

Magic Logix Launches DocResponse.com

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Magic Logix just launched a new website for DocResponse that is one of a kind in the world of medical websites. Additionally, the brand new DocResponse.com is fully responsive and conforms to all mobile, tablet and desktop devices.

The cornerstone of this site is a fully interactive avatar app on the homepage. It allows the user to identify their gender (male or female) and their age class (adult or child) and select problem areas based on their symptoms. As a result, the patient is able to arrive at a diagnosis in just a few short clicks.

Web users will choose from multiple anatomical views after identifying their symptoms. They can toggle between internal medicine, orthopedic and dermatological views. After selecting the desired view, the user is then guided through symptom specific questions. Based on their answers, a results page suggests potential actions to address the specific problem and a list of other possible diagnoses.

The website was constructed with a variety of technical specifications. Regarding the site's framework, Wordpress 4.0 was the CMS of choice, while Magic Logix built a custom PHP application to handle the questionnaire and evaluation engine. Coding specifics include the following:

- PHP 5 custom application on the back end
- HTML5 animation to select through different avatars
- CSS3 animations, transitions and JQuery on the Front-end
- LESS framework for CSS
- Responsive Design to support all devices

Additionally, the website features social integration that incorporates DocResponses' social channels and creates a sense of community by giving patients the opportunity to be featured on the site resulting from their support of DocResponse on social media.

"DocResponse was developed by board-certified physicians using evidence-based medicine with the goal of making healthcare more effective and efficient. It recreates an office visit by asking questions that physicians normally ask in the office in order to attain a diagnosis list from most likely to least likely. At the end of a session it provides our own content to read for each diagnosis and provides conservative treatment options when appropriate. DocResponse helps reduce healthcare costs by avoiding unnecessary trips to the ER and doctor's office. 34% of users surveyed stated they saved a trip to the ER or doctor's office. We are thrilled about the launch of our new website since it now matches our exceptional healthcare solution." - Tarek Fahl M. D.

About DocResponse

This symptom checker, created by Board Certified Physicians, gives you the ability to diagnose a specific medical condition by answering direct yet simple questions about the symptoms experienced. Comprehensive, accurate, thorough.

About Magic Logix - Integrated Marketing Agency

Magic Logix is a Dallas, Texas based integrated marketing agency that provides a full spectrum of customized digital solutions for clients in all industries, worldwide. Magic Logix relies on agile

development that allows us to adapt for new technology and priorities throughout your project. Magic Logix creates and develops cross-functional solutions that are most logical for each client's unique environment, giving them a customer base that expands right before their very eyes.

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