

eClinicalWorks

ACUTE CARE OUTPATIENT CARE PATIENT ENGAGEMENT ANALYTICS

Improving Healthcare Together

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CASE STUDY SCALABILITY

THE

CHALLENGE

eClinicalWorks first engaged Elevation3D to create two exhibit sizes: 10'x20' and 20'x20'. Over the next few years, rapid company growth triggered a more aggressive event schedule that demanded various exhibit sizes and configurations, often for simultaneous events. Our design team was tasked with expanding the design from years prior while maintaining modularity, as well as consistent branding.

KEY DETAILS

- Multiple configurations from 10x10 to 60x80
- Seated and standing workstations
- Multi-tier hanging signage
- Signage easily re-branded
- Refreshment and lounge areas



THE SOLUTION

As eClinicalWorks' presence grew, so did interaction with attendees. At each show, they led long and short demonstrations, often at the same time, requiring multiple product demonstration and meeting areas.

Mindful of ongoing presentations and open sightlines, we expanded on the original inviting exhibit design, adding components that create distinct areas for interacting with visitors. From the reception desk at the forefront of the space, eClinicalWorks' representatives invite visitors to a refreshment counter. Seated and standing workstations cater to varying lengths of presentations. Comfortable lounge areas are nested into the back of the space to facilitate relationship-building. The furniture and panels used to create these environments are easily removed for a smaller exhibit presence.

Each demo area is marked with a large product-specific fabric graphic. Multi-tiered hanging signage provides primary and secondary branding, and gives the space strong visibility

throughout the room. Signage is easily re-branded from show to show, and can be used as individual components for smaller spaces.

Using smart design techniques, our team created strategic additions to the eClinicalWorks exhibit space, maintaining consistent branding from the original design years prior. The result is a dynamic exhibit design that quickly and easily scales from 10'x20' to sizes as large as 60'x80'.



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