CONTENT DESIGN

Currently, the HealthReach website is outdated in terms of structure, functionality, and content presentation. Having established our content priorities in the previous section, the focus of the content design section is to organize and present information in a clear, user-friendly way. By optimizing layout, accessibility, and navigability, we ensure that the content resonates with users while staying aligned with HealthReach's mission. This process includes four key components: the prioritization table, content model, sitemap, and wireframes.

Prioritization Table

A prioritization table guides the development of website content by evaluating the significance of various sections for both users and the business. This table analyzes key HealthReach content areas and ranks them based on their importance and relevance to both audiences.

Business Impact

Drive

The content that users may not be looking for, but is important to the business

- Employment benefits
- Current job openings
- Employment applications
- Ways to Give information
- Donation portal
- Partnership information
- Mission, vision, & value statements
- Social media channels
- Success stories

Focus

The content we should focus on because it's important to the business and our users

- Available services
- Health center locations
- Patient portal
- Payment information
- Patient/practitioner message center
- Patient forms
- Affordable care information
- About information
- Language assistance
- Contact information

Low Priority

The content that is not important to the business or our users but should be included as low priority

- Staff biographies
- Outdated educational content
- Outdated newsletters
- Outdated blog posts
- Community recognition

Guide

The content we want to help users find because it's important to them, but not necessarily to the business

- Connector program
- Sliding fee scale and income guideline information
- Common questions
- Educational content
- Patient testimonials
- Application assistance

User Needs

CONTENT DESIGN

Prioritization Table with User Scenarios

The table below combines the topic lists with user scenarios using five different audience segments: current patients, prospective patients, practitioners, jobseekers, and donors.

Scenario	Segment	Focus	Drive	Guide
I've been a HealthReach patient for a few years now but still have issues finding information about previous visits, test results, payments, and scheduling.	Current Patient	• Patient portal • Payment information • Patient/practitioner message center		
I'm looking to switch to a primary care physician near me that accommodates my low-income status and who has various affordable healthcare options.	Prospective Patient	• About information • Available services • Health center locations • Affordable care information & guidelines • Patient forms	• Success stories	• Connector program • Sliding fee scale & income guideline information • Common questions • Patient testimonials • Application assistance
I need a more seamless way to directly communicate with patients, disclose lab results, fill prescriptions, and provide referrals.	Practitioner	• Patient/practitioner message center • Patient portal • Patient forms		
I'm new to Maine and am looking for employment near me in the healthcare industry as a clinician. I'd like as much detailed information about available positions as possible.	Jobseeker	• Health center locations • Contact information	• Current job openings • Employment benefits • Employment applications • Mission, vision, & value statements	
I'm looking to get more involved with giving back and would like information about HealthReach and their mission.	Donor	• About information	• Ways to Give information • Donation portal • Mission, vision, & value statements • Social media channels	• Educational content • Patient testimonials

Content Model

Similar to the prioritization table, the content model organizes related content which helps with website structure and delivery. It acts as a strategic framework for aligning content priorities with business objectives and user needs, ultimately guiding users toward their goals. This content model outlines the types of content HealthReach should offer, how those pieces connect, and how they should be arranged across the site.

Goal	Core List	Core Page	Core Page Content
Grow community and build trust with current and prospective patients	About	• Mission, Vision, & Value Statements • Patient Stories • Contact Information • Staff Biographies • Heath Center Locations	Inform visitors about HealthReach's mission, vision, and value in the healthcare realm, as well as health center contact information, staff biographies, and locations. Also includes inspirational content such as patient stories to facilitate interest.
Improve patient accessibility	Patient Resources	• Patient Portal • Patient/Practitioner Message Center • Payment Portal • Patient Forms • Available Services • Affordable Care • Income Guidelines • Connector Program	Access to the patient portal where resources such as the patient/practitioner message center, payment portal, and patient forms are housed. Also includes a list and description of available heath center services, affordable care information, and income guidelines for the Connector Program.
Attract and recruit talent	Employment	• Current Job Openings • Application Portal • Employment Benefits	Insights into current job openings, job descriptions, and their respective application links, as well as an explanation of employment benefits and company culture.
Encourage donations and partnerships	Get Involved	• Partnerships • Donation Drive	Information about HealthReach giving initiatives including corporate partnerships, community partnerships, and a link to their donation drive where donations are accepted directly.

CONTENT DESIGN

Sitemap

Effective content organization is crucial for providing a positive user experience. A sitemap offers a clear overview of the website's structure, making it easier for users to find what they need. By grouping, labeling, and connecting related content, a sitemap simplifies navigation. This sitemap is a refined version of HealthReach's existing layout that enhances usability. It includes four main lists: About, Patient Resources, Employment, and Get Involved.
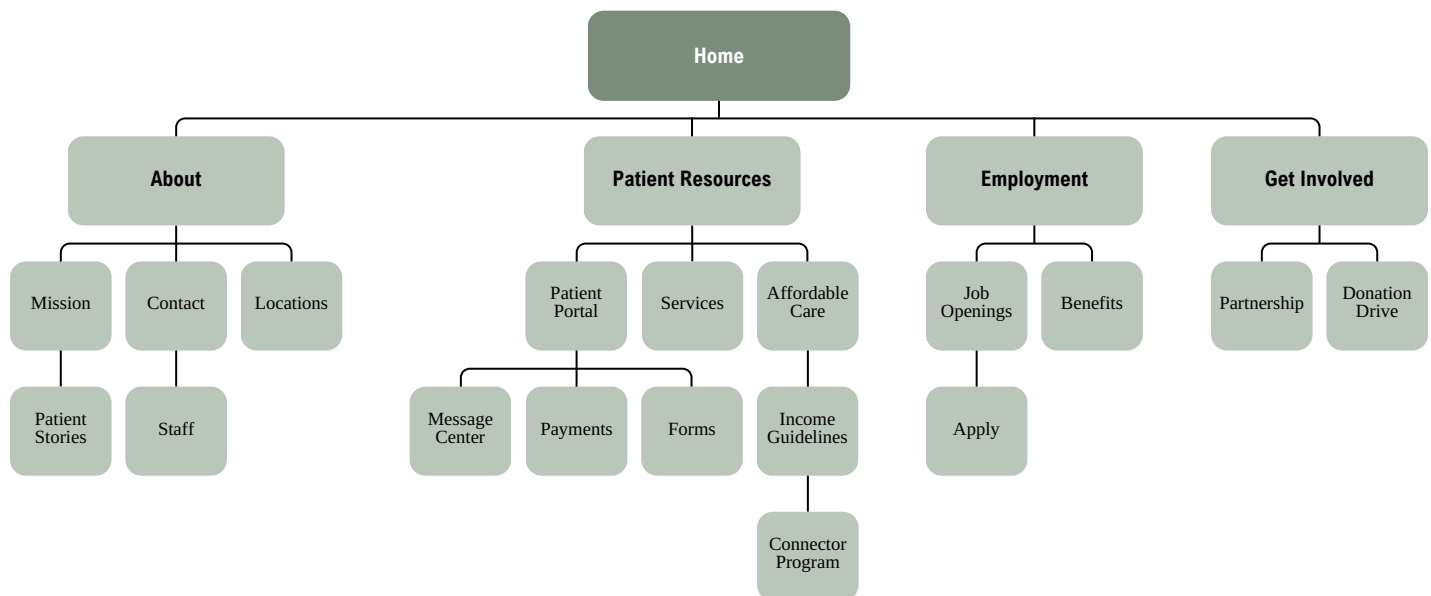
CONTENT DESIGN

Presentation: Wireframe

The presentation, designed as a wireframe, demonstrates how various elements are arranged on the webpage. It includes text, images, video content and buttons that form the overall structure. Below is my proposed wireframe for the homepage of the HealthReach website.