

Revamping a Classic: A Fresh Approach and New Strategy



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At SVMIC, we are always striving to better serve our members and strengthen our partnerships with physicians and other healthcare providers – this means both advocating for and supporting our current members and growing our business through reaching new physicians. We are thrilled to unveil our refreshed website, thoughtfully redesigned with this mission in mind. In today's digital world, a website is often the first point of contact for potential customers which is why it's so important that we get it right. To embrace our online presence and utilize svmic.com for the business tool that it is, our strategy is to continue to grow svmic.com from the policyholder space it once was to a digital platform geared toward informing and educating new customers

Beyond our core mission of protecting, supporting, and advocating for physicians and other healthcare providers, SVMIC is committed to being a trusted source of education and support. With that in mind, we now offer non-policyholder access to a select few SVMIC

educational materials and resources. We understand that healthcare providers lead hectic lives, so one of the key priorities for this refresh was to simplify navigation, ensuring our visitors can easily find what they need in just a few clicks. Packed with features designed to improve user experience, the new refresh offers a comprehensive Tools & Resources section organized intuitively for the busy healthcare professional, enhanced search functionality, streamlined member services, and an overall more engaging, interactive experience.

Along with the evolution of www.svmic.com, comes the simultaneous evolution of our policyholder portal, Vantage®. In addition to the large selection of member-only resources, forms, analysis, and tools, Vantage provides a space to manage your account and access the wide variety of member-exclusive education courses. To sync with the reorganization of our tools and resources on our website, Vantage also offers a redesigned resource section meant to intuitively align with the needs of our members, along with enhanced search capabilities – making it easy to find what you need when you need it. This refresh is more than just a website and portal update – it's a reflection of our ongoing commitment to those we serve. At SVMIC, we take pride in prioritizing physicians and other healthcare professionals. The refreshed website embodies this commitment by offering exceptional service, valuable resources, clear communication, and continued focus on fostering trusted partnerships with the healthcare community.

We encourage you to bookmark vantage.svmic.com and stay tuned as we continue to update and enhance the experience within the portal. We also encourage you to explore our site, take advantage of the new features, and stay connected with SVMIC. We are confident that this update will help you stay better informed, save time, and ultimately focus on what truly matters – providing top-notch care for patients.

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