

Balance Local Care and System Strengths

Finding Success with a Unified UX

A close-up photograph of a silver and grey stick vacuum cleaner. The motor unit is at the top, and the long, flexible tube extends downwards. The background is a wall with grey square tiles and a white plastic panel with a circular pattern. A white circular logo with the word "dyson" in black lowercase letters is overlaid on the image.

dyson

A photograph of Steve Jobs, co-founder of Apple, smiling and gesturing with his hands. He is wearing his signature round glasses and a dark jacket. A white circular logo with the Apple logo and the word "iPhone" in black lowercase letters is overlaid on the image.

iPhone

A photograph of a hand holding a white smartphone. The screen displays the Uber app interface, showing a map of a city with a car icon and various buttons. A white circular logo with the word "Uber" in black lowercase letters is overlaid on the image.

Uber



It's all about the consumer.

“People ignore design that
ignores people.”

— Frank Chimero, Designer



Local vs System



Growth



Brand Architecture



Internal Structures

Consider your consumers





Steps to developing a successful digital strategy

- 1 Define your end state
- 2 Identify your consumers' needs and expectations
- 3 Evaluate SEO opportunities and challenges

An aerial photograph of a suburban neighborhood, likely in the Midwest, showing a mix of single-family homes, trees, and streets. In the background, a large body of water (likely Lake Michigan) and an industrial skyline are visible. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Balancing local care with system strengths".

Balancing local care
with **system** strengths



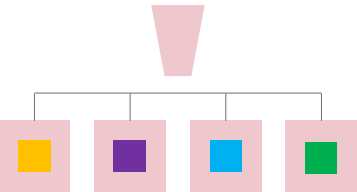
Define your brand's end state

Define your brand architecture



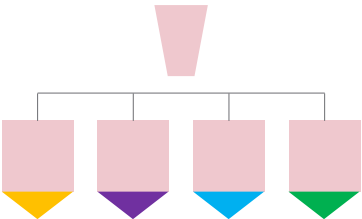
BRANDED HOUSE

Products/services organized around corporate umbrella brand



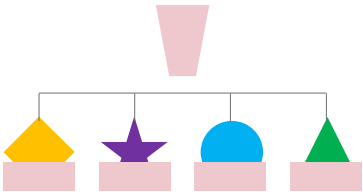
SUB-BRANDS

Brands that augment and connect to the master brand



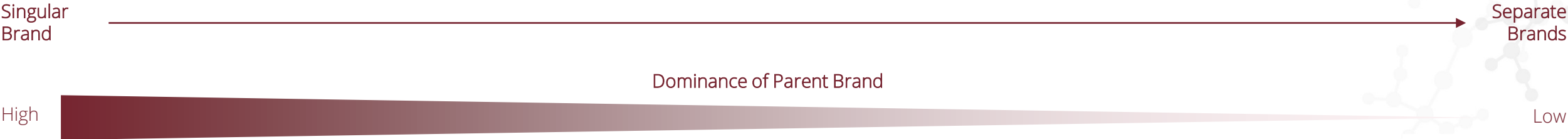
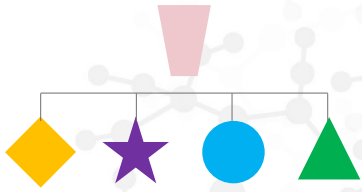
ENDORSED BRANDS

Brands and products/services that are endorsed by larger brands

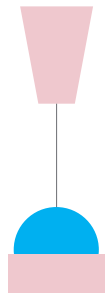


HOUSE OF BRANDS

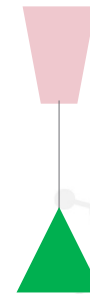
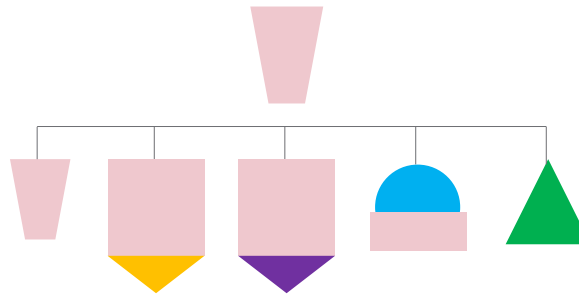
A company oversees a set of stand-alone brands



Many brands use a hybrid model



HYBRID



Brand architecture roadmap over time



ACQUISITION



END STATE



Consumer affinity and brand equity shifting from Kinko's standalone to FedEx overtime



Identify your consumers'
needs and expectations



“If you think good design is expensive, you should look at the cost of bad design.”

— Dr. Ralf Speth, Chief Executive Officer, Jaguar Land Rover

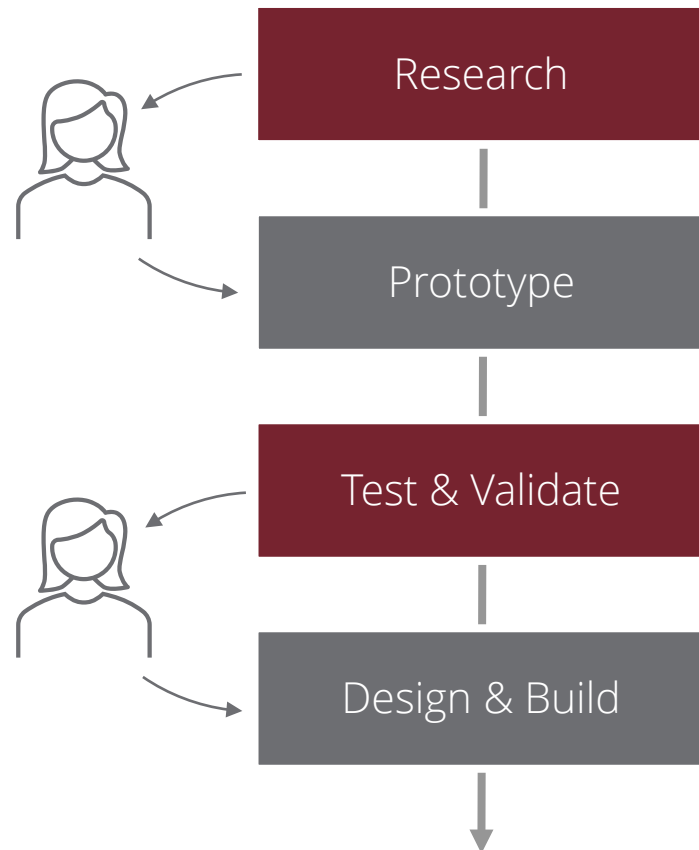




Start with your questions



Ask questions that align with your stage in the design process



INITIAL RESEARCH

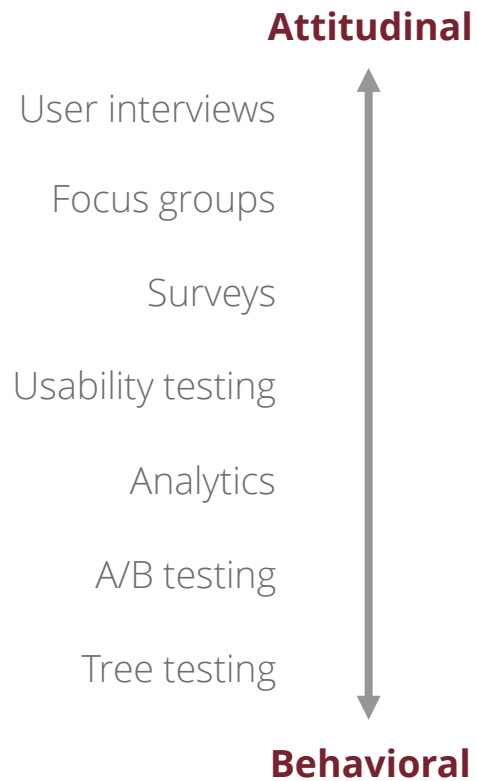
How do consumers view our brand?
What is most important to consumers
when deciding where to get care?

TESTING & VALIDATION

Where are there barriers in the user experience?
What is confusing or frustrating?



Choose from attitudinal or behavioral tactics



INITIAL RESEARCH

How do consumers view our brand?
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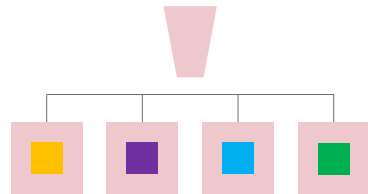
TESTING & VALIDATION

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How do consumers view our brand?

BRANDED HOUSE



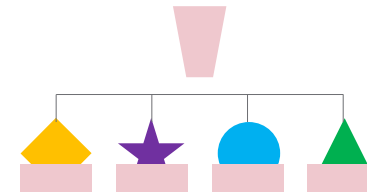
FedEx
Office

FedEx
Ground

FedEx
Freight

- OR -

ENDORSED BRANDS



Marriott

TownePlace
SUITES
Marriott

FAIRFIELD
INN & SUITES
Marriott

COURTYARD
Marriott



How do consumers view our brand?

“

“Since there’s
[Health System Brand] on all
the signs... I’m a *[Health
System Brand]* patient.”

”

“

MyChart has changed my
thinking. Seeing everything
in one place gives me a
better picture of me as a
[Health System Brand] patient.

”



How do consumers think of and search for our brand?





How do consumers think of and search for our brand?



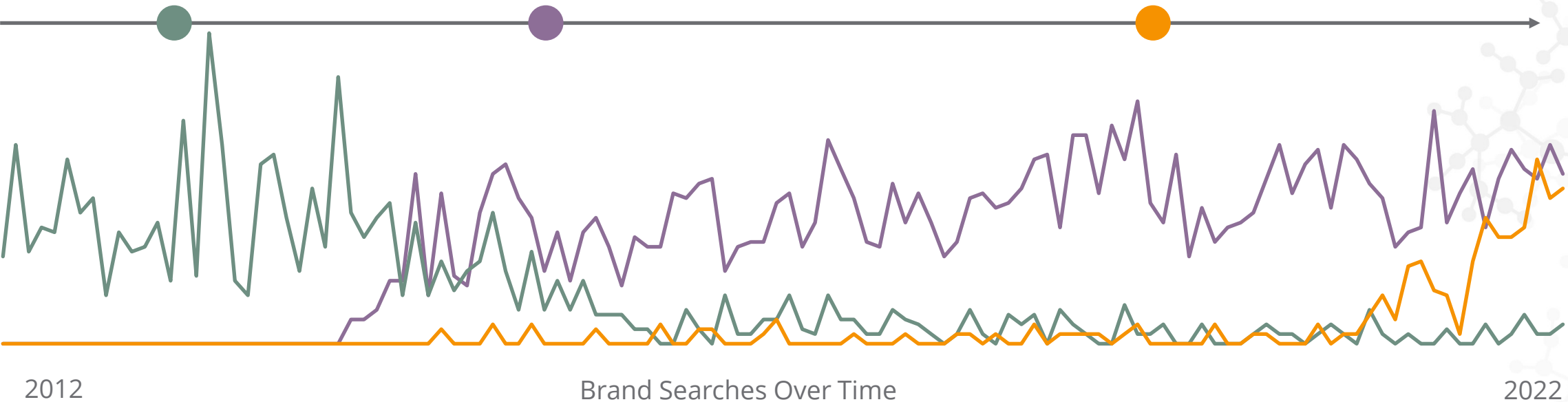
Brand #1



Brand #2



Brand #3



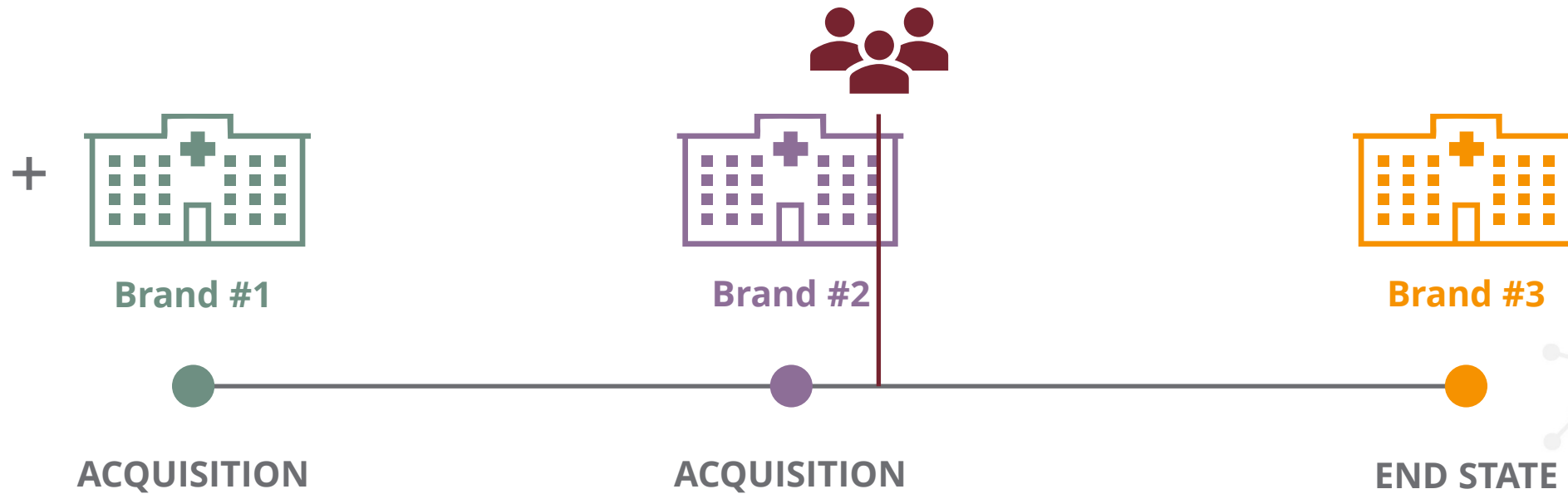


How do consumers think of and search for our brand?



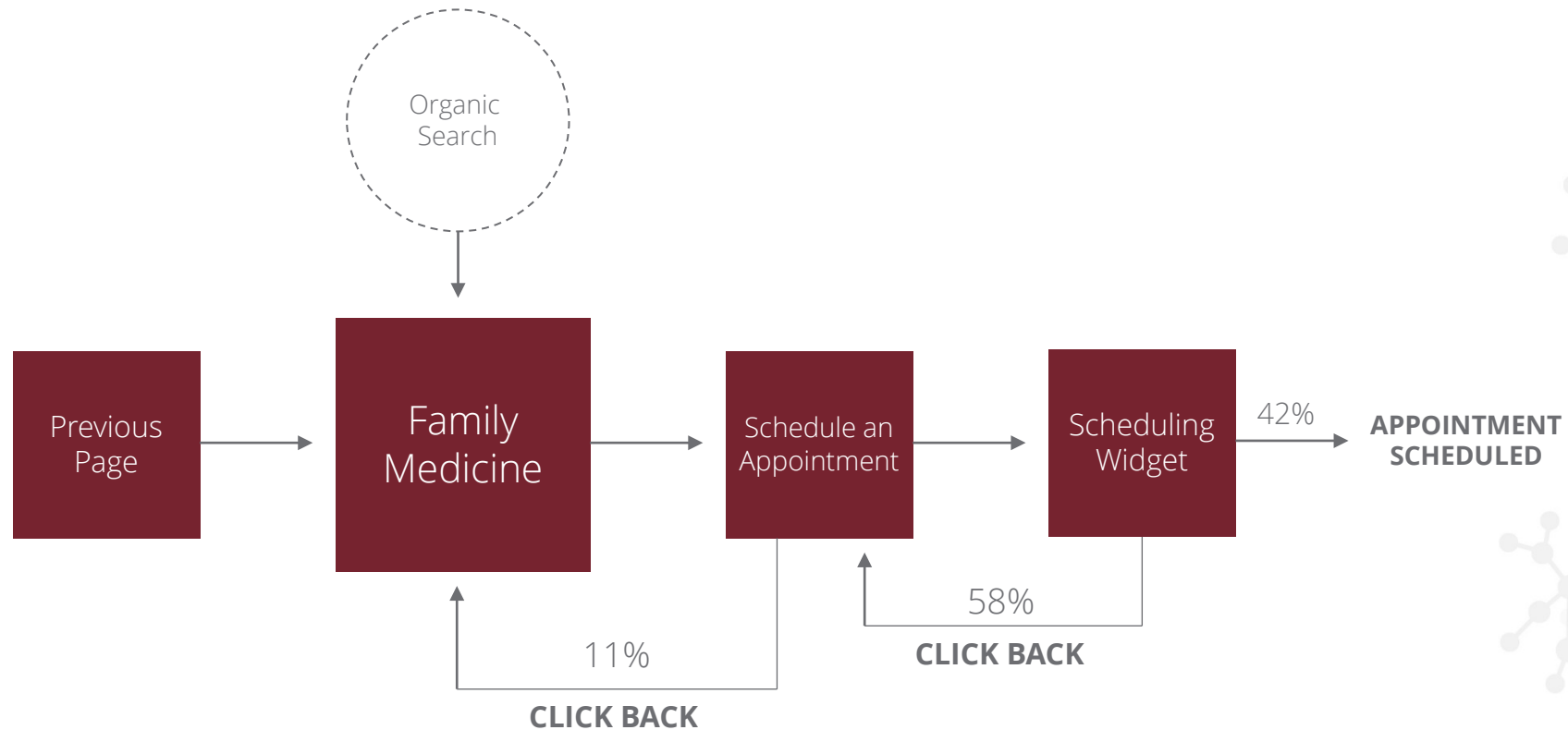


How do consumers think of and search for our brand?





Where are there barriers in the user experience?







Engage users from the start with SEO



Search Results are a lot like store front





68%

of online experiences
begin with a search engine

92%

of users pick businesses
on the first page

77%

of users rely on Maps
and business listings

53%

Total organic
traffic share

How do users engage with organic search?



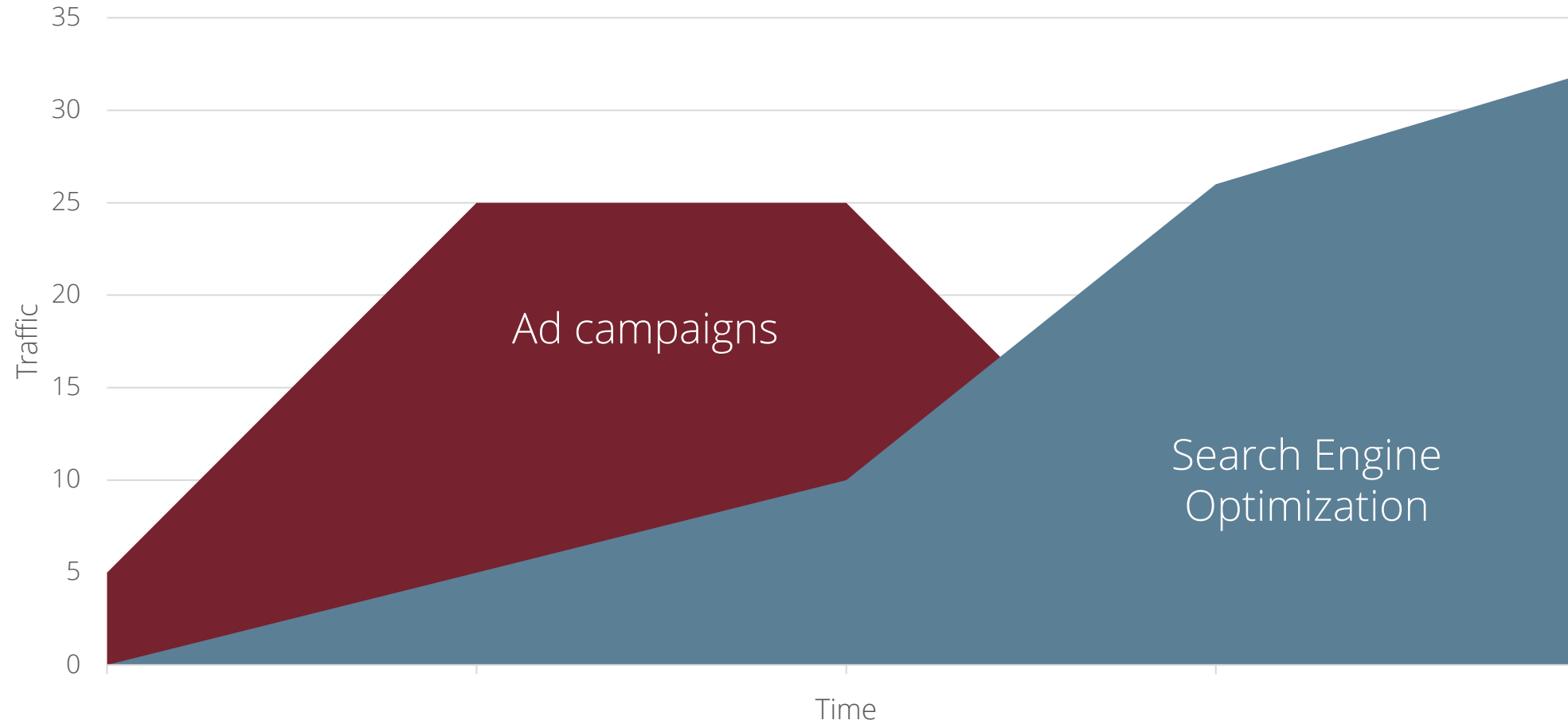
SEO versus Ads

- Younger generations increasingly distrust ads
- Ads cost more over time
- SEO costs more upfront with continuing maintenance



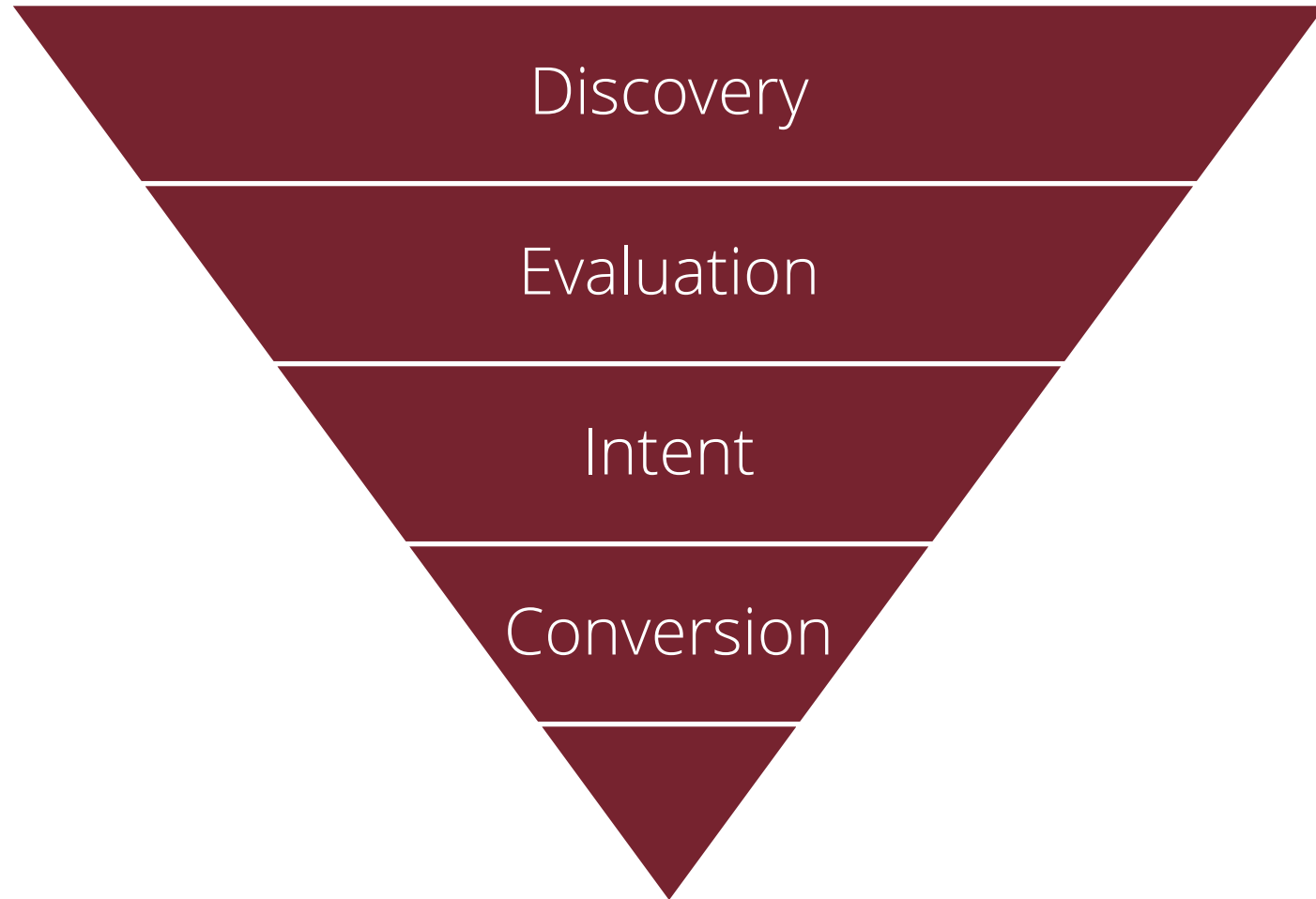


Ads and SEO serve different purposes





Optimization helps consumers every step of the funnel



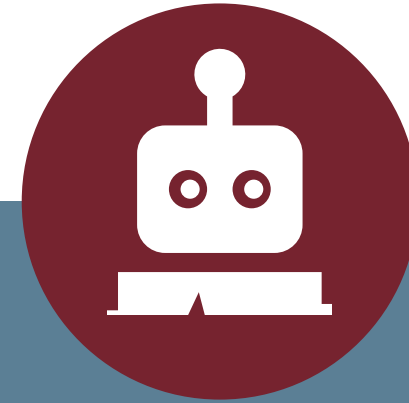


The gap between algorithm and user has narrowed



Seeking solutions

Attracted to natural
communication



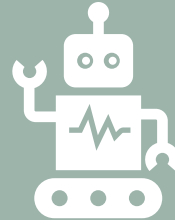
Seeking context

Understands natural
communication



The Role of Artificial intelligence

“doctors near me”



<https://www.mercycare.org/doctors>

Find a Provider - Cedar Rapids, IA - Mercy Medical Center

Search for a healthcare provider. Mercy, MercyCare and independent **doctors, physician** assistants and nurse practitioners are listed here. Learn about their ...

<https://www.healthgrades.com>

Best Primary Care Physicians in Cedar Rapids, IA

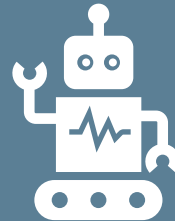
There are 183 Primary Care **Physicians** in Cedar Rapids. Find the best for you: • Dr. Jerome Janda, DO. 9 ratings. Dr. Janda. 2996 7th Ave Ste B Marion, IA 52302 ...

<https://www.unitypoint.org/cedar-rapids/find-a-doctor>

Find a Doctor with UnityPoint Health - Cedar Rapids

Search the St. Luke's Hospital directory to find a **doctor** for any specialty you are looking for. UnityPoint Health - Cedar Rapids **doctors** are here for your ...

“doctors”



Family Practice Physicians

John R. Brownell, MD
5.0 ★★★★★ (3) • Family practice physician
75 Short St NW • (319) 390-3963
Open • Closes 5PM
“I have had more **doctors** than I can remember.”

Dr. Dwight J. Schroeder, MD
No reviews • Doctor
3100 North #101 • (319) 396-1066
Open now

St Luke's Physicians & Clinics
5.0 ★★★★★ (2) • Doctor
2375 Edgewood Rd SW • (319) 390-3035
Open now

More places

People also ask
Which type of doctor is best?

“I’ve hiked Mt. Adams and now want to hike Mt. Fuji next fall,
what should I do differently to prepare?”

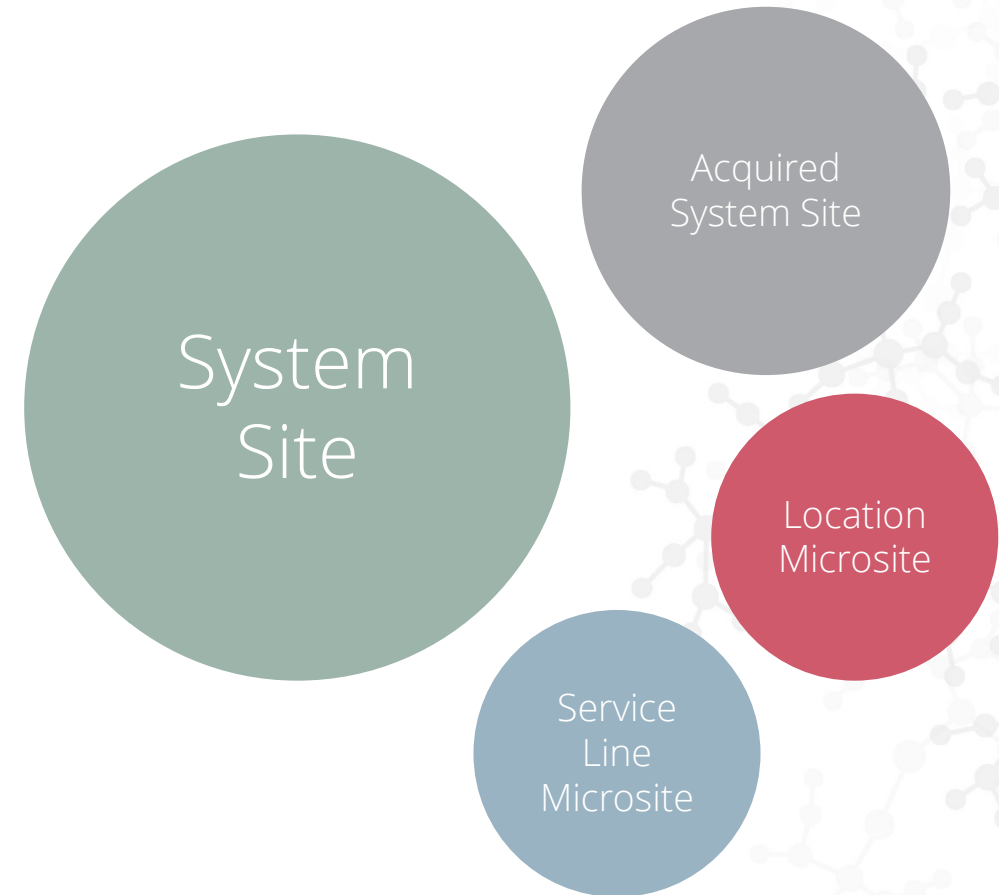


Every decision comes down to system, silo, or distributed

An All-Encompassing System Site



The Distributed Approach





Considerations for distributed sites

Least meaningful

Most relevant

Least concerning

Cases to use distributed sites

Newly acquired system

Short-term ad campaigns

Maintaining local reputation

Reasons to avoid distributed sites

Redundant content harms findability

Internal resource demand

User confusion

Content governance

Shallow content depth

Brand damage

Complex cross-site paths



The benefits of a silo-systemization strategy



Offerings vary between communities. So should your content.



Maintain the integrity of your system while providing siloed experiences



Uses location schema and aligns with business listings



How do business listings inform the silo vs system debate?

Local map pack

Family Practice Physicians

Rating Hours

John R. Brownell, MD
5.0 ★★★★★ (3) · Family practice physician
900 North 1st Ave · (319) 590-0963
Open · Closes 5PM
"I have had more doctors than I can remember."

Website Directions

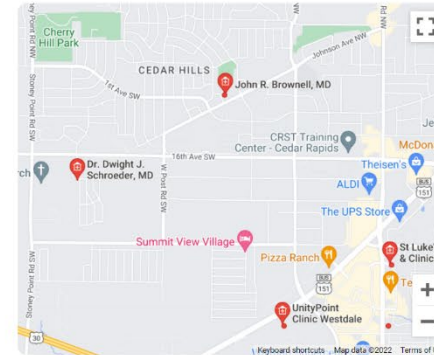
St Luke's Physicians & Clinics
5.0 ★★★★★ (2) · Doctor
2075 Edgewood Rd SW · (319) 590-0965

Website Directions

Dr. Dwight J. Schroeder, MD
No reviews · Doctor
3100 North 1st Ave · (319) 590-1000
Open now

Directions

More places



People also ask...

People also ask

- Which type of doctor is best?
- Who is called a doctor?
- Who is the greatest medical doctor?
- Why are doctors called doctors?

Feedback

Local search results

<https://www.mercycare.org/doctors>

Find a Provider - Cedar Rapids, IA - Mercy Medical Center

Search our provider directory for your doctor, find a new provider, ... Mercy, MercyCare and independent doctors, physician assistants and nurse ...

<https://www.healthgrades.com> · Iowa · Cedar Rapids

Best Primary Care Physicians in Cedar Rapids, IA

Healthgrades can help you find the best Primary Care Physicians in Cedar Rapids, IA. Find ratings, reviews for top doctors and hospitals in your area.

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After a Beloved Small-Town Doctor Murdered His Own Father, the Clinic's New Do...

4 hours ago



THE TIMES OF ISRAEL

Doctors in Israel care for Ukrainians 2,000 km away, as tech shrinks world

1 day ago



DeSantis, Ladapo push free speech for Florida doctors

8 mins ago



Channel3000.com

'I was sure that I was overreacting': Doctors say man avoided fatal heart...

3 hours ago



Top stories



Challenges of a silo-systemization strategy

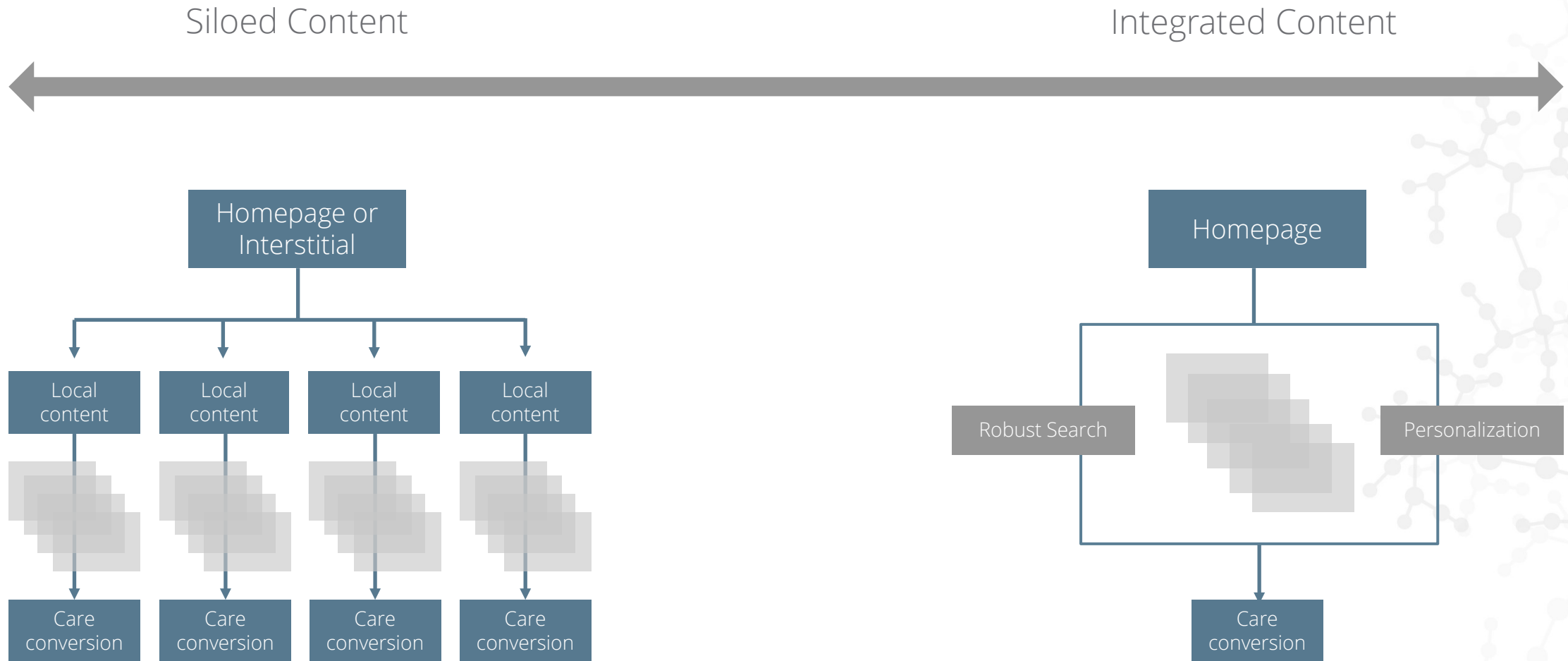
- Uniform rules and constraints
- Content governance individual or team needed
- User confusion



Crafting your digital strategy



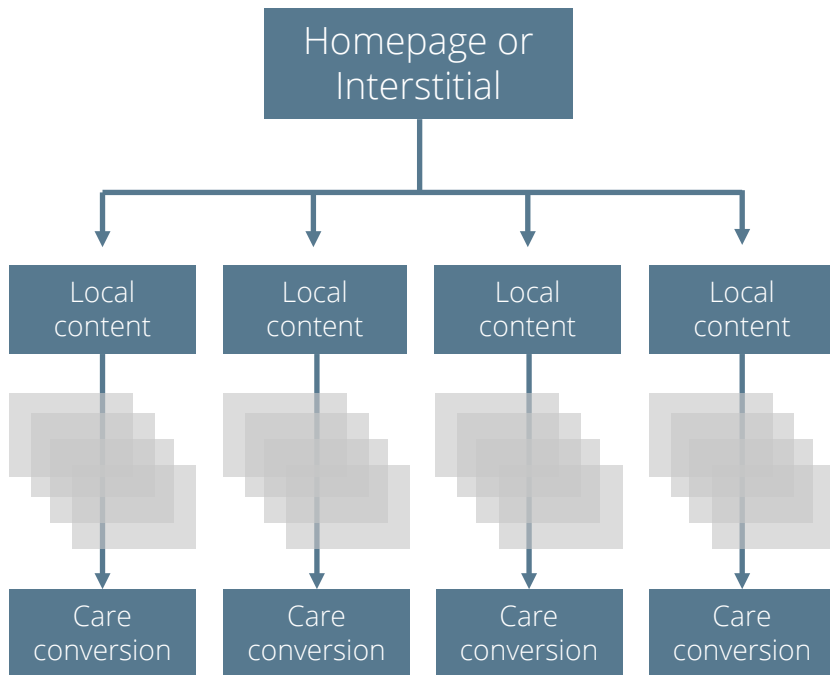
Strategies for organizing your digital presence





Issues with siloed content structures

Siloed Content



- High demand on governance
- Often leads to duplicate content
- Difficult to understand system offerings
- Difficult for users who live “in between” silos

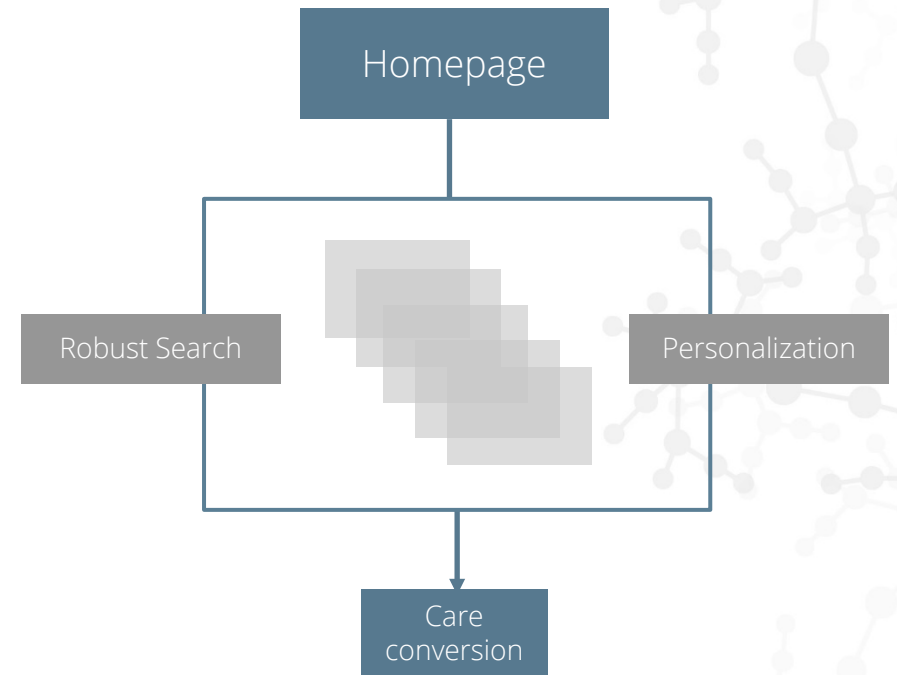


Issues with integrated content

Integrated Content

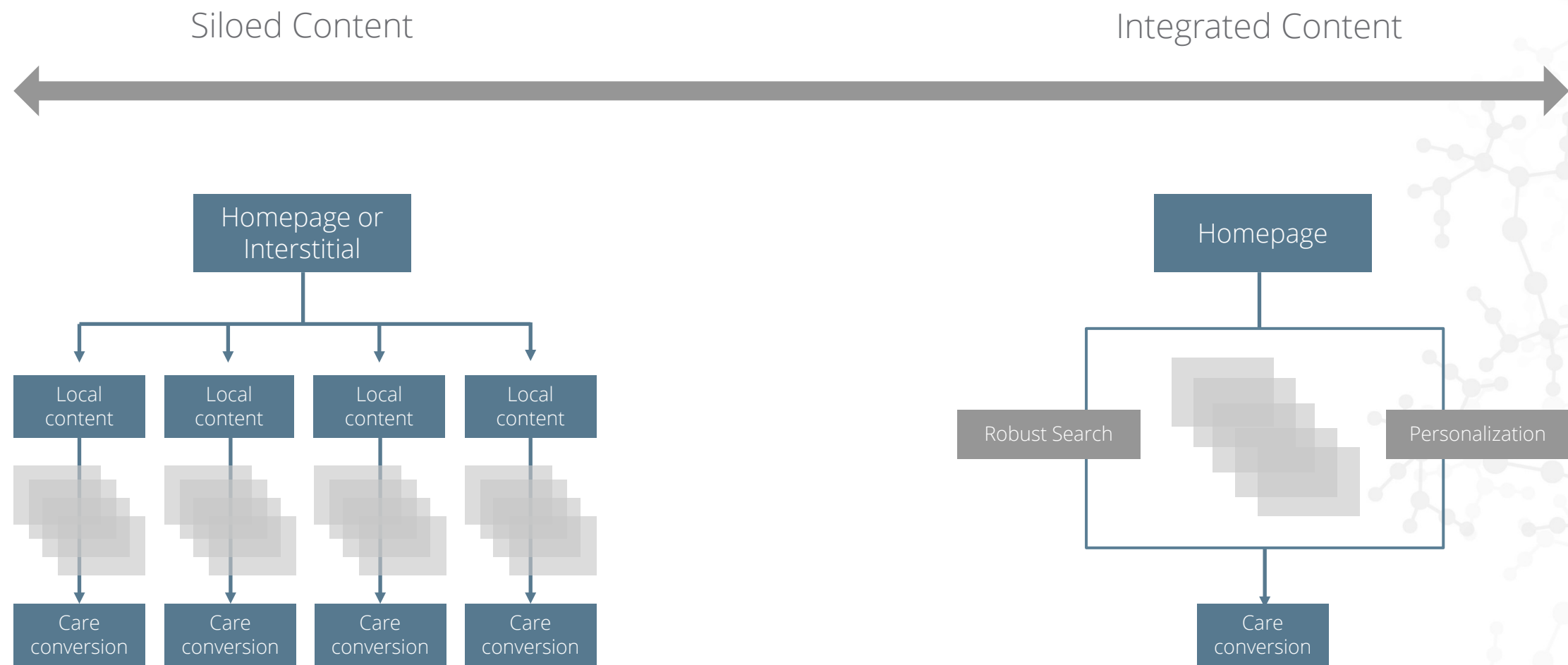


- Content may be thin and irrelevant
- Difficult UX for widespread systems
- Personalization doesn't aid in SEO
- Disconnected from local communities



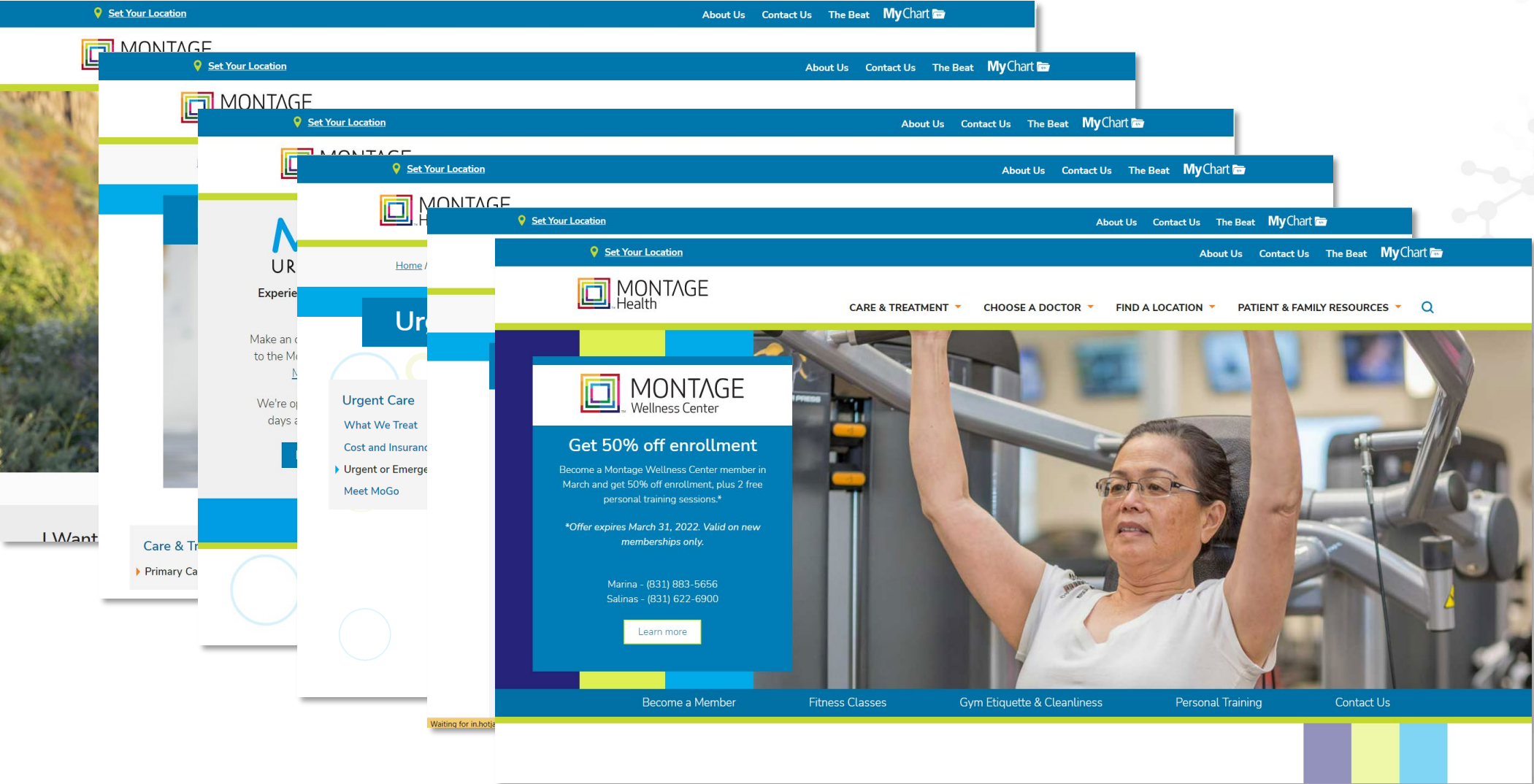


Creating a silo-systemization strategy

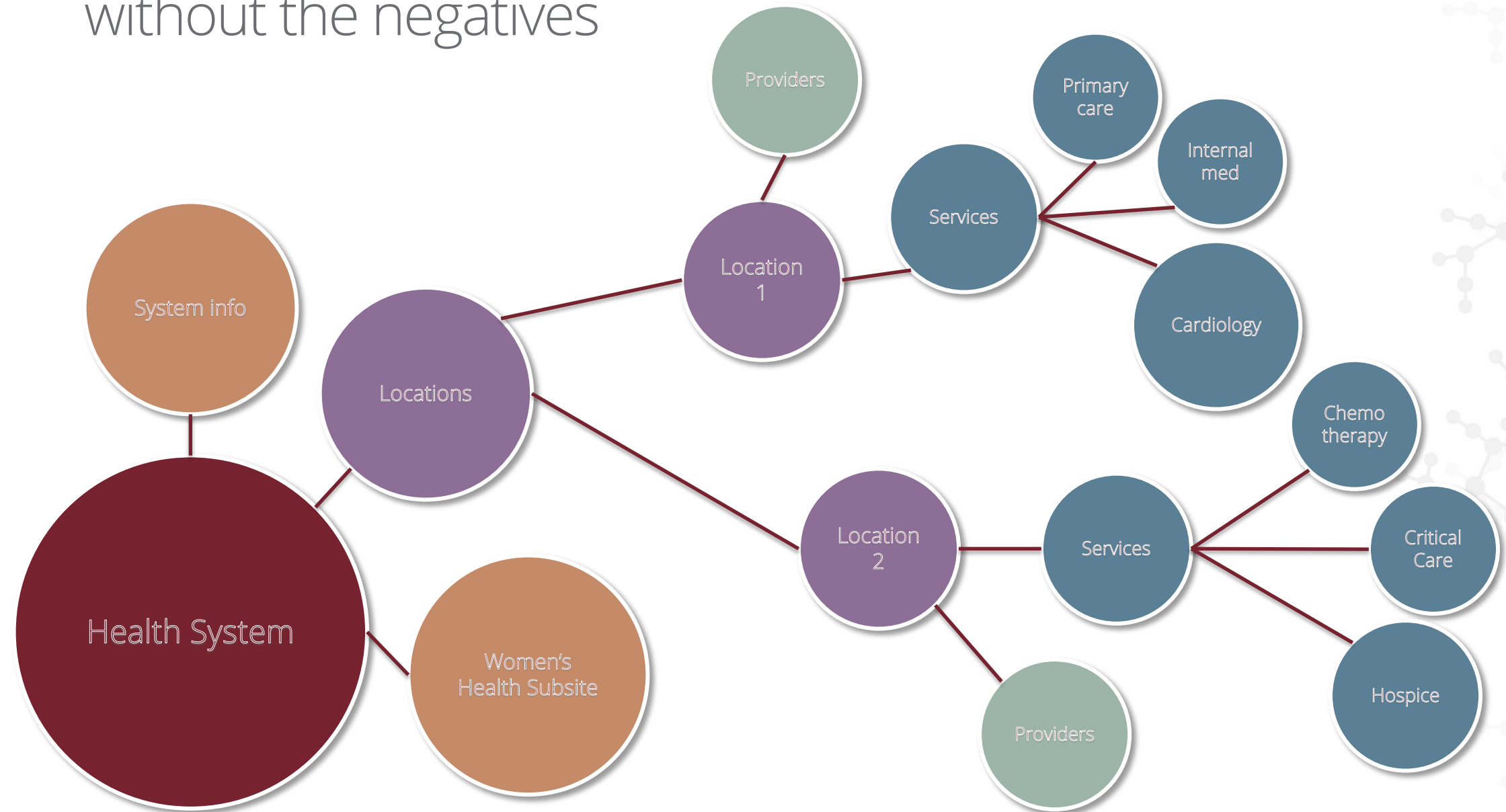




Sub-sites as a solution to distributed sites



How topic clustering serves the same purpose as microsites without the negatives

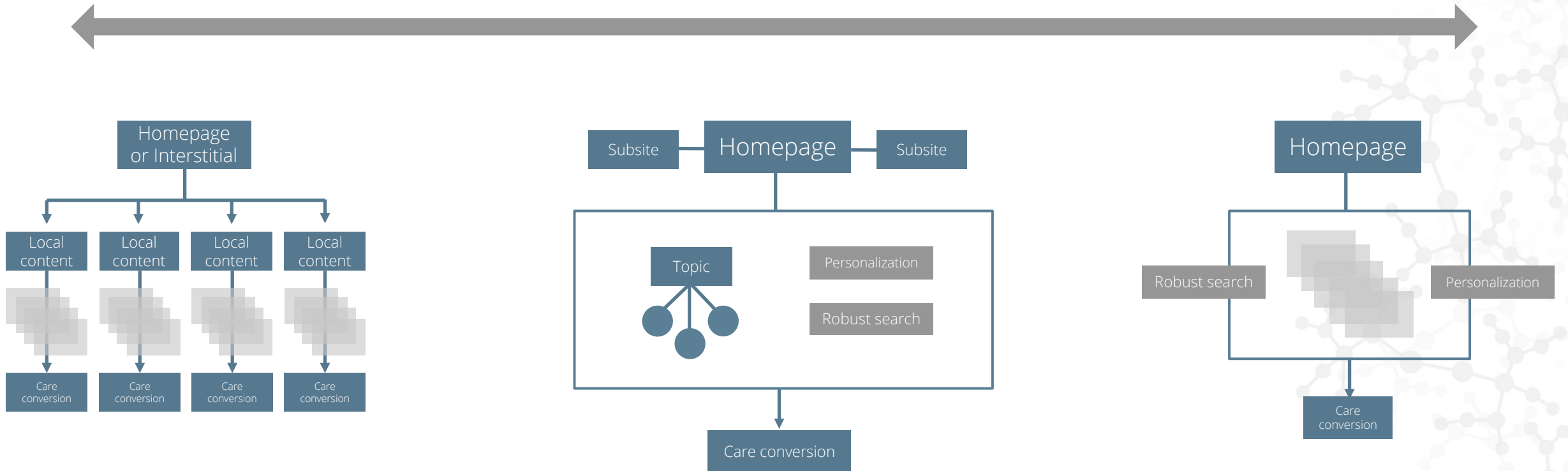




Creating a silo-systemization strategy

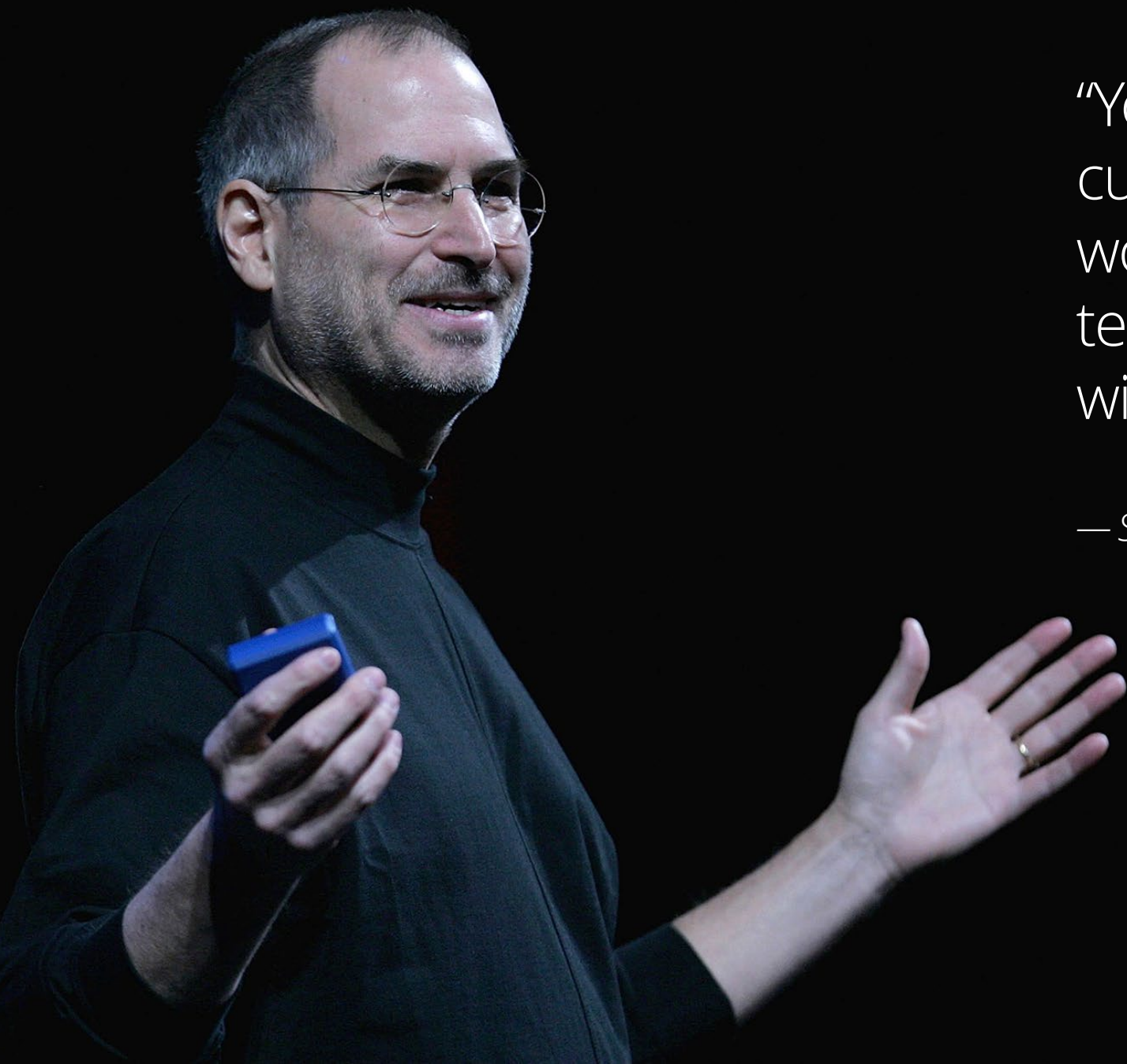
Siloed Content

Integrated Content





It's all about the consumer.



“You’ve got to start with the customer experience and work backward to the technology. You can’t start with the technology.”

— *Steve Jobs*

White Paper

Applying a Consumer-first Lens to Your Healthcare Brand Architecture

geonetric.com/lens



Live Attendee Offer

30-Minute User Experience Consult

geonetric.com/ux30





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