

## **Challenge**

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After retiring from his dental practice, Dr. Adams understood the dental industry and its unique needs. His retirement brought an interest to meet some of the issues he never had time to address while practicing. One of these issues was the inconvenience and expense of mandatory OSHA and HIPAA training. This training is an annual requirement for all practicing dentists and their staff. Previous to ProBusiness Online, the training was only offered on designated dates, and often resulted in substantial cost. The courses were expensive; both the training cost itself in addition to the lost working hours. Dr. Adams was confident that online training would offer a solution to this problem.

## **i4 Strategy**

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Knowing that this proposed service would be the only one of its kind, i4 was confident that ProBusiness would become a key industry player. i4 Solutions worked with Dr. Adams to develop unique and functional technology that would better streamline the training process for the dental industry. Working on both the marketing communication strategy and the online design and development, i4 was able to maintain consistency in the positioning of this newly developed company model. The strategy focused on ensuring that the end user/program affiliate would have the same experience every time they touched the ProBusiness brand.

- **Product Showcasing**

i4 also concentrated on developing messaging that would speak to the quality of the ProBusiness brand. After conducting significant research, i4's marketing team made some educated recommendations in regards to how the company could realize its greatest potential in all its markets. After developing the ProBusiness sales positioning statement, i4 developed all the marketing materials including: tradeshow booth, kit covers, inserts, PPT template, etc.

- **Site Functionality**

The i4 Solutions production team worked with ProBusiness to develop its large-scale online training program, enabling them to streamline the OSHA and HIIPAA certification process. The site incorporated all aspects of the traditional live training program: the instruction, the test, and certification. i4 worked with Dr. Adams to determine the navigational structure and then developed the foundational technology to support it. They brought an extremely complicated mass of information into a simple, easy to understand functional format.

## **i4 Solution**

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Using both its market research tools and production team, i4 Solutions mobilized this new online business model. The website was augmented by consistent logos on all advertising, and congruent presentations and interactive advertising. Following the launch, the ProBusiness model was approved by the ADA as a recognized training provider. Since becoming a recognized provider, ProBusiness has secured industry buy-in from dental associations, third party payers, dental practice management companies and tier-one insurance companies.

## Website Home Page Layout & Design



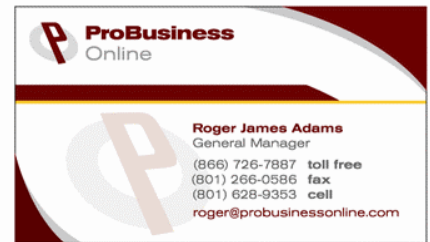
## Website - Testing Layout & Design



## Website - Instructional Layout & Design



## Business Card Design



## Tradeshow Booth Panel Design



## Kit Cover Design

