

# Redesign Roundtable:

When Should Your Organization Consider a Full Site Redesign?





# Key considerations that impact your digital strategy

1

**Business Strategy**

2

**Findability in Search (SEO)**

3

**UX Content Strategy**

4

**UX Design & Technology**



# Business Strategy

# Brand Changes

A close-up, slightly blurred photograph of a person's hands and arms working at a desk. The person is wearing a dark, patterned shirt and a watch. Their hands are positioned over a spiral-bound notebook, which is open. To the left of the notebook is a laptop keyboard. In the foreground, a color calibration chart with various colored squares is visible. To the right of the notebook, a metal mesh pen holder contains several pens and pencils. The background is softly blurred, showing a laptop screen and other desk items. The overall lighting is warm and natural.



Your digital experience should reflect your brand

REBRAND



**DUNKIN'**

- OR -

MERGER / ACQUISITION

**kinko's** + **FedEx**

**FedEx** Office   **FedEx** Ground   **FedEx** Freight

# Business Goals



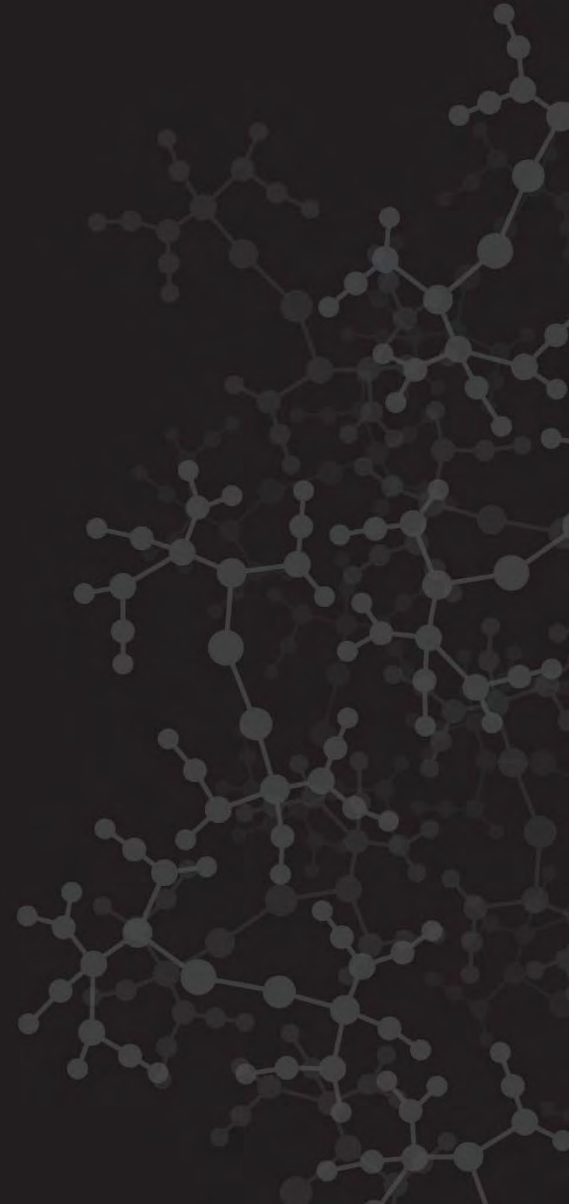
# Market Changes

# Consumer Expectations





Questions to ask...





## Questions to ask...

- Does your digital experience accurately reflect your brand's identity and real-world structure?
- Does it help you achieve your business goals?
- Do you provide a better experience than your competitors?
- Do you provide a delightful experience that meets users' needs and expectations?

# Parkview Health System

Pueblo, CO



# Business strategy

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- Acquire new patients through competitive advantage
- Keep care local and show benefits and strength of Parkview
- Reflect new branding



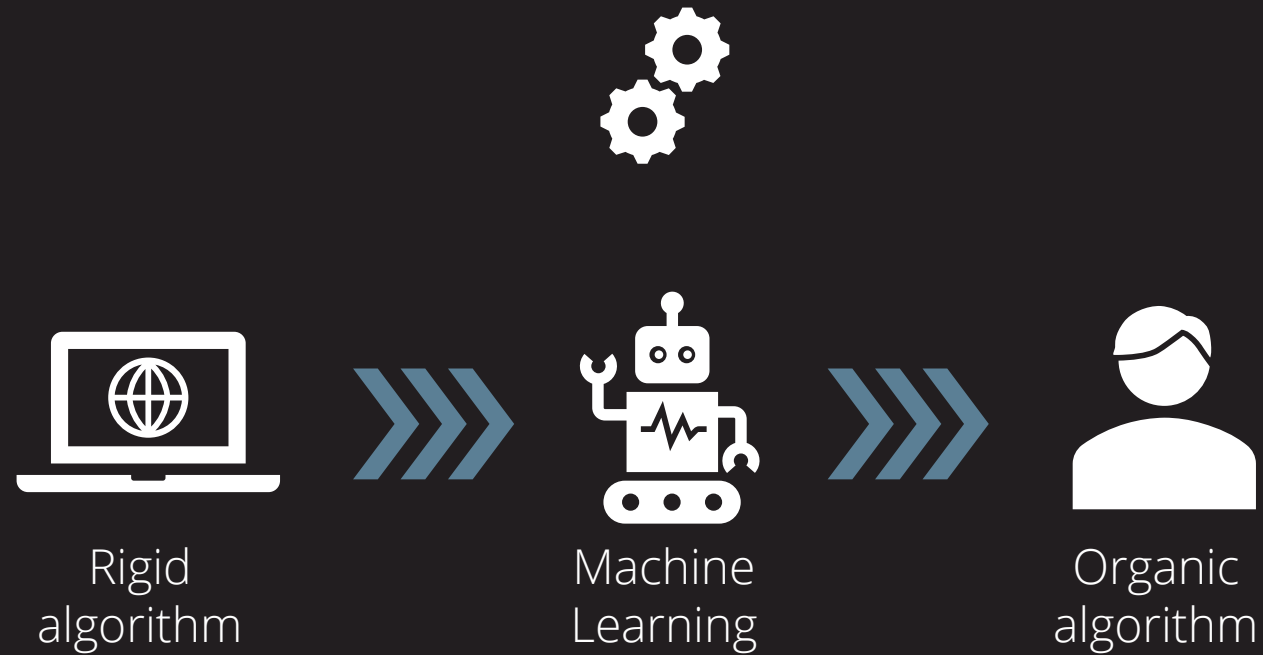


SEO & Findability are changing

# Findability is a lot like a shopping district



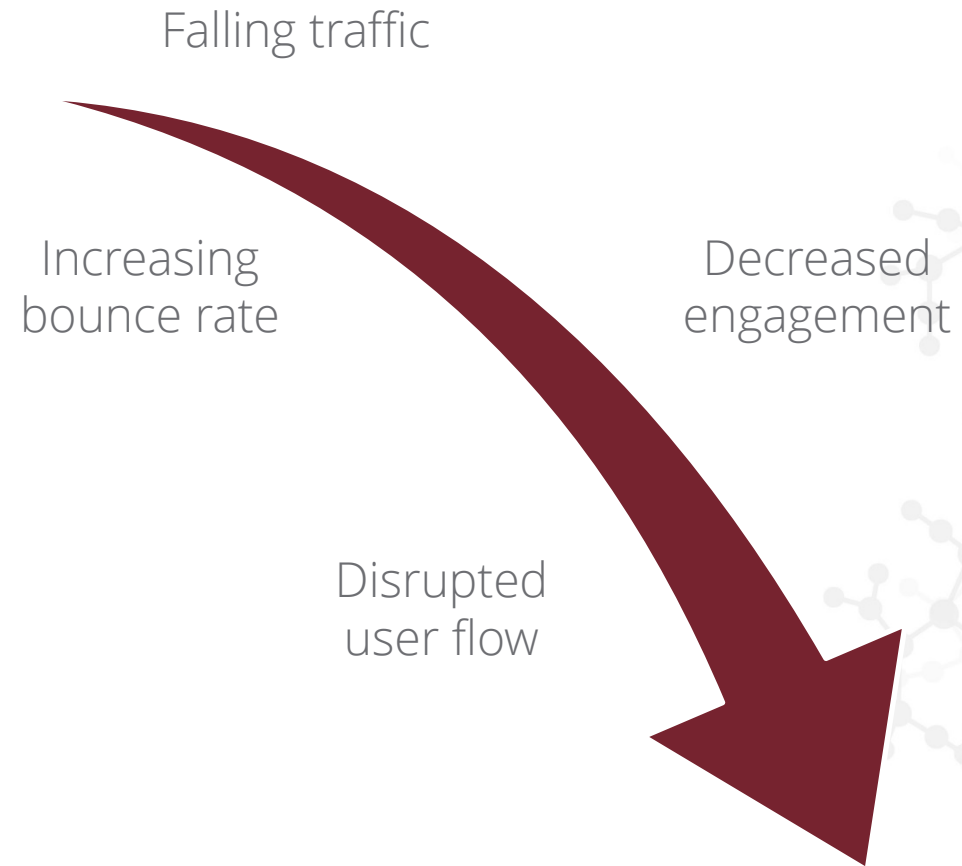
# Set it and forget it?



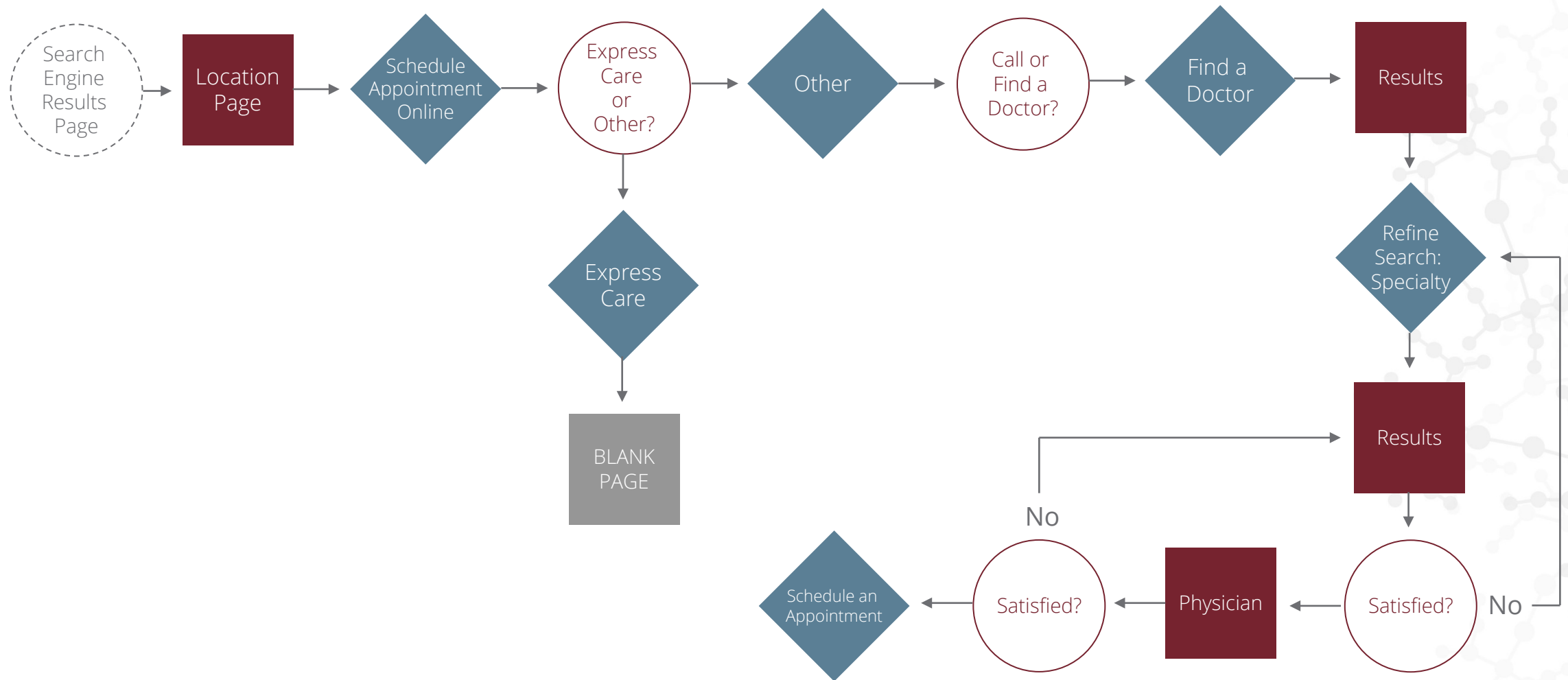


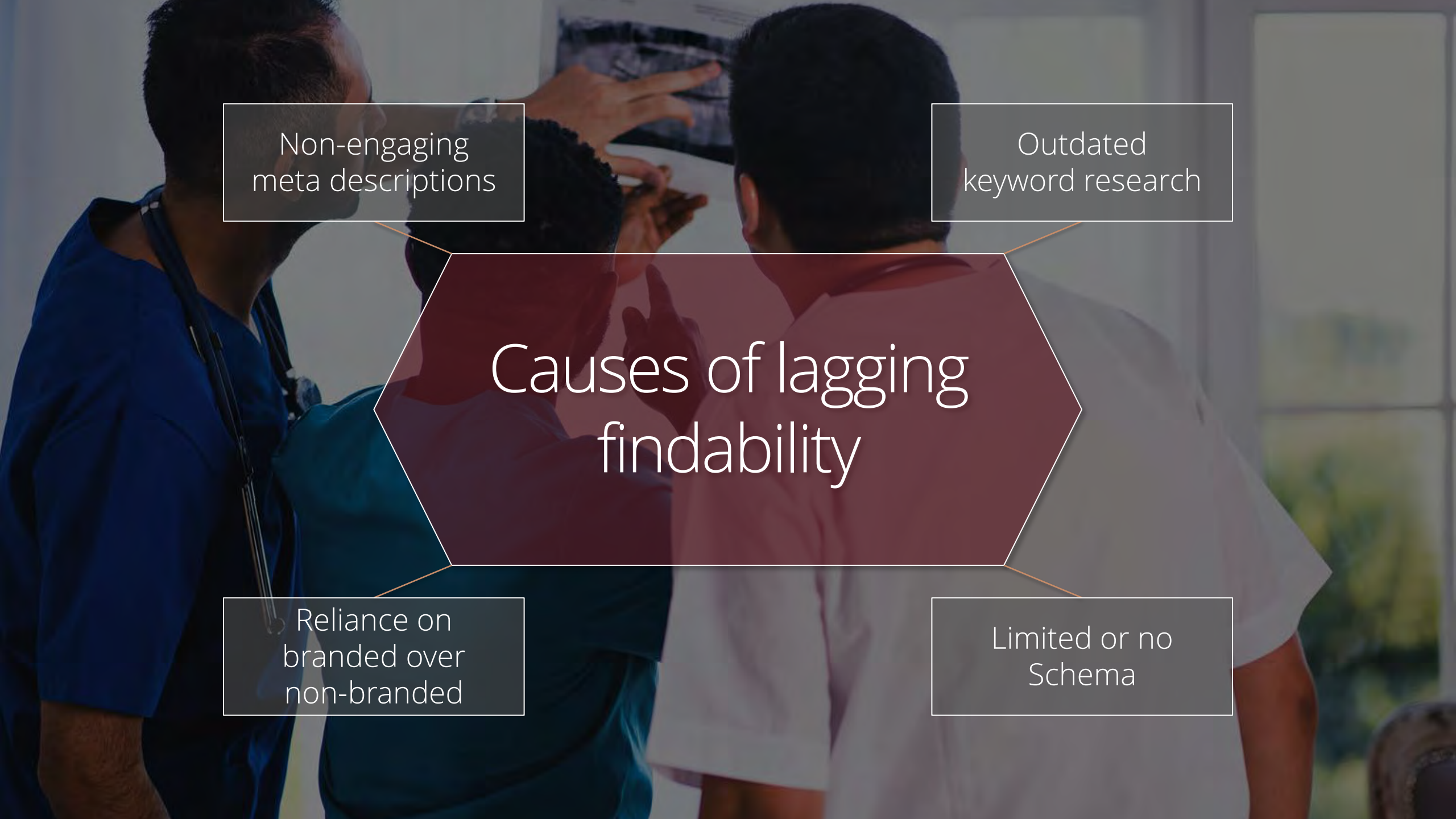
# Early findability warning signs that a redesign is imminent

*It's all about user data*



# Understanding user flow provides deep insight into user expectations, frustrations and solutions





Non-engaging  
meta descriptions

Outdated  
keyword research

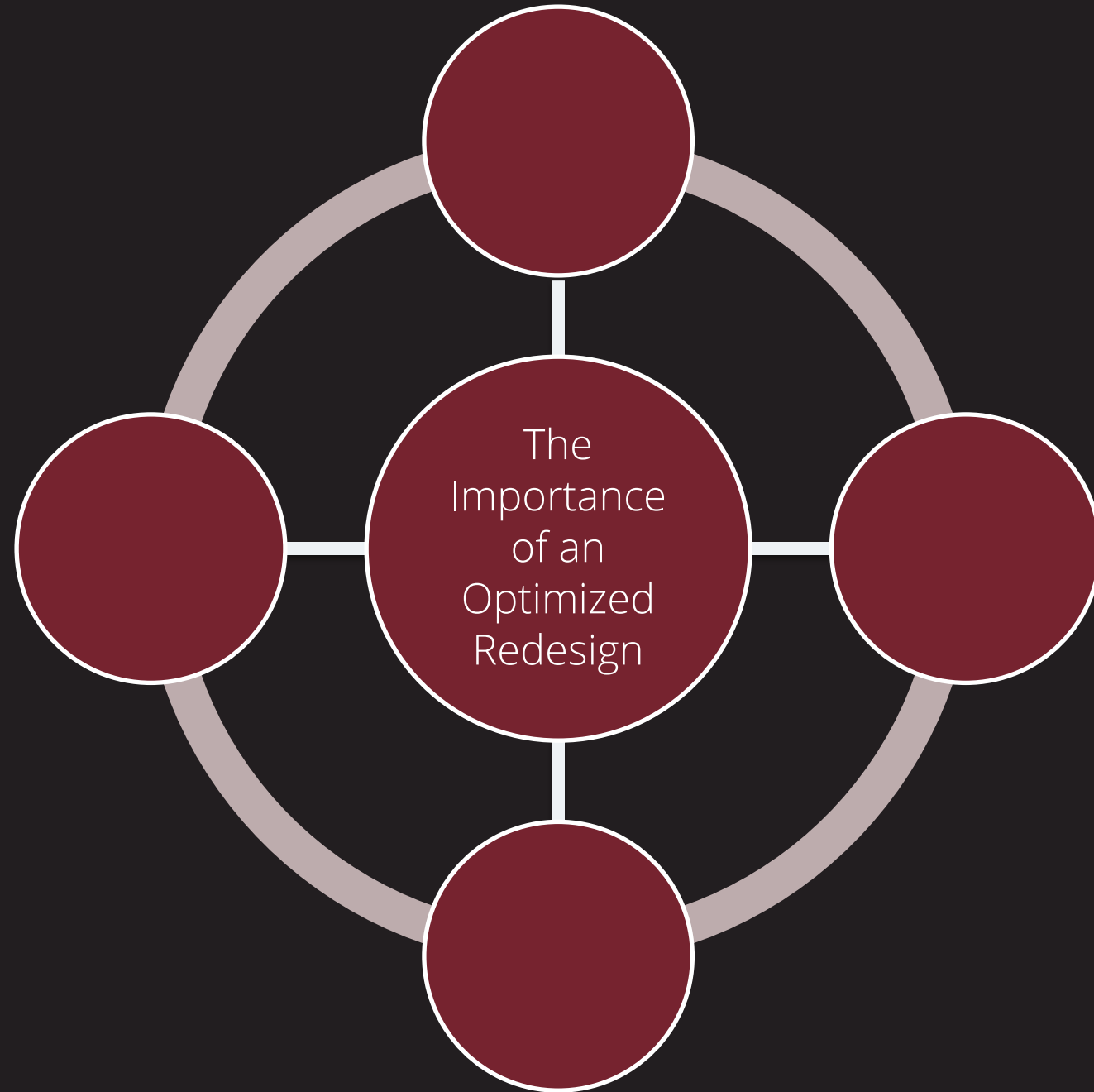
# Causes of lagging findability

Reliance on  
branded over  
non-branded

Limited or no  
Schema

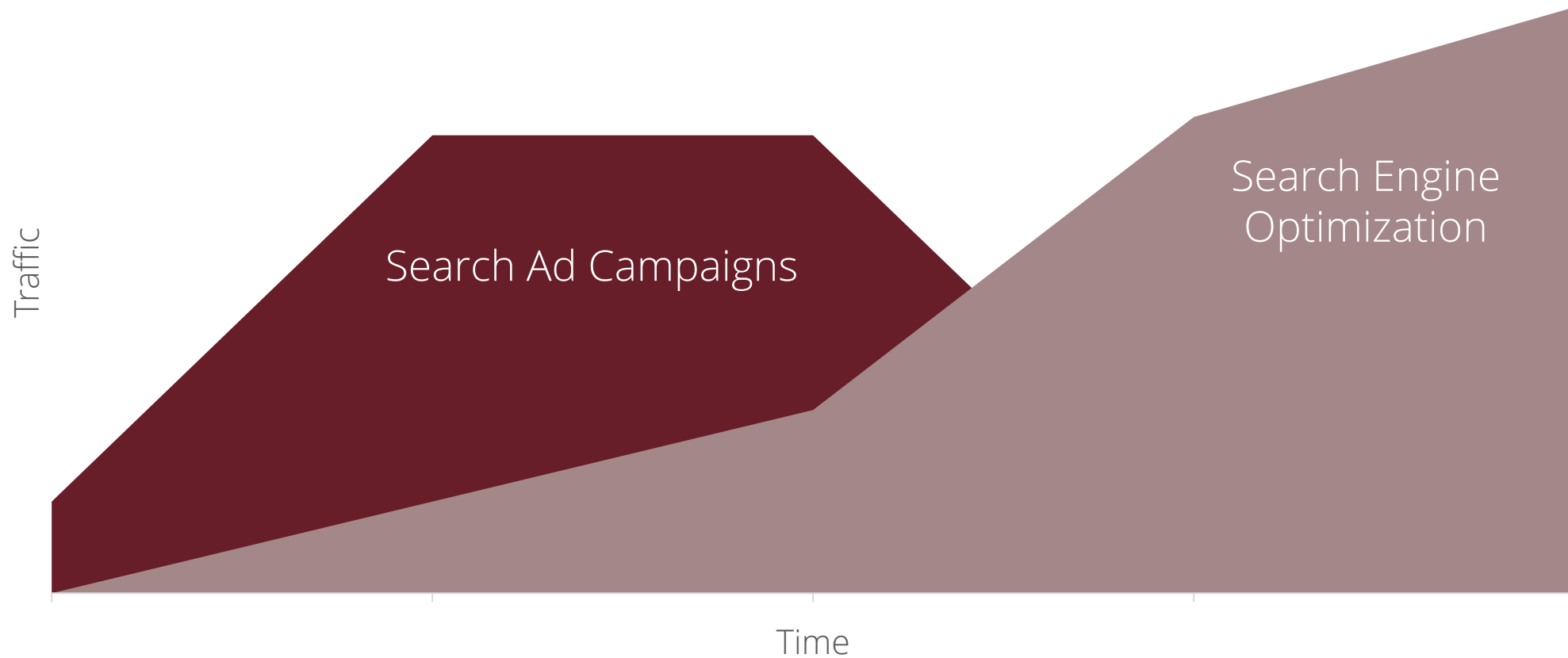


Reasons why neglecting SEO is detrimental for the user and brand



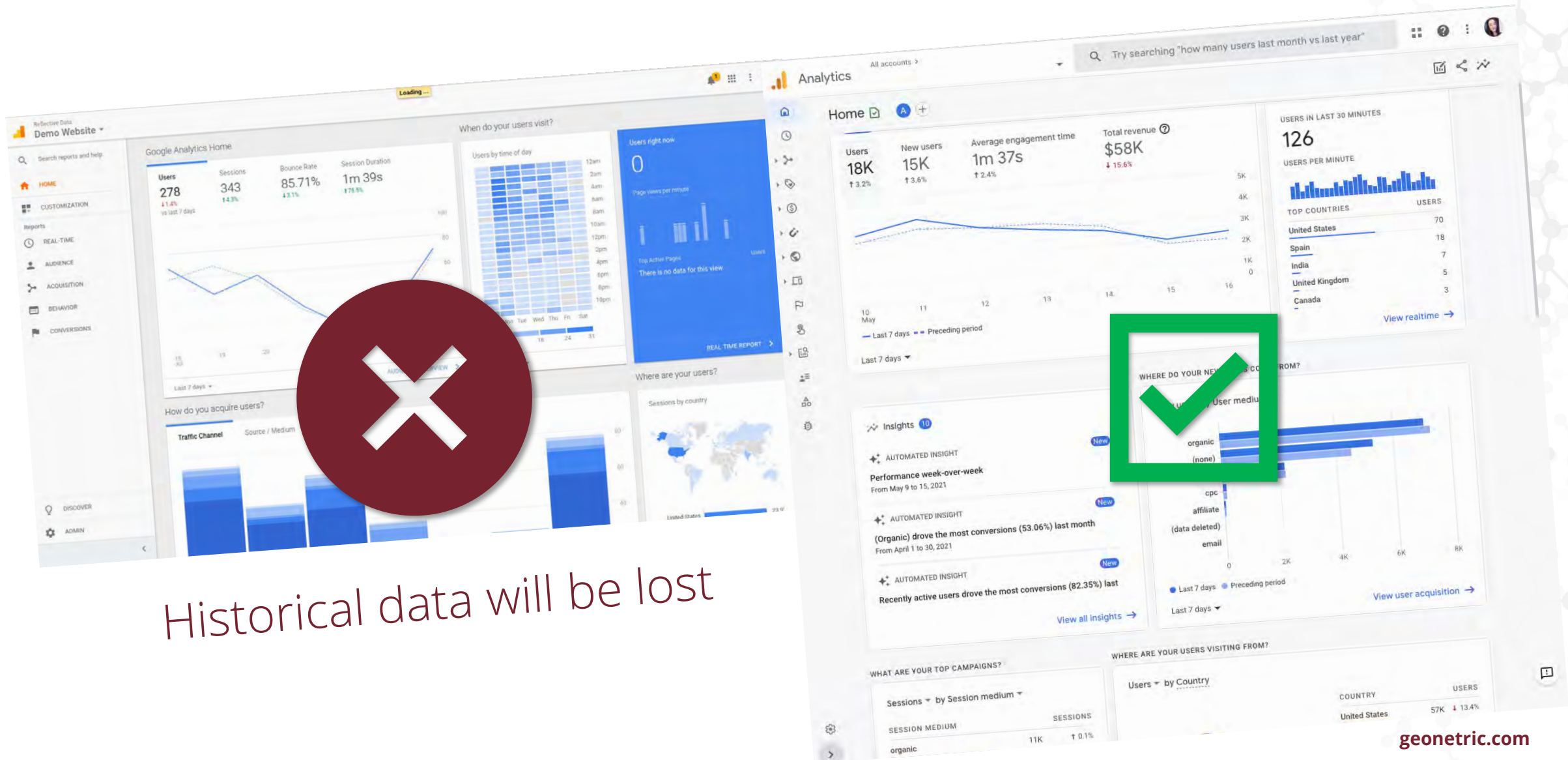


# Neglected findability results in increased ad spend





# A Major Analytics Change



Historical data will be lost

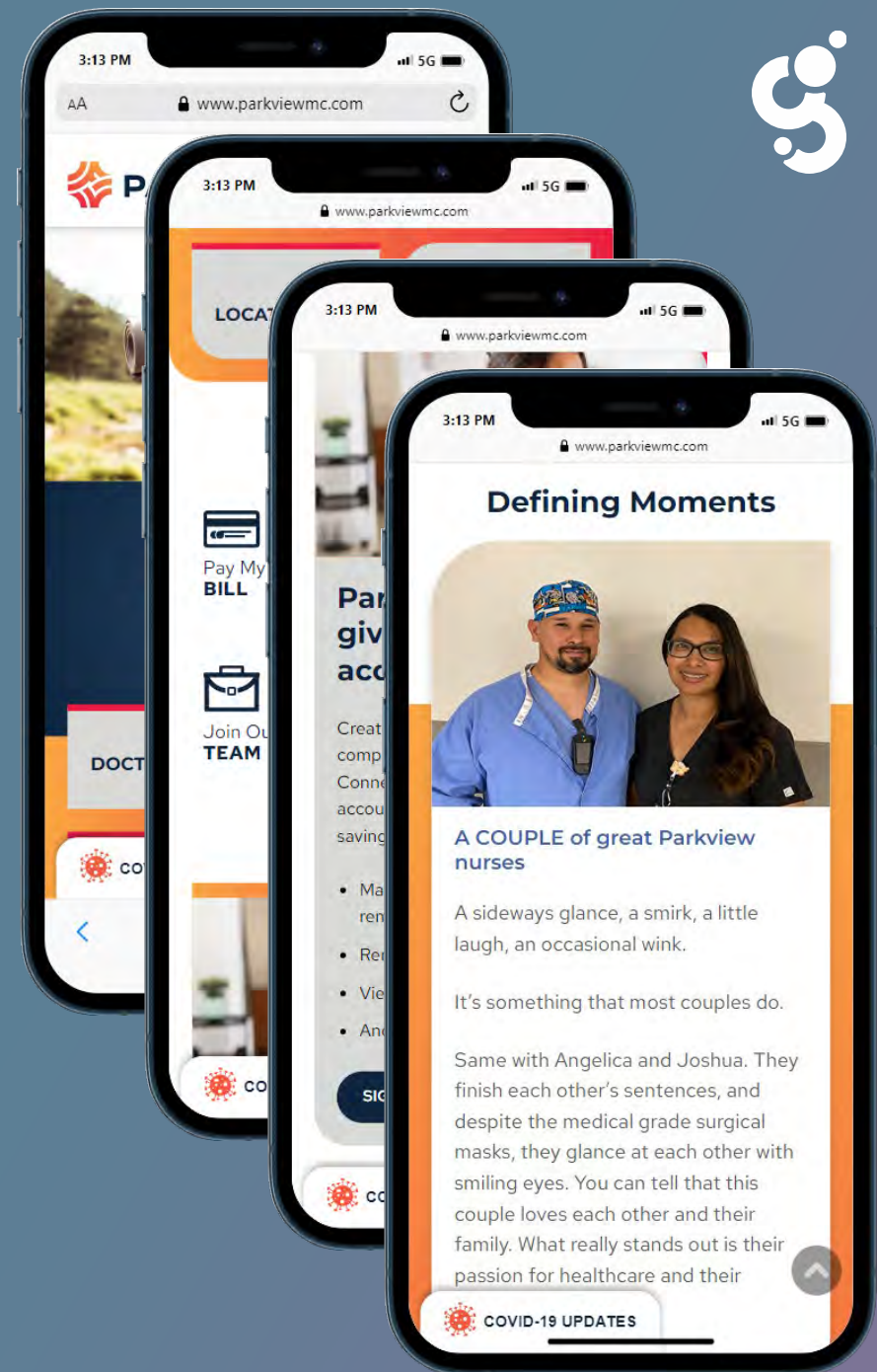
# A data-driven strategy elevated the redesign of Parkview Health System

Set up UX tracking on existing site

Analyzed user flow, engagement and other key metrics

Devised a redesign plan based on discovered opportunities

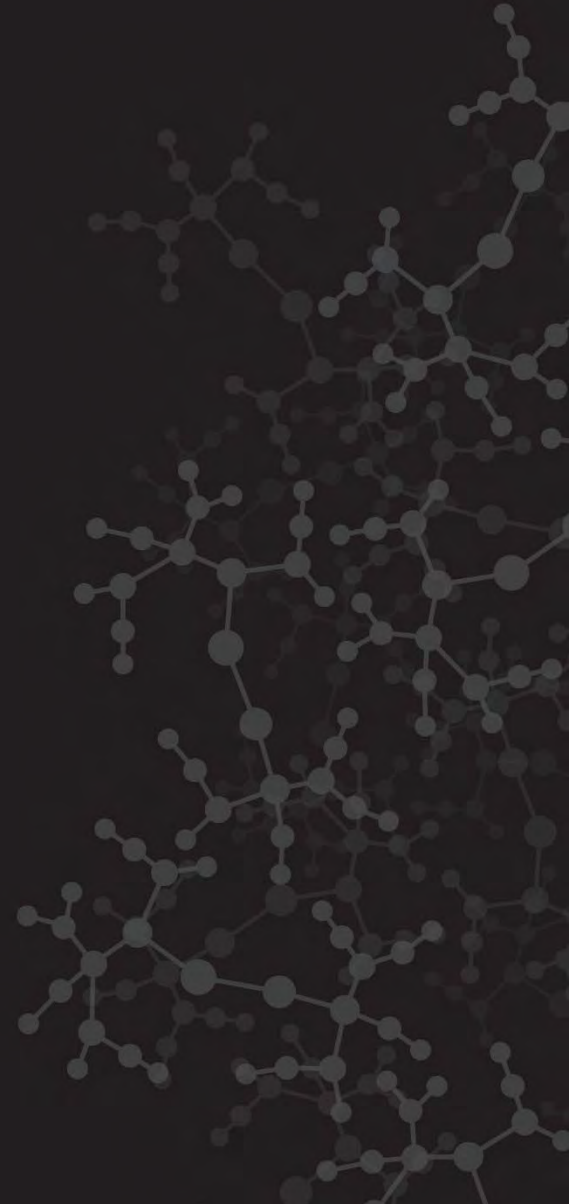
User-focused redesign drove revenue and value





UX content strategy

*Signs your digital footprint is no longer  
living up to its full user potential*



# SEO requires good content

Some of Google's most important factors when ranking webpages:

- Content
- Links
- Localization, or how relevant your content is to local searches
- User engagement





## Competitive importance of your digital platform

**83%**

of patients visit a hospital website before booking an appointment

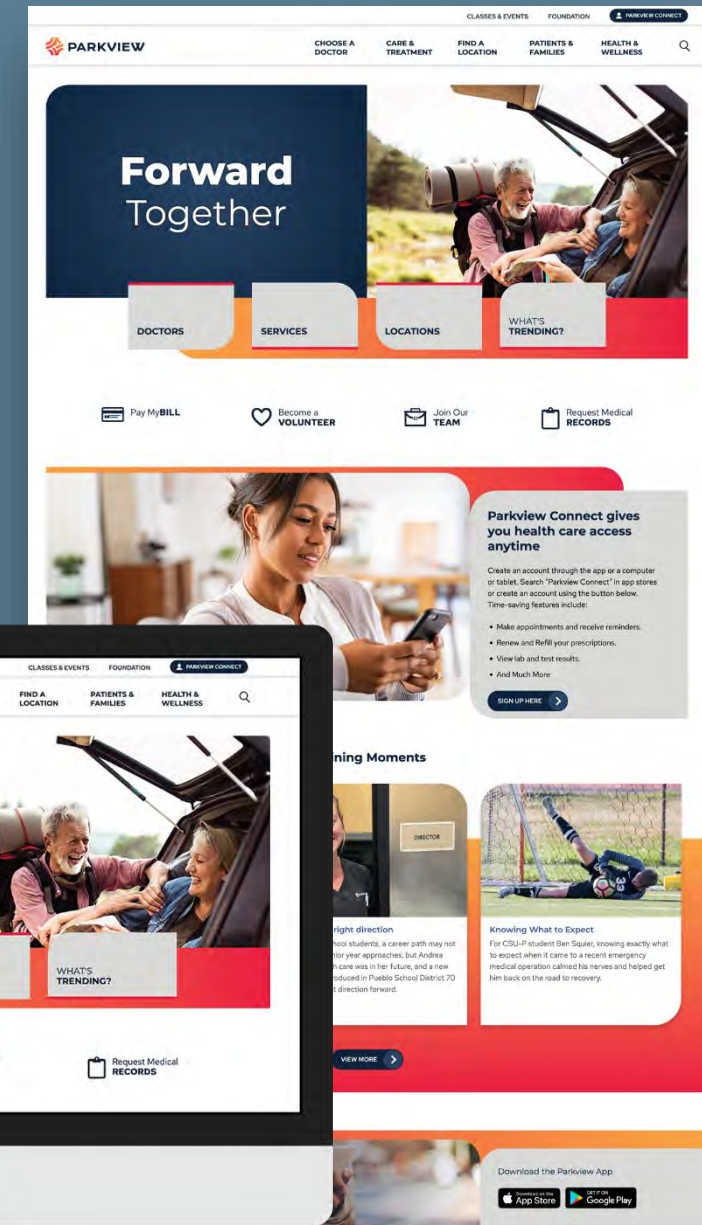
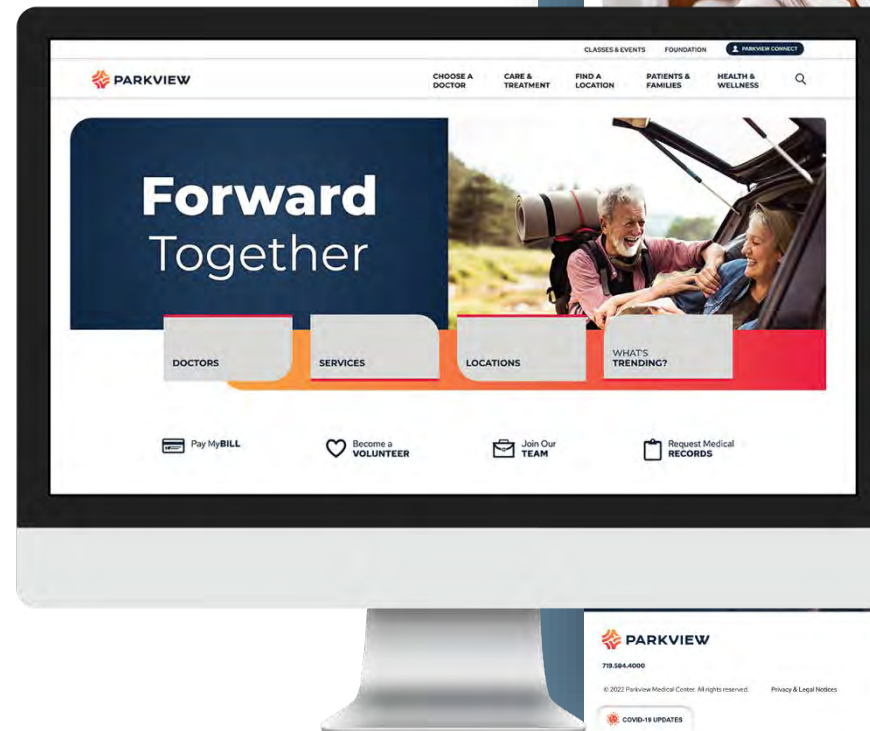
**61%**

of patients visit at least two hospital sites before booking

# Planning redesign with UX content strategy

Use UX research to define:

- Who are the users
- Why users engage with Parkview Medical Center online
- What do consumers want to know
- What are the top tasks do users what to complete



# Focus on the user

- Put yourself in the minds of your site visitors and patients
- Get past marketing-speak and provide helpful details
- Emphasize benefits users receive from your services
- Streamline content and quickly get to the point
- Create strong calls to action that focus on users and benefits
- Address the user directly; write in second person
- Anticipate and answer your users' questions
- Be warm, conversational, and empathetic

1

The number of  
humans you speak to  
digitally at a time



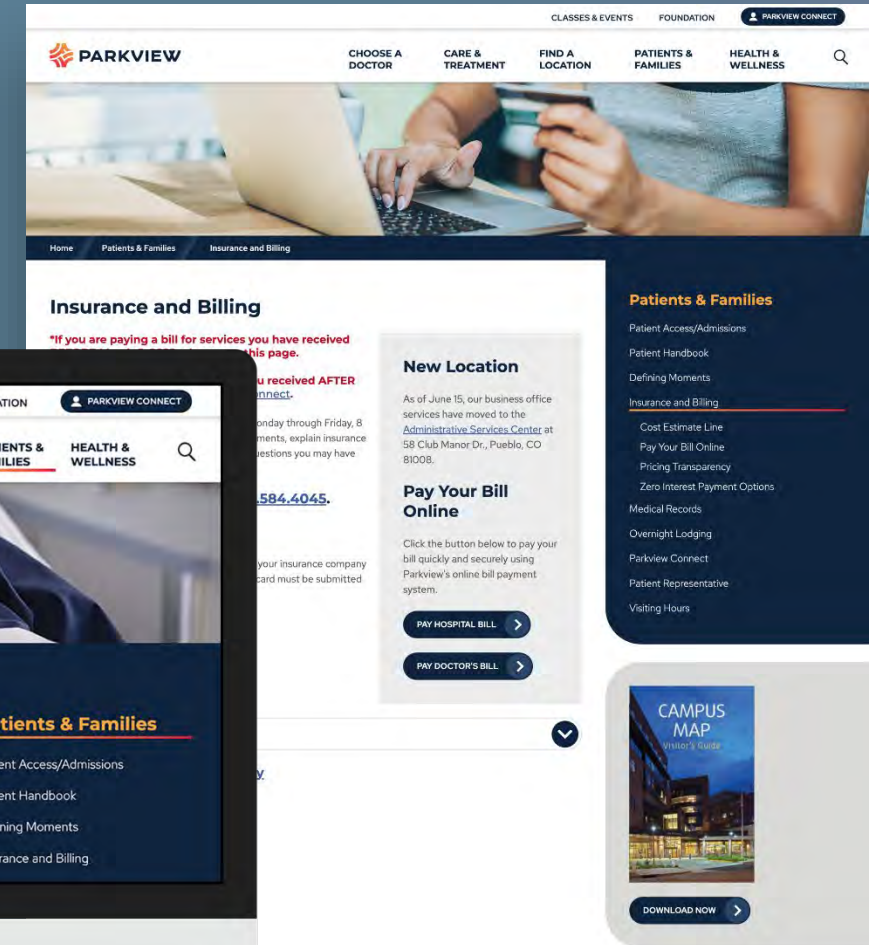
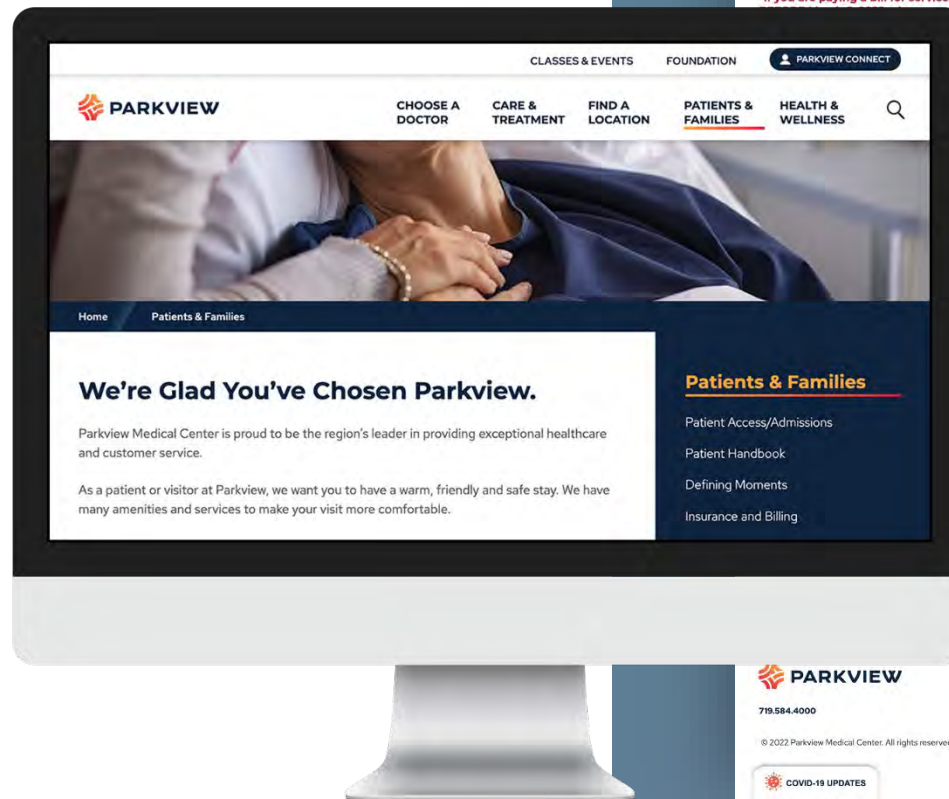
# \$1.4 Million

in revenue to a hospital over a loyal customer's lifetime

# Create conversions with content strategy

## Goals of content strategy:

- Patient acquisition
- Provide consumers with simple, straightforward access to the information they need
- Enhance UX by tailoring content to the user journey
- Drive Parkview's business value long-term with loyal customers and conversions





# How we read online

How people read on the web depends on:

- ✓ Their task
- ✓ Their assumptions from previous experiences with the internet, your site, or your brand
- ✓ Their motivation and level of focus
- ✓ Type of content (e.g. text vs. images), formatting, and page layout
- ✓ Personal characteristics

## Takeaway

Most of the time, people don't read every word. ***They scan.***

## Tailor the user pathway

- Are users finding what they need?
- Can they easily understand the information?

*It's time for a redesign if your current site isn't meeting consumer needs.*



# Enhance UX with navigation

High-level, system-wide structure that:

- Supports site and organizational goals
- Addresses needs of target audiences
- Includes primary, secondary, footer, and task navigation
- Incorporates design functionality
- **Informs** design, but *is not design*

# What do patients want to know?

- Can you treat my condition? What conditions do you treat?
- What treatments are available? How will you treat my condition?
- What's it like to get care from your health system?
- Why should I choose your organization for care?

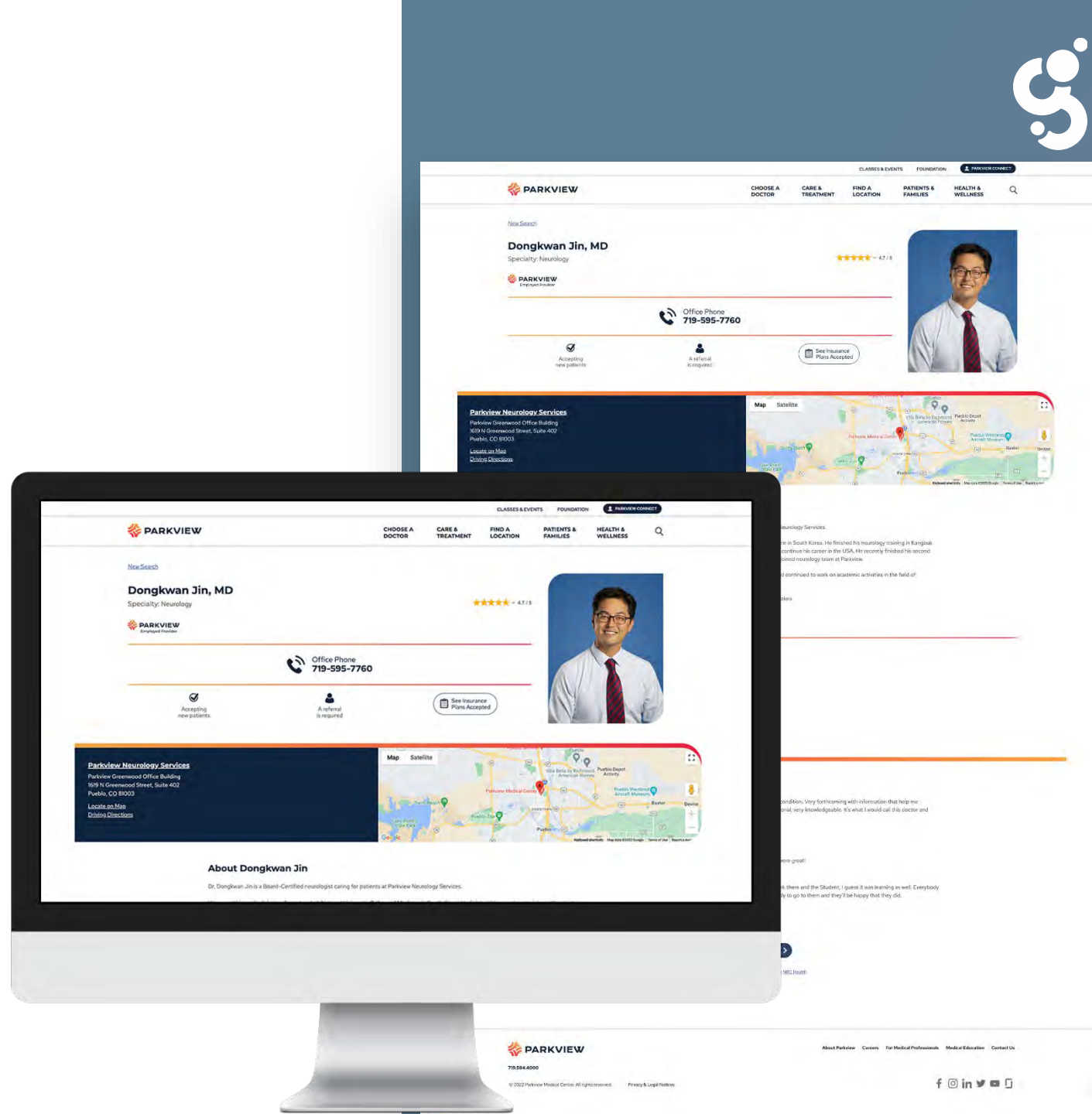
70%

of patients take their conversation offline and to their doctor

# Achieving content strategy goals

Quality, organized content supports Parkview's organizational goals by:

- Keeping care local and highlighting the benefits and strengths of Parkview services
- Providing clear user pathways
- Growing patient acquisition through competitive advantage
- Making actionable experiences that drive user engagement and conversions
- Incorporating patient stories throughout its digital footprint to align with marketing campaigns



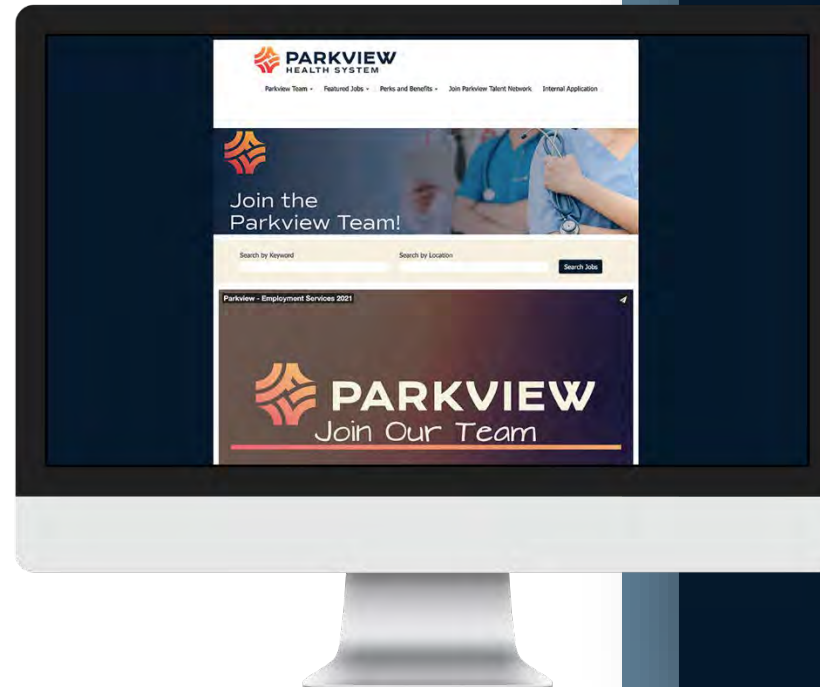
# Keep it simple & make it easy to take action

On every page, get to the point:

- Start with the main point/conclusion
- Include supporting information
- Share less important details

On every page, include a call to action (CTA) that's:

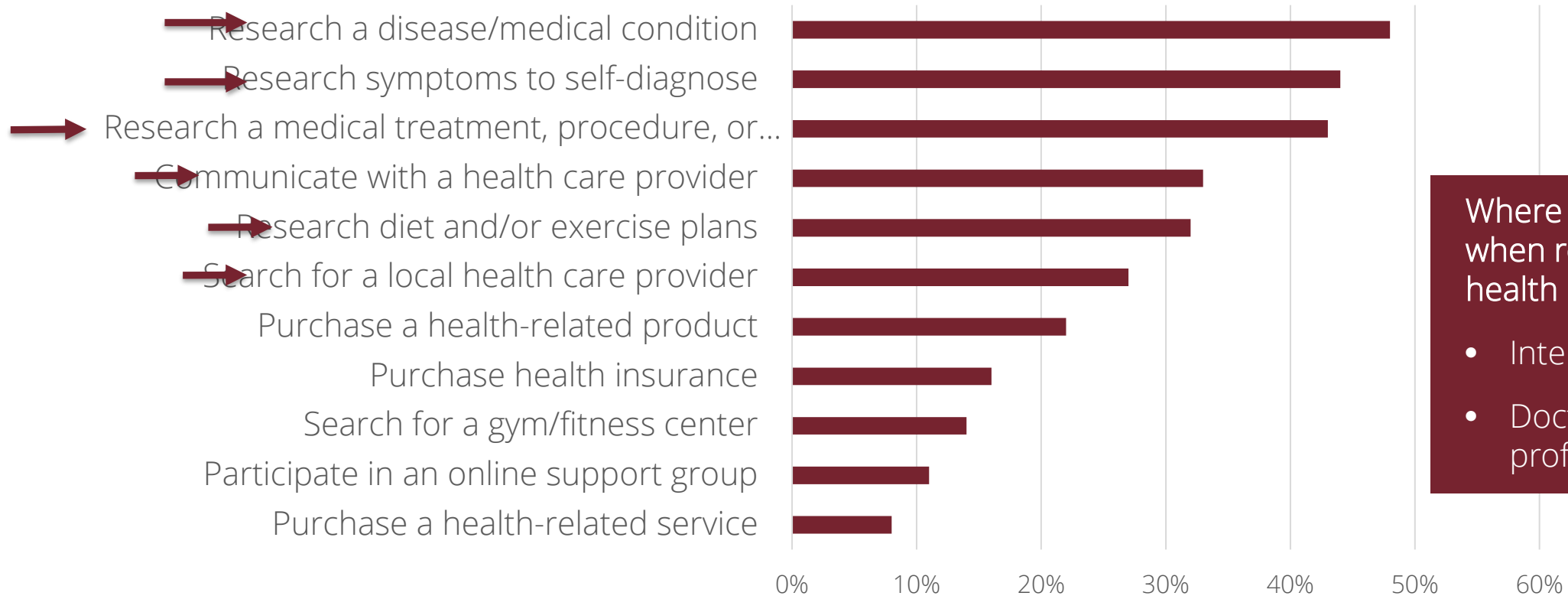
- Clear and concise
- Prominently displayed
- Relevant to the page and audience
- Trackable whenever possible





# Health-related online activities

Consumers who participated in health-related activities online over the past 12 months



Where do you first turn when researching health information?

- Internet: 57%
- Doctor/healthcare professional: 32%

It's time for a redesign, if your content doesn't:

- Provide a good user experience on all devices
- Meet federal accessibility guidelines that require an inclusive experience for all users
- Help users find what they need to accomplish their top tasks
- Represent all your facilities, doctors, and services in the best possible way
- Drive conversions

*A website redesign offers your organization the opportunity to improve your digital front door, connect with site visitors and create a path to conversion.*



# UX Design & Technology

# UX Design

A hand-drawn wireframe sketch of a mobile app interface on a piece of paper. The sketch includes several rectangular boxes representing different screen components. One box contains a grid of smaller squares, possibly representing a list or a grid of icons. Another box contains a circular element with a triangle inside, resembling a play button or a loading indicator. There are also some handwritten notes and lines scattered around the boxes, suggesting a rough draft of a design.





**DIGITAL  
PATIENT  
JOURNEY**

• Selection

• Research /  
Self  
Diagnosis

• Scheduling

• Survey

• Bill Pay

• Follow Up

Business  
listings

Virtual care

Online bill  
pay

Patient  
intake

E-newsletter

Wait times

Website

Ratings &  
reviews

Digital  
symptom  
checker

Content  
hub

CRM

Social  
media

App

Telehealth

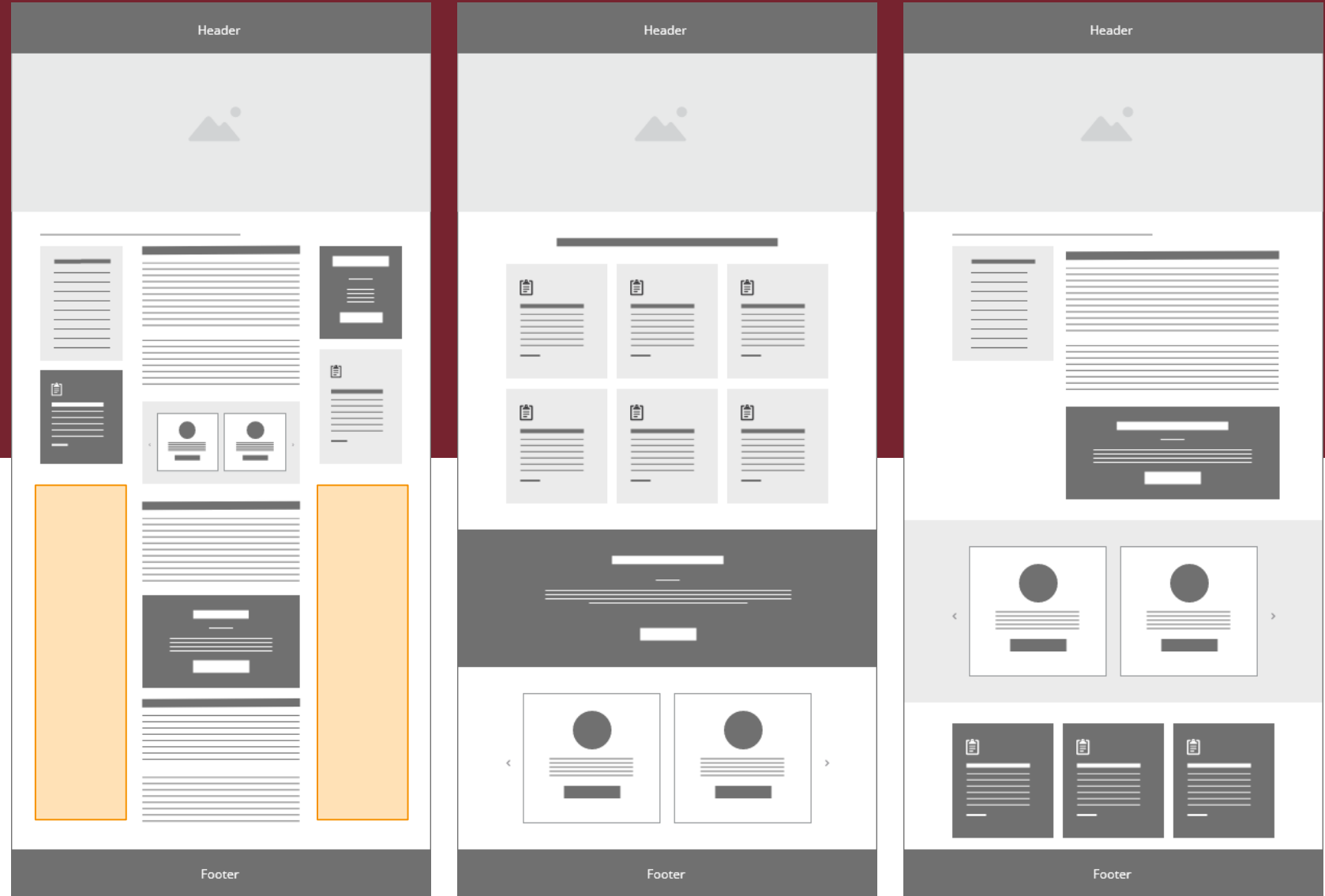
Online  
appointment  
scheduling

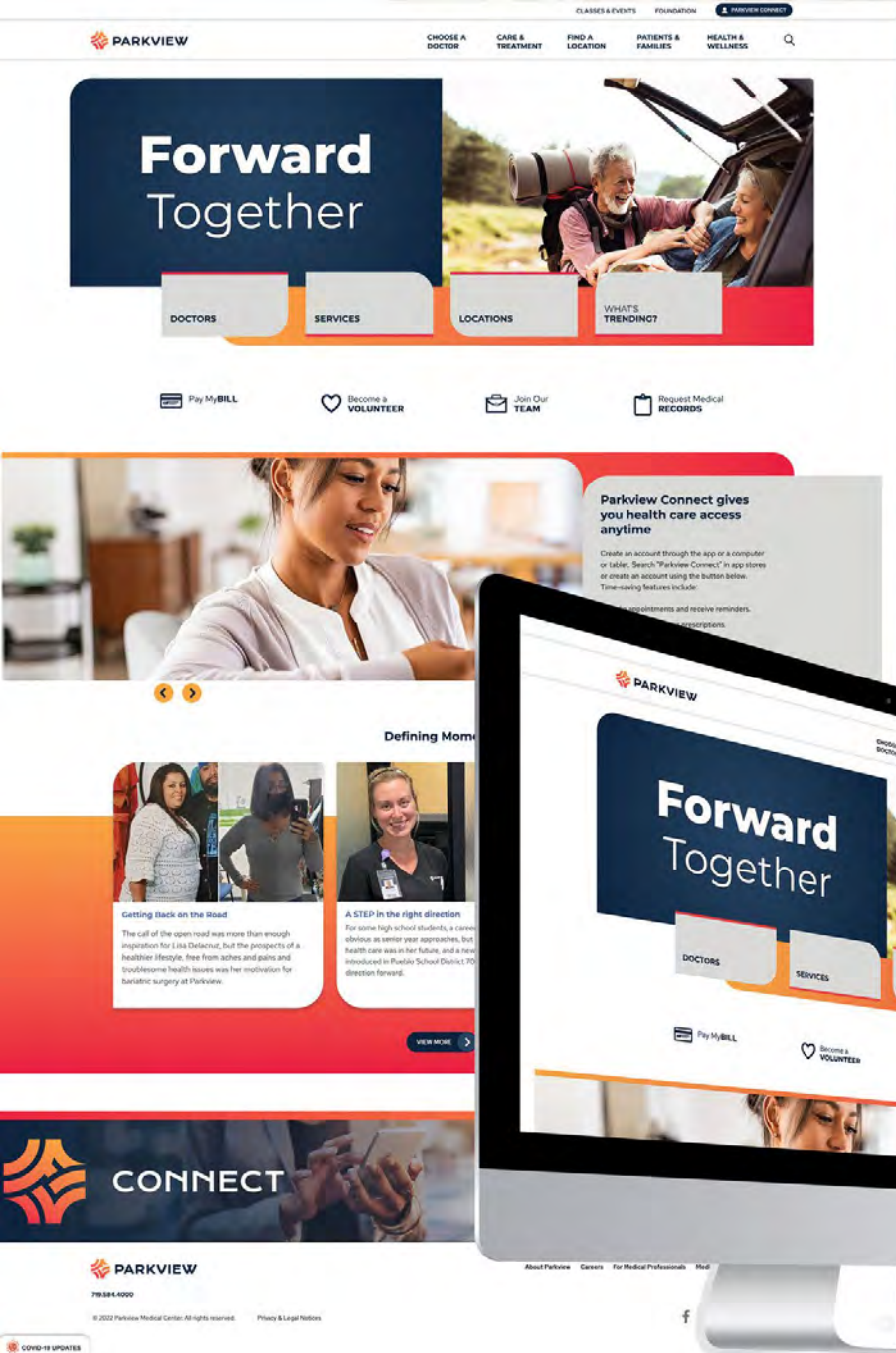
Online  
provider  
search

Emails

SMS

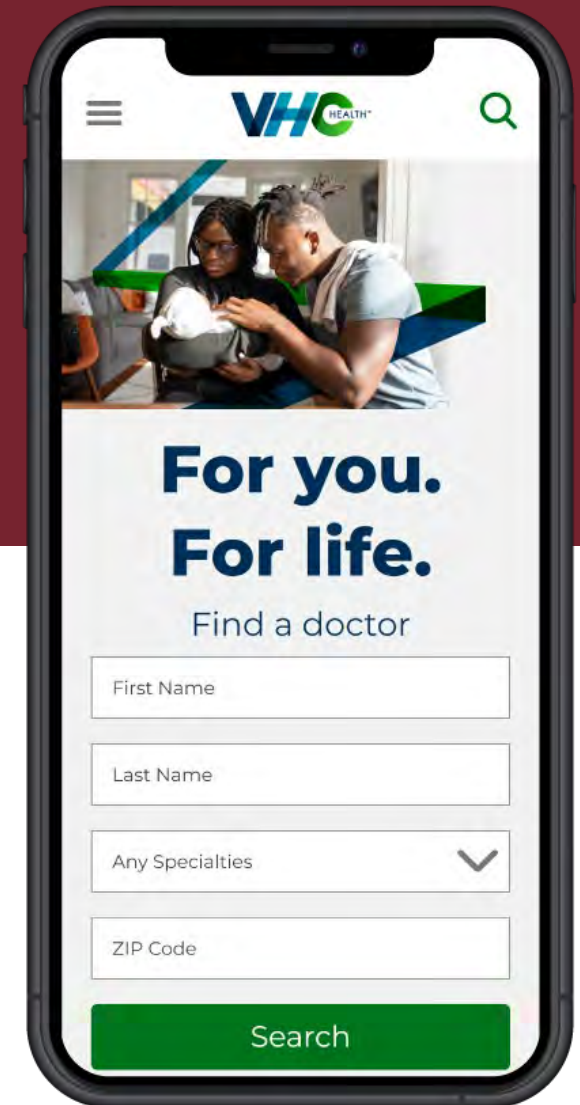
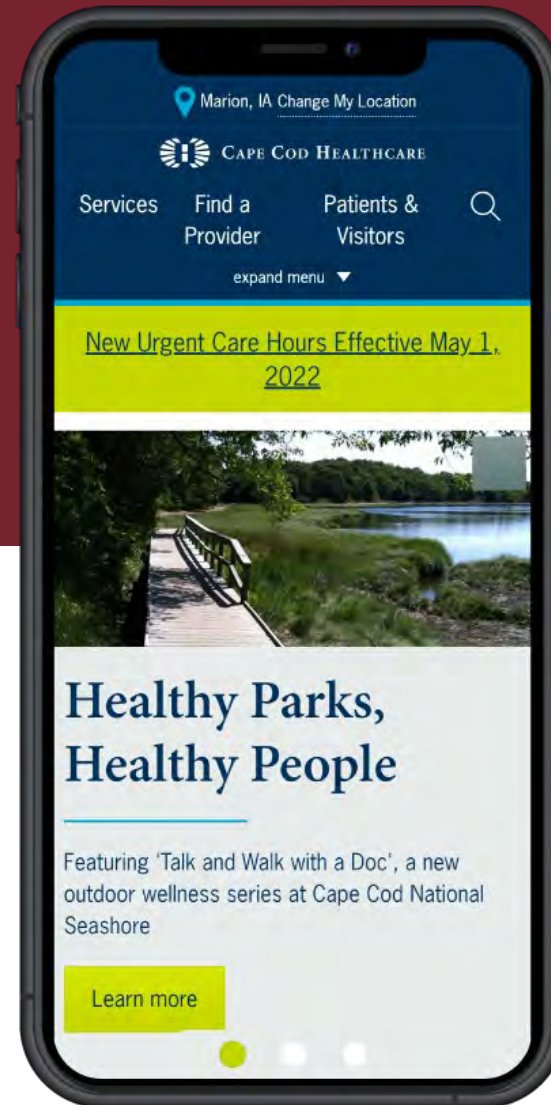
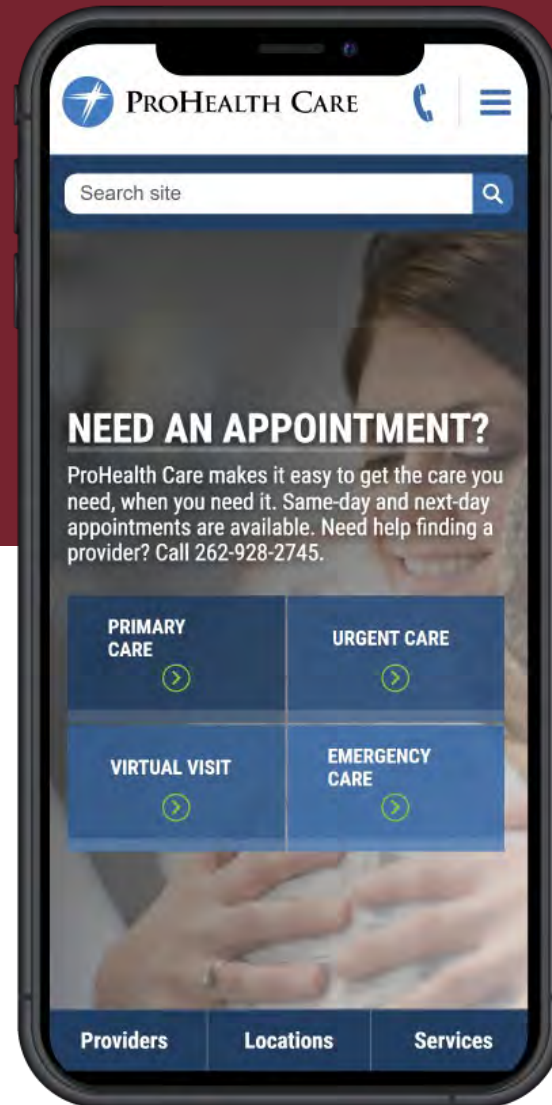
# Page Layouts

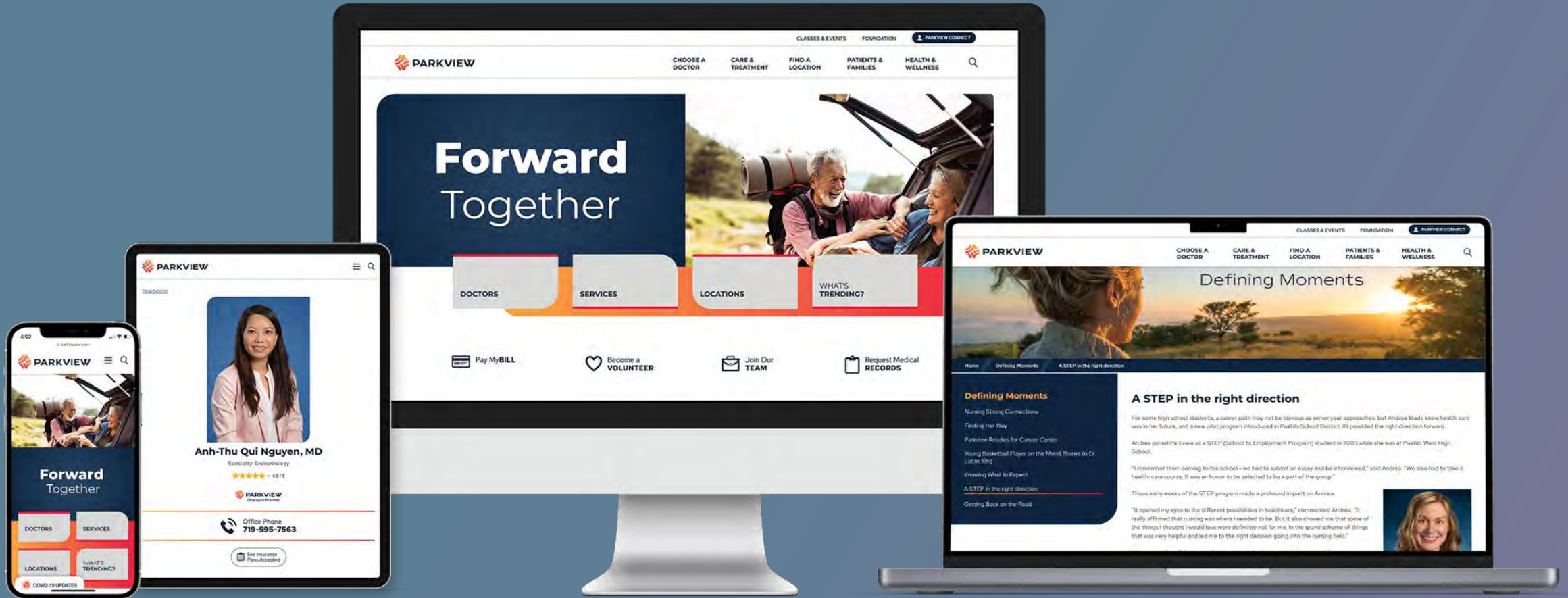




# Parkview Medical Center

# Mobile





# Technology





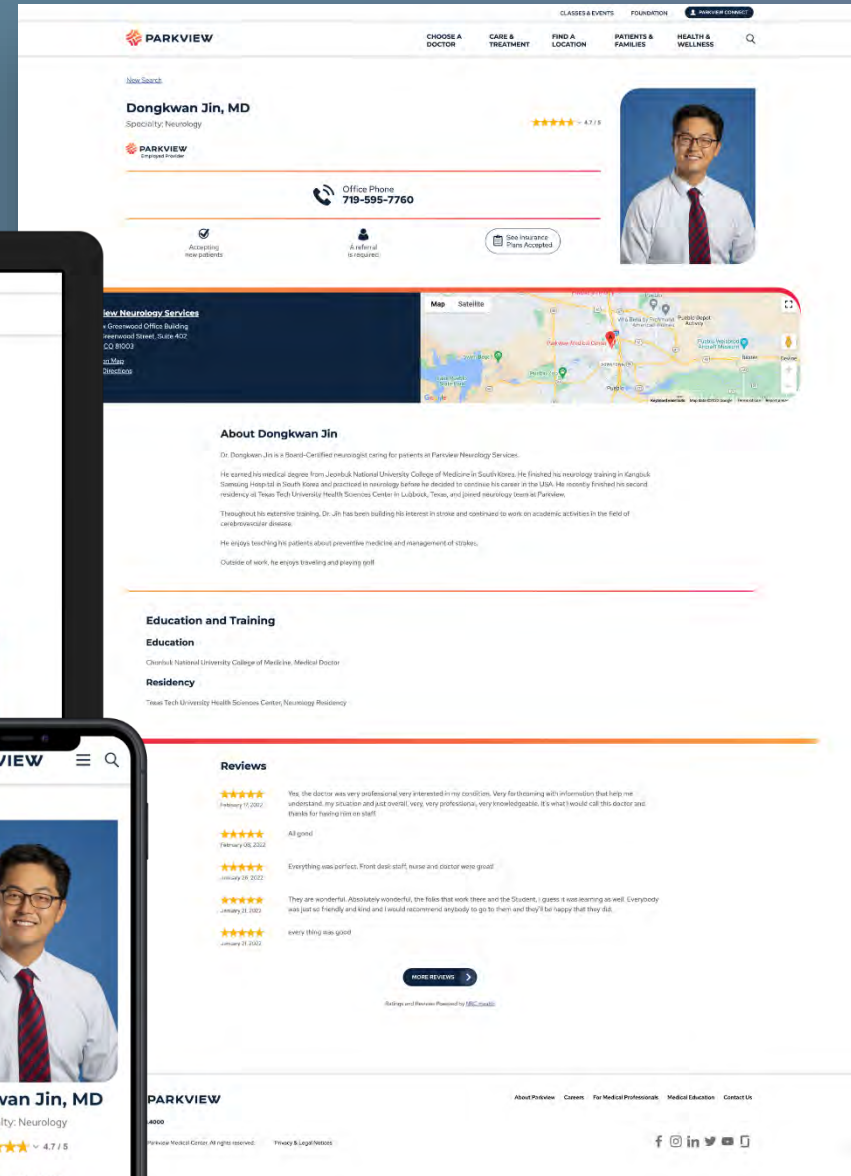
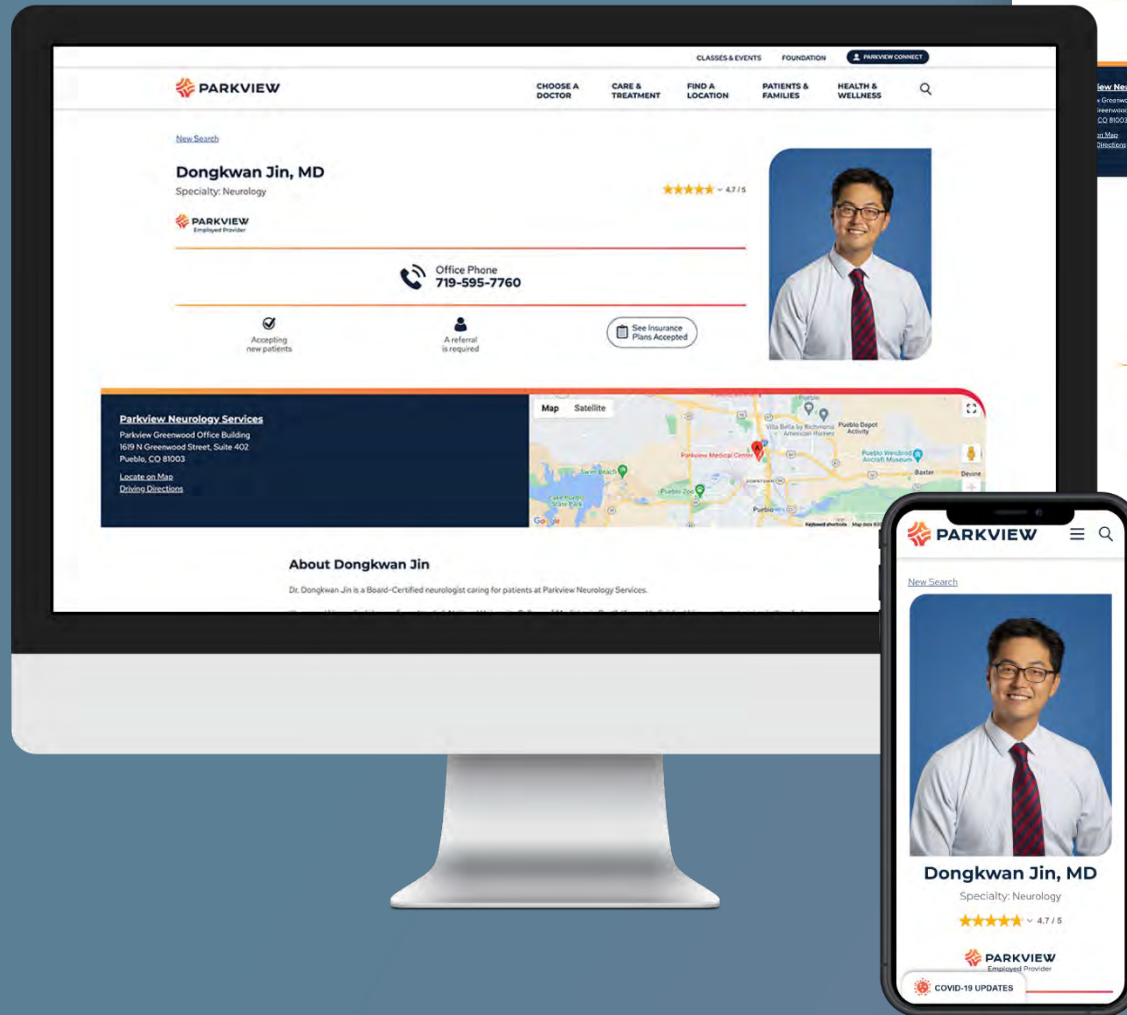
# Digital Experience

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Technologies utilized by patients to interact with healthcare organizations

- Curating a seamless flow from virtual to in-person care
- Convenience at your finger tips



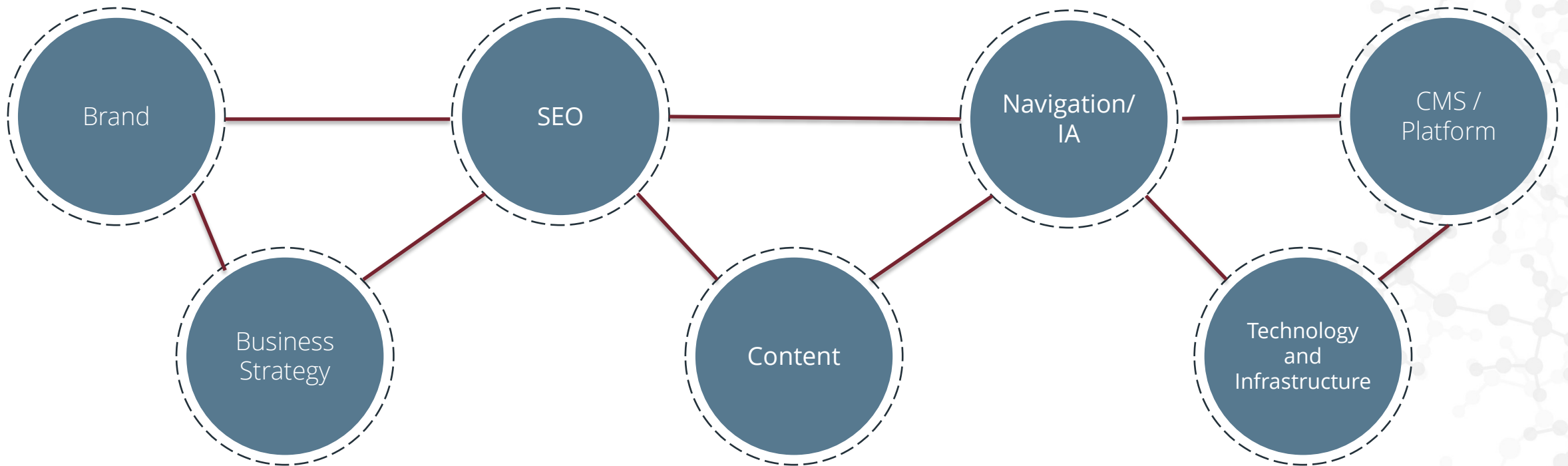






# Making the case for a redesign

It's the dependencies between all of them that often require a fresh start





## Research Insights

Making data-driven decisions



“Geonetric’s UX research allowed us to dive into the behavior and minds of our consumers. We were able to create a digital experience where **consumers keep returning** since we leave a positive impression that **helps** meet their needs and solve their problems.”

Ryan Severance  
Digital Media Specialist





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