



A whole business rebuilt in under 30 days

Survival Scripts sells physician-reviewed prescription medical kits for storms, travel and everyday emergencies. GREAT TECH rebuilt the system that runs the business, automated operations the team had been performing by hand, and redesigned the storefront. Delivered in under 30 days, at approximately half the cost of a conventional agency engagement.

<30

Days from start to launch

~50%

Less than a conventional agency engagement

4

Projects delivered at the same time

50

Pages built, plus 12 kits and a print catalog

What we delivered

A physician reviews every order. A licensed pharmacy fills and ships it. The business model worked; the systems supporting it did not.

The storefront was built with a drag-and-drop page builder. The product catalog lived in a spreadsheet, and the only way to publish it was to retype it by hand. With twelve kits, dozens of medications in each, plus pricing, add-ons and matching rules, a single change had to be made in five places.

We divided the work at the outset. Survival Scripts owned the clinical and pharmacy data. GREAT TECH owned the software, the design, the automation and the photography. Both sides reviewed every deliverable on a fixed schedule.

A single system of record

Every kit, price, medication and matching rule is stored in one place. All 50 pages are generated from it — product pages, collection pages, quiz results, thumbnails and the print catalog. One change updates all of them.

A rebuilt storefront

Every page was redesigned — layout, purchase flow and copy. The physician review now appears before the price. Checkout and the pharmacy handoff were streamlined and brought into the new design.

Automated operations

A guided quiz built from the client's own clinical rules recommends a kit and captures the customer's details at the point of highest interest. Add-on offers are presented at checkout. Reviews rotate across the site automatically.

Photography and print

Studio photography of every kit and its contents, a rotating 360-degree view of each bag, and a complete print catalog. All produced in house, within the same 30 days.

TECHNOLOGY ADVISORY

Planned it

The audit, the search strategy, the competitive testing and the review process.

AI SERVICES & CONSULTING

Built it

The software, the automation, the storefront and the photography.

MANAGED SERVICES

Runs it

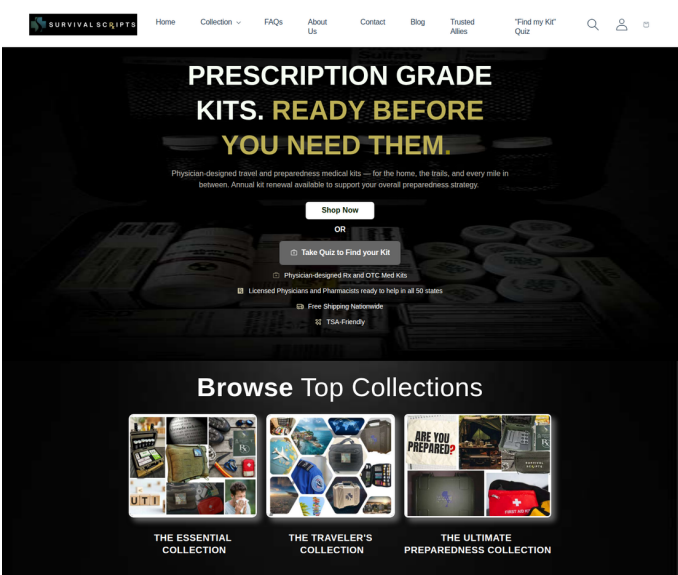
Marketing, updates and day-to-day operations, monthly.

The same information, made usable

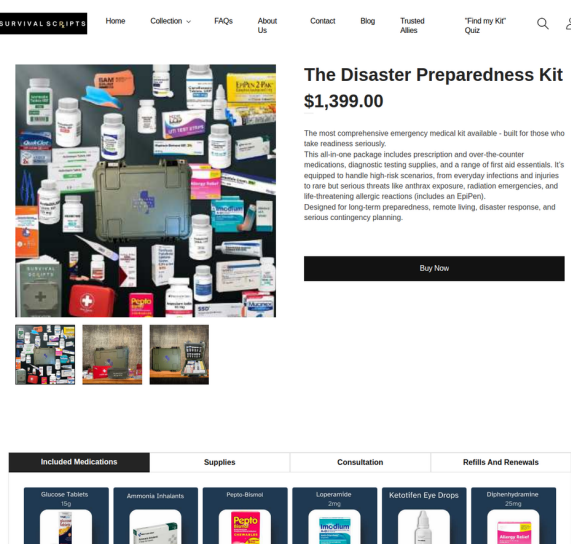
The client's data was accurate. It was written for a pharmacist rather than for a customer.

Drug codes were rewritten as cards describing what each medication treats. The catalog spreadsheet became a browsable reference with a matrix of all 38 medications and the kits containing them. Twelve kits were organized into three collections and a guided quiz. No information was added — it was restructured for the person reading it.

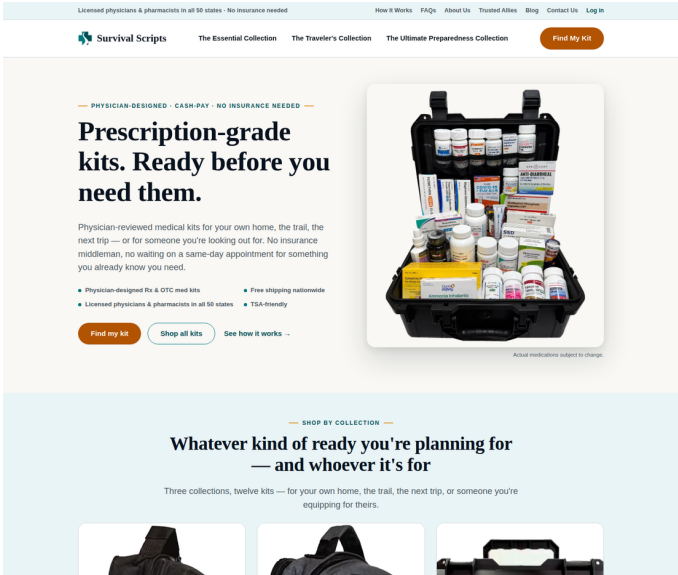
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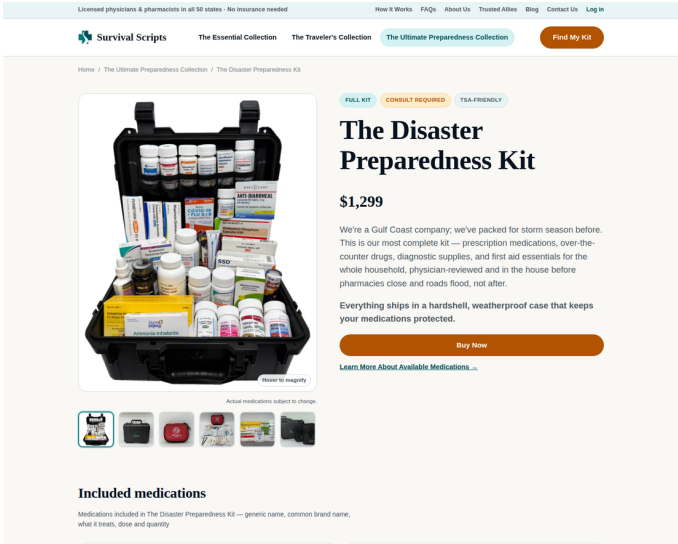
BEFORE



AFTER



AFTER



What the client can do now

The redesign is a one-time improvement. The system behind it changes what the team can do every week.

One change, everywhere

Updating a price or a medication in one location updates the product page, the collection card, the quiz result, the thumbnail, the medication reference and the print catalog.

New products without development

Adding a kit is a data entry task. The same applies to landing pages and add-on offers, which can be adjusted by the people who manage the margins.

PRODUCT PAGE, AGAINST THE TWO LARGEST COMPETITORS	SURVIVAL SCRIPTS	COMPETITOR A	COMPETITOR B
Time to finish loading	0.53s	3.34s	2.32s
Requests to load the page	13	457	161
Outside companies loaded	2	53	30
Usability score, out of 45	39	Previous storefront scored 19 – improved on all nine measures	

We apply the same methodology to any technology problem

Assess what exists. Identify where work is being repeated. Rebuild the system so that it is not. The approach does not change whether the problem is a storefront, an internal process, or the reporting a business runs on.

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