



TribeAgency Creates Tradeshow Demo Micro-Site for Stericycle



Market Outlook

Given the complexities of the current healthcare system, managing a hospital is increasingly more expensive and difficult. One of the more sensitive issues in the hospital management field has always been medical waste disposal. If procedures are not followed precisely to regulations, hospitals can be fined and held liable for any infection or other health symptom that occurs as a result. This is why it is crucial for hospitals to utilize professionals and specialists trained in the protocol and who fully understand the legalities of medical waste disposal.

Opportunity

Stericycle has come a long way since their founding in 1989. The Medical Waste Tracking Act of 1988 presented Stericycle with an opportunity to manage waste for a wide variety of medical facilities far more effectively and at a lower cost while staying in full compliance with all regulatory conditions. Throughout the years, Stericycle has established a strong record of attention and responsibility to the environment. Stericycle offers a wide selection of medical, personal protection and waste disposal products, all carefully evaluated by their trained specialists.



In addition, they also offer comprehensive programs that keep medical professionals in compliance with evolving regulations. By consistently delivering peace of mind, they've become the premier full-service provider of infection control and compliance services and software.

Stericycle has made leaps and bounds in promoting awareness and market presence in the past few years. This progress in the way they market their company is what lead them to TribeAgency.



STERICYCLE CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solution

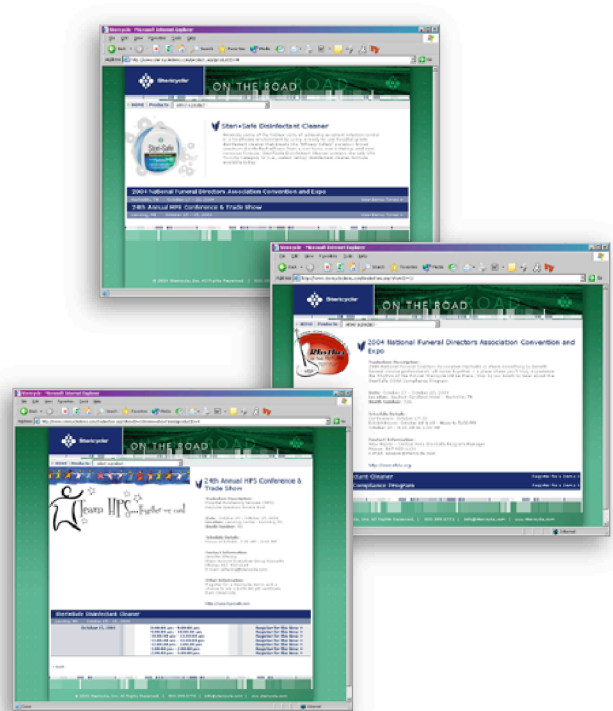
The process that TribeAgency utilizes for their client's work is their service marked 4D process. The first step of which is the Define Phase. TribeAgency mapped the requirements for the demo micro- site through the creation of project planning and architecture documents such as flow charts and blueprints. After Stericycle approved these documents, TribeAgency moved forward with the project and advanced to the Design Phase of the micro-site taking into consideration Stericycle's current brand identity as well as their desire to "up-the- anty" on the site's interface.

TribeAgency's creative team worked diligently to arrive at a design look that worked perfectly with Stericycle's navigation needs for the site. They set forth a design that maximized content organization while maintaining Stericycle's established brand identity via clever yet slight modifications in the use of color and detail. This design managed to re-define Stericycle's familiar identity to be on the cutting edge, all the while being true to their essence as a company.

Moving onto the third phase of TribeAgency's 4D process, the Development Phase was initiated. TribeAgency's team of technology experts planned the functionality and programming environment out extensively to achieve the result desired by Stericycle. Stericycle desired an easy-to-update, dynamic and functional solution. Developed in the language of Active Server Pages (ASP), TribeAgency created a full set of content management tools utilizing Webineer -- TribeAgency's priority Dynamic Web Publishing Application that allowed Stericycle to make edits and add new demo slots to their current roster in real time. This is important for a website that revolves its content frequently, as it gives the site's content manager a direct way of editing content without the need of knowing any type of coding.

After the development phase was complete the project entered the final phase of TribeAgency's process - Deployment. TribeAgency's technology and strategic teams worked with Stericycle to provide a full hosting solution for the Stericycle demo micro-site and launched the site in-house on a custom built server.

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Results

Since the launch of the tradeshow demo micro-site, Stericycle has seen increased traffic at tradeshow. Stericycle continues to utilize the micro-site on an ongoing basis to expedite the process of allotting timeslots of their demos to current and potential clients alike. It marks another success story for Stericycle and helped define a strong partnership between TribeAgency and Stericycle.



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