Maresca Physical Therapy Website Portfolio
by Chris Durietz

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; it’s 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 newfound skills on. I look forward as much as Michael, to seeing this up and running.
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:
Competition

Hands-On Physical Therapy

*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 the patient’s specific goals
- facilitate 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 808-218-3060 or email info@handsonttherapy.com to schedule an appointment.

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 in our Honolulu practice.

We encourage you to visit our website as a resource to learn more about the physical therapy treatment 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.

A&C Wellness Therapy

Welcome

Aloha,

Our clinic has over 20 years experience in coaching, consulting and practice of naturopathic 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
- Reflexology
- NLP
- Time Line Therapy™

We also offer training in:

- Hypnotherapy at the American Board of Hypnotherapy Certification Program Board Approved
- Reflexology Level
- Shiatsu
- Massage Therapy
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.
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About Services

About

Services

Testimonials

Testimonials

Contact

Contact
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.
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.
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The Completed Site

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TEL: 808.284.0824 | 2258 Palolo Ave, Honolulu, Hawaii 96816
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**BIO**

*Michael Maresca* is a 1984 graduate of Iolani School. He graduated from Gonzaga in 1988 with a BA, and in 1996 received his Masters of Physical Therapy from the College of Osteopathic Medicine of the Pacific. Mike was employed by Kaiser Permanente for several years in both the acute and out-patient settings. He worked closely with many orthopedic surgeons, educating patients prior to surgery, observing the surgical procedures, and running the post-op care. This included compliance with all precautions, progressing home programs, and maximizing progress for strength, range of motion, and function. He later managed a private clinic which focused on out-patient orthopedics and workman's compensation cases. Mike returned home to Hawaii in 2003 and started Maresca Therapy on Call, a physical therapy contracting company. In 2008 he expanded the business to include Maresca Physical Therapy, which provides quality rehabilitation to all physical therapy patients in the convenience of their own home or community settings.

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**About**
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Services

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
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 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. Bending 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.