

MD Live Virtual Care

From One-Time Rebrand to Long-Term Platform Acceleration

Amanda Buckley, User Experience Design Director
April 2026

Achieving the Brand Outcome at a Fraction of the Cost

Traditional Delivery Cost

The traditional product development model required a \$1.6M investment for brand migration, exceeding available budget.

- 80%+ of planned approach unfunded



1.3M

2026 est. cost savings

AI-Enabled Execution

AI-driven automation replaced product, engineering, QA testing heavy workflows, enabling brand updates with existing team capacity.

- 15-20 resources planned vs. 3 now (design, dev, product)

Delivery-Time Reduction

Execution timelines were compressed from quarters to weeks, cutting design to code time by over 90%.

- 95% output accuracy achieved in a real staging environment using prompts, agents, and skills.

From One-Time Rebrand to Long-Term Platform Acceleration

What it Means

After multi-year planning and de-prioritization due to limited funding available, the team reimaged how to deliver the Evernorth brand migration beyond a surface-level, temporary rebrand that would require repeated investment.

How its Done

By leveraging AI in place of traditional development cycles, we not only achieved the brand outcome in days rather than quarters, but expanded scope to deliver a full token-based design system and modern component library.

Why it Matters

This approach avoids incremental spend while establishing a faster, more scalable development model that will materially reduce future costs and accelerate speed-to-market.

MD Live[®] Virtual Care

MD Live's transition to the Evernorth Health Services brand is essential to simplifying how members, consumers, and clients understand Evernorth's full portfolio and how they experience consistent delivery of care.

Yet execution has stalled for multiple years due to cost, client readiness, and capacity.

Impact Today — and a Model for Tomorrow

Initial Plan

Planned a logo/name swap and visual rebrand by updating style sheet to mimic the Leaf Design System

What Changed

Leveraged AI-accelerated workflows to update MD Live Virtual Care name, logos and adopt Leaf design tokens applied to current code base component library.

Improving brand alignment, consistency, accessibility across the experience

Ready to go live in weeks.

Why Stop There

Speed of execution created capacity and time to go beyond rebranding.

We expanded scope to modernize the patient architecture with a micro-frontend, react native architecture that decouples UI from backend services

Shared, accessible components improve usability and delivery speed. Product, design, and engineering build on a shared, connected technology

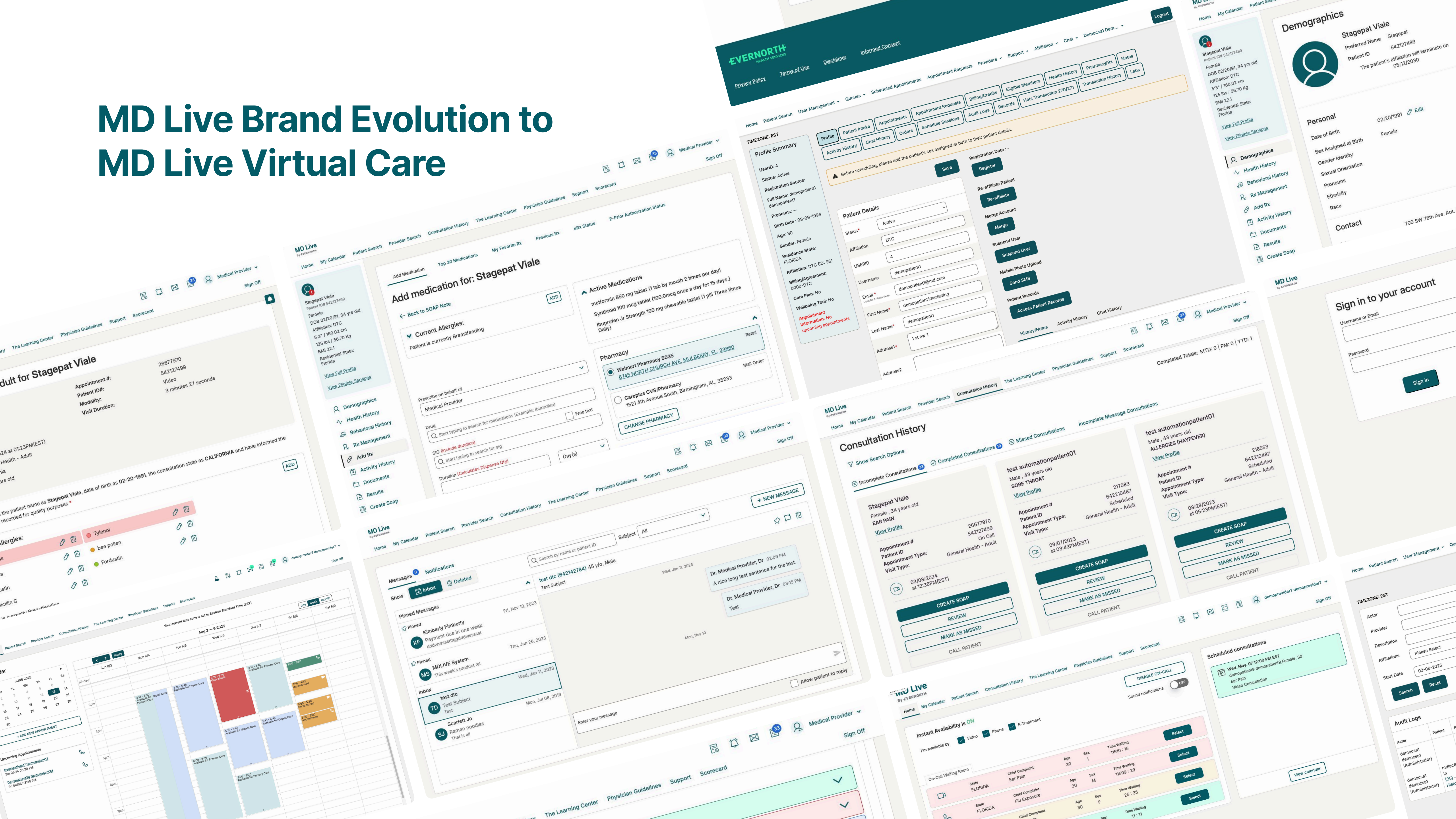
Target go live 1/1/2027

Business Impact

New features can be designed and released in days—not quarters aligning to an empowered team model.

Establishes a scalable foundation for continuous innovation, not one-time change.

MD Live Brand Evolution to MD Live Virtual Care



Why Theming Is More Than Colors

When you think of “theming,” you might picture just swapping out a color palette. In reality, it’s a strategic design and development effort that impacts multiple dimensions of the user experience and the underlying technology.

Design System and Usability

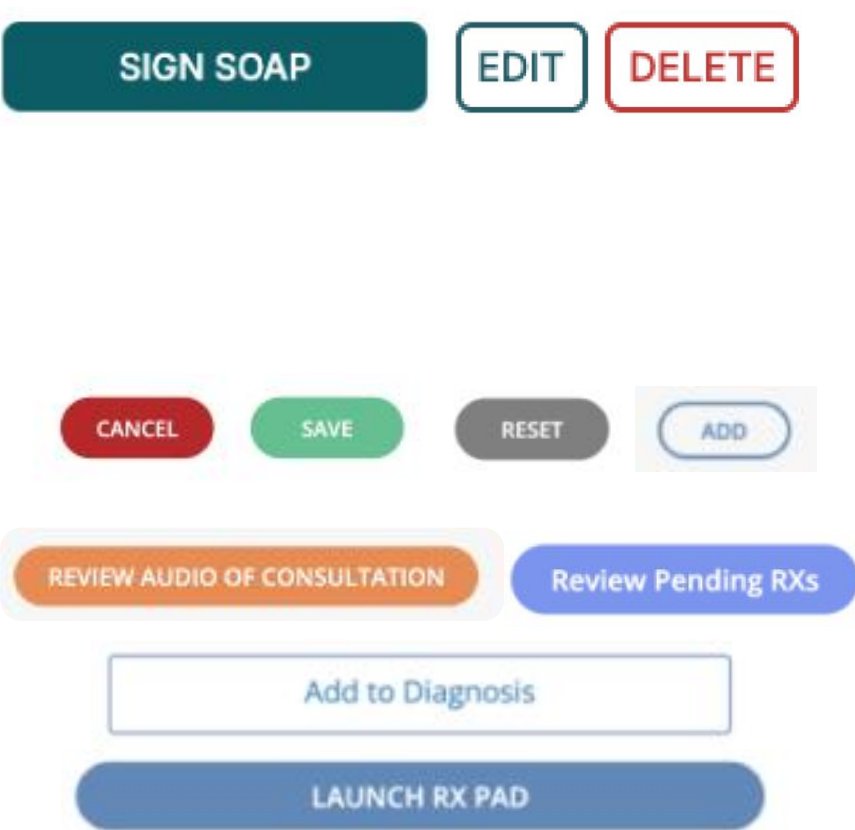
Unified Look and Feel

Applied Evernorth theme colors and standardized UI components for a consistent experience.



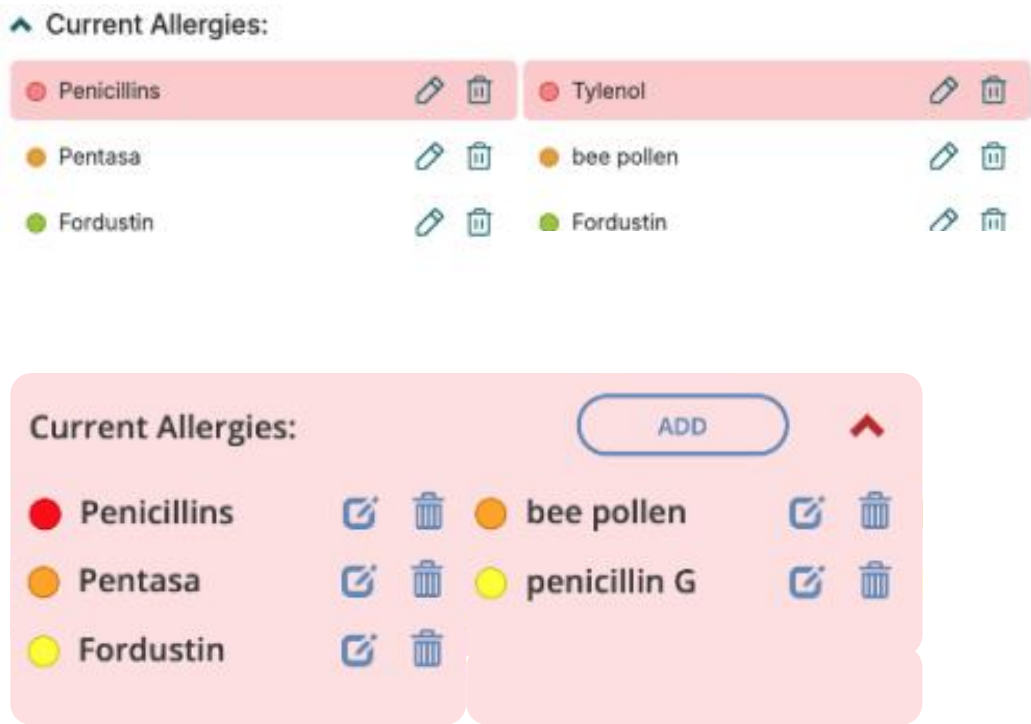
Consistent UI Controls

Ensured uniform colors, correct use of links vs. buttons, and clear styling for destructive actions.



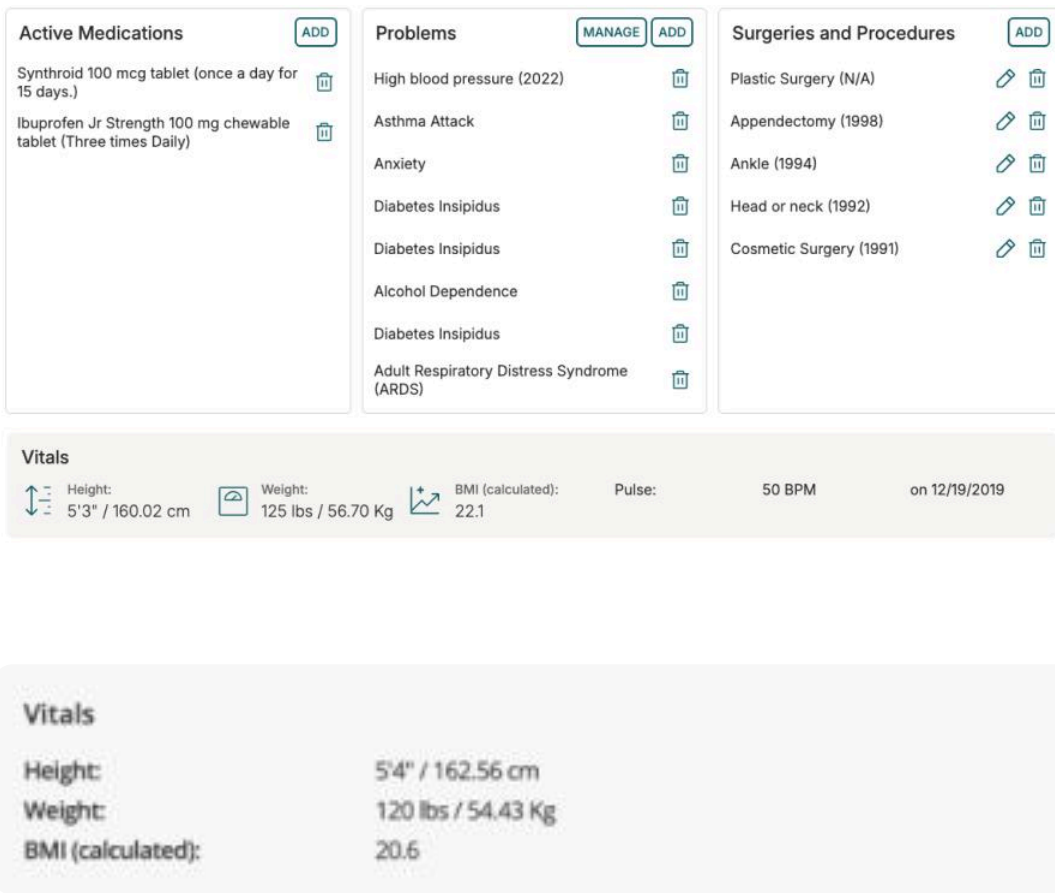
Improved Alerts

Added intuitive alert icons, banners, and styles for severity indicators (ex. allergies) to draw appropriate attention.



Standardize Layout

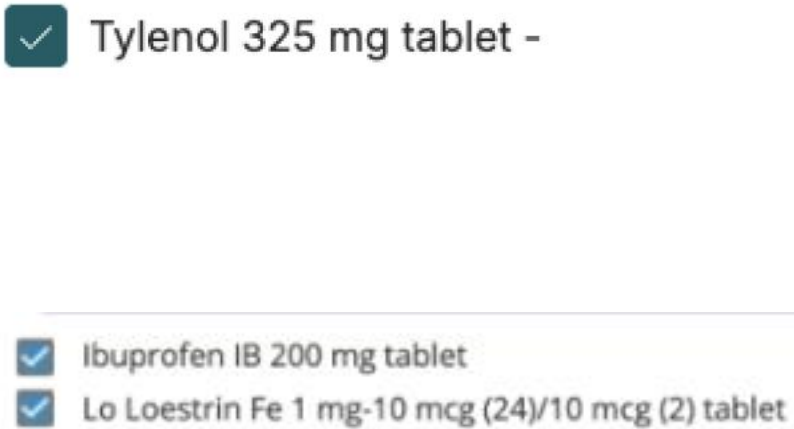
Defined distinct color schemes to differentiate interactive vs. static information. Tables and filters are consistent across the interface.



Accessibility

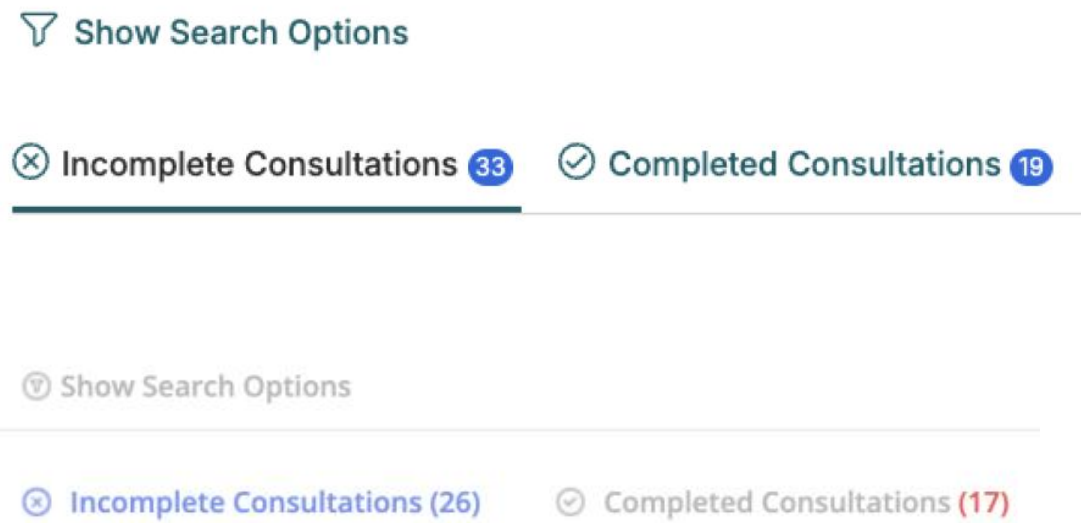
Intuitive Controls

Replaced icon-only elements (ex. checkboxes) with accessible, clearly labeled controls.



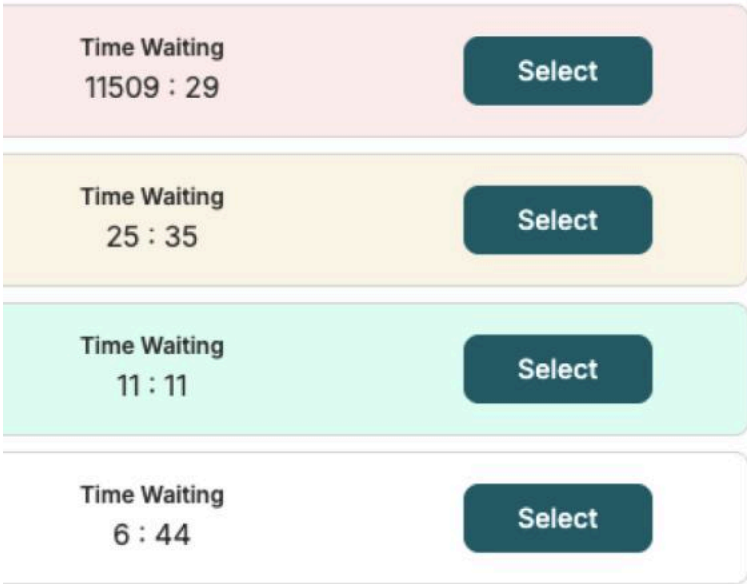
Disabled Consistency

Standardized the appearance of disabled buttons for better predictability.



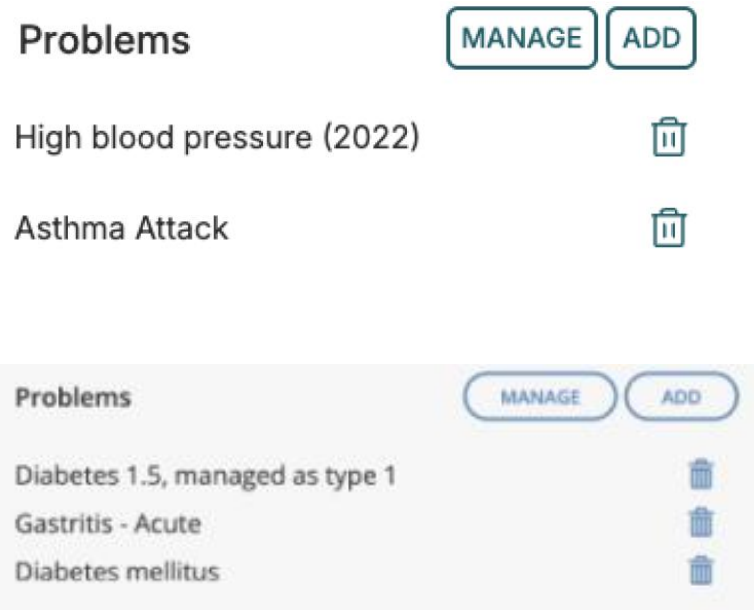
Color Vision Deficiency

Applied color palettes that meet accessibility standards for color-blind users.



Improved Typography

Updated typography (ex. H1,H2, body) styles for readability and visual hierarchy.



Modernization

Streamlined Navigation

Updated demographics bar and navigation for easier access and a cleaner layout.



Stagepat Viale

Patient ID# 542127499

Female

DOB 02/20/91, 34 yrs old

Affiliation: DTC

5'3" / 160.02 cm

125 lbs / 56.70 Kg

BMI 22.1

Residential State: Florida

[View Full Profile](#)

[View Eligible Services](#)



Kimberly Fimberly

Patient ID# 642181616

Female, 78 years old

DOB 06/20/44

Affiliation: DTC

5'4" / 162.56 cm

120 lbs / 54.43 Kg

BMI 20.6

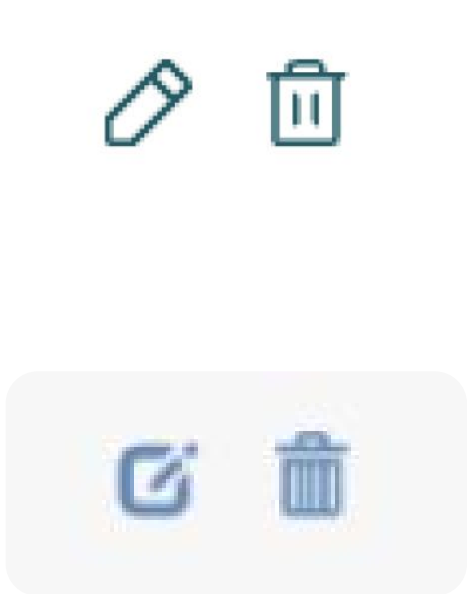
Residential State: Florida

[View Full Profile](#)

[View Eligible Services](#)

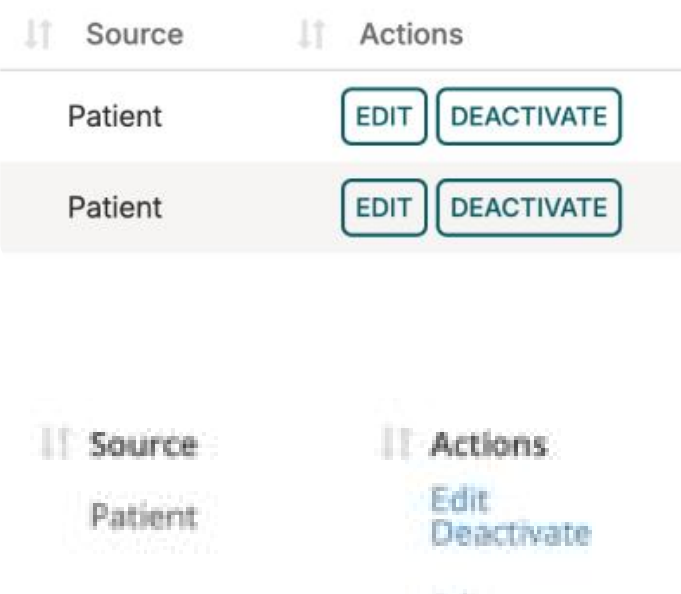
Scalable Icons

Converted GIF/JPG icons to SVG for responsiveness and quality across devices.



Mobile-Ready Design

Optimized for mobile with larger fonts and UI components to improve usability.

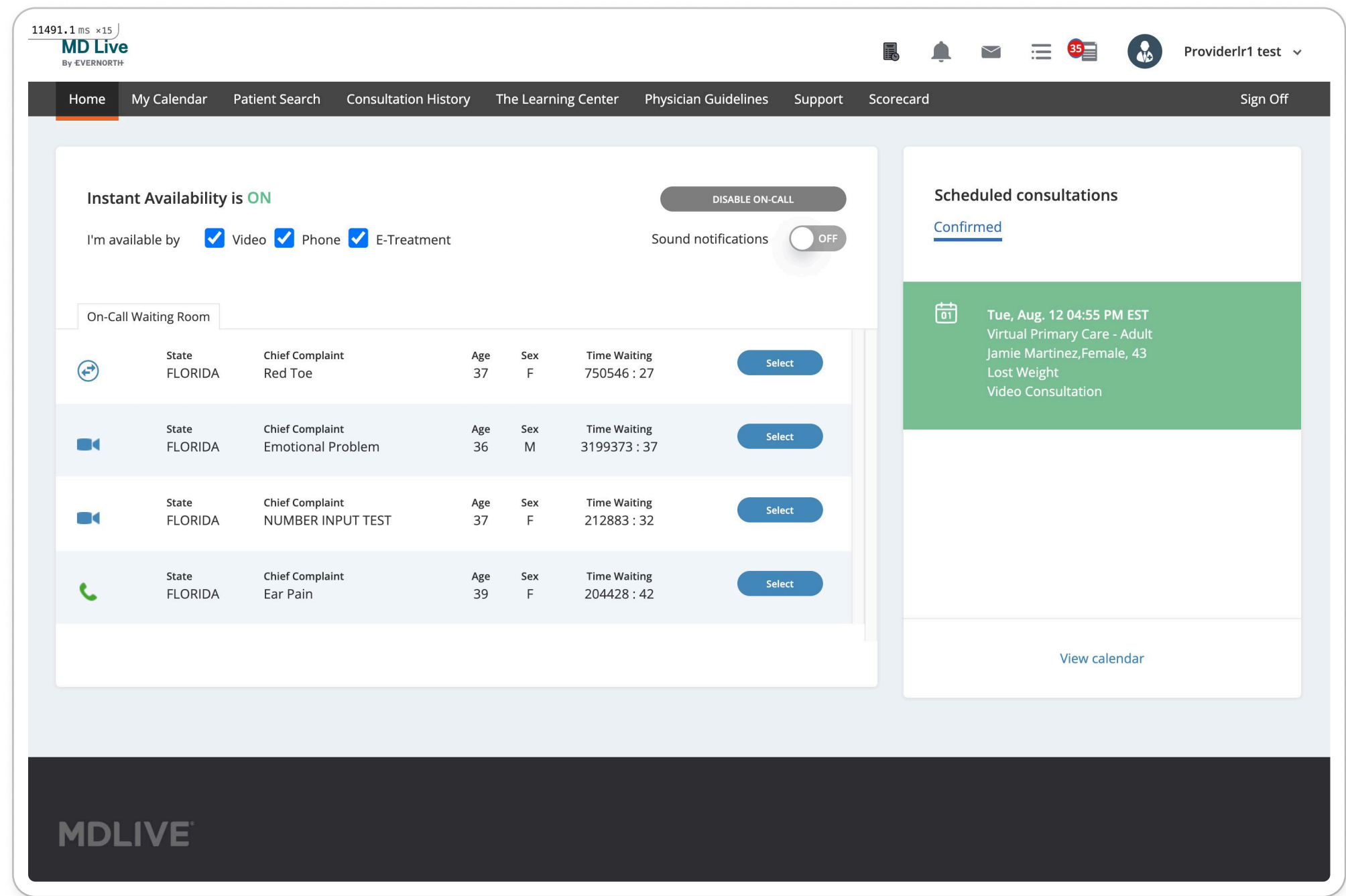


Refactored CSS

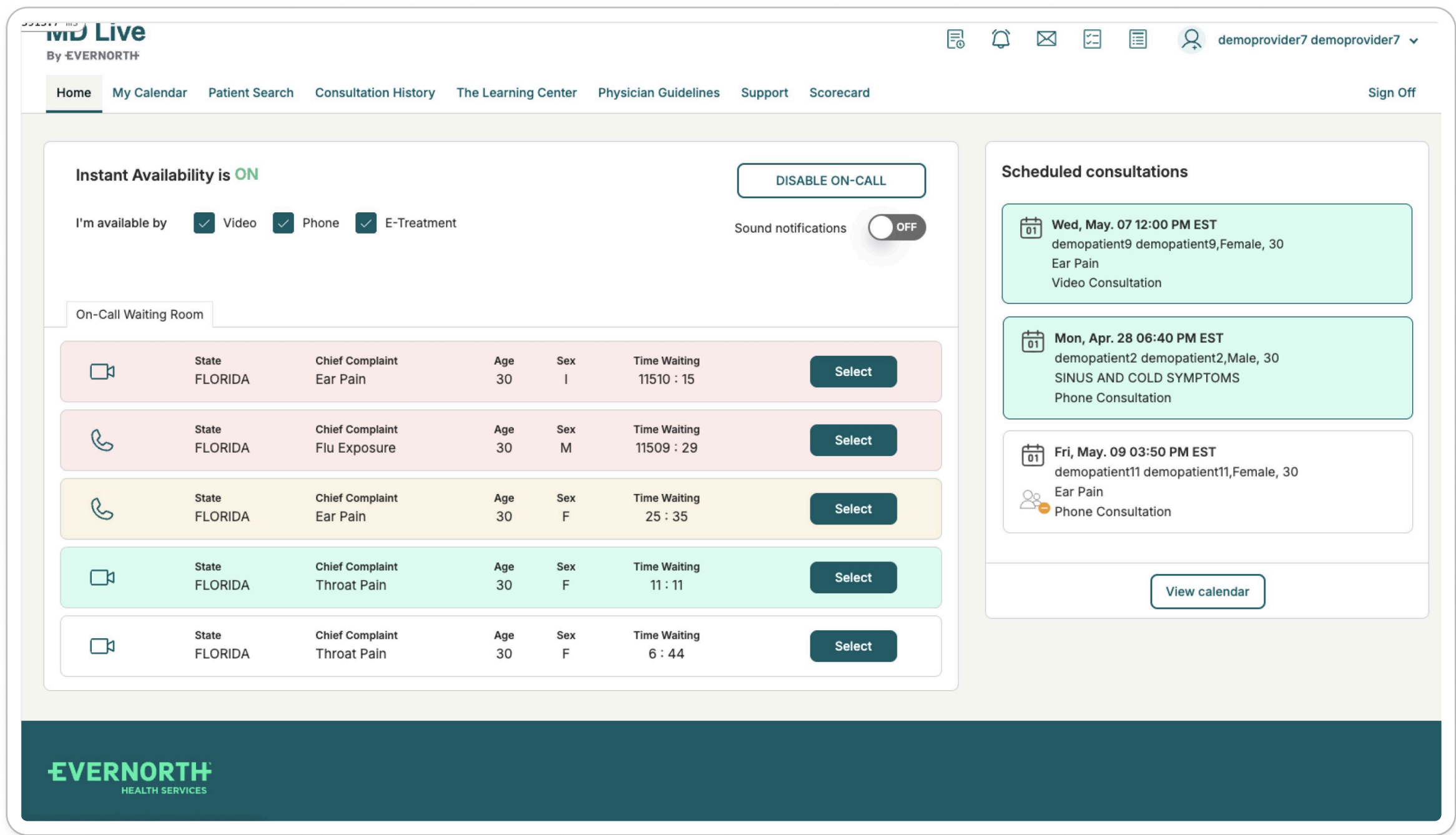
Consolidated styles and removed hard-coded elements for maintainability and performance.



Home

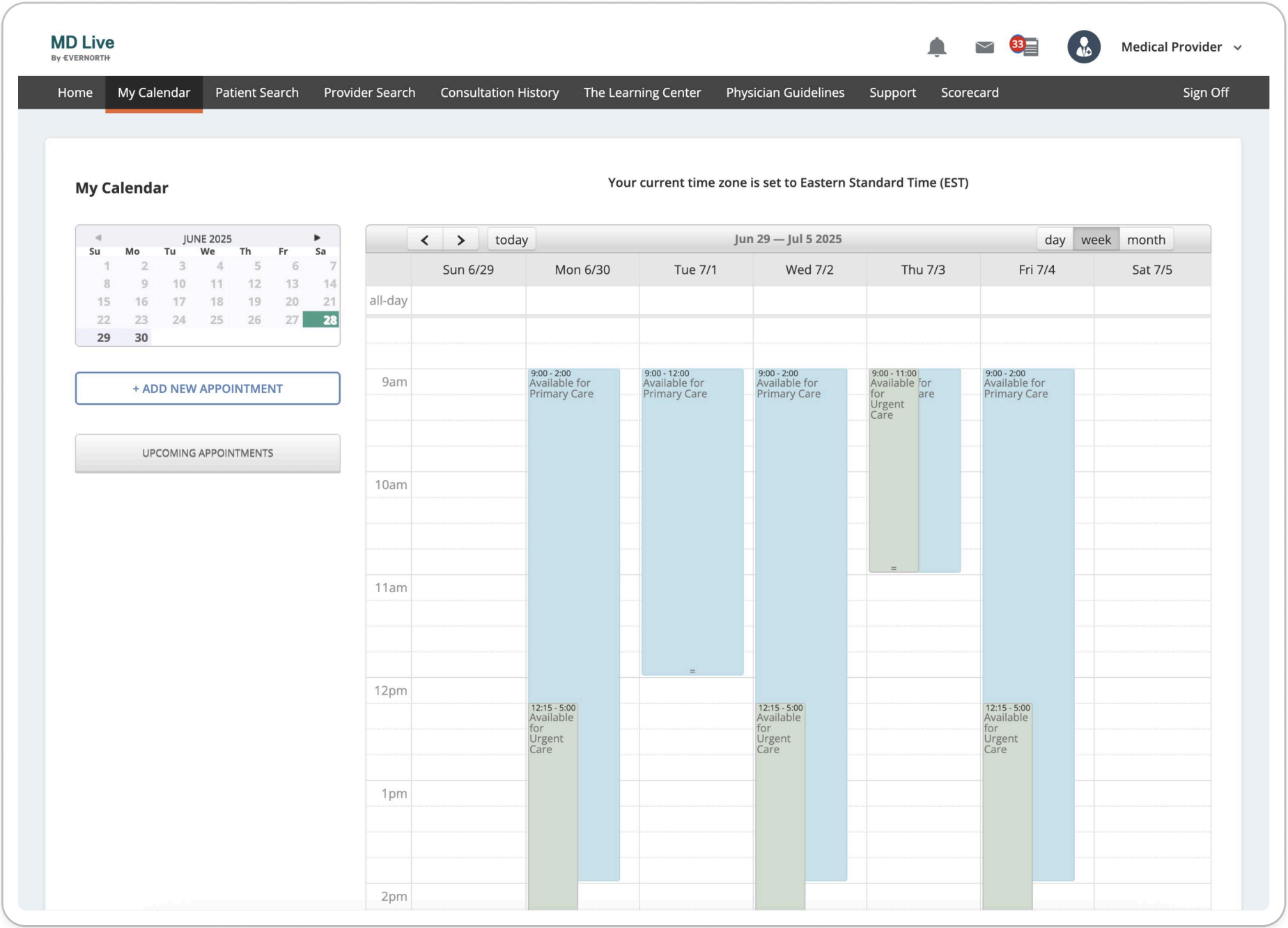


Current

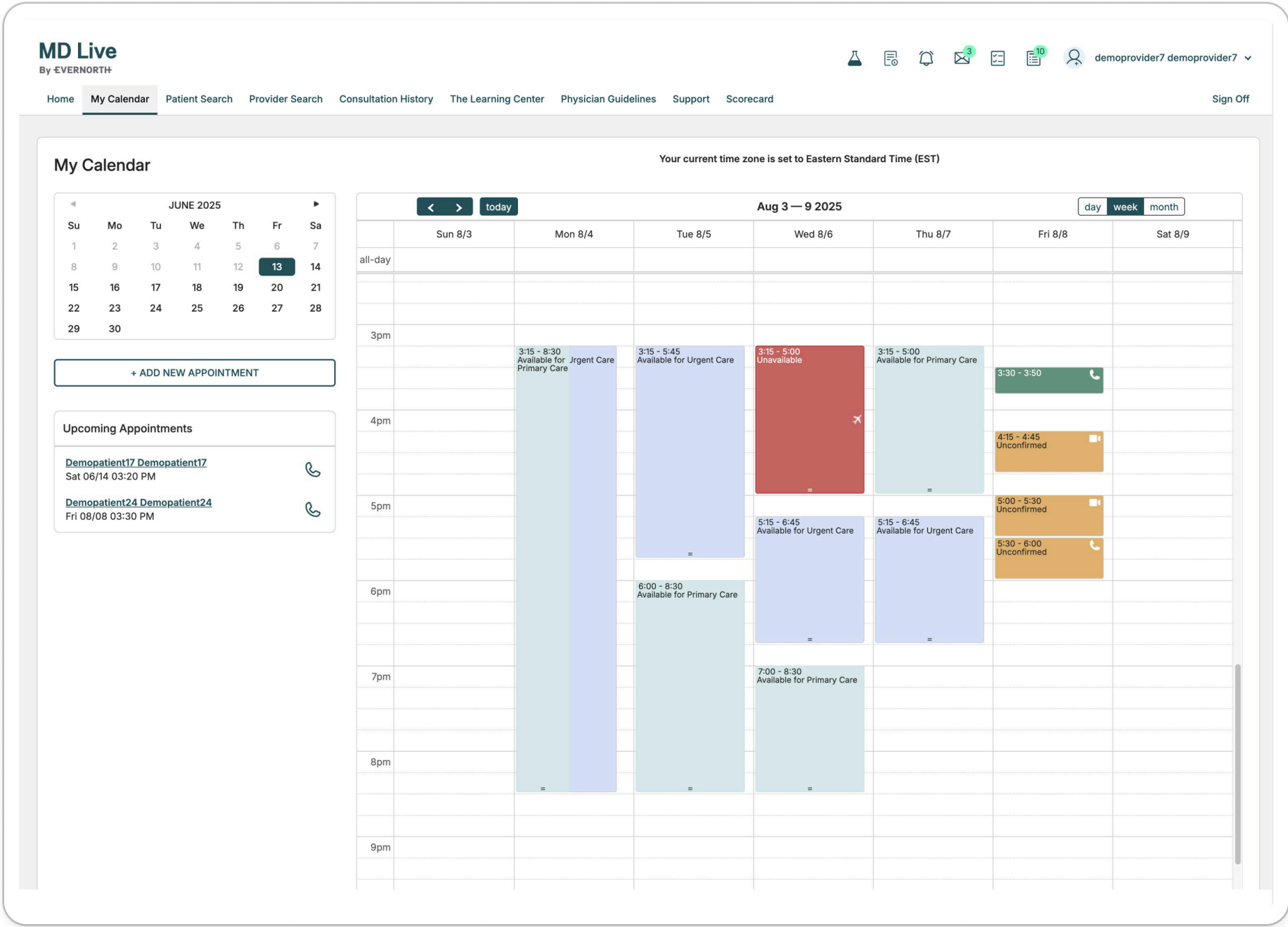


Rebrand

Calendar

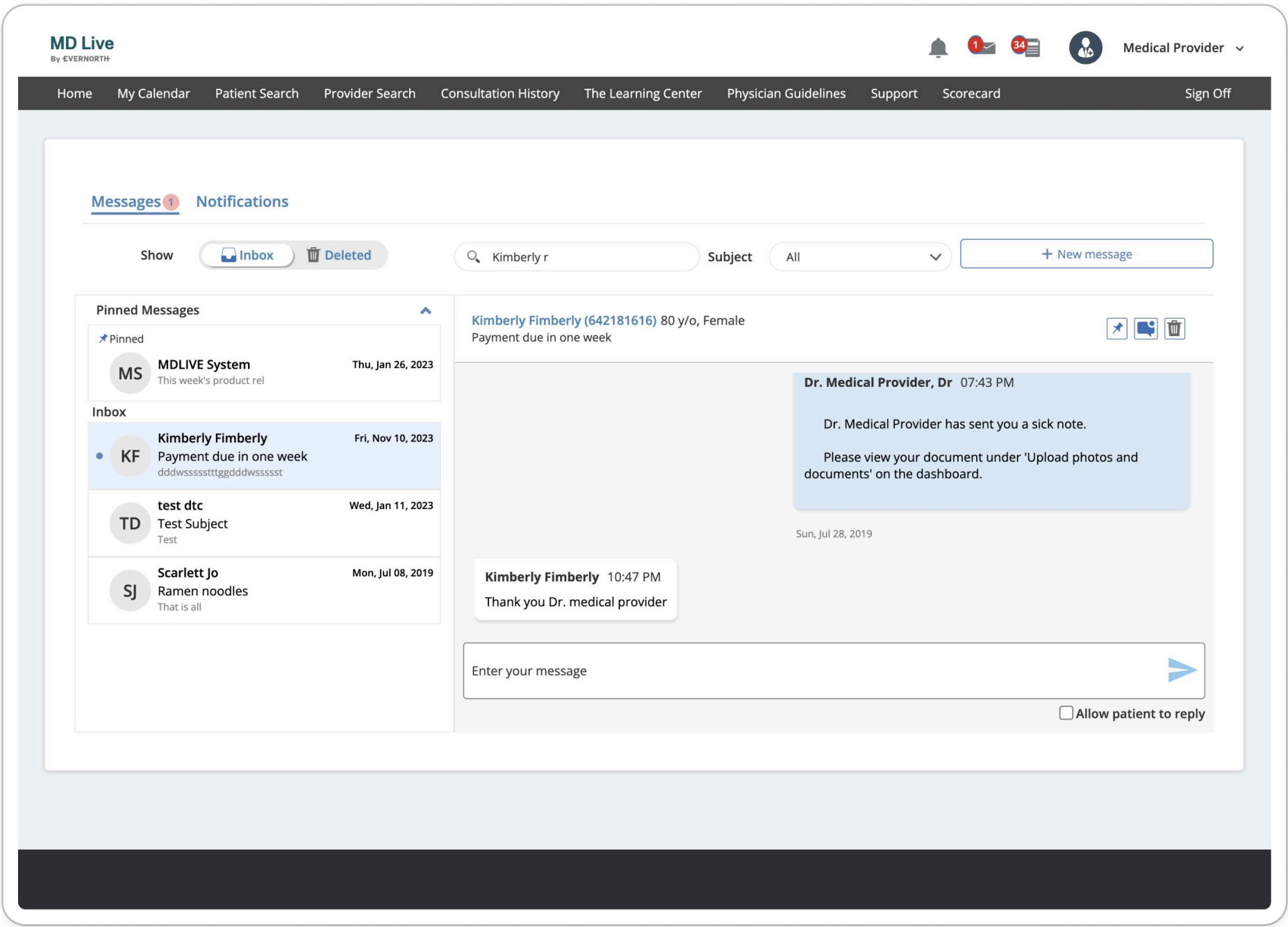


Current

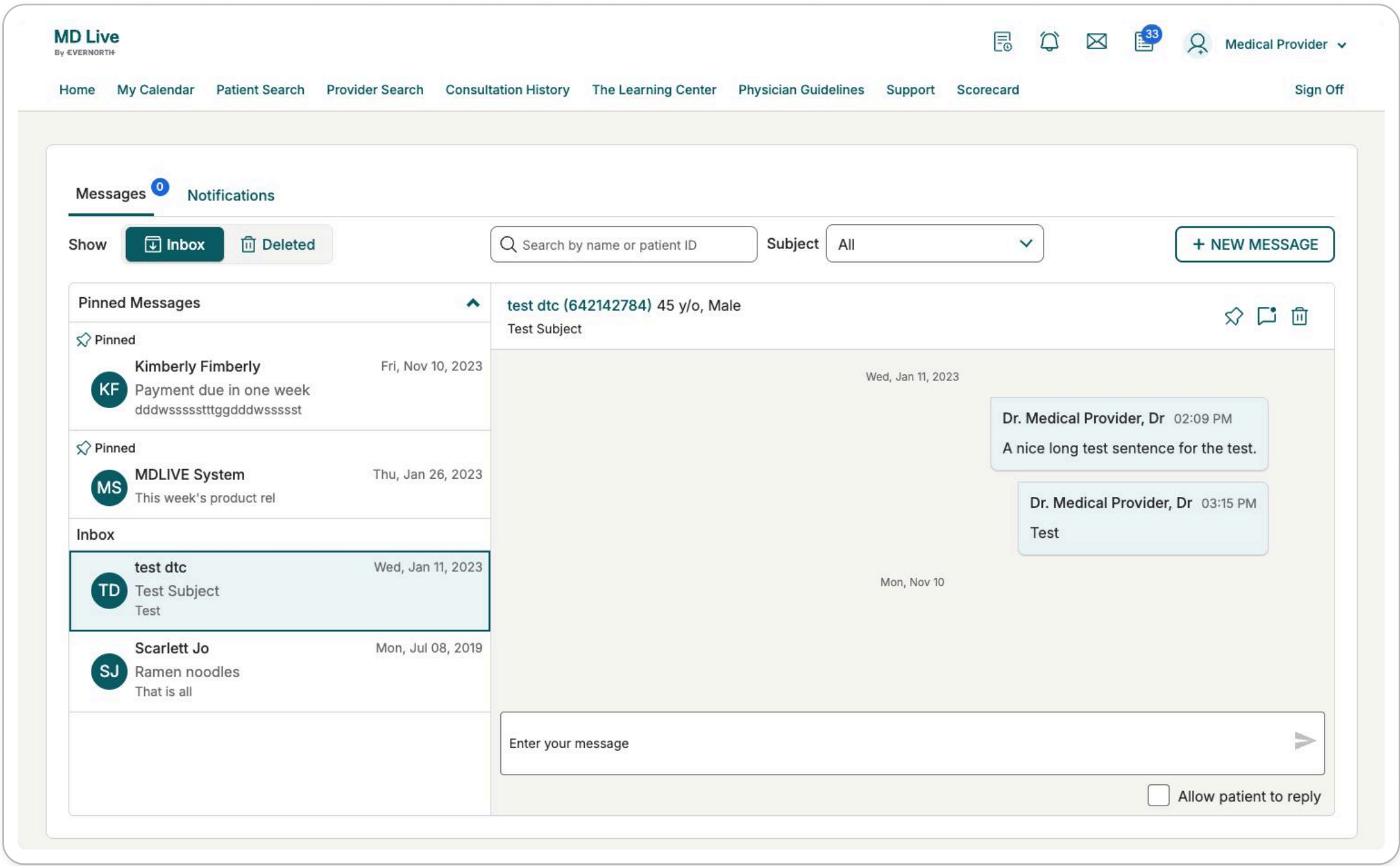


Rebrand

Messages

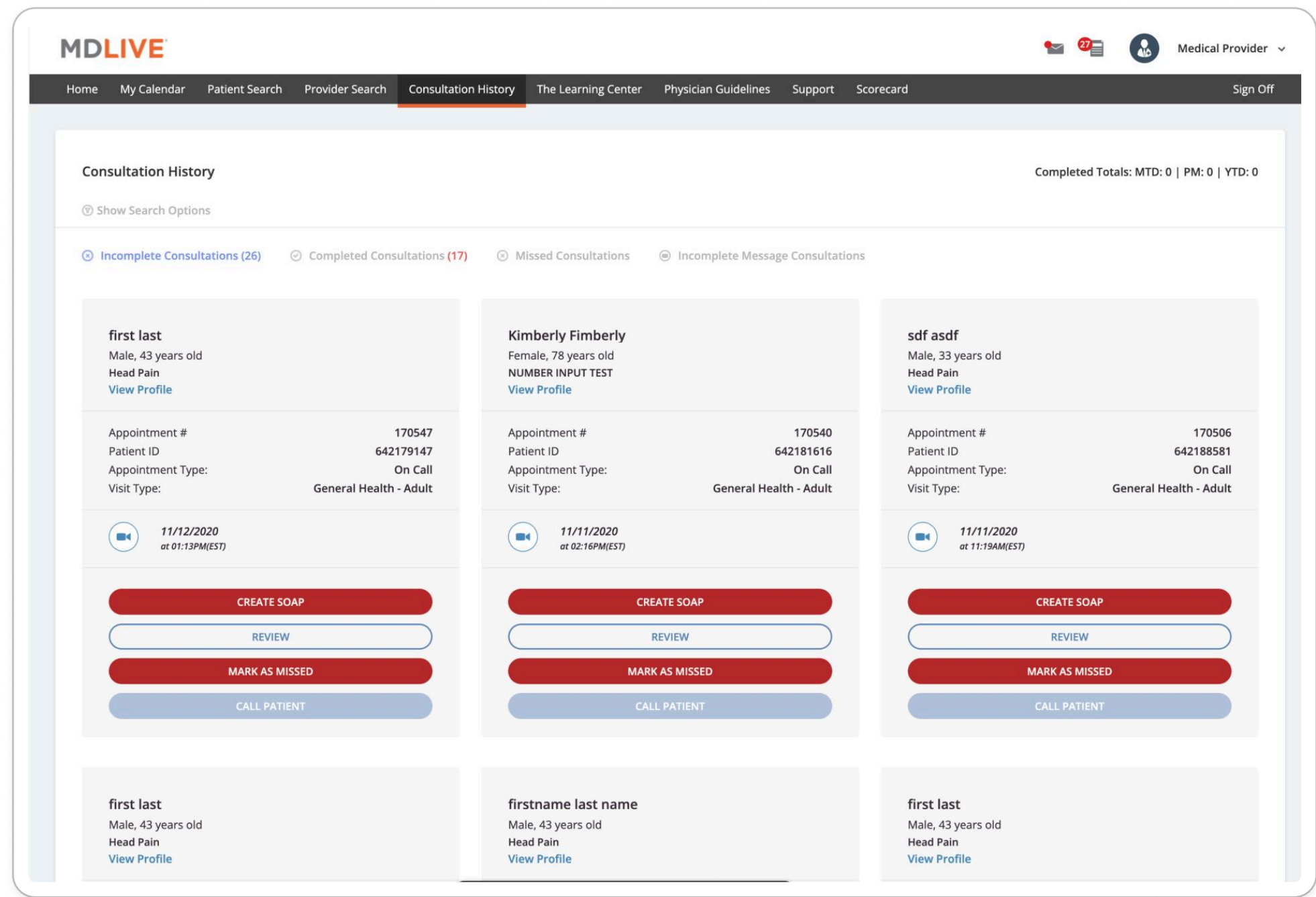


Current

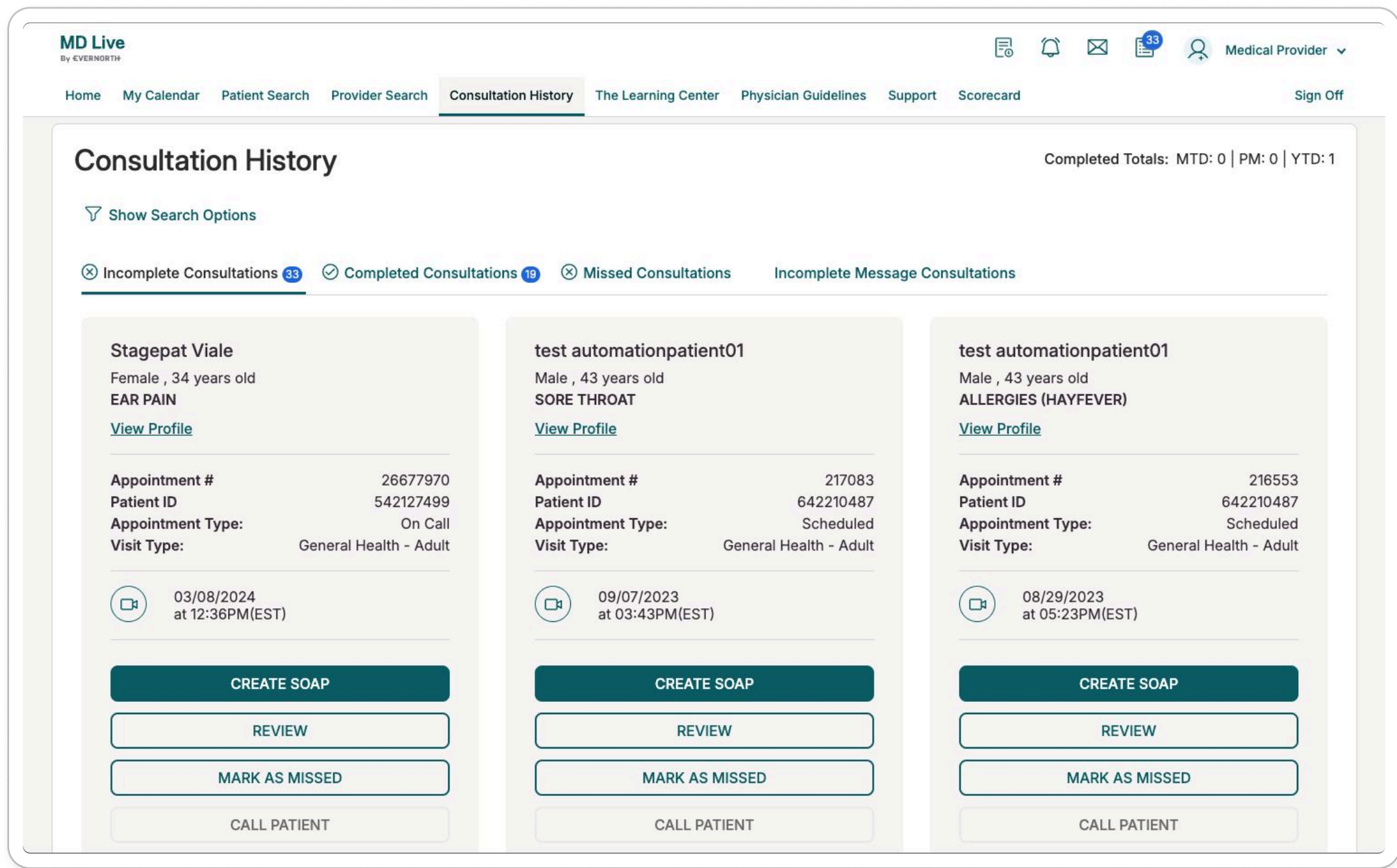


Rebrand

Consultation History



Current



Rebrand

Encounter Note

MDLIVE

26

Medical Provider

Home

My Calendar

Patient Search

Provider Search

Consultation History

The Learning Center

Physician Guidelines

Support

Scorecard

Sign Off

Kimberly Fimberly

Patient ID# 642181616

Female, 78 years old

DOB 06/20/44

Affiliation: DTC

5'4" / 162.56 cm

120 lbs / 54.43 Kg

BMI 20.6

Residential State: Florida

View Full Profile

View Eligible Services

Contact Info

Health History

Behavioral History

Add Rx

Activity History

Documents

Create Soap

Correspondence

Message(s)

Patient Name: Kimberly Fimberly

DOB: 06/20/1944

Gender: Female

Visit Date: 11/11/2020 at 02:20PM(EST)

Visit Type: General Health - Adult

Location: Florida

Age: 78 years old

Affiliation: DTC

Appointment #: 170540

Patient ID#: 642181616

Modality: Video

☒ I have reviewed the patient name as Kimberly Fimberly, date of birth as 06-20-1944, the consultation state as FLORIDA and have informed the consultation is recorded for quality purposes *

Current Allergies:

Tylenol

ADD

Active Medications

ADD

Problems

MANAGE

ADD

Surgeries and Procedures

ADD

IBU 600 mg tablet (Once Daily)

Diabetes 1.5, managed as type 1

Gastritis - Acute

Diabetes mellitus

Ankle (2005)

Vitals

Height: 5'4" / 162.56 cm

Weight: 120 lbs / 54.43 Kg

Blood Glucose: 500 mg/dL

Blood Pressure: 100 / 60 mmHg

on 05/15/2020

on 03/20/2020

Current

MD Live

By EVERNORTH

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Medical Provider

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Physician Guidelines

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Sign Off

Stagepat Viale

Patient ID# 542127499

Female

DOB 02/20/91, 34 yrs old

Affiliation: DTC

5'3" / 160.02 cm

125 lbs / 56.70 Kg

BMI 22.1

Residential State: Florida

View Full Profile

View Eligible Services

Demographics

Health History

Behavioral History

Rx Management

Add Rx

Activity History

Documents

Results

Create Soap

General Health - Adult for Stagepat Viale

DOB: 02/20/1991

Sex Assigned at Birth: Female

Gender Identity:

Visit Date: 03/08/2024 at 01:23PM(EST)

Visit Type: General Health - Adult

Location: California

Age: 33 years old

Affiliation: DTC

Appointment #: 26677970

Patient ID#: 542127499

Modality: Video

Visit Duration: 3 minutes 27 seconds

☐ I have reviewed the patient name as Stagepat Viale, date of birth as 02-20-1991, the consultation state as CALIFORNIA and have informed the consultation is recorded for quality purposes *

Current Allergies:

ADD

Penicillins

Tylenol

Pentasa

bee pollen

Fordustin

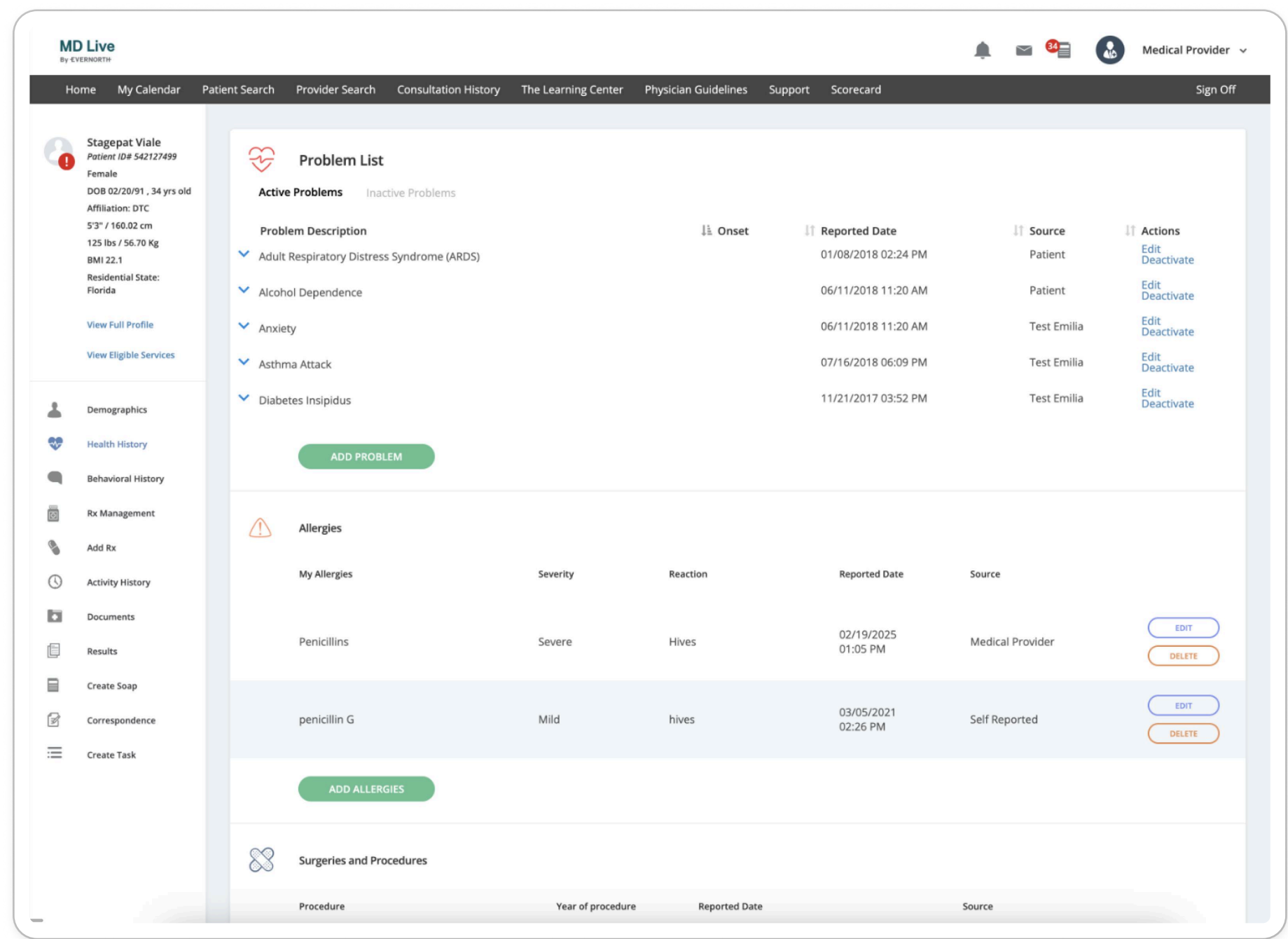
Fordustin

penicillin G

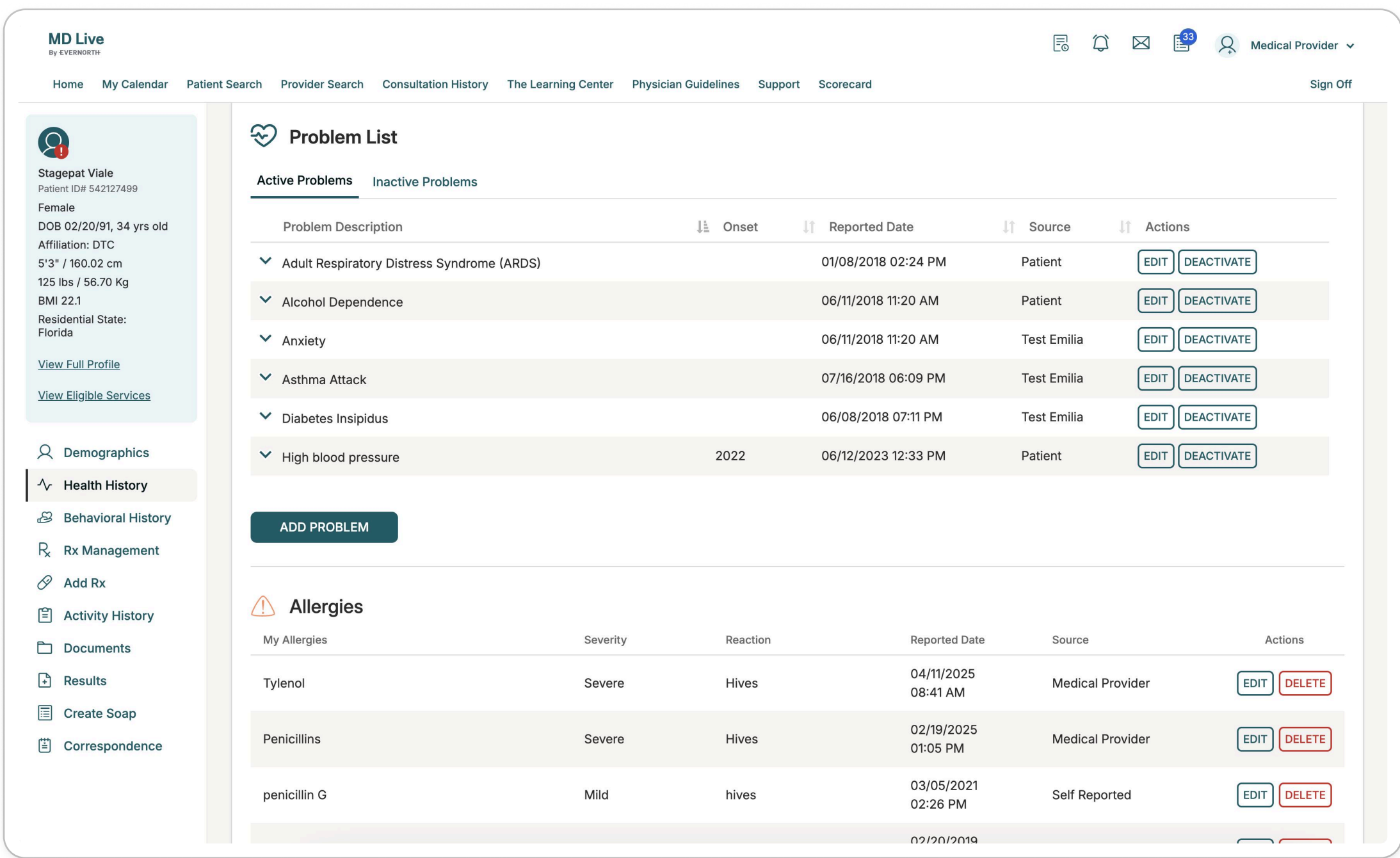
Patient is currently Breastfeeding

Rebrand

Health History



Current



Rebrand

Rx Pad

MD Live
By EVERNORTH

Medical Provider ▾

[Home](#)
[My Calendar](#)
[Patient Search](#)
[Provider Search](#)
[Consultation History](#)
[The Learning Center](#)
[Physician Guidelines](#)
[Support](#)
[Scorecard](#)
Sign Off

Stagepat Viale
Patient ID# 542127499

Female
DOB 02/20/91 - 34 yrs old
Affiliation: DTC
5'3" / 160.02 cm
125 lbs / 56.70 Kg
BMI 22.1
Residential State:
Florida

[View Full Profile](#)

[View Eligible Services](#)

- Demographics
- Health History
- Behavioral History
- Rx Management
- Add Rx
- Activity History
- Documents
- Results
- Create Soap
- Correspondence
- Create Task

[Add Medication](#)
Top 30 Medications
My Favorite Rx
Previous Rx
eRx Status

Add medication for: Stagepat Viale

[Back to SOAP Note](#)

Current Allergies:

ADD
+

Penicillins
+/-
📄

Prescribe on behalf of

Medical Provider ▾

Drug

SIG (include duration)

Free text

Duration (Calculates Dispense Qty)

Day(s) ▾

Dispense Qty*

Unit of Measure*

▾

Expiration Date ⓘ

📅

☐ Chronic Med ⓘ

Substitutions

Substitutions allowed ▾

Notes to Pharmacist

Do not include SIG information here

Character Limit 0/210

Diagnosis (optional)

Active Medications

Tylenol 325 mg capsule (Three times Daily)
Synthroid 100 mcg tablet (100.0mcg once a day for 15 days.)
Ibuprofen Jr Strength 100 mg chewable tablet (1 pill Three times Daily)

Pharmacy

⊕ Walmart Pharmacy 5035
Retail

6745 NORTH CHURCH AVE, MULBERRY, FL, 33860

○ Careplus CVS/Pharmacy
Mail Order

1521 4th Avenue South, Birmingham, AL, 35233

[CHANGE PHARMACY](#)

DRUG WARNINGS

Drug to Drug

No Drug Interaction Detected for this Medication

Acknowledge & Pick Override Reason*

Please select ▾

Drug to Allergy

No Drug Interaction Detected for this Medication

Acknowledge & Pick Override Reason*

Please select ▾

Current

MD Live

By EVERNORTH

Medical Provider ▾

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My Calendar

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Consultation History

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Physician Guidelines

Support

Scorecard

Sign Off

i

Stagepat Viale

Patient ID# 542127499

Female

DOB 02/20/91, 34 yrs old

Affiliation: DTC

5'3" / 160.02 cm

125 lbs / 56.70 Kg

BMI 22.1

Residential State:
Florida

[View Full Profile](#)

[View Eligible Services](#)

Demographics

Health History

Behavioral History

Rx Management

Add Rx

Activity History

Documents

Results

Create Soap

Correspondence

Add Medication

Top 30 Medications

My Favorite Rx

Previous Rx

eRx Status

E-Prior Authorization Status

Add medication for: Stagepat Viale

← Back to SOAP Note

Current Allergies:

ADD

Penicillins

Patient is currently Breastfeeding

Prescribe on behalf of

Medical Provider

Drug

Q Start typing to search for medications (Example: Ibuprofen)

SIG (include duration)

Free text

Q Start typing to search for sig

Duration (Calculates Dispense Qty)

Day(s)

Dispense Qty*

Unit of Measure*

Expiration Date

Active Medications

metformin 850 mg tablet (1 tab by mouth 2 times per day)

Synthroid 100 mcg tablet (100.Omcg once a day for 15 days.)

Ibuprofen Jr Strength 100 mg chewable tablet (1 pill Three times Daily)

Pharmacy

Walmart Pharmacy 5035

6745 NORTH CHURCH AVE., MULBERRY, FL., 33860

Retail

Careplus CVS/Pharmacy

1521 4th Avenue South, Birmingham, AL, 35233

Mail Order

CHANGE PHARMACY

DRUG WARNINGS

Drug to Drug

No Drug Interaction Detected for this Medication

Acknowledge & Pick Override Reason*

Please select

Rebrand

Appt. Requests

MD Live

By EVERNORTH

Set Chat Available

You are NOT available for chat. Please mark yourself chat available.

No chats are waiting

Home

Patient Search

User Management

Queues

Scheduled Appointments

Appointment Requests

Providers

Support

Affiliation

Chat

MDliveQA Adm...

Logout

TIMEZONE: EST

Patient ID:

Affiliation:

Status:

Please Select

Provider Name:

Consult Type:

Please Select

Search

Reset

Pending Appointment Requests

Date/Time Created	Requested Date	Preferred Time	Affiliation	Status	Patient ID	Chief Complaint	Consult Type	Provider	Provider Scheduled Date/Time	Actions
02-06-2024 06:36 PM	12-31-2024	first available	Survey Monkey	Pending Provider Update	642244505	Anxious	Video	Valentine Thompson		
06-18-2024 05:49 PM	11-18-2024	Morning	DTC-Ricardo	Pending Provider Update	642242297	Stress	Video	TestTherMaria Test		
06-18-2024 05:51 PM	12-18-2024	Afternoon	DTC-Ricardo	Pending Provider Update	642242297	I am not sure	Phone	TestTherMaria Test		
07-03-2024 05:48 PM	09-12-2024	evening	DTC	Pending Provider Update	642188120	Counseling - Sex	Video	Anna Clayton		
07-07-2024 10:01 PM	09-07-2024	Morning	DTC	Pending Provider Update	642227825	Anxious	Phone	TestMariaTher Test		
09-02-2024 12:19 PM	09-05-2024		DTC	Pending Patient Update	642238823	Feeling Very Sad	Video	Fujitaka Kinomoto	09-05-2024 11:00 AM	Confirm Appointment
09-02-2024 04:48 PM	09-16-2024	Morning	Survey Monkey	Pending Patient Update	642227077	I have been feeling down	Video	Sigmund Freud	09-16-2024 12:00 AM	Confirm Appointment
09-02-2024 04:54 PM	10-23-2024		Survey Monkey	Pending Patient Update	642213391	I always feel worried	Video	fmlprovauto001	10-23-2024 10:15 PM	Confirm Appointment

Current

MD Live

By EVERNORTH

Set Chat Available

You are NOT available to chat. Please mark yourself chat available

No chats are waiting

Home

Enroll Patient

Queues

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Providers

Support

Chat

Demo Csa

Logout

TIMEZONE: EST

Patient ID:

Affiliation:

Status:

Please Select

Provider Name:

Consult Type:

Please Select

Search

Reset

Pending Appointment Requests

Date/Time Created	Requested Date	Preferred Time	Affiliation	Status	Patient ID	Chief Complaint	Consult Type	Provider	Provider Scheduled Date/Time	Actions
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments
11-13-2025 02:37 PM	Multiple	Multiple	Survey Monkey	Pending Patient Update	642252551	I have been feeling worried	Video	BHPsychiatrist Messages	Multiple Appointments	View Appointments

Rebrand

Patient Profile

MD Live

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Set Chat Available

You are NOT available for chat. Please mark yourself chat available.

No chats are waiting

Home

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Support

Affiliation

Chat

MDliveQA Adm...

Logout

TIMEZONE: EST

Profile Summary

UserID: 642244505

Status: Active

Registration Source: mobile-android-mdlive

Full Name: DodExternal Cigna

Birth Date : 11-06-1989

Age: 34

Gender: Male

Residence State: FLORIDA

Affiliation: Survey Monkey (ID: 185)

Billing/Agreement: 0102-Survey

Care Plan: No

Appointment information: No upcoming appointments

MDLIVE PCP: Paco Gutierrez 21 iunn street Miami

Profile

Patient Intake

Appointments

Appointment Requests

Billing/Credits

Insurance Details

Eligible Members

Health History

Pharmacy/Rx

Notes

Activity History

Chat History

Orders

Schedule Sessions

Audit Logs

Records

Hets Transaction 270/271

Transaction History

Labs

Save

Registration Date : 01-08-2024

Reset Password

Re-affiliate Patient

Re-affiliate

Merge Account

Merge

Suspend User

Suspend User

Mobile Photo Upload

Send SMS

Patient Records

Access Patient Records

Patient Details

Status*

Active

Affiliation

Survey Monkey

USERID

642244505

Username

DodExternal

Email *

cgutierrez@mdlive.com

First Name*

DodExternal

Last Name*

Cigna

Address1*

Miami 179 Northwest 25th Street

Current

MD Live

By EVERNORTH

Set Chat Available

You are NOT available to chat. Please mark yourself chat available

test Go To Chat Queue

Home

Patient Search

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Affiliation

Chat

Democsa1 Dem...

Logout

TIMEZONE: EST

Profile Summary

UserID: 642259421

Status: Active

Registration Source: csa

Full Name: waitforcalim01 testing

Pronouns: --

Birth Date : 07-18-1990

Age: 35

Gender: Male

Residence State: FLORIDA

Affiliation: DTC Guillermo Stage (ID: 18846)

Billing/Agreement: 0000-DTC

Care Plan: No

Weilbeing Tool: No

Appointment information: No upcoming appointments

Crisis Protocol

Profile

Patient Intake

Appointments

Appointment Requests

Billing/Credits

Eligible Members

Health History

Pharmacy/Rx

Notes

Activity History

Medication

Chat History

Orders

Schedule Sessions

Audit Logs

Records

Hets Transaction 270/271

Transaction History

Labs

Save

Registration Date : 10-23-2025

Reset Password

Re-affiliate Patient

Re-affiliate

Merge Account

Merge

Suspend User

Suspend User

Mobile Photo Upload

Send SMS

Patient Records

Access Patient Records

History/Notes

History/Notes

Patient Details

Status*

Withdrawn

Affiliation

DTC Guillermo Stage

USERID

642259421

Username

claimstest01

Email *

nohemi.calzadillas@mdlive.com

First Name*

waitforcalim01

Last Name*

testing

Address1*

Testing 1

MD Live

By EVERNORTH

Set Chat Available

You are NOT available to chat. Please mark yourself chat available

test Go To Chat Queue

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Affiliation

Chat

MDlive QA Admin

Logout

Profile

Jonathan Rodriguez

642244505

Birth Date: 11-06-1989

Age: 34

Gender: Male

Residence State: Florida

Status: Active

Care Plan: No

Billing/Agreement: 0102-Survey Monkey (ID: 185)

Appointment information: No upcoming appointments

MDLIVE PCP: Dr. John FesiGood 21 Jump St, Miami, FL 33176 305-552-5800 305-552-5800 (Fax) Presgroud_mdlive.com

Crisis Protocol

Save

Registration Date: 04-29-2020

Reset Password

Re-affiliate Patient

Re-affiliate

Merge Account

Merge

Suspend User

Suspend User

Mobile Photo Upload

Send SMS

Patient Records

Access Patient Records

History/Notes

Activity History

Chat History

History/Notes

History/Notes

Notes

Action

09-30-2024

Consult Purchased for Psychiatrist.

View

09-30-2024

Consult Purchased for Psychiatrist.

View

09-30-2024

Consult Purchased for Psychiatrist.

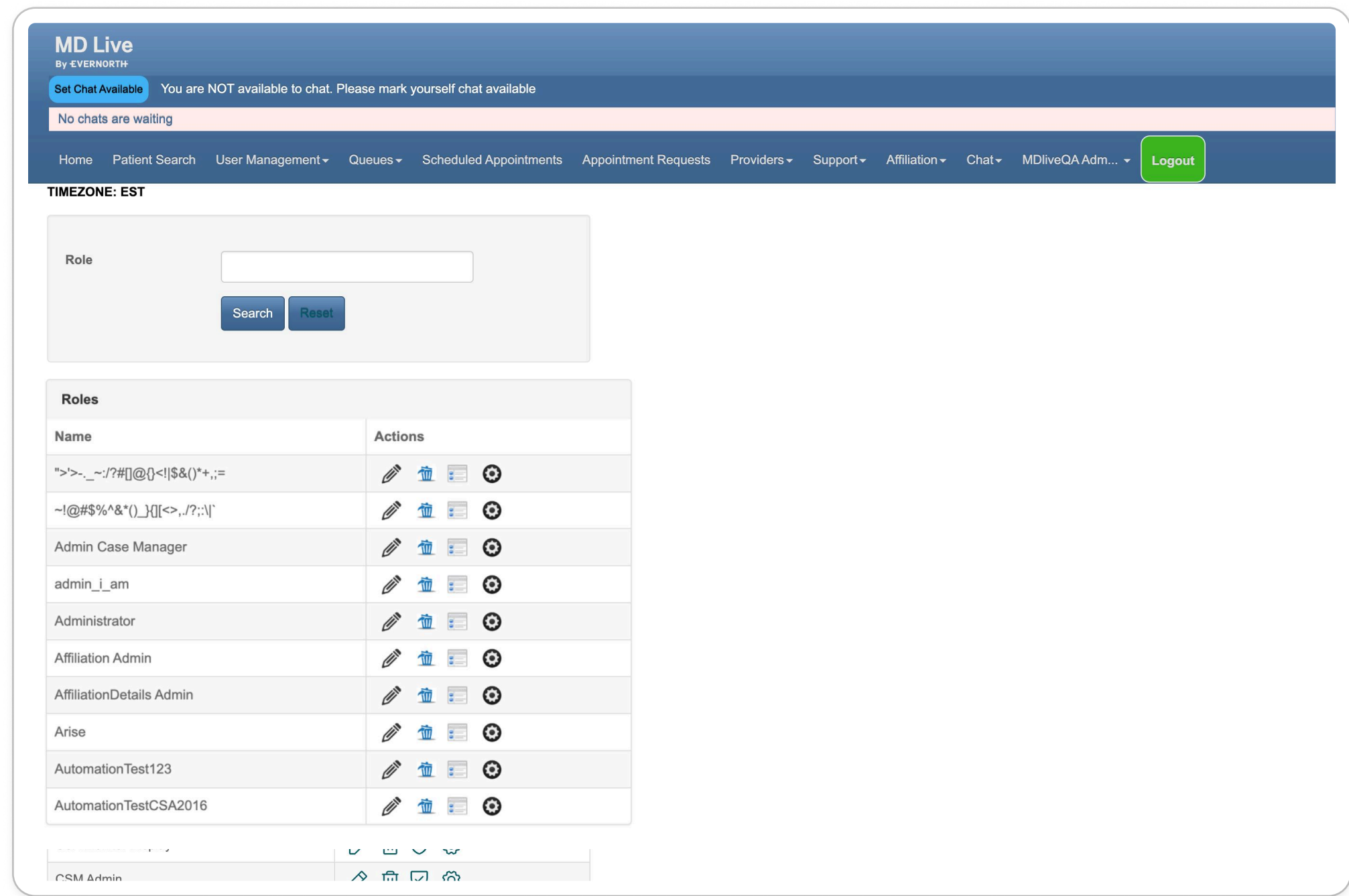
View

Add Note

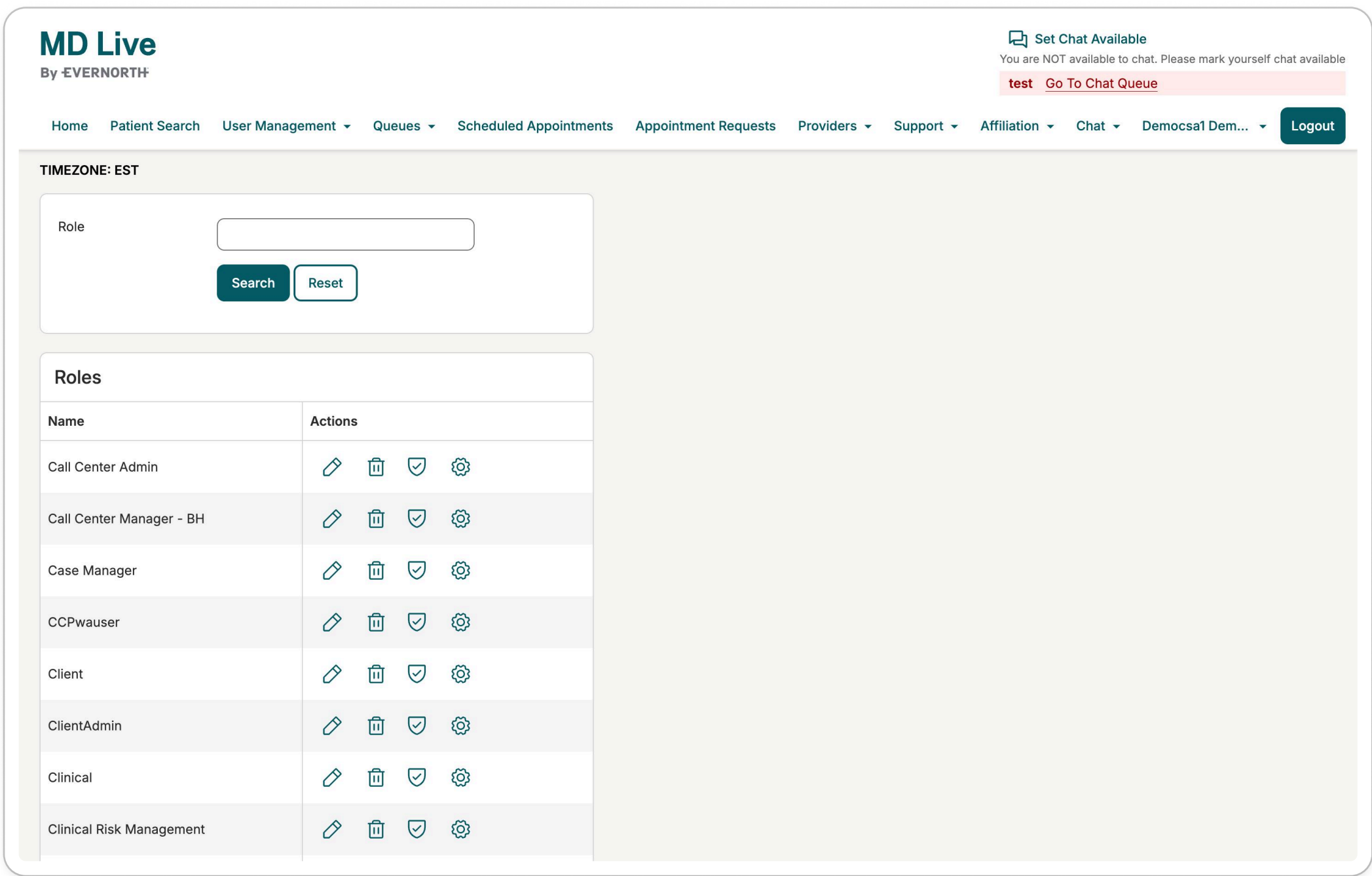
Rebrand

Future Vision

Manage Roles



Current



Rebrand

Timeline





Shout out to Eddie for elevating our clinical and support members experience through extensive UI design iterations, development of scalable icons, consolidated CSS, enhanced accessibility, and creating a consistent experience. This is the kind of design-engineering partnership that makes our brand feel cohesive everywhere.

Eddie De La Torre