

# HealthReach

## HealthReach.org

content strategy report

Sam Bloch, Cheyanne Ryder

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# Executive Summary

HealthReach is a Maine-based healthcare organization in need of recommendations for improvements to their website. In this report, graduate researchers from Quinnipiac University examined and identified key areas for improvement and made recommendations based on such findings.

The site's content was audited using online softwares to better understand the current state of writing, accessibility, and SEO usage. As such, the content was taken stock of and diligently studied to determine both successes and failures in design choices and presentation.

The site's architecture was examined. The responsivity and navigation were analyzed and compared to standard best practices, and modern web trends. Potential user pain points were identified, and suggestions were made accordingly to improve the user experience.

Client needs were addressed. A core strategy statement was developed to support alignment between the needs of the target audience and the services and goals of the organization. This strategy can be used to provide context around content development to ensure that it serves the proper audience and organizational goals. A messaging framework was also developed to further support content development. The messaging framework addresses first impression, value statement, and proof of the site and how they align with the needs of the target audience.

Proposed content design was developed through a prioritization table, an organization sitemap, and visual presentation via wireframes. This

proposed design strategy can be used throughout future content development and site building. They will assist in developing the groundwork that the site can be built on to ensure that it is done in a user-centric manner and consistently throughout the entirety of the site.

Writing style guidelines were defined. The tone and voice were explicitly established to promote overall understanding of how HealthReach should be communicating to their audience, as well as guidelines and best practices to support this form of communication.

The process of measuring success through key performance indicators (KPI) was also defined. Website traffic can be utilized as a KPI to help determine the overall success of the HealthReach website over a predetermined period of time.

Upon completion of research and success indicators—recommendations as to how the organization can build on their digital presence were shared. A resounding push for a better content management system will likely greatly increase the autonomy of the organization over their content, enhance accessibility features automatically, integrate modern SEO features automatically, and overall create a digital environment for the website that is more receptive to change and advancements; especially in the mobile space.

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# Introduction

HealthReach is a healthcare organization located in Maine whose primary focus is to “provide high quality, affordable, patient-centered healthcare in the medically underserved communities of Central and Western Maine” as mentioned on their website<sup>(1)</sup>. A grounded organization built for just 7 patients in 1975, HealthReach has served the community for nearly 50 years. As such, the digital presence of HealthReach has likely grown outdated due to the rapid advancements in technology. Similarly, with the recent and quite sudden shift to digital records and systems for many healthcare organizations, there continues to be concerns regarding digital experiences that may engage with Personal Health Information. For these reasons, it seems likely that HealthReach’s website has fallen behind in both design, functionality, and marketing of their services in the internet of things.

As [reported on Morweb.org<sup>\(2\)</sup>](#), a web design agency that focuses on nonprofits and healthcare, websites built targeting patients should adhere to three strong design points.

1. A medical website should be accessible to all visitors— given the universal engagement in healthcare; variety and diversity should be considered in design choices; specifically regarding both age of visitors and devices used.
2. Medical websites should be conventionally easy to navigate. While this can be a challenge given the nature and volume of medical information, it is necessary to produce web experiences that reflect a patient-focused experience

3. Such medical websites should provide resources and tools that visitors can leverage to make informed, clear decisions about their personal healthcare.

To better understand the organization, we created a prioritization table to better understand HealthReach's target audience as well as what features may be important to them.

**Figure 1.**

User Scenario	User Segment	Focus	Drive	Guide
I just moved to Maine and I am looking for a new medical provider.	Prospective Patient	- New patient process	- Reviews - Google Maps - About	- Locations - Billing/Insurance
I just dropped my medical provider, and am looking for a new one.	Prospective Patient	- New patient process - Locations - Billing/Insurance	- Reviews - About	- Reviews
I'm a returning patient and would like to schedule an appointment due to recurring headaches.	Returning Patient	- Appointments - HealthInfoNet	- Patient Portal	
I'm a medical professional who is looking for a new role with a community health center.	Prospective Employee	- Employment	- Benefits - Application	- Current Openings

As such we used this target audience in mind when researching, auditing, and developing strategies for success for the organization. Methods for collecting data and making decisions include taking stock of the site's current content, auditing the website's SEO content, accessibility, writing, and architecture, completing a competitive analysis, and creating comprehensive suggestions for improved user experiences.

# Site Content Status

Figure 2.



The screenshot shows the homepage of the HealthReach Community Health Centers website. At the top, there is a purple header with the HealthReach logo on the left, which includes a circular emblem with the text "AFFORDABLE & CLOSE TO HOME", "GREAT FAMILY HEALTH CARE", and a stylized 'H'. To the right of the logo, the text "HealthReach" and "Community Health Centers" is displayed. Further to the right is the "OUR MISSION" section, which reads: "To provide high quality, affordable, patient-centered healthcare in the medically underserved communities of Central and Western Maine". Below the header is a navigation bar with links: Patients, Locations, About, News, Links, Employment, Ways to Give, Contact, and Home. The main content area features a large photograph of a smiling woman sitting at a desk in an office, with a bulletin board in the background. A teal banner overlaid on the photo contains the text "We connect you to community resources". Below this, there is a grid of ten colored boxes, each containing an icon and a link: Happenings (purple, icon of a newspaper), eNewsletter (teal, icon of an envelope), Our Reports (light blue, icon of a calendar), COVID-19 Resources (blue, icon of a hand holding a card), Pay a Bill (light blue, icon of a hand holding a credit card), Resources (purple, icon of a pair of glasses), Patient Portal (orange, icon of a stethoscope), Health Insurance Marketplace (purple, icon of a puzzle piece), New Patients (teal, icon of a person in a circle), and Health Tips (light blue, icon of a lightbulb).

The content available on the site is, for the most part, informative. The site acts as a tool for the organization to disseminate information regarding patient engagement with community health resources. Many pages within the main navigation of the site take users to pages that merely consist of blocks of text and instructions for the users to engage with HealthReach

by phone or email. Digital assets are less common on this website, though there is use of a slideshow on the splash page of the website, as well as liminal picture and PDF embedding on other pages as well.

Figure 3.



Welcome to the website of HealthReach Community Health Centers. We provide acute, chronic and preventive medical services to 28,000 Maine residents and visitors each year. We are part of the United States Public Health system where 1,400 grantees provides primary care to 28 million Americans in over 11,000 Community Health Centers (CHCs) sites spread across 50 states.

Directed by boards with majority consumer membership, CHCs focus on meeting the basic health care needs of individual communities. We provide treatment regardless of income or insurance coverage. Since the early 1960s, CHCs have worked closely with local people to identify unmet health care needs and to help meet those challenges. The original intent of the health center movement was and continues to be to provide access to quality health services. Our centers serve as a gateway to health services by providing geographic access to patients (many of the HealthReach practices are located in rural areas where primary care services are not readily available) and financial access to health services for patients through our Affordable Care Program.

We opened our first center in Bingham, Maine in 1975. Since then we have expanded health care access across many Central and Western Maine communities through 12 health centers, two dental centers and the integration of behavioral health services across our sites. With the integration of primary care, dental and behavioral health services, our health care team will be able to more fully address the needs of our patients. In addition, HealthReach clinicians are helping to address the opioid epidemic by providing medication assisted treatment at nine of our locations. At HealthReach, we are proud of our medical, dental, and behavioral health providers and the quality of care they deliver. Our experienced family practitioners focus on preventive care and developing partnerships with patients that enhance their overall health status. We serve patients from birth through retirement and beyond.

I encourage you to explore our website and visit frequently. Take a look at our [press releases](#) and [Community Report](#). Learn about us and the [services](#) we make available in your community. Let us become one of your resources for wellness, health care, and linkage to other community and state services.

Enjoy your visit and [email your feedback](#). To keep up with announcements, health tips, classes and more, sign up for [HealthyEmail](#), our newsletter delivered to your personal email address.



*Connie Coggins*



It is my pleasure as the Chair of the Governing Board of Directors for the HealthReach Community Health Centers, to join President and CEO Connie Coggins in welcoming you to the HealthReach Website.

As a retiree residing in Belgrade Lakes in 2010, my first experience with HealthReach was during a visit to the Belgrade Regional Health Center to seek care for my young granddaughter. She was in town to visit us with her family from Connecticut. Based on the friendly reception and high quality care we received, my wife and I have been patients at the center ever since. We feel very fortunate to have the professional medical services provided by HealthReach available in Maine – and especially in our small, tight-knit community.

As Connie noted, HealthReach has 12 health centers located across Central and Western Maine. We recently opened the twelfth health center within the halls of Lawrence High School of Fairfield. The goal of opening a health center within the school was to bring both accessibility and convenience to teens who may not have other access to care. The Bulldog Health Center at Lawrence offers comprehensive primary care services throughout the school year – including checkups and sports physicals, diagnosis of and treatment for minor illness, management of chronic conditions, and immunizations for students in grades 9-12.

The HealthReach Board of Directors is a diverse, all-volunteer board that represents the rural communities of Central and Western Maine served by HealthReach practices. The Board's function is to provide oversight and support for the team of professionals who serve in our Waterville-based "Central" office and across all 12 health center sites.

On behalf of the Board, I invite you to explore the HealthReach website and to visit one of our health centers to learn more about how we can provide quality health care for you and your family.

*Lynn Matson*  
2022 Board Chair of HealthReach Community Health Centers

An example of this in practice can be seen on the “Welcome” page in which headshots of both the Chair of the Governing Board and CEO of the company. While this can definitely be a successful use of imagery and text, the site still feels blocky and out-of-format even though the intention is directive.

Figure 4.

## Belgrade Regional Health Center

[Pay a Bill](#) [Patient Portal](#)

Tel: (207) 495-3323 Fax: (207) 495-3353 | 4 Clement Way, Belgrade, Maine 04917 | [Directions](#)

Since 1977 Belgrade Regional Health Center has been serving residents of all ages from Belgrade and the surrounding communities. We prioritize the wellbeing of our patients by utilizing the most up-to-date knowledge and technology in our treatment plans. Click here to learn more about our approach to health care: [Patient-Centered Medical Home](#)

Our staff includes a team of medical providers, behavioral health consultants, a psychiatric mental health nurse practitioner, as well as clinical and administrative support staff. With our team we are able to offer a variety of services based on the needs of our patients. If outside hospital services are needed, our providers have a strong relationship with MaineGeneral Medical Center. We also work closely with a supportive community board and a patient advisory committee who provide local feedback and ongoing recommendations for improvement.

Located in Central Maine, Belgrade Regional Health Center is surrounded by spectacular views of the chain of lakes in the Belgrade Lakes Region. Doubling in population in the summer, Belgrade offers spectacular fishing, boating, hiking and birdwatching opportunities. We are located within an hour of Maine's beautiful mountains and coastlines, giving our patients access to many recreational and scenic opportunities in all directions.



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NCQA Recognized as a Patient-Centered Medical Home and for excellence in diabetes and heart/stroke care.

**LET'S GO!**  
5 - 2 - 1 - 0  
This practice is a 5210 Let's Go! site of distinction

Find the perfect hike for you and your family near our health center!  
Time to go outside and explore!



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### Clinicians



[Rita Alfonso LaBarbera LCSW, CSP,MFA/W](#)



[Abigail Dalzell FNP](#)



[Katie Gilihan FNP](#)



[Amy Madden MD](#)

### Latest News & Events

**\*\*COVID-19 Vaccination Update: What you need to know\*\***  
We recommend that all patients obtain a COVID-19 vaccination when one becomes available.  
You may find a vaccination site near you by clicking [HERE](#) to schedule an appointment.

10/25/22 [HealthReach welcomes Nancy Johnson, Connector](#)   
08/22/22 [Belgrade Regional Health Center welcomes Family Nurse Practitioner, Abigail Dalzell](#)   
04/11/22 [Mt. Abram Regional Health Center welcomes Nurse Practitioner, Jennifer Caudell](#)   
01/06/22 [HealthReach welcomes Andrew Twaite, Family Nurse Practitioner, to the Belgrade Regional Health Center](#)   
[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) ...

### Hours of Operation

**Regular Office Hours**  
**Monday**  
7:30 AM to 4:45 PM

Another example of this phenomena are the specific location pages. Clicking on “Belgrade Regional Health Center” takes the user to a page that represents the practice in somewhat of an infographic style that we believe to be highly successful in creating a one-stop shop for patients to engage in location-specific information. The information presented

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includes documentation, contact information, clinician information / headshots, news, history, recognitions, hours, services, and the patient portal. While the hierarchy of the information could be tailored to a newer format, this page is still successful in gathering information to be accessed in a centralized location for prospective patients.

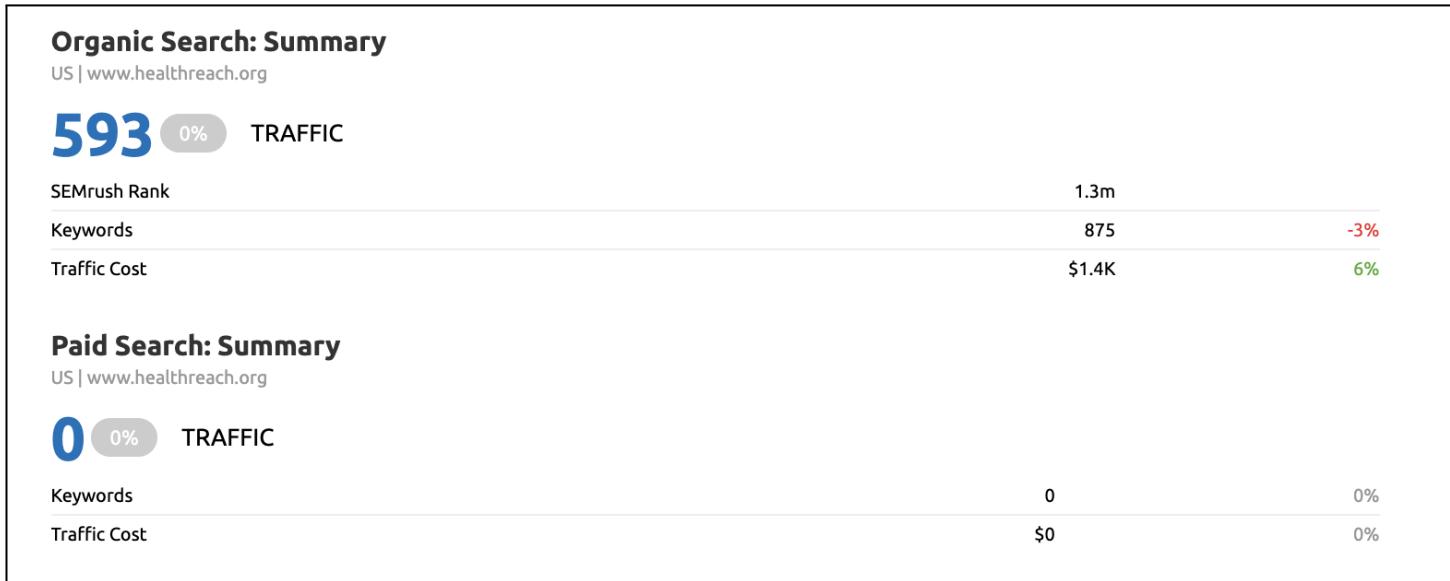
Beyond this use of imagery, the site is clear to rely heavily on chunks of text and hyperlinks to present large quantities of information to visitors. An example of this can be seen on “After-hours Coverage” where the site presents no more than a few sentences regarding practice policies on after-hour care. The call-to-action is for patients to call their respective health center.

Much of the content on the site is useful and clear, though the presentation seems to be a bit jarring and outdated at times. The audience needs will likely be better supported by a website that adheres to strict accessibility guidelines. As such, it may be useful for the organization to consider transferring their site into a reliable Content Management System (CMS) in which they might be able to slot their text and digests into user-friendly, modern formats. Additionally, the content within their site can be managed and changed from a user-friendly backend that allows the organization more autonomy in how things look and malleability in making such changes. This will also allow new features such as breadcrumbs, SEO management, media storage, and other various functionalities that can overall modernize the feel and look of the site without jeopardizing the successful attributes of the disseminated information.

# SEO Audit

Using Semrush.com, an American company dedicated to building “online visibility management and content marketing SaaS platforms”<sup>(3)</sup>, we audited HealthReach’s website. By simply entering the site into the Semrush web tool, the software crawled over 100 pages on the website and reported back some interesting data points that we then analyzed to understand how HealthReach can optimize their digital presence.

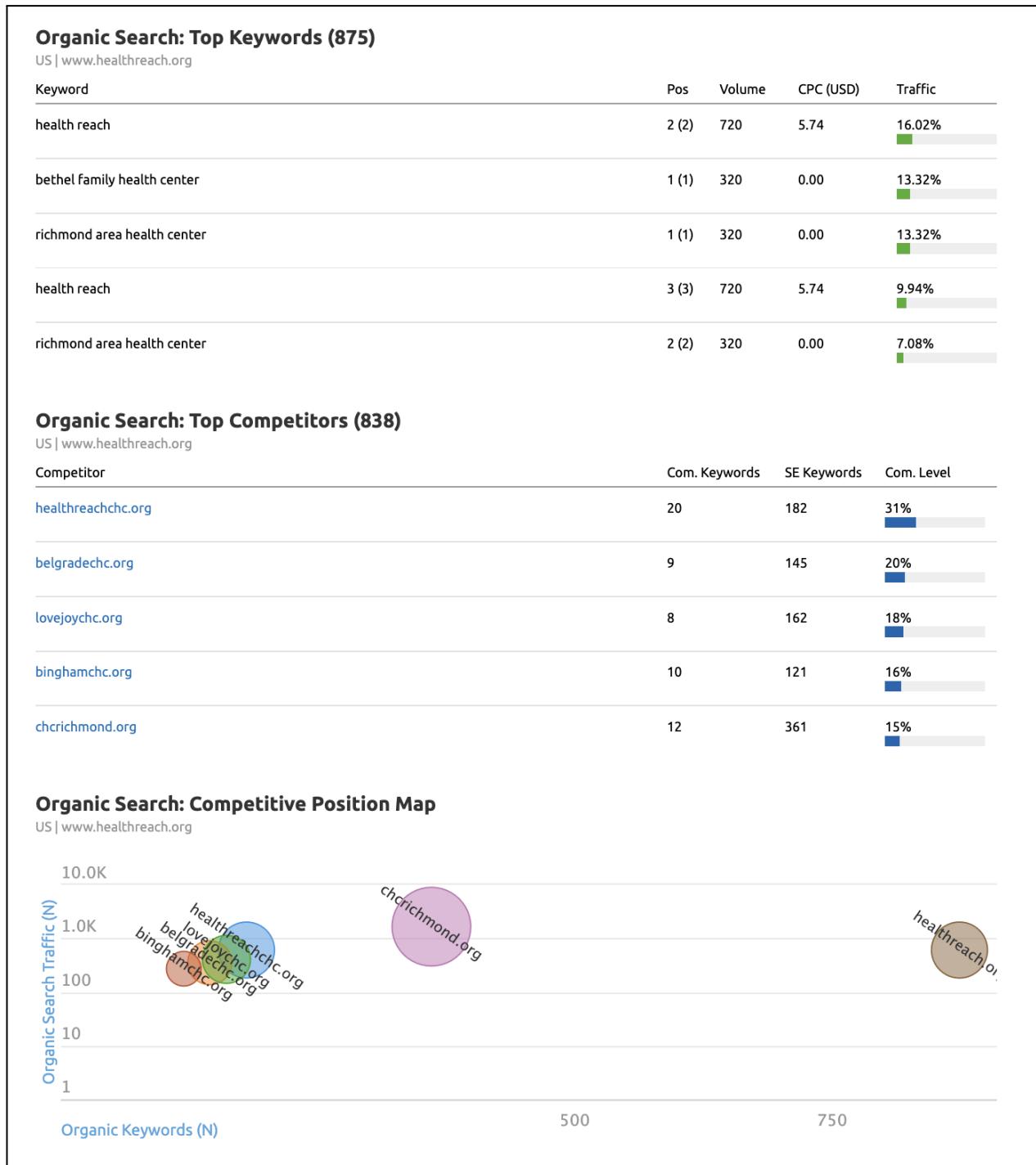
Figure 5.



Organic search is one way in which users may happen upon HealthReach. This means that users identified and navigated to HealthReach in a very natural manner by searching for it or clicking it on their search results. Paid searches are how many times users landed on HealthReach from advertisements and search result promotions. While the organic search summary shows promising numbers considering the volume comparatively to the size of the Maine community, there is still much that is left on the table. Without using paid web promotions, it is easy for

organizations to fall behind as new competitors engage with social media, SEO, and a variety of media marketing. The opportunity for engaging in these kinds of advertisements has only become more accessible and can be tailored to fit any marketing budget that HealthReach may have.

Figure 6.



As far as top keywords go regarding traffic, it is encouraging to see the number of users that are engaging directly with the term “Health Reach”. This undoubtedly displays the organization’s status and prominence in the community. However, it is discouraging to see the lack of traffic inflowing from broader search terms like “community health” or “maine doctors”. Also, particularly puzzling is the use of two separate domains. When crawling the site and pulling in competitors, it is evident that both healthreach.org and healthreachchc.org are virtually the same website with different domain names. If this was intentional to support change management, the healthreachchc site would likely redirect or point to the healthreach site. Instead, these each live on their own which can be quite confusing and will likely split up user traffic, thereby limiting the successes of the organization as a whole.

[OB]

## Top backlinks

Root Domain: healthreach.org

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Vaccination Sites   Covid-19 <a href="https://www.maine.gov/covid19/vaccines/vaccination-sites">https://www.maine.gov/covid19/vaccines/vaccination-sites</a>	<a href="https://www.healthreach.org/COVID.aspx">https://www.healthreach.org/COVID.aspx</a> <a href="http://www.healthreach.org/COVID.aspx">http://www.healthreach.org/COVID.aspx</a>	-
Reach Portal Login – Official Site Login (Feb 2022) <a href="https://portallogin.co/reach-portal-login">https://portallogin.co/reach-portal-login</a>	Patient Portal - HealthReach <a href="http://www.healthreach.org/PatientPortal.aspx">http://www.healthreach.org/PatientPortal.aspx</a>	-
Vaccination Sites   Covid-19 <a href="https://www11.maine.gov/covid19/vaccines/vaccination-sites">https://www11.maine.gov/covid19/vaccines/vaccination-sites</a>	<a href="https://www.healthreach.org/COVID.aspx">https://www.healthreach.org/COVID.aspx</a> <a href="http://www.healthreach.org/COVID.aspx">http://www.healthreach.org/COVID.aspx</a>	-
Pay Maine Health Bill <a href="https://www.health-guide.info/pay-maine-health-bill/">https://www.health-guide.info/pay-maine-health-bill/</a>	<a href="http://www.healthreach.org/PayBill.aspx">http://www.healthreach.org/PayBill.aspx</a> <a href="https://www.healthreach.org/PayBill.aspx">https://www.healthreach.org/PayBill.aspx</a>	—
HealthReach Community Health Centers Careers and Employment   In... <a href="https://www.indeed.com/cmp/Healthreach-Community-Health-Centers">https://www.indeed.com/cmp/Healthreach-Community-Health-Centers</a>	HealthReach Community Health Centers website <a href="http://healthreach.org/">http://healthreach.org/</a>	—

Meanwhile, it is interesting to examine the backlinks that HealthReach uses and which ones are the top referring pages. Immediately, it is important to flag the lack of clear page titles that are referred to—with

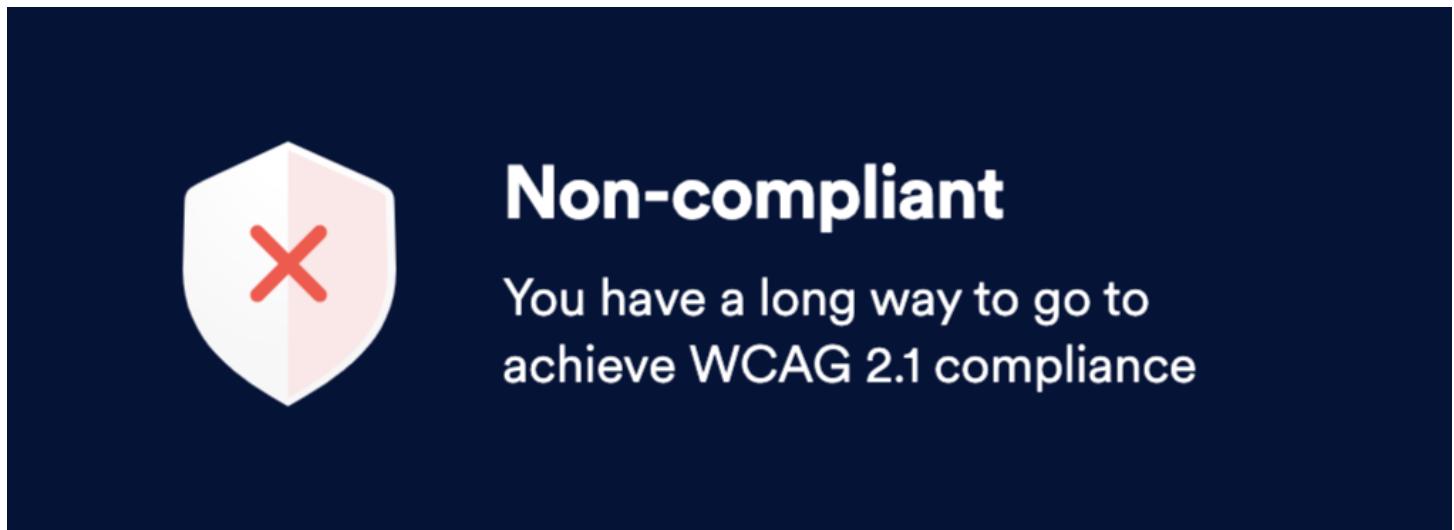
only the home page and the "Patient Portal" having clear queryable names. This can cause issues for those who may find HealthReach through specified searches of content that they may provide information on like in the case of COVID-19 vaccination sites. If one were to search for 'Maine COVID-19 vaccination sites' the HealthReach site likely wouldn't pop up first due to the verbose page title. Even if it did appear, it would be shown as "<https://www.healthreach.org/COVID.aspx>" rather than something along the lines of "COVID-19 Vaccinations - HealthReach". It is, however, encouraging to understand that some of HealthReach's organic traffic is coming from third party websites referring users.

Overall, the website does not seem to utilize nor adhere to many if not any SEO standards. Alt text is missing on all photos, page links are not standardized nor are their titles, and there have been no efforts to build the organization's digital presence beyond the initial design of the website. Overall, a facelift will be required to engage in these modern practices.

# Accessibility

Accessible<sup>(4)</sup> is an online free tool for checking a website's level of success at accessibility. The tool scrubs websites and determines whether or not the site complies with the American Disabilities Act. As websites are environments online, they can be liable for not complying with such laws. Upon running HealthReach through Accessible's accessibility checker, the results yielded were concerning.

Figure 7.



Before diving into the areas in need of improvement, it is important to discuss and highlight the areas in which HealthReach succeeds. Firstly, the website is considered to be highly proficient in having tangible buttons. All buttons seem to link somewhere within the website, and all links seem to lead the user to a new destination. This is excellent as it means much of the backend code has remained steadfast and users are not being shown broken links that may usurp their user journey. Additionally, the website offers a way for users to navigate the site solely

using their keyboard. For users who may not be able to use a mouse, this feature is incredibly useful.

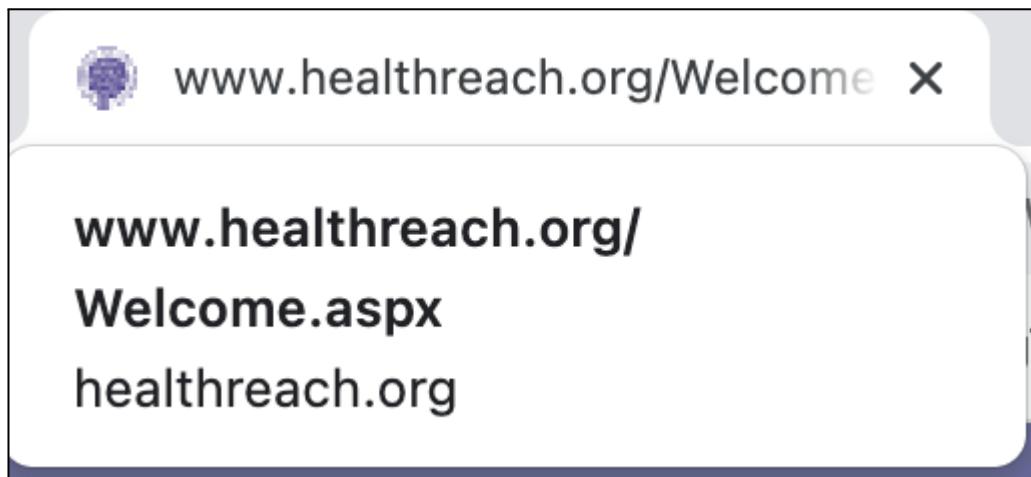
As far as where HealthReach does not meet ADA compliance, the list is quite large. We've identified a few tangible areas that, even with larger updates regarding the content management system, may still need some extra attention. The areas in need of improvement are as follows:

1. Buttons should be coded to flag accessibility elements

While a content management system will, for the most part, automate this feature—it is still essential to be aware of this and ensure it is adhered to. This is likely due to new advancements in coding and guidelines for accessibility as xHTML has grown. To fix this, adding spans, divs, or classes in the code to the element to mark its functionality can be incredibly helpful for folks with impairments.

2. Not every page contains a title

Figure 8.



All pages should consider adding some sort of title to allow folks to understand where they are in terms of navigation. Given that there is a large amount of information disseminated across the span of the website—users should have informed markers as to where they may be in their user journey. Breadcrumbs can help with this and getting more specific about page titles in the metadata can help as well (especially with SEO). As seen in the figure above, HealthReach does not have specified titles in the metadata which can make the site harder to navigate, discover, and overall lessens the presence of the website on search engines.

### 3. Foreground and background colors do not have enough contrast for users with visual impairments

As [Accessible reported](#), “Elements that have texts should meet a minimum contrast ratio of 4.5:1 between their foreground (usually text color) and background color”<sup>(5)</sup>. As HealthReach uses two different shades of purple throughout their site, both #DFDEEC known as Lavender Web and #666699 known as Dark Blue Gray, this is understandable considering the contrast ratio is unlikely to be very high. It would likely be more successful if used outside of text scenarios to allow for black text on a white background. This is something, if taking the content management system route going forward, that should definitely be considered greatly when choosing a new template or theme for the content of the site.

# Writing

The content within HealthReach is written quite nicely for the most part. Given that the website relies heavily on written text to guide users and create an atmosphere of information without many images or flash—the text needs to be succinct and HealthReach succeeds at doing just that.

The audience ranges from all ages and people, though most of the text is focused to be as professional sounding as possible. It can be easy to get caught up in jargon, especially in the medical profession, but HealthReach tends to thread a very comfortable line regarding their text. Take for example this passage on the “After-hours Coverage” page:

“If you call your health center after business hours, a medical provider will return your call and work with you to decide if you need to be treated at home, be seen at the health center during business hours, or go to the hospital.”<sup>(6)</sup>

This information is clear and succinct, though extra features like hyperlinks and phone numbers are left out. It seems that HealthReach could enhance such blocks of text by adding other types of content to help guide the user and enhance their experience. Another example of a block of text that could benefit from such additional features, but also may benefit from some concatenation would be the figure below.

Figure 9.

## Appointments

Normally, we request that appointments be made in advance. As an added convenience, some of our health centers now offer early morning Walk-In and Open Access schedules. If you are in need of immediate care, we will make every attempt to schedule an appointment on the day that you call.

If you are unable to keep your appointment, please give us 24 hours' notice. This allows us to schedule other patients.

Also, please report any changes in name, address, phone or insurance information when you call or visit the health center.

While the text is, again, clear and to the point—it lacks any depth in terms of detailed next steps. Consider a patient who may visit the “Appointments” page solely to understand scheduling, but does not have a phone number to call. This lack of information creates a new journey for the user instead of completing their journey here. The voice, however, is clear and unremarkable in a positive way. All text on the site seem to also not have very large margins which can be a huge red flag in terms of accessibility. This all being said, there are still opportunities for the site to reduce complex language and ground the language in a few better ways.

# Architecture

In its current state, the site is not mobile-friendly. The content does not have responsive resizing, and on a mobile screen it is displayed the same way it would on the web, just at a smaller scale. The text is extremely small and has very poor readability, and the format of the site is inconsistent from page to page. The navigation also is not responsive and makes it difficult for users to navigate from page to page, a “hamburger” menu should be implemented rather than this presentation. The text size causes poor accessibility. When redesigned, the site should be developed with responsive-resize in mind to ensure that user experience is consistent across different platforms.

Refer to Figure 2 - Although the titles are labeled properly, and well, the navigation is organized in a manner that would make it difficult for users to navigate throughout the site. The “home” tab is typically on the left side of the page, but in this case, it is all the way to the right. Additionally, the dropdown bars are very long and extensive and could be condensed a bit more. The navigation should be reorganized via user research results, as well as an information architecture to provide users with navigation organized in a way that makes the most sense to them.

Additionally, there are no navigational waypoints. The navigation does not indicate to the user which pages a user is on and does not leave them “breadcrumbs” to find their way back to a specific page. This could cause confusion among the users, and lead to a very poor user experience. It is common in best design and experience practices to include some sort of waypoint in the site’s navigation, whether it be color difference, underlined

text, or some other form of indication. This will provide the user a clear understanding of their current location on the site.

Furthermore there is no search function on the current site. Due to the amount of content across the website, there should be a search function to allow users to quickly and easily locate the information that they are looking for on the site. It would cause a more positive user experience. The search function could also include predictive text to provide an even better user experience. The search should be included in or near the navigation for easy access.

# Competitors

When designing, or redesigning, a website it is important to take the presentation and performance of competitors into consideration. Noting what others do poorly, well, or even exceptionally should be noted. When in a competitive market, it is important to provide users not only with the information they are looking for, but the best experience as well.

For a competitive analysis, two sites were explored.

## Consumers for Affordable Health Care<sup>(7)</sup>

Figure 10.



The screenshot shows the homepage of the Consumers for Affordable Health Care website. The header features the organization's logo (three stylized human figures in blue, orange, and yellow forming a cross-like shape), the text "Consumers for Affordable Health Care", and the tagline "Advocating the right to quality, affordable health care for every person in Maine." A large green button on the right side of the header reads "CONSUMER ASSISTANCE HELPLINE 1-800-965-7476". Below the header, a navigation bar includes links for "About Us", "Our Services", "Policy", "News & Updates", "Events", "Guide to Maine Health Care", "Translation Assistance", and a search bar with a "Go" button. The main content area features a section titled "Get help in" with links to Arabic, French, Spanish, and Somali. It includes a grid of five diverse individuals smiling. Below this, a call to action encourages users to sign up for health insurance via CoverME.gov or the helpline. Another section highlights the "No Surprises Act" and features a man looking stressed. A "DONATE" button is located in the top right of the main content area. A "Hiring" section for Communications Coordinator and Policy Advocate is also present. The bottom of the page contains a "We can help. Call us at 1-800-965-7476." section with a photo of a staff member, a "Important" note about Open Enrollment, and a "The 2023 Open Enrollment period ends on January 15, 2023." note with a photo of two individuals.

Consumers for Affordable Health Care is a non-profit organization that helps Maine residents with access to affordable healthcare.

### Concepts to Emulate:

#### 1. Translation Assistance

- a. It is important to serve different types of users within the target audience. Providing users with the ability to translate the site's content into a different language improves the overall accessibility of the site while also promoting a positive user experience.

#### 2. Links for Additional Information

- a. Including every piece of information on one page can cause a text-heavy, overwhelming experience. By providing a condensed version of this information, and providing links for users to access additional information on a specific topic will allow them to access their desired information more quickly and easily. See Figure 11.

Figure 11.

## About Us

Consumers for Affordable Health Care is a non-profit advocacy organization committed to helping all Maine people obtain quality, affordable, health care. Our activities include:

1. Helping people find **affordable, quality health care** in Maine.
2. Helping people **advocate for more affordable health care**.
3. Helping people to **know and exercise their rights**.
4. Providing **training and education** to consumers and policy makers.
5. Producing **research and policy analysis**.

Please explore our site, and learn more about our many projects and services. Also feel free to review our [Mission Statement](#), [Board Members](#) and [Staff Members](#) pages, or [read the stories](#) of Mainers we have helped.

Please [contact us](#) if you have any questions.

### 3. Frequently Asked Questions Category

- a. By providing users with a Frequently Asked Questions page, it will allow them to quickly and easily access answers to potential questions that may arise. These answers will likely leave them feeling informed and confident. See Figure 12.

Figure 12.

## Frequently Asked Questions

### Health Insurance Marketplace

- [How much will a plan on the Marketplace cost?](#)
- [How do I sign up for the Marketplace?](#)
- [Who can help me with my Marketplace application?](#)
- [Why don't I qualify for lower costs on Marketplace insurance?](#)
- [My Marketplace application is stuck! What do I do?](#)

### MaineCare

- [NEW! Can I apply for MaineCare?](#)
- [I am losing MaineCare. What do I do?](#)
- [Can people who were denied in the past get MaineCare now?](#)
- [How long will my application take?](#)
- [How do I apply?](#)
- [Is \\_\\_\\_\\_\\_ covered by MaineCare?](#)
- [Do assets count or not?](#)
- [If I have a Marketplace plan, can I get MaineCare?](#)

### Other Topics

- [I don't have insurance. What are my options for getting health care I can afford?](#)
- [What are my health insurance options?](#)
- [My claim has been denied. Can you help?](#)

Don't see your question answered here? We can still help! [Contact us](#) with your question.

## 4. Search Bar

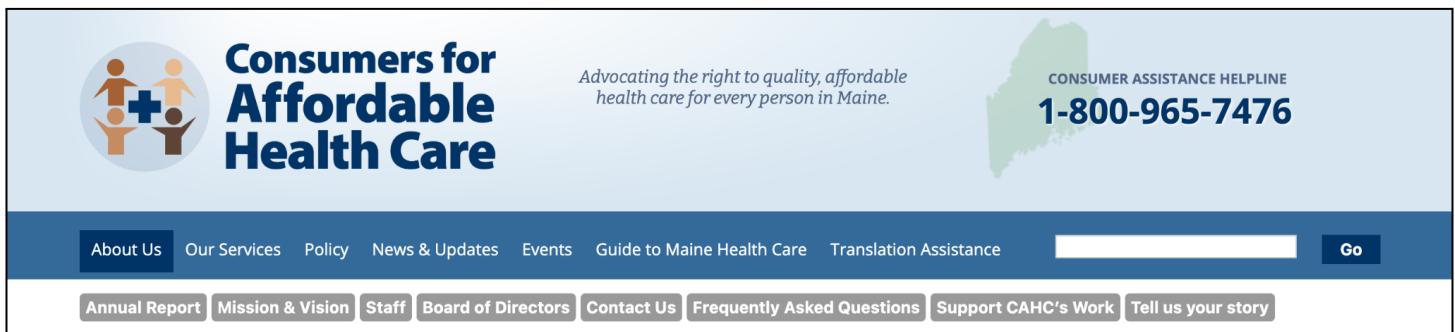
- a. There will be a significant amount of content and information within HealthReach's website. Allowing users to type in keywords can provide them with results that display the information they were looking for.

## Concepts to Avoid:

### 1. Double Navigation

- a. On the Consumers for Affordable Health Care website, there is a primary navigation that is then followed by a secondary navigation below it. This is not standard practice, and can cause confusion within a user. See Figure 13.

Figure 13.



### 2. Text-Only Pages

- a. Text-heavy pages should be broken up by some other form of content (ex. images, videos, quotes, etc.). It can be tiring for a user to read through an entire webpage of text without a visual break in between.

### 3. Dual Column Content

- a. Presenting content in two columns is not always something to avoid. However, on the Consumers for Affordable Health Care website, it is difficult to differentiate the content from one column to the next. This can become challenging for the user and require too much cognitive efforts. See Figure 14.

Figure 14.

About Us Our Services Policy News & Updates Events Guide to Maine Health Care Translation Assistance [Go](#)

Get help in [عربي](#), [Français](#), [Español](#), or [Somali](#)

 [DONATE](#) redirects to PayPal

Receive a surprise medical bill? The [No Surprises Act](#) is now law.



It's time to sign up for health insurance. Visit [CoverME.gov](#) or call our [HelpLine](#) at 1-800-965-7476 for free help sorting through your options and enrolling in coverage.

Enroll before December 15 for coverage to start January 1, 2023. Enroll by 1/1/23 for coverage to start 2/1/23.

Don't wait! More Mainers are able to get more help paying for coverage. Some options are time limited.

**Consumers for Affordable Health Care is Hiring!**

[Communications Coordinator](#) and [Policy Advocate](#)

**We can help. Call us at 1-800-965-7476.**

As Maine's health coverage experts, we are dedicated to helping Mainers get covered. If you have questions about the application process for MaineCare programs, private insurance, you were wrongfully [denied](#) coverage, or you have a [story](#) to share, call us at **1-800-965-7476**. If you need help with prescriptions, dental care or other health services, we can point you in the right direction. We are not an insurance company or government agency but we do offer free assistance [navigating](#) complex systems and [trainings](#) to other professionals around the state.



**We Have News!**

Watch out for those scammer websites! As Mainers start shopping for 2023 health insurance coverage, expect to see more ads looking for your business but remember that only those found at .gov sites are legit! To find plans that cover all ten essential health benefits, make sure you start at



**Important:** Open Enrollment is the time of year you can sign up for health insurance. In Maine, enrollment for private health insurance coverage opens on November 1, 2022 for coverage that starts January 1, 2023. Go to [CoverMe.gov](#) to enroll in a health insurance plan.

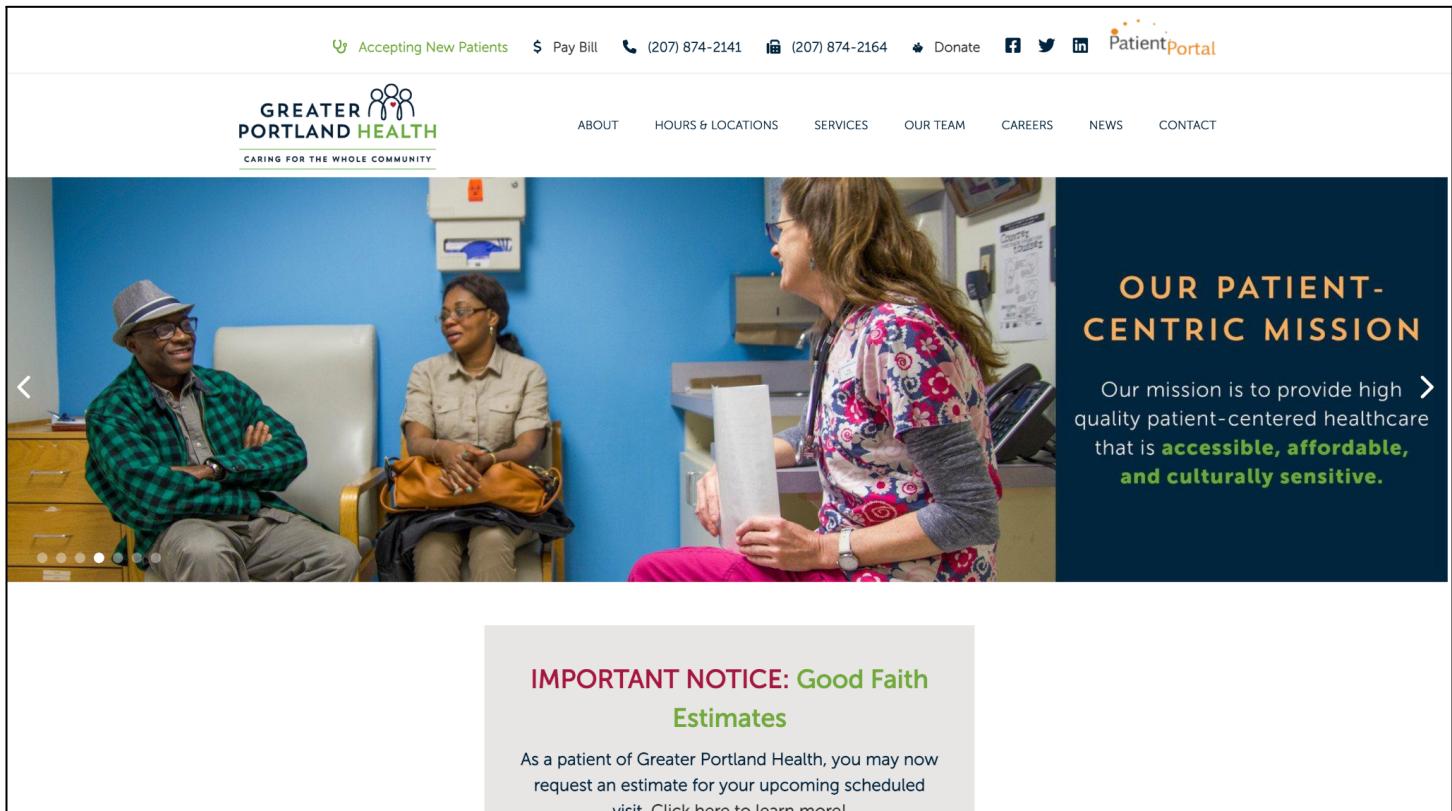
The 2023 Open Enrollment period ends on January 15, 2023. If you miss signing up during Open Enrollment, you may be able to get a [Special Enrollment Period](#). Call us for help if you have a qualifying life event, like losing other insurance, getting married or having a baby. 1-800-965-7476.



#### 4. Too Much Information on Landing Page

- The landing page for the Consumers for Affordable Health Care website is very overwhelming with the amount of content on it. The landing page is likely a user's first experience with a website, and it should be pleasant rather than overwhelming. It is significant to consider what information to display on this page. See Figure 14.

Figure 15.



Greater Portland Health is a medical practice that provides affordable healthcare to the residents of the greater Portland community.

### Concepts to Emulate:

#### 1. Use of Different Content Types

- a. Utilizing different types of content, such as images and videos, helps to break up text and provides a positive user experience. The user will not feel as though they have to read through large amounts of text to gain a comprehensive understanding when the text is accompanied by informative videos. See Figure 16.

Figure 16.

## YOUR TRUSTED RESOURCE FOR A HEALTHY LIFE

Greater Portland Health is a remarkable medical practice committed to offering everyone in our communities high-quality, affordable and respectful care. Established in 2009 as the Portland Community Health Center, we now serve over 12,600 people across our 12 locations in Portland, South Portland, and Westbrook.

We provide a greater range of care than many practices, including primary medical, behavioral health and oral health. We also partner with the region's finest specialists to care for your whole self, for your whole life.

We welcome everyone, no matter what type of insurance you may have—private, Medicare, MaineCare, or none. For those without insurance, we offer a sliding-scale fee based on income.

We are a nonprofit corporation governed by a patient-majority Board of Directors.



GREATER PORTLAND HEALTH  
CARING FOR THE WHOLE COMMUNITY

207-874-2141  
GreaterPortlandHealth.org

00:30

vimeo

## 2. Significant Header Hierarchy

- By creating a clear visual representation of content headers, it will be easier for the user to differentiate between content and headers. It will also allow the to scroll and skim for desired content. See Figure 17.

### 3. Use of Color

- a. Use of different branded colors throughout the site will provide a more visually pleasing and exciting experience for users. It will allow some content to “pop” via visual hierarchy.

Figure 17.

## Welcome to Your Medical Home



Greater Portland Health, operating since 2009, is a remarkable medical practice committed to serving everyone in our community. Our providers are focused on our patients 100%, and provide a full range of primary care services. We partner with the region's finest specialists to care for your whole self, for your whole life.

We invite you to join the nearly 12,500 people in Portland and South Portland who count on us for affordable care today!

[READ MORE >](#)

### 4. Patient Testimonials

- a. Hearing from other patients (or customers) provides users with a sense of value that a company may not be able to provide on their own. It can provide a great experience for users looking to hear what others have to say. See Figure 18.

Figure 18.

## What Our Patients Say

"Greater Portland Health is certainly different from any other care center we were accustomed to. We immediately felt welcomed."

— Jeff, Attorney

• • •



### Concepts to Avoid:

1. Putting Most Relevant Information "Below the Fold" on Landing Page
  - a. Information that new, potentially cold-lead users could look for should be presented above the fold, meaning that it should exist within the browser's automatically displayed viewport height without the user having to scroll.

These concepts are important to consider when redesigning the HealthReach website. To gain a competitive edge, HealthReach can pick up where their competitors lack and provide users with the best overall experience to increase patient volume.

# Client Needs

To further define client needs, a core strategy statement and a messaging framework were developed.

A core strategy statement is used to align the target audience's needs with the organization's services and goals. It was developed with [HealthReach's vision](#)<sup>(9)</sup> in mind. It can provide context to content development to ensure that it is created to serve the proper target audience and achieve the according goals.

The core strategy statement for HealthReach is as follows:

“To improve patient service and engage site visitors, we will provide essential resources and content with a clear accessible path that make our patient clientele feel empowered and confident when they seek information regarding our services.”

A messaging framework is similar to a core strategy statement, but is more specific about the target audience's needs and how the content will align with them. It is also used to provide context during the process of content development.

## Messaging Framework

Figure 19.



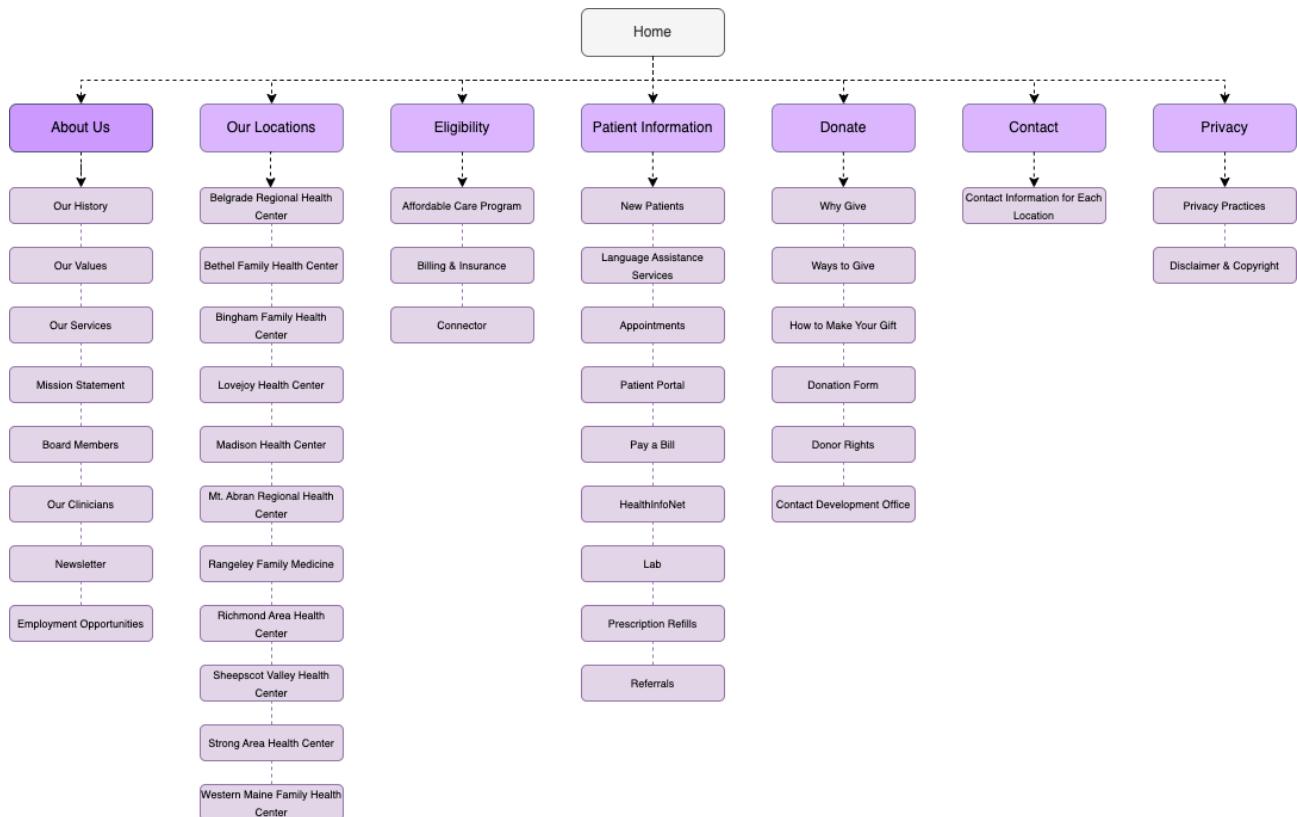
# Proposed Content Design

To showcase the proposed content design, a prioritization table, an organization sitemap, and a presentation wireframe were created.

See prioritization table (Figure 1) in Introduction section (pp. 4).

To develop an improved framework, we created a sitemap to better understand the organization of content on the site. The sitemap was created with HealthReach's target audience in mind to ensure that they can easily find the information that they are looking for. See Figure 20.

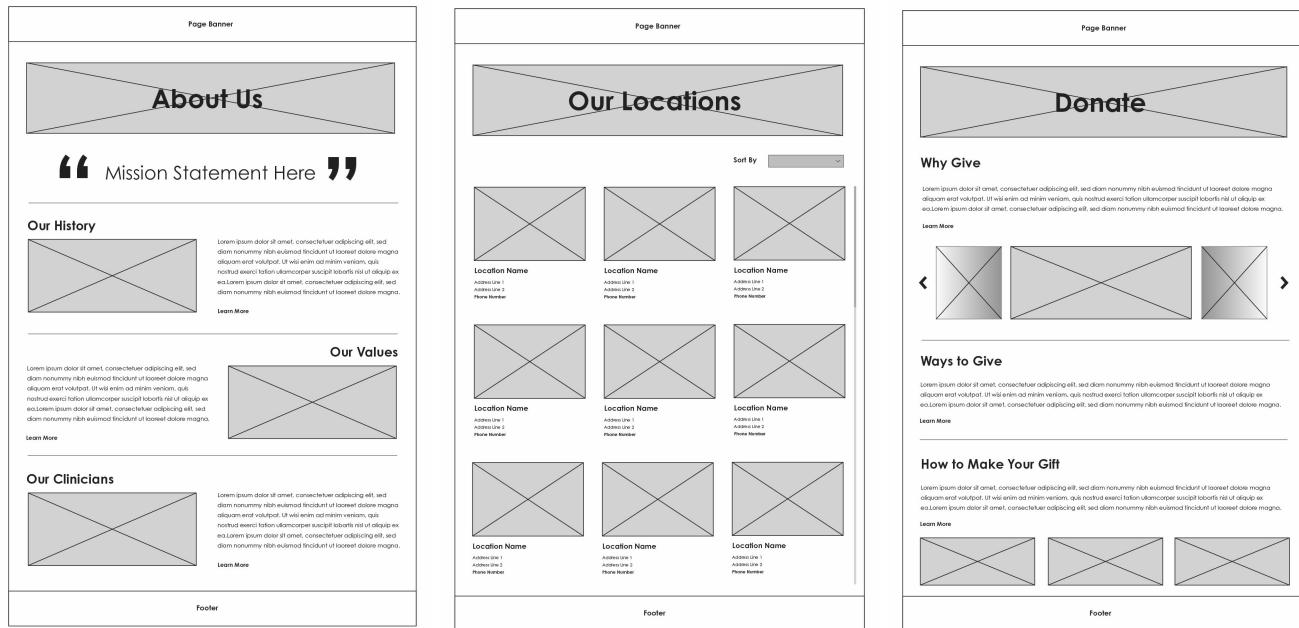
Figure 20.



This sitemap would be used to develop an organization method to group, label, and title different categories within the site. For example, the navigation.

Content models were showcased through wireframes. We developed these wireframes to display and understand how pieces of content such as, headings, body copy, images, and links or other interactive elements would be designed on the site. See Figure 21.

Figure 21.



The pages chosen for wireframes were **About Us**, **Our Locations**, and **Donate**. These pages were designed specifically because they represent the different ways that content and information will be presented on the site.

The **About Us** page will contain a few different pieces of information such as HealthReach's history, values, and clinicians. This information is all relevant to what HealthReach is and what the organization stands for.

The **Our Locations** page will contain information around the different locations of the HealthReach care centers. The results will be able to be filtered by the user (ex. within 15 miles) to show the information that is relevant to them to allow for an easier time identifying their desired location.

The **Donate** page will contain different pieces of information surrounding how, why, and where to donate to HealthReach. It is important that this page be designed very strategically, because if users do not feel confident that the site and organization is secure and trustworthy, it may prevent them from donating to the organization.

These wireframes can be utilized as model content, designers will have access to them to develop the updated site design accordingly.

# Writing Style Guide

The content within HealthReach's website relies a lot on the text and written communication, because of this it is important to have a clearly established voice and tone, accompanied by guidelines and best practices. Developing this explicit definition of standards will provide clarity in writing across the entirety of the website as well as any additional communications to ensure internal consistency for all of HealthReach's products and services.

## HealthReach's Voice & Guidelines

HealthReach is an organization built on a strong relationship with the communities of Central and Western Maine. It was built by individuals who care about providing health care to individuals who are underserved.

This should be communicated to users throughout their entire experience with HealthReach's products or services.

HealthReach's voice should always:

**Be professional, but avoid too much technical jargon**

- Use professional language—be professional, but not overly complex
- Present services from a business perspective, but present content with all reading levels in mind

**Advise, but don't prescribe**

- Use expertise to guide users to the desired information
- Provide resources and solutions for confused users
- Provide clear explanations for users to make their own decisions

## HealthReach's Tone & Best Practices

The tone should reflect voice guidelines, but adapt to situations based on context and the emotional state of users.

### 1. Write directly and concisely

- a. Keep language simple and avoid unnecessary complications..
- Do: Keep text short

*We offer an Affordable Care Program that reduces the amount you pay for health center services based on your income and family size.*

- Don't: Add descriptions or text that are not necessary for the communicated idea.

*Through funding from the U.S. Bureau of Primary Health Care, we also offer an Affordable Care Program. This program reduces the amount you pay for health center services based on your income and family size.*

### 2. Write for All Audiences

- a. Use language that is simple enough to be understood by different reading levels

- Do: Use common language

*Normally, we ask that appointments be made ahead of time. To make things easier on our patients, some of our health centers now offer early morning Walk-In and Open Access schedules. If you need care right away, we will do our best to schedule an appointment on the day that you call.*

- Don't: Use overly complex language or jargon

*Normally, we request that appointments be made in advance. As an added convenience, some of our health centers now offer early morning Walk-IN and Open Access schedules. If you are in need of immediate care, we will make every attempt to schedule an appointment on the day that you call.*

### **3. Maintain Consistent Language**

- a. Keep language consistent.

- Do: Utilize keywords or phrases throughout

*Access your Patient Portal.*

- Don't: Refer to consistent concepts or actions using different terms or phrases.

*Access your Electronic Records.*

### **4. Maintain Consistent Punctuation**

- a. Keep punctuation consistent.

- Do: Only use periods where necessary - solo sentences do not require them

*To contribute, please download our Donation Form*

- Don't: Place periods after solo sentences or singular pieces of text

*To contribute, please download our Donation Form.*

This proposed voice and tone should be maintained throughout HealthReach's website as well as any other forms of written communication to ensure that there is a consistent presentation and understanding.

# Success Parameters

To determine success for HealthReach's website a proposed key performance indicator (KPI) is website traffic. This KPI will allow HealthReach to better understand what pages or types of information is most relevant to their users, and how those pages tie into business goals. Website traffic can be used to determine success due to the amount of existing, and prospective patients visiting the website. The more individuals that see the website, there is more opportunity to obtain new patients.

There are a variety of online tools to measure website traffic, and determine success. Take [Google Analytics](#)<sup>(10)</sup> for example. Through Google Analytics, HealthReach would not only be able to measure website traffic, but analyze it as well. The tool allows users to filter results through time frames, channels, acquisition, location and other demographics, new vs returning users, and much more.

Utilizing and combining these filters can provide a plethora of opportunities for data collection. By analyzing the information that new customers are looking at, it can help determine what information is most important to those users vs existing users. This information can be leveraged to present content to users in a way that is relevant and makes the most sense according to their needs and goals when coming to the site. Additionally, differentiating between new vs existing users, or patients, will allow HealthReach to understand what types of information or content is most important to each group individually.

There are a multitude of opportunities that can be achieved through looking at website traffic through Google Analytics. However fundamentally, it comes down to new patients, or customers, being driven to the site. With more users viewing the site, comes more patients and business for HealthReach.

# Next Steps

It is recommended that HealthReach consider investing in the use of a modern content management system (CMS).

CMS are great online tools for web content management because they allow for rapid management and modification of digital content. Being that the majority of identified problems can be remedied with the modern touch of a platform like Wix or Squarespace, this avenue seems to support the greatest long-term success of the organization as it pertains to digital presence.

Benefits that, based on the findings of this report, will have major impacts on HealthReach's digital presence include:

- Automated SEO features
- Automated accessibility features
- Modern, standardized themes and templates that are easily editable
  - Enhanced architecture options
  - Enhanced structure for text

Amongst other benefits such as easier asset management, fast server speeds, support teams, and integrated widget app support. When it comes to selecting a proper CMS for HealthReach, it is advised for the organization to choose a service that best suits their needs based on research conducted by HealthReach.

Several options worth considering are:

- Wordpress
- Squarespace
- Wix
- Weebly
- GoDaddy
- Ionos
- HostGator

Each CMS service will have different options and pricing plans available to the organization— though most will serve the basic need of refreshing the website into a more modern and accessible template that is both web and mobile compatible.

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