



Sprout - ADDYI (flibanserin)

<https://addyi.com/>

Our key Direct-to-Patient (DTP) partners, including Sprout, rely on strong digital visibility to showcase new capabilities and drive adoption. By improving search placement and launching high-ranking landing pages, we elevate their products to the top of search results, increasing discoverability and qualified lead generation. From there, users are seamlessly guided to PHIL’s secure digital pharmacy platform, enabling a simple, compliant checkout and prescription fulfillment experience that removes friction from the patient journey.

PHIL’s platform creates an “e-commerce-like” direct-to-patient experience that integrates intake, fulfillment, and prescription access into one seamless workflow for patients.

Problem

Key DTP partners, including Sprout, needed improved search visibility to drive qualified traffic and generate higher quality leads. Existing pages lacked optimized structure for search performance and did not consistently rank in top search results.

Solution

Led the UX design and structure of a search-optimized landing page designed to improve discoverability, user engagement, and conversion performance. The page architecture was built to increase ranking potential, improve click through rates, and attract more qualified visitors.

Design Approach

- Designed an SEO-optimized, responsive landing page architecture
- Developed a scalable UX framework that can be reused across future partner initiatives
- Implemented strategic internal linking structures to strengthen SEO authority while maintaining a clean user experience
- Focused on trust, brand clarity, and conversion-driven layout

Business Impact

- Created a new lead acquisition channel through improved organic search visibility
- Established a repeatable partner landing page model that can scale across additional DTP partners and manufacturers
- Strengthened the partner ecosystem and revenue opportunities through SEO-driven traffic and higher quality lead generation
- Positioned the framework as a scalable digital growth strategy for partner marketing initiatives

Key Skills & Tools

UX Design • Product Design • SEO Optimization • Landing Page Strategy • Conversion Optimization • Information Architecture • Partner Ecosystem Strategy • Scalable Design Systems

