



Medical Device
Innovation Consortium

MDIC Website Makeover & Launch: Project Brief

1. About MDIC: The Medical Device Innovation Consortium (MDIC) is a public-private partnership dedicated to advancing medical device regulatory science. MDIC collaborates with the FDA, medical device manufacturers, healthcare providers and patient advocacy groups to improve the safety and effectiveness of medical technologies. Our primary audience includes medical device manufacturers, regulatory bodies, healthcare professionals, researchers and patient advocates.

2. Overview: As Associate Director of Marketing and Media at MDIC, I played a key role in the website makeover and relaunch, focusing on content clarity, user experience and engagement. This initiative involved updating program areas, refining messaging, and collaborating with internal teams to ensure accuracy and alignment with MDIC's mission.

3. My Role & Contributions

- Spearheaded content strategy and development for the website, ensuring alignment with MDIC's goals and audience needs.
- Conducted in-depth discussions with program directors and internal stakeholders to gather insights on key initiatives.
- Rewrote and restructured program area pages to enhance clarity and provide the most relevant information for members.
- Developed new messaging that reflects MDIC's evolving priorities and impact in the medical device industry.
- Worked closely with web developers and designers, as well as directly in WordPress, to structure pages and ensure seamless content integration.
- Ensured SEO best practices and accessibility standards were met to optimize visibility and usability.

4. Project Scope & Execution

- **Updated Program Areas:** Revised content to reflect the latest initiatives, priorities, and member resources.
- **Enhanced User Experience:** Improved website navigation, readability, and accessibility across devices.
- **Refined Messaging:** Developed consistent and engaging language that better communicates MDIC's mission and impact.
- **Stakeholder Collaboration:** Engaged with internal teams to ensure accuracy and completeness of content.

- **Technical Enhancements:** Worked alongside the development team to implement structural improvements and WordPress page structuring.

5. Impact & Results

- Delivered a refreshed website with clearer, more accessible content tailored to MDIC's key audiences.
- Increased overall website traffic by 15%, improving visibility and engagement.
- Enhanced click-through rates on resource pages by 15%, making key materials more accessible to stakeholders.
- Improved member engagement with updated resources and streamlined navigation.
- Successfully launched the revamped website, aligning content strategy with organizational objectives.

This project showcases my ability to drive large-scale content initiatives, collaborate cross-functionally and implement strategic communication improvements that enhance brand presence and user experience.