

Maresca Physical Therapy Website Portfolio

by Chris Durietz

Art 249: Interface Design II
Fall 2009

Website

Maresca Physical Therapy is a sole-owned, in-home, physical therapy business operated by Michael Maresca. This is the first website for this business. This is largely an informational site; its purpose is much like a brochure, advising patients of the services he offers and contact information. Many physicians refer patients to Michael, so he wanted it to be as clean and professional looking as possible, while still giving a friendly feeling to his patients. I feel fortunate to have found an actual business to try my new-found skills on. I look forward as much as Michael, to seeing this up and running.



Michael Maresca MPT, Owner
2258 Palolo Ave
Honolulu, HI 96816
Ph. 808.284.0824
Fax: 808.739.0824

HOME
Welcome!

ABOUT ME
Who I am

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TESTIMONIALS
Happy patients


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Welcome to Maresca Physical Therapy

We offer out-patient physical therapy services to patients in the convenience of their homes. Our goal is to remove transportation as a barrier to receiving effective therapy, while also training people to function most effectively in their own environment. We evaluate and treat patients of all ages who are unable to drive, have difficulty leaving their home, or simply prefer to receive care at home. All equipment and modalities are available just as they would be in any therapy clinic. When appropriate, patients can also be treated in real world settings such as malls, parks, beaches, and sports or work environments.

MISSION STATEMENT

Our mission is to provide exceptional physical therapy services to the people of Hawaii, helping them to achieve and maintain an independent, active, healthy, and pain free life.



WHY USE HOME CARE PHYSICAL THERAPY?

We offer out-patient physical therapy services to patients in the convenience of their homes. Our goal is to remove transportation as a barrier to receiving effective therapy, while also training people to function most effectively in their own environment. We evaluate and treat patients of all ages who are unable to drive, have difficulty leaving their home, or simply prefer to receive care at home. All equipment and modalities are available just as they would be in any therapy clinic. When appropriate, patients can also be treated in real world settings such as malls, parks, beaches, and sports or work environments.

TEL: 808.284.0824 | 2258 Palolo Ave, Honolulu, Hawai'i 96816

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Creative Brief

The written process by which we determine what is needed on the site to fulfill its purpose. This is the actual creative brief that I wrote to begin work on the site.

Creative Brief for Maresca Physical Therapy

Project Title: Website for Mike Maresca - Maresca Physical Therapy

Project Summary: I will be creating a new website for a mobile physical therapist in Honolulu. He is currently working from home, and wants to let people know that he does outcalls. He would like to get his own office in the next year or so. This will be a brochure-type site that will have approximately 4-5 pages and will be somewhat conservative in appearance, because much of his business is from doctor referrals. At the same time, he wants to attract people who need his services outside of the referrals.

Primary Objective: To inform people of his business and give information as to what he does and the types of therapy that he practices, and especially his mobility.

I am proposing to do this site, because I met his mother several months ago, and she was frantically looking for someone to create a site for him. This project is the perfect opportunity for him, because of his resistance to the price of a good site. It is also perfect for me, because I get to understand the process of building a real site from the ground up. It is also important in today's world to follow the format as to how people get information about the people they do business with, and he appreciates that as well. We are both excited about this project.

Target audience:

- **Age:** Mostly older people 70 years old and up, but not limited to that age group
- **Gender:** Male and Female
- **Income:** Any
- **Education:** Any
- **Occupation:** Any
- **Computer Experience:** This is not important
- **Spending Habits:** Not important; most insurance covers his service
- **Special Interests:** Not important. I do know, however, that health and well being of physical body, interest in ability to move—this is important for most individuals
- **Geographical Location:** Honolulu area, from Kalihi to Hawaii Kai/Kailua

Competition/Competitors: Here are some examples of the current competition:

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Competition

HANDS-ON Physical Therapy
Orthopedics & Women's Health

Home | About Us | Services | Products | Contact Us

HANDS-ON PHYSICAL THERAPY
is a comprehensive out-patient facility specializing in:

- Orthopedics and Sports-Injuries
- Women's Health

Our commitment is to offer you the optimal physical therapy experience. With more than 30 years of combined experience in the profession, we understand the value of a comprehensive evaluation and crafting treatment sessions to achieve specific patient goals. Treatment sessions are always performed "one-on-one" by a licensed physical therapist with extensive post-graduate training and international experience. We do not utilize assistants for manual therapy or exercise intervention.

Our goals and philosophy are to:

- provide personal attention
- thoroughly examine, assess and treat
- help meet the patient's specific goals
- facilitate a return to full functional activities or sports
- maintain loyalty and respect from clients and the medical community through quality service and integrity

We highly encourage you to come and experience our "Hands-On" approach for yourself.

Call 808-218 3660 or email us at handsonpt@mac.com to schedule a visit.

- Most insurances accepted
- Weekend and evening hours availability
- Centrally located at Ala Moana Center
- Free parking

Download
PRESCRIPTION FORM

SOUTH SHORE PHYSICAL THERAPY, LLC

Home | Our Practice | Services | Physicians | Case Managers | Visit Us

South Shore Physical Therapy, LLC is a private practice, outpatient orthopedic physical therapy clinic located in Honolulu. Our team of licensed physical therapists, an exercise physiologist, and a licensed massage therapist is committed to providing the highest quality physical therapy treatment and services possible to our patients. We offer some of the most advanced and effective procedures in our field and utilize state-of-the-art equipment at our Honolulu practice.

We encourage you to use our website as a resource to learn more about the physical therapy treatments and services we offer. If you would like to meet with us to discuss your individual physical therapy needs, please contact South Shore Physical Therapy, LLC Today.

South Shore Physical Therapy, LLC
1221 Kapiolani Blvd., Suite 730
Honolulu, Hawaii, 96814
P. 808.596.2333 F. 808.596.4545
info@southshoreptllc.com

HOME | OUR PRACTICE | SERVICES | PHYSICIANS | CASE MANAGERS | VISIT US

FIRST PHYSICAL & FUNCTIONAL REHAB

Home | Our Services | Contact Us | Helpful Forms | Contact Information | Training | About Us | Testimonials | Smoke Free For Life | Signature Treatment | 2009 Classes | Corporate Events | Reiki Classes | Insurance & Payment | Healing & Peace | Stop Smoking | Time Line Therapy | Let Go of the Past

THERAPEUTIC MODALITIES
Cervical/Neck Traction-Ultrasound-Hand/Foot and Extremity Whirlpools-Thermal Agents- including cryotherapy-Electric Stimulation (micro, russian, pre-modulated, biphasic, interferential, TENS, high volt pulsed current).

WORK SIMULATION
In order to return patients safely back to work, we simulate specific work conditions. Our patients are given feedback/instructions in proper body mechanics and techniques to minimize unnecessary strain or injury when returning to work.

ADVANCE EVALUATION TOOLS
In addition to the common clinical tools, we utilize state of the art equipment to collect objective data that allows an accurate and thorough evaluation and assessment of each patient.

LIFT CAPACITY TEST STATION
Participant is evaluated on six integrated, progressive substests that measure lift capacity from monitoring, high risk work style measurement and biomechanical safety guidelines, optimum safety is provided.

A&C Wellness Therapy

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Welcome

Aloha,

Our clinic has over 20 years experience in coaching, consulting and practice of natural therapies. Our clinic and training center is located in the heart of Kaimuki and close to the Kahala area. We offer a complete holistic approach to wellness in order to meet your health needs and goals. By utilizing a multi-discipline approach we are able to offer:

- Acupuncture
- Chiropractic
- Hypnotherapy
- Massage
- Craniosacral Therapy
- Reiki
- NLP
- Time Line Therapy(tm)

We also offer training in:


- Hypnotherapy, all levels, American Board of Hypnotherapy Certification Program Board Approved
- Reiki to Master level
- Shiatsu
- Massage Therapy

iPhoto

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354 Ulumio St. #404 Kailua, HI 96734 · 808 242-1118 | 1314 S King St. #1451 Honolulu, HI 96814 · 808 593-2410

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- Patient Forms

Physical Therapy located in Honolulu and Kailua




We started Ohana Pacific in 2001 to provide **physical therapy for Honolulu and Kailua** residents. Our goal was, despite the challenging healthcare business environment, to be able to continue to treat our patients the old fashioned way - 1:1. We gradually built up our staff to include experienced therapists in a variety of specialties with the same passion to take care of the people of our Honolulu and Kailua communities. Our staff averages 18 years experience per therapist!

The Honolulu & Kailua Physical Therapy

Our philosophy is to always value people, so we will always adhere to keeping all of our treatments 1:1 with experienced licensed professionals, as well as to provide community outreach via free health care lectures, screenings, and volunteering our time to local organizations and national affiliates. We hope you find our website useful.

Book & DVD - Available September 2008


Pacific Physical Therapy	547 Halekaunila St.	531-0272	536-4075
	Ste 116		
	Honolulu, HI 96813		





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Mobile Out-Patient Physical Therapy


Mobile Out-Patient Physical Therapy
Kapiolani Clinic Out-Patient Physical Therapy
Pearl City Clinic Out-Patient Therapy
Custom Bracing and Orthotic Devices
Athletic Training
Functional / Physical Capacity Evaluation
Beyond Rx
Liquid P.T.
Massage Therapy
FAQ



For patients who are unable to transport themselves to a rehabilitation facility, we come to them! Patients receive direct, one-to-one, contact with their Physical Therapist from initial evaluation to discharge. And there is **NO** additional charge or qualifying criteria to receive mobile, in-home physical therapy!

This is a free Starter Web Page courtesy of GoDaddy.com.



PO Box 240794
Honolulu, HI 96824

Phone: (808) 398-3357
Fax: (866) 359-9526

FIT Therapy: Functional, Individualized Treatment

www.fittherapyhi.com

WELCOME TO FIT Therapy!

FIT Therapy OFFERS OUT-PATIENT PHYSICAL THERAPY SERVICES IN THE CONVENIENCE OF YOUR HOME... Treatment is available in real world settings to people of all ages with orthopedic or neurological conditions. This eliminates barriers to consistent, effective treatment. Most insurances cover physical therapy services, and all equipment is available just as it would be in any out-patient clinic.

OUR SERVICES INCLUDE...

- Mckenzie Method Evaluation and Treatment
- Orthopedic Rehabilitation
- Sports Physical Therapy
- Neck and Back Rehabilitation
- Geriatric Physical Therapy
- Therapeutic Exercise Programs
- Joint and Soft Tissue Mobilization
- Pre/Post-Operative Treatment
- Injury Prevention and Wellness Education
- Balance Testing and Neurological Rehabilitation
- Modalities (such as mechanical traction, electrical stimulation, etc.)
- Home Safety Assessment

Please contact us for further information or with questions you may have.


We are passionate about empowering active, healthy lifestyles, and look forward to working with you to achieve your goals!

Sincerely,

Ellie Frye, PT, DPT, Cert. MDT
Owner, Doctorate in Physical Therapy
Certified in Spine Rehabilitation

Email us at: FITtherapy@hotmail.com
Visit us at: <http://www.FITtherapyHI.com>

Domain Names -



Call us at: 808.596.7300
Fax: 808.596.7305
Thursday, August 27, 2009

Hawaii's leading Sports & Orthopedic Medicine specialist
Bernard M. Portner, M. D.

"The vast majority of our patients have conditions that respond beautifully to conservative, non-surgical treatments, and can avoid surgery altogether."

-Dr. Portner

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Radio shows

- April 28, 2007
- April 21, 2007

Featured services

- Injection Therapy
- Physical Therapeutics
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- View More Services
- Chiropractic
- Massage therapy
- Diagnostic Services

Patient forms

- New patient registration
- HIPAA Form

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615 Piikoi Street
Suite 1210
Honolulu, HI 96814

Call us at: 808.596.7300
Fax: 808.596.7305

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PT HAWAII
RESTORING PEOPLE TO MAXIMUM FUNCTION

Restoring People To Maximum Function

No-Fault Injury Specialists

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CONTACT US

PT HAWAII-KAPOLEI
Kapaeha Medical Park
559 Farrington Highway 208
Kapolei, HI 96707
PH: 808.874.1142
FX: 808.874.1143

PT HAWAII-WAIPAHU
Waipahu Professional Center
64-801 Farrington Highway
Waipahu, HI 96727
PH: 808.880.9123
FX: 808.880.9889

**Welcome to PT Hawaii
The Physical Therapy Specialists**

Located in Waipahu and Kapolei areas, PT Hawaii is dedicated to providing individualized, comprehensive evaluation and treatment programs for conditions of the neuromusculoskeletal system. We provide services in the rehabilitation of non-surgical and post-surgical diagnosis. Whether you were injured on the job, or on the road, or playing your favorite sport, we are here to help you make a full recovery and resume your normal life activities.

Our staff specializes in the physical rehabilitation of the injured worker and accident victims. We possess the clinical expertise, and commitment to excellence to successfully achieve mutual treatment goals.

We are the only physical therapy facility of its kind, offering the recovering patient aqua therapy in a 100,000 gallon solar heated pool, and over 8,000 sq. ft. of rehabilitative options. We are recognized in the community for our superior of outpatient orthopaedic physical therapy. We have been providing physical therapy services in Hawaii for over 10 years.

BackToWork
at PT Hawaii
Injured workers benefit from physical therapy services.

PhysioCare
at PT Hawaii
Physical therapy services are available in the treatment of back...

AquaCare
at PT Hawaii
AquaCare therapy services designed to improve patient outcomes...

MassageCare
at PT Hawaii
Massage therapy services incorporate therapeutic techniques...

Total Fitness Physical Therapy

You aren't just a patient... you're family

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"Our mission is to provide you with quality, professional physical therapy services in an ohana, or family-like, setting."

Total Fitness Physical Therapy, LLC provides you with quality, professional physical therapy services. We have been in business since 1991, and many of our patients have recovered from their injuries and returned to pain-free function. Our clinics have qualified, friendly and caring staff who strive to give you one-on-one attention.

Total Fitness Physical Therapy, LLC specializes in Exercise Rehabilitation and Manual Therapy. We are set up to service Worker's Compensation Injuries, Motor Vehicle Accidents, Personal Injuries and Health/Fitness Conditioning. Our clinicians have training above and beyond the standard requirements to work in Hawaii, including certification in gait analysis and foot orthotics, Mainland joint mobilization, taping techniques, connective tissue massage, aqua therapy, and many other clinical skills.

Contact us today!

Business Office:
1650 Liliha St., Ste. 107
Honolulu, HI 96817
Phone: 808-538-6117 • Fax: 808-587-7727
Email: info@totalfitnesshawaii.com

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Privacy Policy

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REHABILITATION HOSPITAL OF THE PACIFIC Rebuilding Lives Together

DR. GARY
808-531-3511
FROM THE REHABILITATION DIVISION
1-800-923-4226

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55 Years of Service to Hawaii

My stay at REHAB was very good. When I was first admitted I couldn't take a step. After the wonderful care I received, I no longer need a walker.
— Douglas Tamara

Rehabilitation Hospital of the Pacific (REHAB) is the only acute-care medical rehabilitation organization serving Hawaii. For more than 55 years, the 100-bed, not-for-profit hospital and seven outpatient clinics on Oahu, Maui and Hawaii have been dedicated to providing comprehensive medical rehabilitation services.

Each year, REHAB treats more than 8,000 patients recovering from strokes, brain injury, spinal cord injury, orthopedic injuries, sports injuries and those individuals requiring general rehabilitation. Services to patients include physical therapy, occupational therapy, and speech therapy.

REHAB accepts referrals from acute care hospitals and other healthcare organizations. Our team of professionals can help the patient achieve his or her fullest potential. After inpatient treatment, nearly 90 percent of our patients are able to return to a home setting. After outpatient treatment, many return to work and/or community activities with improved function. REHAB is accredited by the Joint Commission as an acute specialty hospital in physical rehabilitation.

Advanced Equipment & Therapies
Kosasa Gait & Seating Clinic
Bioness H200 (upper extremity)
Bioness L300 (lower extremity)
Vital Stim (FES) for Dysphagia

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Fernandez Sports and Physical Therapy LLC

Linda S. Fernandez R.P.T.

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Pilates Program
Maintenance
Linda Fernandez
Staff Members
Map & Directions
Appointments & Insurance
Related Links

Address and Contact Information

Kahala Professional Building
Across from Kahala Mall
4747 Kilauea Ave.
Suite 103
Honolulu, Hawaii 96816

Phone: 808-737-6103 Fax: 808-737-6072
E-Mail: clinic@fernandezsportsandpt.com

Send e-mail to clinic

Updated: 12/21/2008

Business Hours

Monday: 9 - 6:30
Tuesday: 9 - 6:30
Wednesday: 9 - 6:30
Thursday: 9 - 6:30
Friday: 9 - 6:30

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Art 249: Interface Design II

Fall 2009

Creative Brief

The competition is quite varied; it goes from very under-designed to very specific in what type of clientele they would like to attract. The shining example of the largest physical therapy business is Rehab Hospital of the Pacific—they are an outright institution here. Mike's business is small potatoes compared to them, but they are a lot more than just physical therapy; they really are a hospital, and are recommended by doctors and other hospitals after extreme injury. My idea of great CSS is South Shore Physical Therapy, and that is what I would like to emulate in cleanliness, personality, and consistency in design elements.

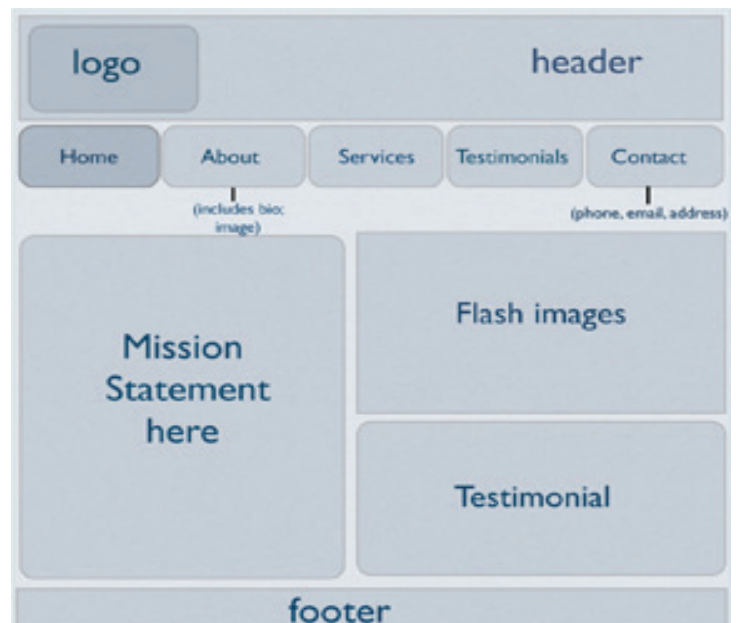
Assets needed: Photographs, business name, mission statement, testimonials, magazine article, brochure (has information about his business. He will be emailing this to me. He doesn't really have a logo at this point, though he does have a wave image he uses on his business card. Perhaps that can be styled into a logo, or I can try to make him a new one.

Existing look and feel: No website at this point to base this on—but he did mention that he thinks somewhat conservative might be good because of the doctor referrals. he is open to ideas.

What else is important: I will be meeting with the client soon to get more of this "feel" and see what his interests are, personality is like, and what type of style he'd like to project to future clientele.

Wireframes

Once it was determined what was need to be on the site, it was framed up to get a good idea of the site would be organized and laid out.



Home

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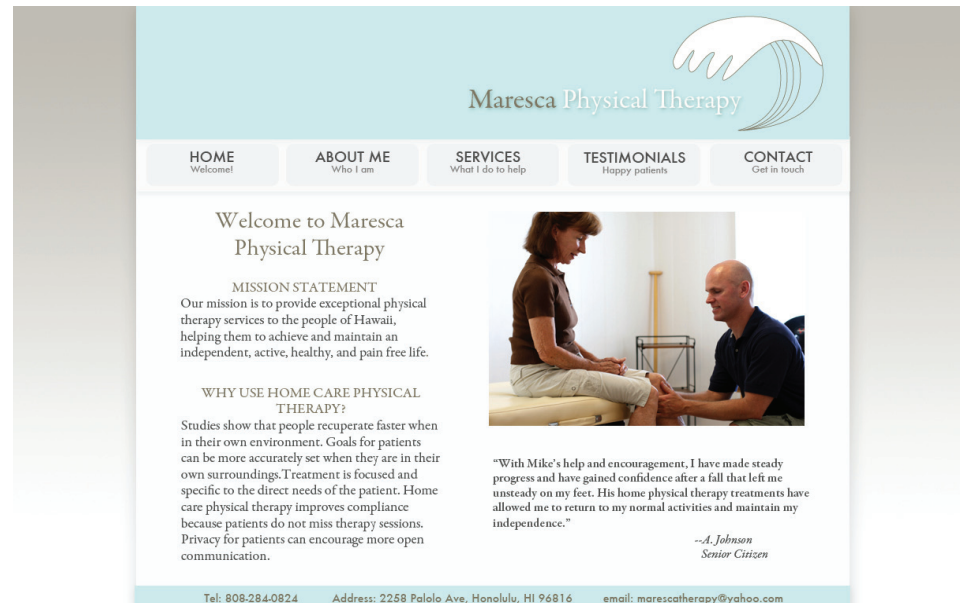
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Design Process

This is the process of experimentation that we go through to find the best design for the clients needs. I was limited only by the colors he preferred, and the fact that his website needed to be professional as possible. He let me know as well, that he preferred a clean look. This process took me to these main designs, with several variations not shown. Surprising to me, Michael chose the first site I designed, and it has less of the qualities that he said he wanted. With a few alterations to the original design, I was able to come up with something that he is very happy with.



Cool and Clean



Professional Light

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Blue Waves



Final Design

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The Completed Site



Maresca Physical Therapy

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2258 Palolo Ave
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Fax: 808.739.0824

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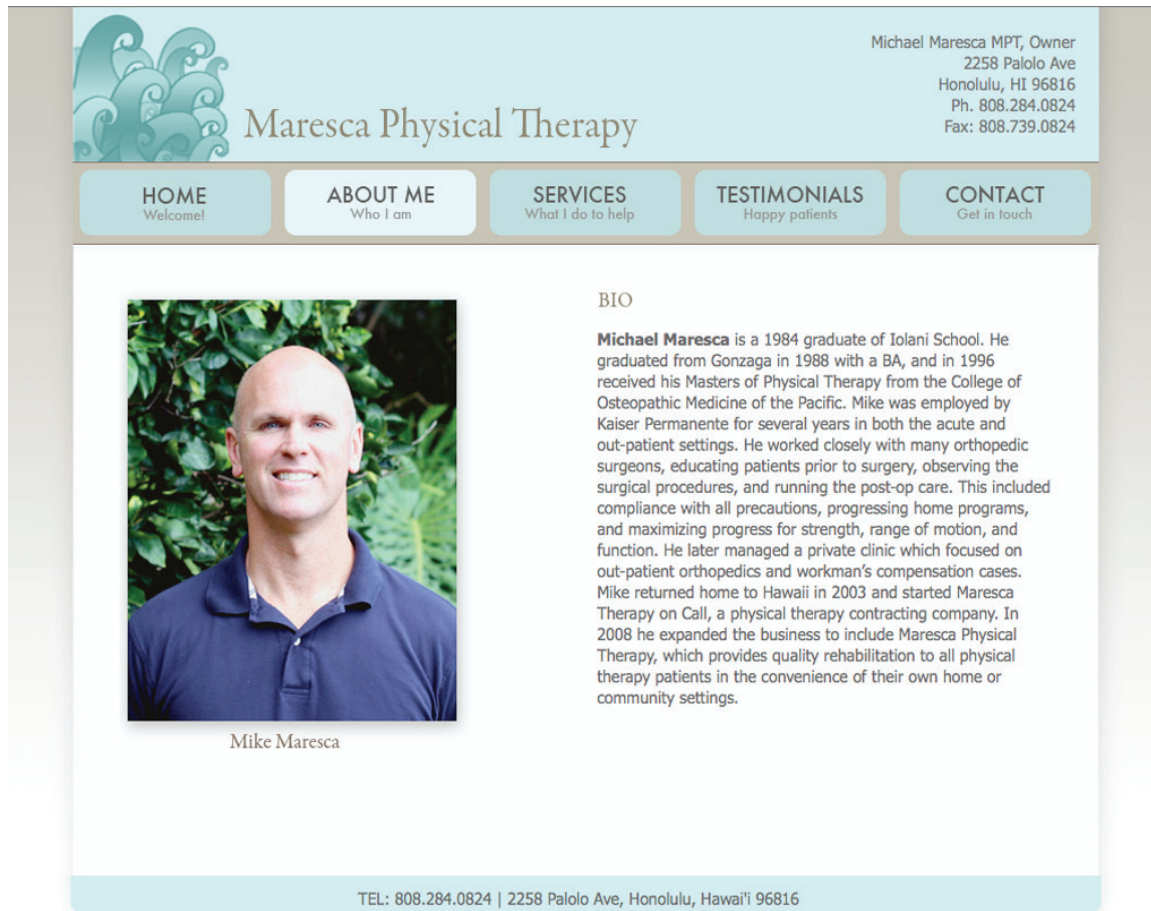
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About

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SERVICES

Physical Therapy in the comfort of your home!

Thirteen years experience in:

- ✓ In-home/Mobile Physical Therapy Services
- ✓ McKenzie Spinal Assessment and Treatment
- ✓ Orthopedic Injury Rehabilitation
- ✓ Sports Physical Therapy
- ✓ Therapeutic Exercise Programs
- ✓ Geriatric Physical Therapy
- ✓ Injury Prevention Education
- ✓ Balance Rehabilitation and Testing
- ✓ Modalities
- ✓ Joint and Soft Tissue Mobilization
- ✓ Home Safety Assessment

All Insurances Accepted

Maresca Physical Therapy participates with local and national insurance plans and also gives patients the option of paying out of pocket if needed or desired. The fee schedule is identical to clinic based physical therapy services. Please contact us if you have any questions regarding our services, insurance coverage, payments, scheduling, or any other issues.


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Services

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TESTIMONIALS

After my elderly aunt broke her hip, she needed physical therapy three times a week to regain her ability to walk. The convenience of having Mike go to her home was a tremendous benefit towards her recovery, and a relief to the family. She felt more comfortable in her own home and didn't have the stress and inconvenience of traveling to the hospital. She found Mike to be a friendly, competent, and caring young man." --*K. Rosehill, Niece of 91 year old aunt*

"We thank Mike for the absolute wonder of watching our son, Glen who is special needs, get up from his chair, dance using his grab bars, and stand while playing Wii. Glen had not walked for several years due to physical and motivational issues. Now with a walker, he can walk across the room and assist with daily activities. Blending home activities with his therapy helped Glen to understand and try harder to reach goals." --*J. Metzger, Mother of Glen*

"With Mike's help and encouragement, I have made steady progress and have gained confidence after a fall that left me unsteady on my feet. His home physical therapy treatments have allowed me to return to my normal activities and maintain my independence." --*A. Johnson, Senior Citizen*



Click [here](#) to read Mike's article in *Generations Hawaii Magazine*.

TEL: 808.284.0824 | 2258 Palolo Ave, Honolulu, Hawai'i 96816

Testimonials

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Please contact me for an appointment:



Michael Maresca MPT
2258 Palolo Ave
Honolulu, HI 96816
Ph. 808.284.0824
Fax: 808.739.0824
e-mail: marescatherapy@yahoo.com

TEL: 808.284.0824 | 2258 Palolo Ave, Honolulu, Hawai'i 96816

Contact