

RVO Health – Pill Identifier

The Scenario:

This tool was developed to help users identify unknown pills, as well as optimize SEO and increase visits to the Healthline site. It has an estimated worth of about 1 million sessions/month and potential to create new revenue-producing sponsorship opportunities. A corresponding drug interaction checker tool will launch in 2025, allowing users to check interactions with multiple drugs, vaccines, supplements, alcohol, and food.

Thought Process:

Healthline didn't have a tool like this before, so this was a new build. Part of my content exploration involved looking at existing competitors and sharing with my team what I believed they were doing well, in addition to where we could improve and potentially differentiate. For example:

- Explain why one would want or need to use this tool (provide an example)
- Make it an easy-to-use tool (add a visual)
- Not have a lengthy legal disclaimer intimidate or serve as an obstacle to new users (ways to shorten)

Solution:

After collaboration with product design, research, engineering, consumer drug editorial, medical affairs, and legal, content started to come together. The home screen immediately:

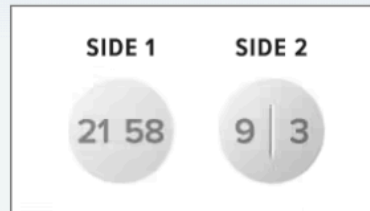
- Offers a “why” for needing to use this tool, which was buried on competitor sites
- Explains how to use this tool with a visual example, as well as a tooltip for further instruction
- Wasn't overcome with legal jargon. One competitor had an entire page of legalese before a user could get to the actual tool

Pill Identifier

Need to identify a tablet or capsule? Use our Pill Identifier to find the name and image of an unknown prescription or over-the-counter medication. Start by entering details like pill imprint code, color, and shape.

Our website services, content, and products are for informational purposes only. Healthline does not provide medical advice, diagnosis, or treatment. Please refer to our Terms of Use [Terms of Use](#) for more information.

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How to enter a pill imprint code

Enter all letters or numbers from both sides of your pill. You can start with any side.

In this example you'd enter **21 58** on one line, then **9 3** on the other.

Pill imprint code (required) ⓘ

Color (optional)

Shape (optional)

Pro tip: Enter the pill imprint code first. Then use color and shape to refine results, if needed.

The callout box is positioned over the 'SIDE 2' pill diagram from the previous image.

Solution (cont'd):

- Search Results came from a partner, First Databank, who provides drug database information. Working with engineering, our design team had to understand how First Databank has their data set up. For example, if a pill has an imprint on both sides, can imprint from either side be entered first, or is there an order in which the imprint must be entered? Information like this was necessary to inform content that would guide users to use the tool.

Your search selections

Change or narrow your results using the fields below.

Pill imprint code (required)

Side 1
21 58

Side 2 (optional)
9 3

Color (optional)

Select color(s) ▼


Shape (optional)

Select shape ▼

APPLY CHANGES

Your results

Displaying results for "21 58"




TRIMETHOPRIM

Strength: **100 mg**

Imprint: **9 3**

Color(s): ● **White**

Shape: **Round**



TRIMETHOPRIM

Strength: **100 mg**

Imprint: **9 3**

Color(s): ● **White**

Shape: **Round**

Solution (cont'd):

- With any search tool, there's potential for not finding any results. I created copy that offers suggestions on why a result may not be available, and steps a user can take to move forward.

Your search selections

Change or narrow your results using the fields below.

Pill imprint code

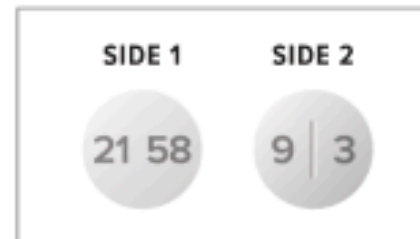
Color and shape

APPLY CHANGES

No results found for “10 3910”

Search tips

- Double check the pill imprint code and enter it again.
- Change color choice. Select color(s) that closely match the pill. Or choose to not add color.
- The pill identifier is limited to identifying FDA-approved prescription and over-the-counter medications. Pills not identified with this tool may include vitamins, supplements, and medications produced outside the United States.



How to enter a pill imprint

Enter all letters or numbers from both sides of your pill. You can start with any side.

In this example you'd enter **21 58** on one line, then **9 3** on the other.

SEARCH AGAIN ↻

Solution (cont'd):

- On the Search page and the Results page, I added appropriate Frequently Asked Questions, which the team felt was important to include given the sensitive nature of prescription/OTC drugs. I suggested the questions and answers, which were then vetted and verified by SMEs on our Consumer Drug Information team.

FREQUENTLY ASKED QUESTIONS

What is a pill identifier? +

How do I use a pill identifier? +

What is an imprint code? +

What if the pill has no imprint code? +

Whom can I contact if I'm unable to identify a pill? +

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Medically reviewed by Debra Sullivan, PhD, MSN

FREQUENTLY ASKED QUESTIONS

How can I tell if medication is expired? —

To determine if medication is expired, check the expiration date printed on the packaging or bottle. If the date has passed, the medication is considered expired. Additionally, look for changes in color, texture, or smell of the medication, as these can indicate it has gone bad.

Always store medication as directed, and consult a pharmacist or healthcare provider if you're unsure about its expiration status.

How long does medication stay good? +

How should I properly dispose of old medications? +

Conclusion:

An MVP for Healthline's first Pill Identifier launched in Q4 2024, in web and mobile formats. As data on usage starts to come in, plans for usability testing, optimization, and partnering with a yet-to-launch Drug Interaction Checker tool are currently under way for 2025.