-markers, or molecules in the body that may help predict disease severity and even patient outcomes."

ON-LINE
myownmed.com
asmvenueshield.com/2020/06/vpreleased

We are a team of experts with decades of experience in immunology, science, clinical trials, health care policy, and medical product regulation, regulatory policy, and science expertise spanning development of bio marker discovery and validation, advanced data mining and analytics, and extensive experience in clinical trials.

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- FEVER / CHILLS
- SHORTNESS OF BREATH
- FATIGUED
- RED / WATERY EYES
- BODY ACHES
- SORE THROAT
- DIARRHEA
- LOSS OF SMELL
- HEADACHE
- TINGLING / NUMB TOES
- LOSS OF TASTE
- VOMITING
- COUGHING