

Redesign Smarter: Make Your Next Healthcare Website Your Best

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Today's Presenters



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Agenda

- Setting the Right Goals
- Know Your Heroes: Identify internal resources
- Research & Strategy
- Build It!
- Preparing for SEO
- Launch & Results
- Questions & Answers

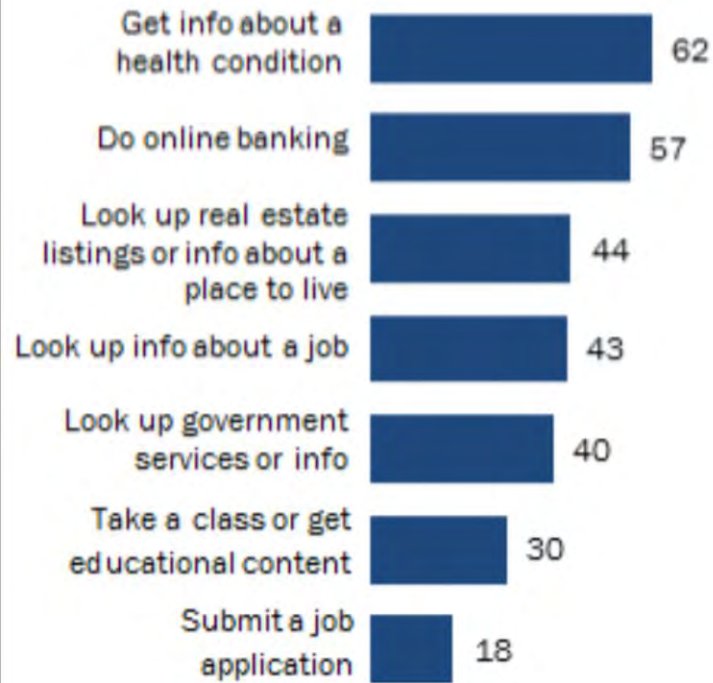
Reasons for Redesigning

Redesigning Your Website Means:

- Improved functionality
- Improved content
- Improved navigation
- Improved design
- Improved opportunities for growth
- Improved user experience
- Improved search ranking

More than Half of Smartphone Owners Have Used Their Phone to get Health Information, do Online Banking

% of smartphone owners who have used their phone to do the following in the last year

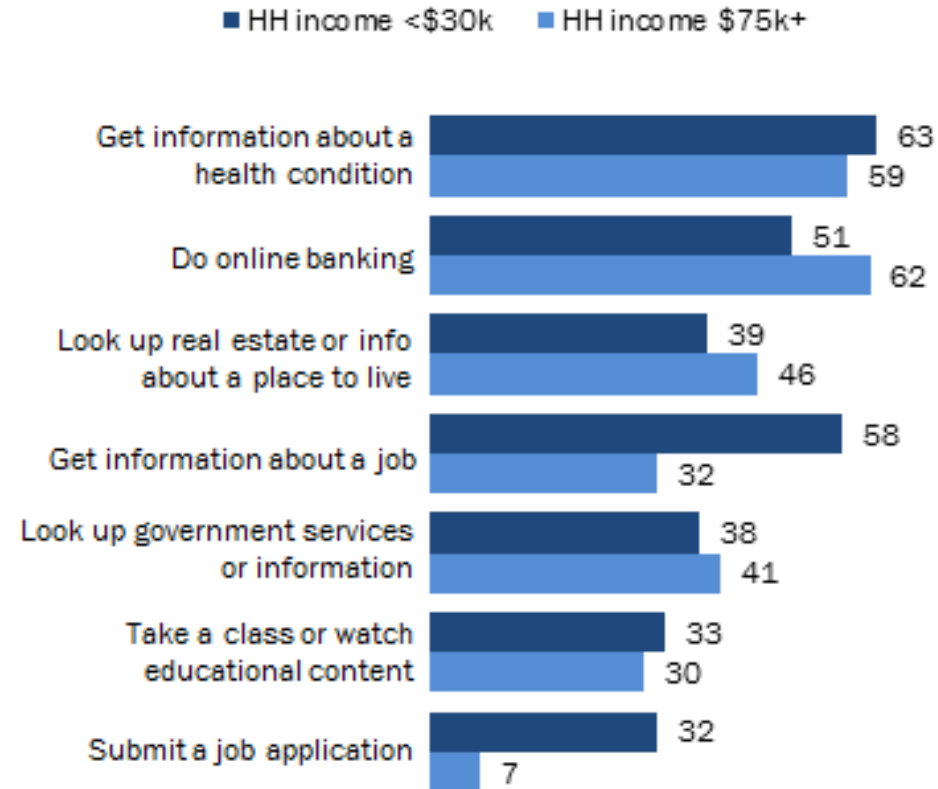


Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

Lower-income Smartphone Owners Much More Likely to Use Their Phone for Job Seeking

% of smartphone owners in each income category who have used their phone in the last year to...



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER



Menu Search

Owensboro Health exists to heal the sick and to improve the health of the communities we serve.

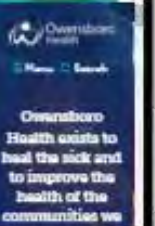
February Is
Heart Month



Menu Search

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Setting the Right Goals with the Right People

Stakeholder Expectations

What are their digital goals?

Why should they agree to this project?

How can the website support the organization?

What does a successful site look like to them?

Who needs to provide approval?



Project Preparation

Who will be responsible for executing the project?

What are we trying to accomplish with this redesign?

When do we need this project to be completed?

Where do the day-to-day tasks and approvals live?

Why do we need this redesign?

How will we define success?



CONTENT COMPONENTS

PEOPLE COMPONENTS

Partnering with a Vendor

- Is this vendor healthcare specific?
- Are they a good cultural fit for our organization?
- Does this vendor offer other digital services?
- How has this vendor worked with other clients like us?

Pro tip: Call clients from the vendor's portfolio to hear their experience directly (and ask follow-up questions).

**Know Your Heroes:
Identify internal resources**

Strengths & Roles

- What roles are at your disposal?
 - Content writers
 - Designers / developers
 - Website coordinators
 - Social media specialists

Design / developer

Website coordinator

Social media specialist

Content writer



Time Dedication

- How much time can be dedicated?
- Who will help migrate and improve content?
- Can the vendor provide resources?



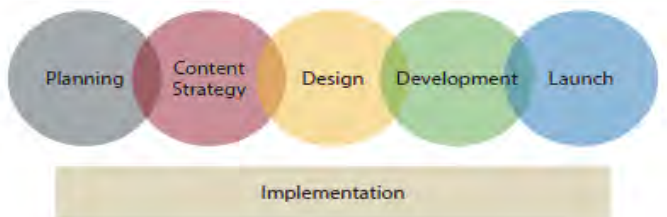
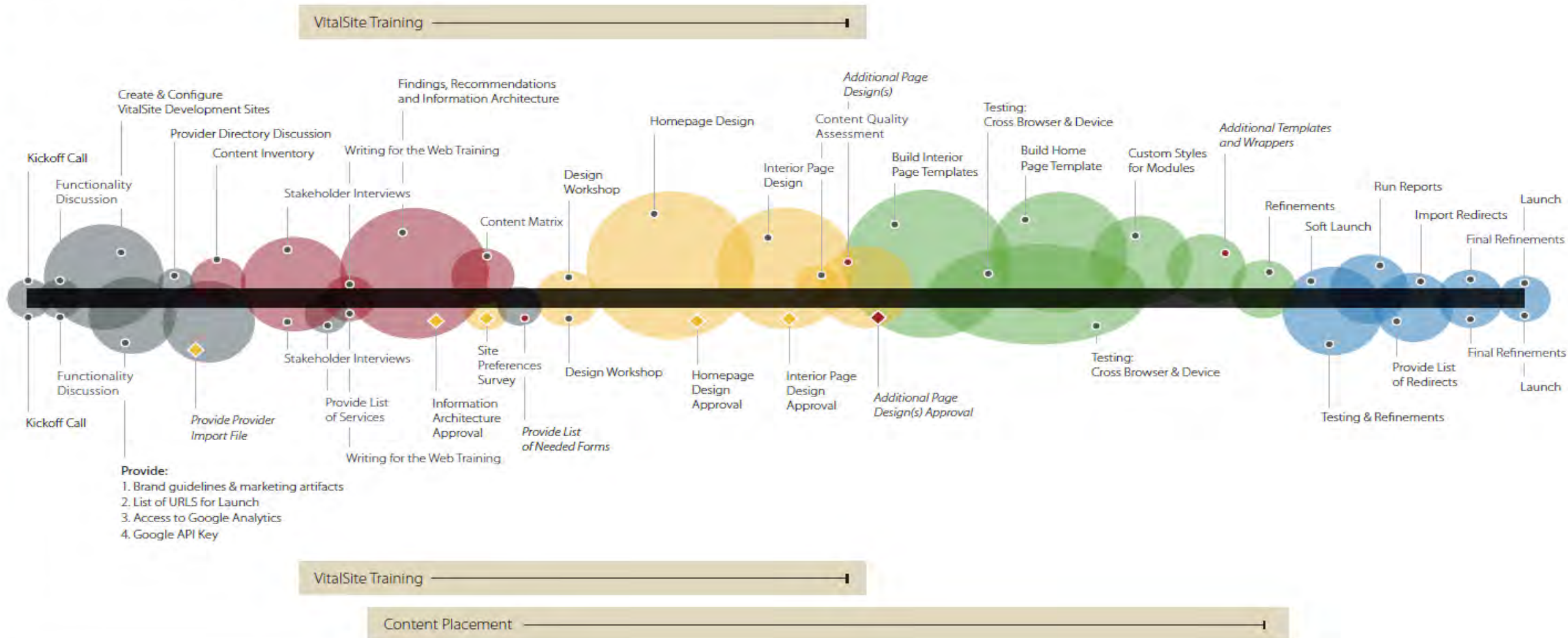
Likely Learning Curves

- Understanding your new CMS world
- Getting “up to speed” on the project and timeline
- Familiarizing with your new styles or branding
- Approving content with service lines and leadership
 - Establishing relationships with leaders and stakeholders

Website Implementation Process

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CLIENT



- Milestone
- Support Hours Milestone
- ◆ Decision Point
- ◆ Support Hours Decision Point

Decision points are items that need approval or feedback.
Project plan and support hours may be impacted depending on the number of requested revisions or client-specific requests.



Research & Strategy

Ask Your Audience

The screenshot shows the Owensboro Health website homepage. At the top left is the Owensboro Health logo. To the right are navigation links for Healthpark, About, Contact, and En Español, along with a search bar. Below this is a MyChart logo and phone numbers for the main line (1.270.417.2000) and 24-hour health info (855.417.8555). The main content area features a large image of a man in a grey sweatshirt with 'OWENSBORO CATHOLIC FOOTBALL' on it. Text next to the image reads: 'Chip lost a lot, but gained so much more! Chip Pride has lost more than 100 pounds by changing his diet and attending the Owensboro Health Healthpark regularly. Read his story!'. To the right of the image is a 'QUICK LINKS' menu with items: Baby Photos, Gift Shop, Cheer Cards, Pay Your Bill, and Preregister. Below the main content is a navigation bar with 'Patients & Visitors', 'Community and Wellness', and 'Healthcare Professionals'. At the bottom, there are four service categories: Heart, Cancer, Orthopedics, and Neurosciences, each with a brief description and a 'View All Owensboro Health Medical Services' link. A 'News and Headlines' section is also visible at the bottom right.

The screenshot shows a survey question on the MidMichigan Health website. The question is: 'How would you rate your overall experience on the website today?'. Below the question is a horizontal scale from 0 to 10. The scale is divided into three sections: 'Very bad' (0-3), 'Fair' (4-6), and 'Very good' (7-10). Below the scale are three labels: 'Bad' (under 0-3), 'Good' (under 4-6), and 'Outstanding' (under 7-10). There are also two circular arrows, one pointing left and one pointing right, below the scale. The MidMichigan Health logo is visible in the top left corner of the survey window.



Usability Studies: Examples

- Describe how you currently find answers to your healthcare questions.
- If you go online for information, how do you begin your search?
- What does our existing website do for you as a patient?
- How could your visit to our website be improved?
- What major tasks do you expect to complete online on our website?

Other Audience Tasks

Google Analytics can tell you a lot about where users are going with analytic reports:

- Top pages
- Content drilldown
- Site search terms
- Organic search queries

Auditing for ROT

R

Redundant – Is this content repeating from another page? Does this exist somewhere else?

Solution: Crosslink related information, don't repeat!

O

Outdated – How old is this content? Does it still have value to our audience?

Solution: Confirm value and archive, or refresh if still needed.

T

Trivial – Does this content have meaning and purpose to our audience?

Solution: If it doesn't have a purpose, it's time to archive.



“Clinicians are a central resource for information or support during serious health episodes – and the care and conversation take place mostly offline.”

Pew Research Center - Health Online, 2013

What is a Content Matrix?

- Pages of your content inventory sorted into the new navigation with child-parent relationship
- Recommendations to improve and streamline content, in alignment with project goals and user experience

The image shows a screenshot of a spreadsheet used for content management. The spreadsheet has several columns and rows. The columns are labeled as follows: 'Written', 'Placed', 'Updated', 'Section/Landing Page Title', 'Sub-page Title', 'Sub-subpage Title', 'Notes & Recommendations', and 'Source URL(s)'. The rows are numbered from 1 to 35. The spreadsheet is divided into three main sections: 'Migration & Governance' (rows 21-25), 'Recommended Site Map' (rows 26-31), and 'Page-by-page consolidation and writing notes' (rows 32-35). The 'Page-by-page consolidation and writing notes' section includes sub-sections for 'Existing source content' and 'Recommended Site Map'. The 'Page-by-page consolidation and writing notes' section also includes a sub-section for 'Recommended Site Map'.

	Written	Placed	Updated	Section/Landing Page Title	Sub-page Title	Sub-subpage Title	Notes & Recommendations	Source URL(s)
1								
20								
21								
22								
23								
24								
25								
26								
27								
28								
29								
30								
31								
32								
33								
34								
35								

Build It!

Third-party Integration

- Career / job portal
- Physician ratings
- Appointment requests
- Urgent care wait times / check-in
- Health library

Pre-Launch

- Stop adding content to the old site
 - Start adding content to the new site
- Stop accepting content changes from departments
 - Start keeping changes documented for the future
- Stop agonizing over the wish-list
 - Start prioritizing future phases



Prepare for SEO



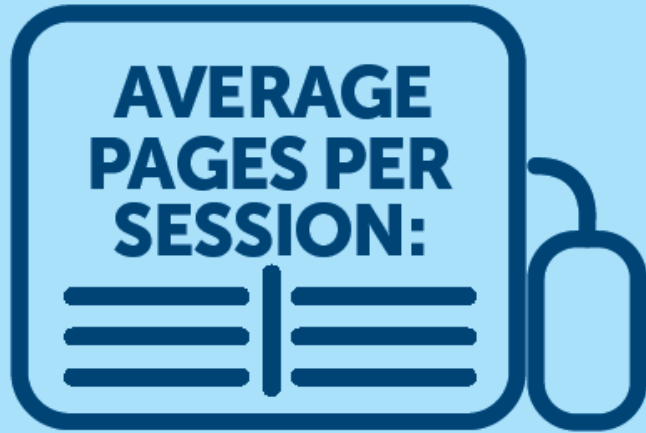
2,704,104



412,127



43%



3.02



2:45

JAN-DEC- 2014

Planning for Site Launch

- **Rankings** – Verify a sampling of rankings for your current site to establish benchmark data
- **Traffic** – Record organic traffic information for your current site to establish benchmarks
- **Links** – Review the source of inbound links so you can send the updated site information post-launch

Monitoring Post-Launch

- **Crawling** – Check regularly for crawling errors in Google Webmaster Tools
- **Indexing** – Verify the new site is being indexed
- **Rankings** – Track new rankings and compare them to previous benchmark data
- **Traffic** – Monitor organic traffic and behavior for the new site compared to the old one
- **Linking** – Verify that external links are pointing to the correct URLs
- **Redirects** – Verify that redirects continue to perform as desired

Launch & Results

Launch Timeline

Internal Launch

Share and explore the site with employees and staff



Soft (External) Launch

Share and explore the site with patient/family advisory councils



Final Launch

Promote the new site to the public. Share everywhere!

Share Internally

Subject: Win a FREE Apple Watch Sport from the Owensboro Health Marketing Department

Agent,

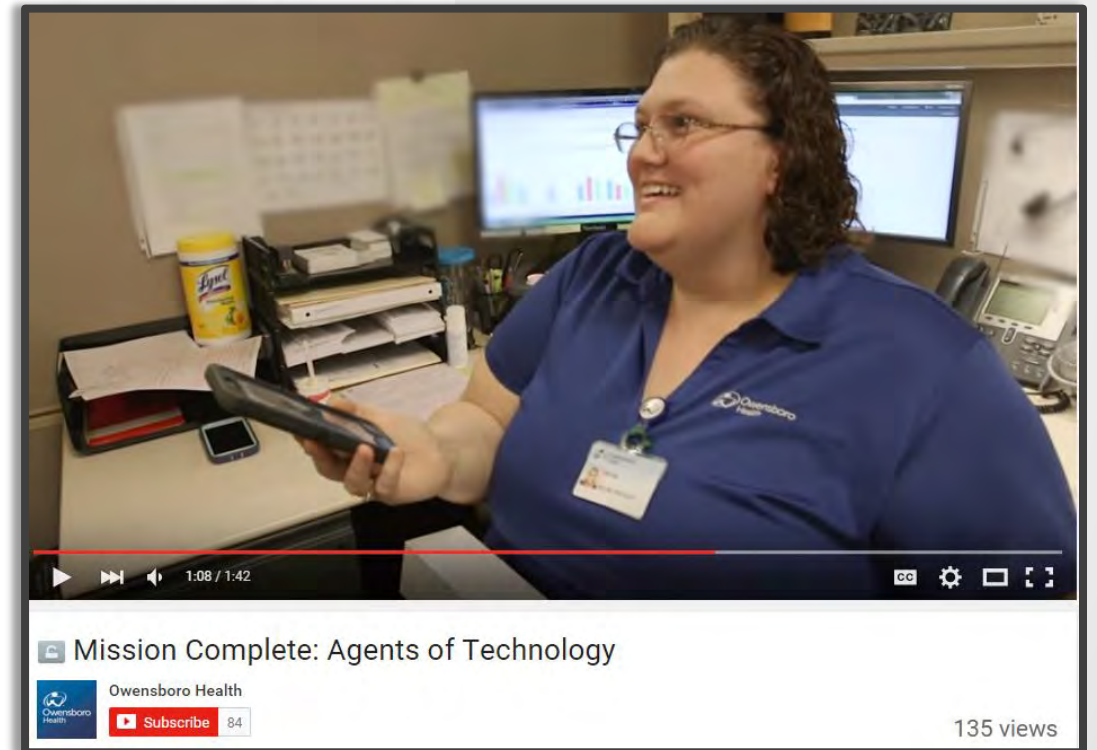
To celebrate the launch of our newly designed health system website owensborohealth.org and mobile app, you are invited to become an **Agent of Technology!**

On Wednesday November 11, 2015 one lucky Agent will win a FREE Apple Watch Sport (taxes included).

Hurry and get on the case, there are only 11 days to complete your mission.

Click on the image below to start your mission, should you choose to accept it!

Good Luck!



Promote Externally



- Share on social media channels
 - “Visit our new, mobile-friendly website!”
- Link pages of content to social posts
 - Classes and events
 - Blog posts
 - Physician spotlights
- Newsletters and email marketing
- Advertise with traditional media

Final Thoughts

Final Thoughts

- Meet with stakeholders and assemble achievable goals
- Partner with a vendor that matches your approach and is confident in your goals and timeline
- Choose team members who can be dedicated to the project and reach your goals
- Invest in researching your audience needs
- Prepare needed approvals for content and design
- Establish benchmarks for SEO
- Open yourself to feedback inside and outside the organization

Questions?

Thank you!

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Revolutionizing eHealth.