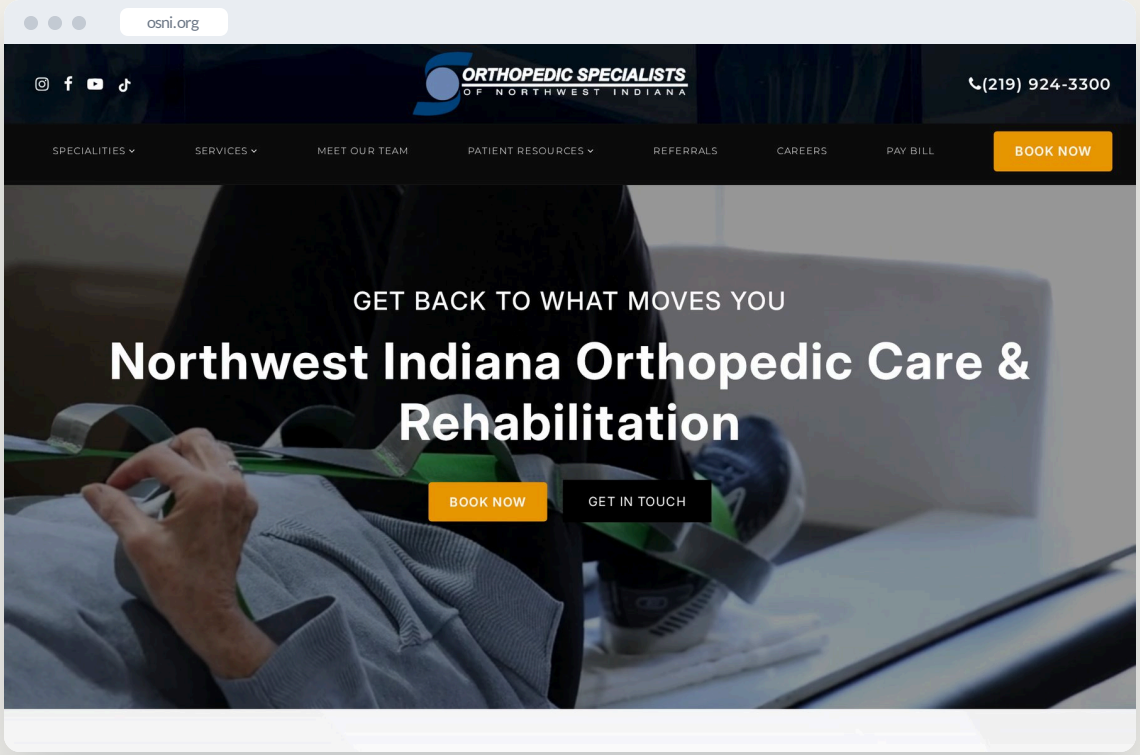
Island Pointe CREATIVE

FEATURED CASE STUDY

Orthopedic Specialists of Northwest Indiana

A modern website and an always-on social presence for one of the region's most established orthopedic groups.

WEBSITE DESIGN | SOCIAL MEDIA | CONTENT CREATION



THE CLIENT

A trusted name in orthopedic care.

Orthopedic Specialists of Northwest Indiana (OSNI) is a multi-specialty orthopedic group serving Northwest Indiana and the Greater Chicago area. Its fellowship-trained surgeons and providers cover spine, sports medicine, hip and knee, hand and wrist, foot and ankle, pain management, physical medicine and therapy.

The practice already had a strong reputation in its community. The goal was a brand presence that matched it: a website that feels as polished as the care patients receive, and social content that keeps OSNI top of mind between visits.

16
Consecutive years voted Best of the Region

20+
Years serving Northwest Indiana and Chicagoland

New
State-of-the-art location in Munster, Indiana

Client facts as published on osni.org.

WHAT WE DELIVERED

Website Design & Build

- Bold, video-led homepage built around one clear action: Book Now
- Dedicated pages for every specialty, service and provider
- Mobile-first layouts with click-to-call and booking on every screen
- Live patient reviews, online bill pay and digital injury triage built in

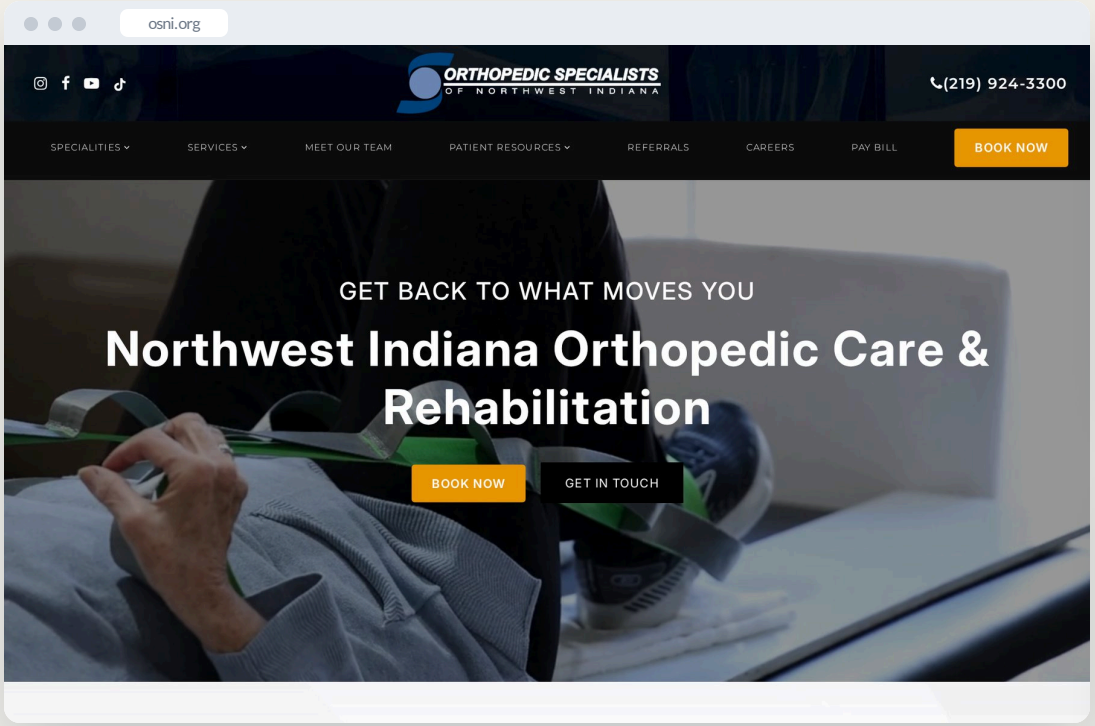
Social Media & Content

- A consistent branded template system in OSNI's navy and blue
- Educational posts and physician videos that answer real patient questions
- Timely campaigns, service launches and team spotlights

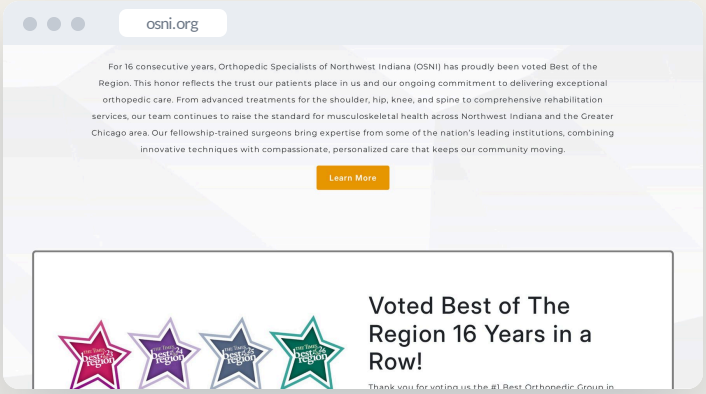
WEBSITE DESIGN

Built to book appointments.

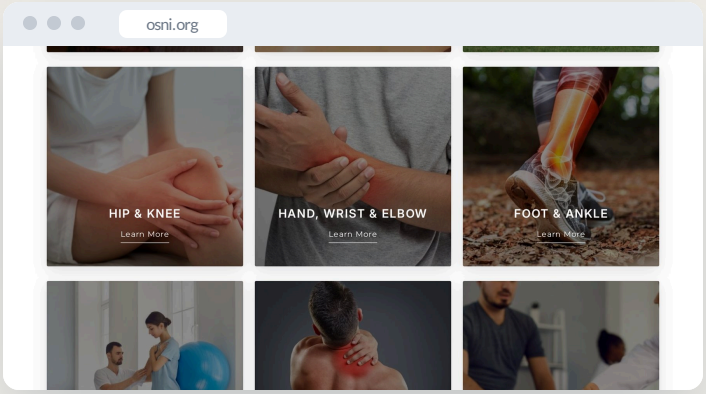
A dark, confident design lets OSNI's photography and video carry the page, while bright calls to action keep patients one tap from booking.



HOMEPAGE



AWARDS & TRUST

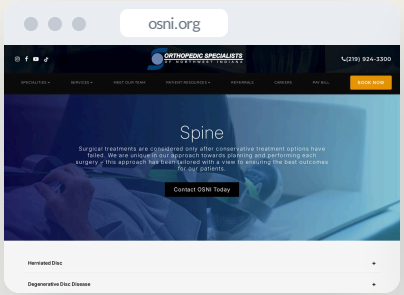


SPECIALTIES

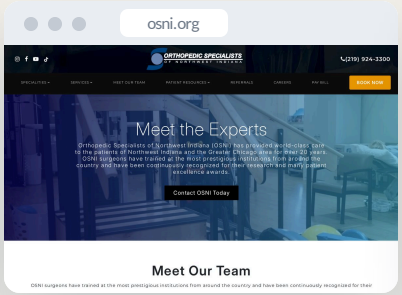
WEBSITE DESIGN

Every specialty, every screen.

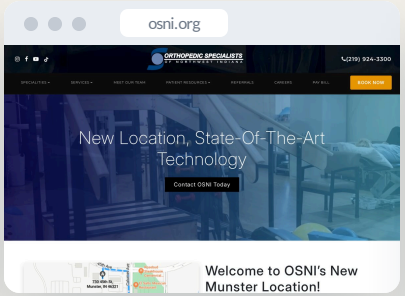
Each specialty, service and location has its own page with a consistent layout, and every page is designed mobile-first, where most patients start their search.



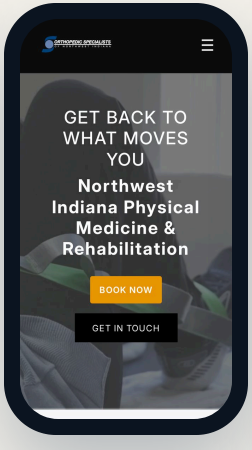
SPINE



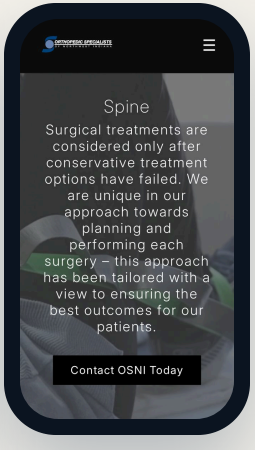
MEET THE EXPERTS



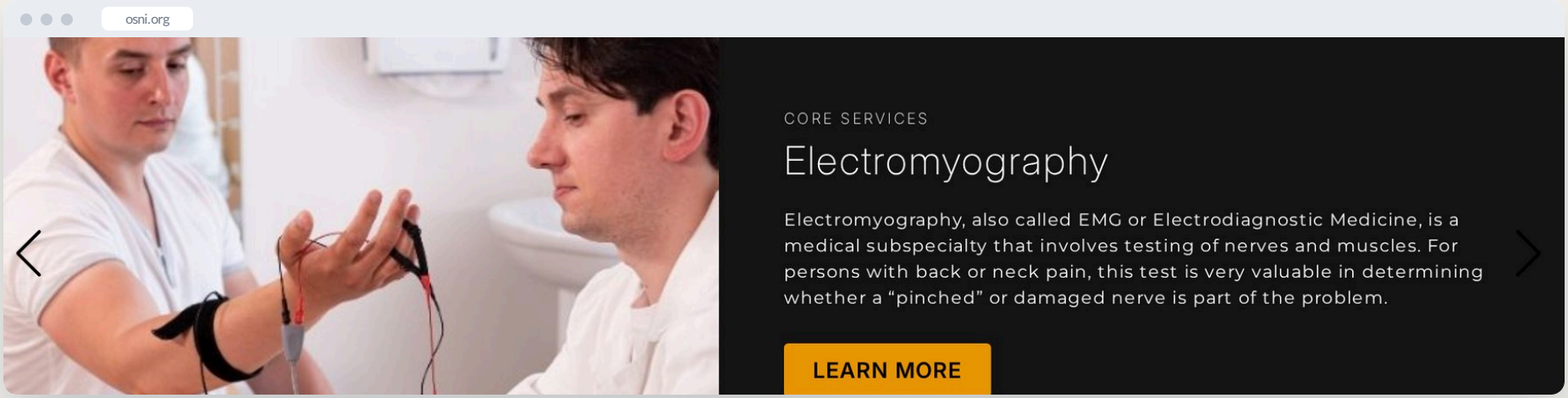
NEW LOCATION



MOBILE HOME



MOBILE SPECIALTY

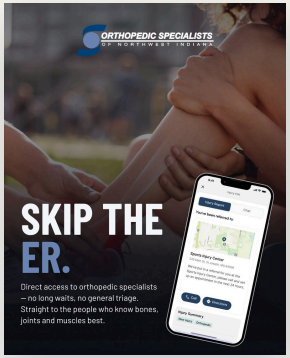


SERVICE HIGHLIGHTS

SOCIAL MEDIA

Content patients stop for.

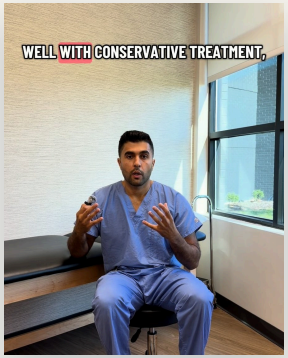
A recognizable template system across Instagram and Facebook, with a mix of education, physician video, practice news and community moments.



DIRECT ACCESS



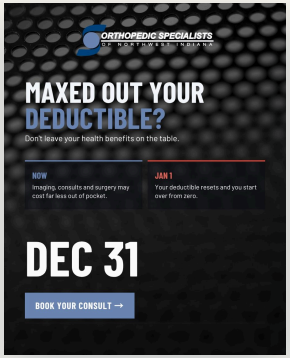
TECHNOLOGY



PHYSICIAN VIDEO



SERVICE LAUNCH



SEASONAL CAMPAIGN



TEAM SPOTLIGHT

Educate

Clear, plain-English posts on topics like robotic-assisted surgery and when bunions really need surgery, often featuring OSNI's own physicians.

Convert

Timely campaigns, like end-of-year deductible reminders and skipping the ER, give followers a reason to book now.

Connect

Team spotlights and community moments, like staff running the Chicago Marathon, show the people behind the practice.

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CREATIVE

LET'S BUILD WHAT'S NEXT

Your next chapter starts here.

Island Pointe Creative is a full service creative agency. We pair the magic of design expertise and creativity with the science of performance data and AI.

Arrange a Consultation →

HELLO@ISLANDPOINTECREATIVE.COM · ISLANDPOINTECREATIVE.COM