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

66 **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

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**

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 Cross-functional team communications lacked standardized language, and outdated brand standards –a refreshed brand and visual identity, along with strategic messaging, was required to support the transition and ensure cross-channel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.
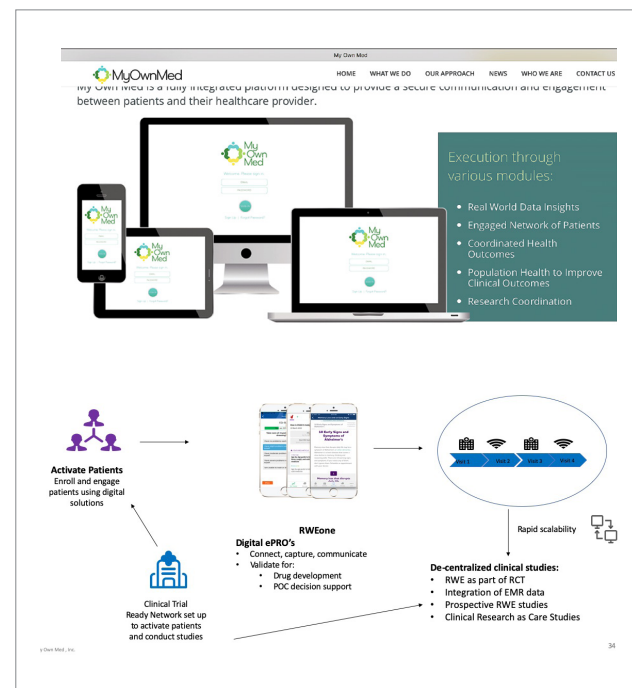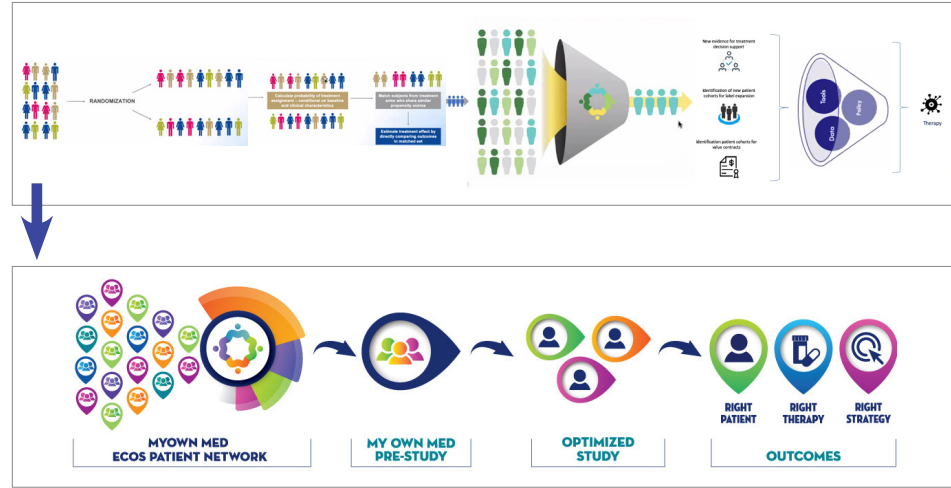
MyOwnMed **BRIDGE**
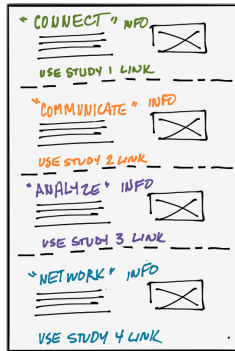
Intuitive Design
Patient driven design, demonstrated easy to use

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

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.

MyOwnMed®

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CORPORATE

POWERED BY MyOwnMed™

PORTAL | APP | PARTNERS

FEATURE: Profile   ADD-ON: Transportation   MODULE: Sample

FEATURE: Self Certification   MODULE: Languages   ADD-ON: Wearables

MODULE: Real-Time Alerts   ADD-ON: PROMIS   ADD-ON: QE Code
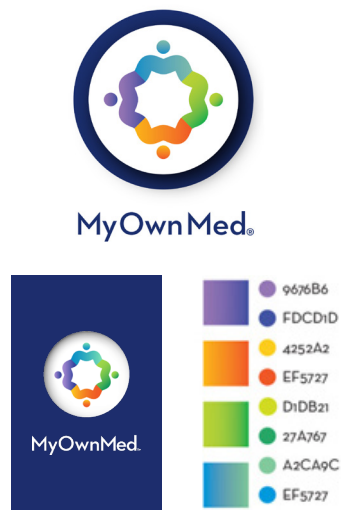
ADD-ONs | MODULES

MyOwnMed **ECOS Platform**

MyOwnMed For Clinical Trials

Building patient-centric, de-centralized, clinical trials to capture real-world evidence.

Combining cutting-edge technology, and patient engagement, with extensive regulatory and public health experience to support community-based clinical trials.

Focusing on bringing our patient-centric capabilities to create more inclusive and insightful clinical research aimed at capturing the diversity of patient experiences in real-world care settings.

- Have Improved Retention From Community-Based Recruitment
- Come Regulatory and Compliance Ready
- Are On a Scalable Platform for Patient Engagement
- Engage Diverse Communities and Practices in Clinical Research

SERVING COMMUNITIES

Our passion for inclusivity can be seen from the first projects we launched. And now we're proud to be working with the Bill & Melinda Gates Foundation and Drexel University on a digital health platform that will make care for COVID-19 patients more accessible to marginalized populations.

OUR FOCUS

66 **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.
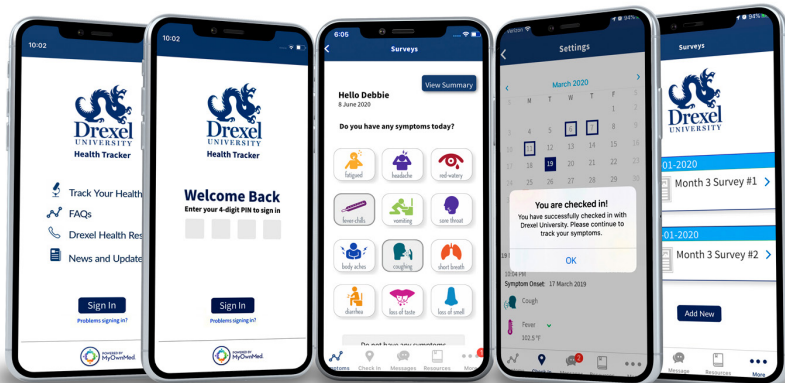
Solutions

- 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.
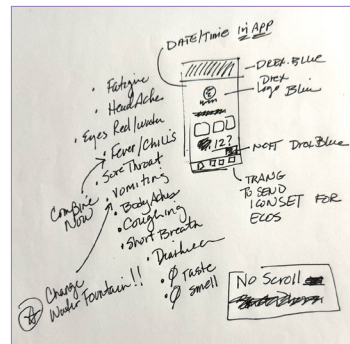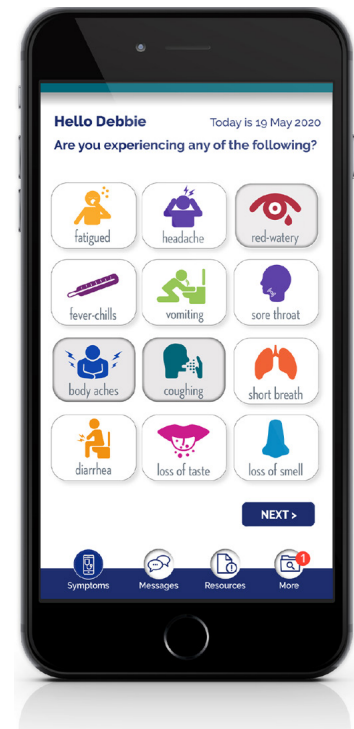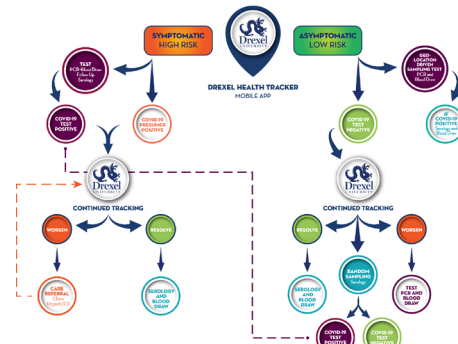
B-Roll

MyOwnMed has partnered with Drexel University to develop and release the new Drexel Health Tracker mobile app. Students, faculty, and employees are already providing real-time, real-world data in the race to research, slow, or stop the spread of COVID-19.

WE'RE EXCITED TO ANNOUNCE OUR NEWEST COLLABORATION

The Drexel Health Tracker mobile app is available on Apple Store and Google Shop exclusively for students, faculty, and employees of Drexel University.

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