HealthReach Community Health Centers

CONTENT STRATEGY REPORT

Prepared by

Hana Lataille

Fall 2024

A strong content strategy is essential to any website redesign process. It ensures that every piece of content on the site aligns with the organization's goals, meets user expectations, and creates a meaningful experience for visitors. For HealthReach, the strategy will not only guide website content restructuring but also ensure that messaging remains clear, compassionate, and aligned with the core mission of providing accessible and affordable healthcare.

This proposal has been carefully tailored to meet the specific needs outlined in your RFP. It integrates content planning, design, and user experience strategies to help HealthReach effectively communicate with your audiences. The proposal serves as a roadmap for organized content creation, delivery, and updates to support the site's long-term success.

Company Summary

HealthReach Community Health Centers is a non-profit organization providing high-quality, affordable healthcare to underserved communities across Central and Western Maine. With 12 locations, it offers integrated medical, behavioral, and dental services to approximately 25,000 residents annually. HealthReach focuses on accessible care through sliding fee scales, assistance programs, and overall comprehensive support.

Audience

The HealthReach audience includes patients, practitioners, patient families, potential donors, and job seekers. Each of these groups has unique needs, and the content strategy will address them by emphasizing themes of accessibility, trust, affordability, and personalized care.

Core Mission

The guiding mission of HealthReach is to provide high quality, affordable, patient-centered healthcare in the medically underserved communities of Central and Western Maine.

Every aspect of this report is focused on this mission. This alignment will ensure that the messaging resonates with visitors and that the website supports business objectives such as increasing patient appointments, fostering community support, and recruiting top talent. We will also communicate key messages such as HealthReach's commitment to affordable healthcare, accessible services across multiple locations, and an expert team ready to meet patient needs. With these messages at the forefront, HealthReach can strengthen connections with its community and create a lasting impact.

This proposal outlines a comprehensive content strategy and website redesign plan for HealthReach Community Health Centers, aimed at aligning the website's content with the organization's mission to provide high-quality, accessible, and affordable healthcare. A detailed content audit and SEO analysis, we identified several key areas for improvement that, when implemented, will enhance user experience, improve search engine visibility, and drive engagement.

Key Recommendations

SEO
- Rewrite duplicate page titles (55-70 characters) with relevant keywords, avoiding unnecessary repetition of "HealthReach."
- Add engaging meta descriptions for web (120-155 characters) and mobile (120-130).
- Use descriptive H1 headers to introduce topics and H2 headers to organize sections for easy scanning.

Accessibility
- Add descriptive alt text to images, including accurate descriptions for logos.
- Adjust text and background colors to meet WCAG contrast standards (4.5:1), using darker text on lighter backgrounds.
- Introduce text resizing and color adjustment tools and ensure compatibility with screen readers and keyboard navigation.

Content, Multimedia, and Writing
- Regularly update educational content to reflect current practices.
- Promote blog content through social media and newsletters to increase reach.
- Simplify long sections into concise paragraphs and bullet points, reducing redundancy.

Architecture
- Add a sticky navigation bar and ensure the main menu is accessible across all pages and devices.
- Enhance search with filtering options and predictive search capabilities.
- Implement breadcrumb navigation to help users track their location and navigate easily.

By implementing these recommendations, HealthReach can expect improvements in several key performance indicators (KPIs), including increased user awareness, engagement, and conversions. These changes will ensure that the website supports the organization's mission and provides a user-friendly, engaging experience that fosters community trust and support.

SEO

We conducted a thorough analysis of healthreach.org and their strength in SEO related criteria. Key focus points include page titles, meta descriptions, headers, and alternative texts. These elements combine to shape the site's ranking profile on search engine results pages.

Page Titles

The HealthReach website has 16 duplicate page titles which accounts for about 11% of all URLs. The length of titles is inconsistent with some being too short and others exceeding the recommended character limit, thus reducing their effectiveness.

Good example: "HealthReach welcomes new Clinician, Dr. Abigail Cross | HealthReach"
While this example ends with redundant wording, it is informative, engaging, and within the recommended page title character count.

Bad example: "Cancer | HealthReach"
This example is non-descriptive, redundant, and is well under the recommended page title character count, especially if you were to take away the ending.

Recommendations:
- *Rewrite duplicate titles to ensure they are unique and accurately reflect the content on the page.*
- *Aim for 55-70 characters per title with emphasized relevant keywords.*
- *Avoid redundancy by removing "HealthReach" from every title, unless essential for SEO.*

Meta Descriptions

Of the 144 URLs analyzed, 90.97% lack meta descriptions. This missing metadata limits the site's SEO performance and reduces the chances of users clicking through from search engines.

Recommendation:
- *Add engaging meta descriptions to all pages using 120-155 characters for web content and 120-130 for mobile.*

Header Elements

Many H1 and H2 headers are repetitive and closely resemble page titles. This offers little value to users and search engines and makes the content less scannable and informative.

Good example: "12 community health centers in rural Maine"
This headline is brief, different from its page title ("Our Locations | HealthReach"), and informative for potential users seeking information about where to locate a HealthReach facility.

Bad example: "Services"
This headline is too short, cryptic, and the same as its respective page title ("Services | HealthReach")

Recommendations:
- *Make headers more descriptive and specific to the section they introduce.*
- *Use H1 headers to clearly introduce the page topic and H2 headers to break content into logical sections for easy scanning.*

Accessibility

Accessibility is important for developers and organizations working to build high-quality websites. It ensures that their products and services are inclusive and usable by everyone, including those with auditory, visual, and physical impairments, among others. Accessibility also benefits those with other disabilities such as temporary or situational limitations.

Alternative Text

Approximately 40% of images lack alt text, which impacts both accessibility for visually impaired users and SEO performance. This problem is particularly prevalent in footers containing key logos and certification images.

Recommendations:
- *Add descriptive alt text to all images.*
- *Ensure that alt text for logos describes the organization they represent (e.g., "HRSA Accreditation Logo for HealthReach").*

Contrast

The WAVE accessibility tool identified 22 contrast errors, with some text-background ratios falling as low as 2.74:1, far below the WCAG standard of 4.5:1. These contrast issues make text difficult to read for users with visual impairments.

Recommendations:
- *Adjust text and background colors to meet the WCAG minimum contrast ratio of 4.5:1.*
- *Use darker text on lighter backgrounds to improve readability, especially in areas with the lowest contrast scores.*

Accessibility Tools

The only accessibility feature currently available on the HealthReach website is a translation tool offering 15 languages. It can be activated from the footer of each page. This leaves room for improvement in other accessibility options, particularly for users with visual impairments.

Recommendations:
- *Introduce custom text resizing tools and color adjustment options to enhance accessibility.*
- *Explore other accessibility tools, such as screen reader compatibility and keyboard navigation to make the site more inclusive.*

Content

Content Types

The HealthReach website uses a variety of content types like basic text, blog posts, images, videos, and interactive tools such as the patient portal and payment links. Text-based content provides detailed descriptions of services, medical conditions, and patient support, which are core elements of the site. Images, such as photos of clinics and team members, are used to add a human touch, helping visitors connect visually with the organization. Interactive tools like the patient portal and bill payment options enhance the user experience by making essential services more accessible. Some educational content on the website is outdated, and staff biographies are considered low-priority content, reducing their relevance and impact.

Recommendations:
- *Update educational content regularly to reflect current healthcare practices and trends.*

Imagery & Videos

Images and other media are well-integrated in that they reinforce the welcoming and community-focused message of the HealthReach website. For example, photos of staff members and clinic locations help to convey trustworthiness and accessibility. The images are not overly dominant but are strategically placed to complement the written content, especially in sections discussing services and the organization's mission. The use of different media types supports the site's primary goal of delivering healthcare information in a way that feels personal and approachable.

Content Distribution

HealthReach distributes its content across multiple platforms. They are present on social media platforms such as Facebook, Instagram, and LinkedIn, where they share updates and engage with the community. The website also features tools like a newsletter signup, which suggests that content is distributed through email as well. Although the blog is regularly updated, there is little evidence of cross-promotion through social media or newsletters, limiting audience reach.

Recommendation:
- *Actively promote blog content across social media platforms and newsletters to increase visibility.*

Writing

The content on the HealthReach website is generally clear and informative. It covers essential healthcare services in a straightforward way, explaining medical procedures and programs in language that's easy to understand. The structure is well-organized, with services divided into categories such as medical, dental, and mental health. This makes it easy for visitors to navigate. However, some areas could benefit from more concise wording to improve readability for younger audiences.

The writing is tailored to HealthReach's diverse audience, which includes patients, caregivers, and community members. The language avoids overly technical medical terms, which ensures accessibility for those without a healthcare background. For patients with specific needs, such as language assistance, there are dedicated resources provided. The site also takes into consideration various socioeconomic backgrounds, with information about affordable care programs prominently displayed.

The voice of the site is consistent, balancing professionalism with a compassionate and approachable tone. This fits well with the mission of a community health center, which is to be welcoming and supportive. The tone feels inclusive, especially in sections that discuss financial assistance and the diverse populations they serve. By maintaining this compassionate voice, the site builds trust with its audience.

The combination of well-integrated content types, strategic use of media, and cross-platform distribution helps HealthReach reach and engage its target audience effectively.

Recommendations:
- **Rewrite long sections into shorter paragraphs and use bullet points or numbered lists for clarity.**
- **Focus on essential information and reduce redundancy wherever possible.**

Architecture

Well-organized site architecture is crucial for an effective website. When website elements are positioned intuitively, users are more inclined to explore the site and engage with its content.

The HealthReach website is mobile-friendly. It adjusts well to smaller screens, with text and images resizing appropriately to maintain readability and functionality. Buttons and links are appropriately scaled, but all major elements appear to be center aligned which means the main menu isn't as apparent as it should be. The patient portal and payment sections are also designed with mobile use in mind, ensuring that users can access essential services on the go.

The navigation is mostly straightforward and user-friendly. Once located, the main menu is well-organized, with the same clearly labeled sections as web such as "For Patients," "Our Locations," "About," "Employment," etc. This makes it easy for visitors to find the information they need without too much scrolling or confusion. Important links, like those for making payments or accessing the patient portal, are placed in easily accessible spots on the top of the homepage and other relevant sections.

The HealthReach website does not explicitly use breadcrumb navigation, but it does include menus and headers on each page that help guide users. The site's structure ensures easy to returns to main sections through the top navigation bar. The site's layout helps prevent disorientation, even without dedicated breadcrumb trails.

There is a search function on the HealthReach website. The search bar is easy to find and allows users to quickly locate specific services, healthcare providers, or other information. It appears to work effectively for pulling up relevant pages and directing users to the right resources. However, it could be improved with more advanced filtering options to refine results further.

Overall, the HealthReach website's architecture is well-suited for users across different devices, with intuitive navigation and helpful tools for finding information.

Recommendations:
- **Add a sticky navigation bar that remains visible as users scroll.**
- **Ensure main menu access from all pages and seamless adaptation to different screen sizes.**
- **Add filtering options to the search feature to allow users to sort results by content type, location, or provider.**
- **Consider integrating predictive search to enhance the user experience.**
- **Implement breadcrumb navigation to help users understand their location within the site and easily return to previous sections.**

Screaming Frog SEO Spider Crawl Results
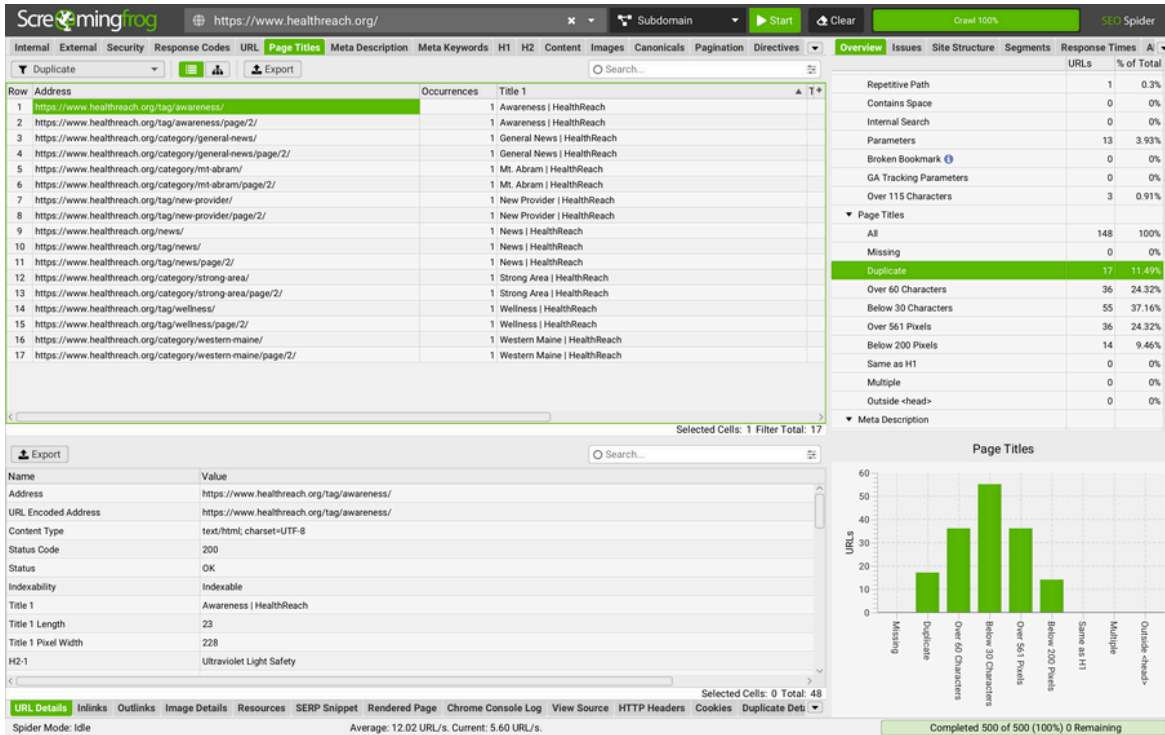
WAVE Accessibility Tool Results
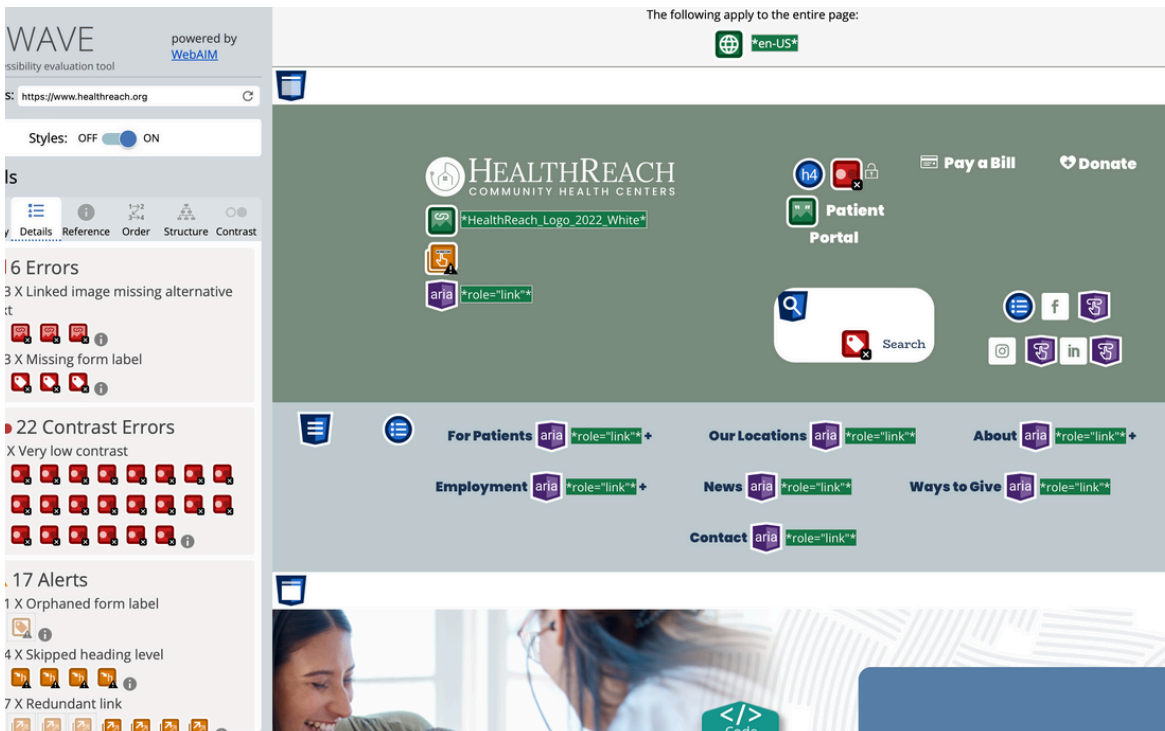
A competitive analysis was conducted to support HealthReach's content strategy by identifying strengths, weaknesses, and opportunities within the landscape of healthcare-related organizations. Two main competitors were chosen for a comprehensive content audit to gain insights into successful content types and messaging styles. This analysis highlights areas where HealthReach can fill content gaps, optimize its reach, and differentiate itself from the rest of the field. Understanding competitor strategies allows HealthReach to develop a more compelling, user-focused approach to content.

Two top direct competitors of HealthReach are PCHC and MaineHealth. Both organizations serve similar populations and provide overlapping services, making them key competitors in Maine's healthcare landscape.

Penobscot Community Health Care (PCHC)

PCHC is a large healthcare provider in Maine that offers similar services to HealthReach, including primary care, dental, and behavioral health. Like HealthReach, PCHC has multiple locations in rural and underserved areas of Maine, providing affordable, patient-centered care. Both organizations are Federally Qualified Health Centers (FQHCs), meaning they receive federal funding to serve low-income populations and offer sliding fee scales to make care accessible.

MaineHealth

MaineHealth is a larger network of hospitals and healthcare facilities that also provides comprehensive healthcare services throughout Maine. Though more extensive in scope, MaineHealth offers similar services to HealthReach like primary care, dental, and behavioral health, and it serves many of the same regions. While MaineHealth might serve a broader demographic and have more facilities, it directly competes with HealthReach in providing accessible care to underserved populations in rural Maine.

Organization	Main Menu Topics	Key Content Points	Supporting Content
HealthReach Community Health Centers (HealthReach)	• For Patients • Our Locations • About • Employment • News • Ways to Give • Contact	• Many page titles are too short or redundant, and most meta descriptions are missing. • Some headers are helpful, but many are too similar to the page titles or too vague. • Many images lack alt text, making the site less accessible to users with visual impairments. • The site works well on mobile, but navigation could be improved, especially the placement of key features like the menu and interactive tools. • The writing is clear and approachable for a diverse audience, but some sections could be made more concise for better readability.	• The site uses a mix of content types (text, images, tools) and shares content across social media and email, effectively reaching different audiences. • Facebook, Instagram, and LinkedIn are linked on website page headers. • Blog updated regularly
Penobscot Community Health Care (PCHC)	• About PCHC • Patient Resources • Locations • Services • Providers • Education • Contact Us • Careers	• Some page titles are effective, but the majority are below 60, even 30 characters • About half of meta descriptions are missing on the URLs crawled. • Some headings are informative, but others could be more specific and distinct from page titles • Alt text is lacking on most images, which reduces accessibility. • The site is mobile-friendly, but navigation could be enhanced with clearer waypoints or breadcrumbs. • The writing is clear and accessible, avoiding overly technical language while maintaining a compassionate tone.	• PCHC uses minimal content types but shares content across multiple platforms such as social media and email. • Little to no website imagery or videos (minimal multimedia). • Socials are not linked on their website.
MaineHealth	• Locations • Services • Providers • Patients & Visitors • Healthy Communities	• Page titles and meta descriptions are generally good in quality and length • Metadata uses ample keywords for SEO. • Some headings are vague, but they aren't repetitive. • No missing alt text was detected in addition to very minimal contrast errors, making their accessibility one to emulate. • The site is optimized for mobile, but navigation could be more intuitive with clearer breadcrumbs or navigation tools. • The writing is clear and professional, with a focus on compassionate, patient-centered care.	• The site effectively uses text, images, and videos and distributes content across platforms like social media and newsletters • Most effective use of social media of the three sites • Twitter, Facebook, YouTube, Instagram, and LinkedIn are linked on webpage footers

Core Strategy Statement

The core strategy statement is a central component of the content strategy focus, aligning audience needs with the organization's services and goals. It answers the fundamental questions for providing the right content, to the right people, at the right time, for the right reasons (Casey, 2024). Below is the statement that will help guide the content to be produced on the HealthReach website:

To make HealthReach Community Health Centers a trusted provider of high-quality, affordable healthcare in Maine's rural communities, we will create user-friendly, accessible content and tools that make patients, families, and community partners feel informed and supported, so they can easily access healthcare services and choose HealthReach as their primary healthcare provider.

Messaging Framework

A messaging framework explains what you want your audience to know and believe about your organization and suggests how to prove this to be true (Casey, 2024). In other words, it's used to make content decisions that support this framework. The following messaging framework for the HealthReach website includes a first impression, value statement, and proof:

First Impression
The HealthReach website is easy to navigate and seems trustworthy.

Value Statement
The HealthReach website helps me quickly find the healthcare services and information I need, which makes it simple to book appointments and access care.

Proof
The website provides clear, accessible information about services, locations, and resources like the patient portal and telehealth options, which are all easy to use.

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

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.

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.
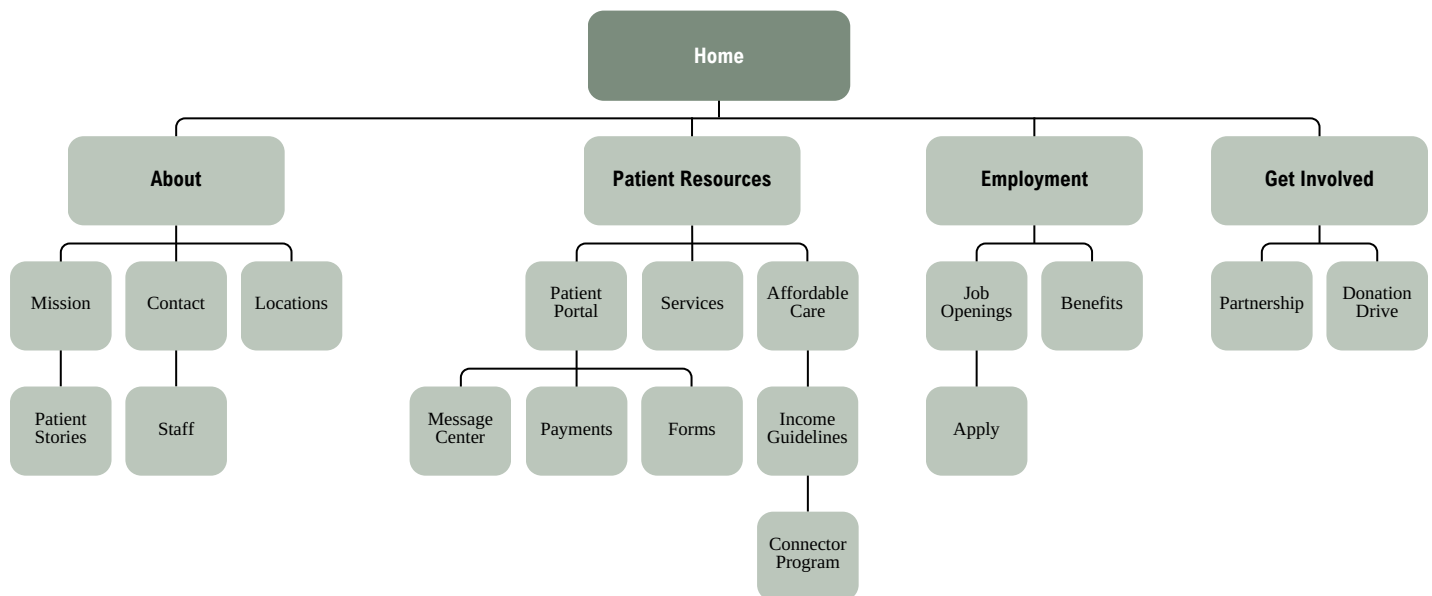
Wireframe

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.
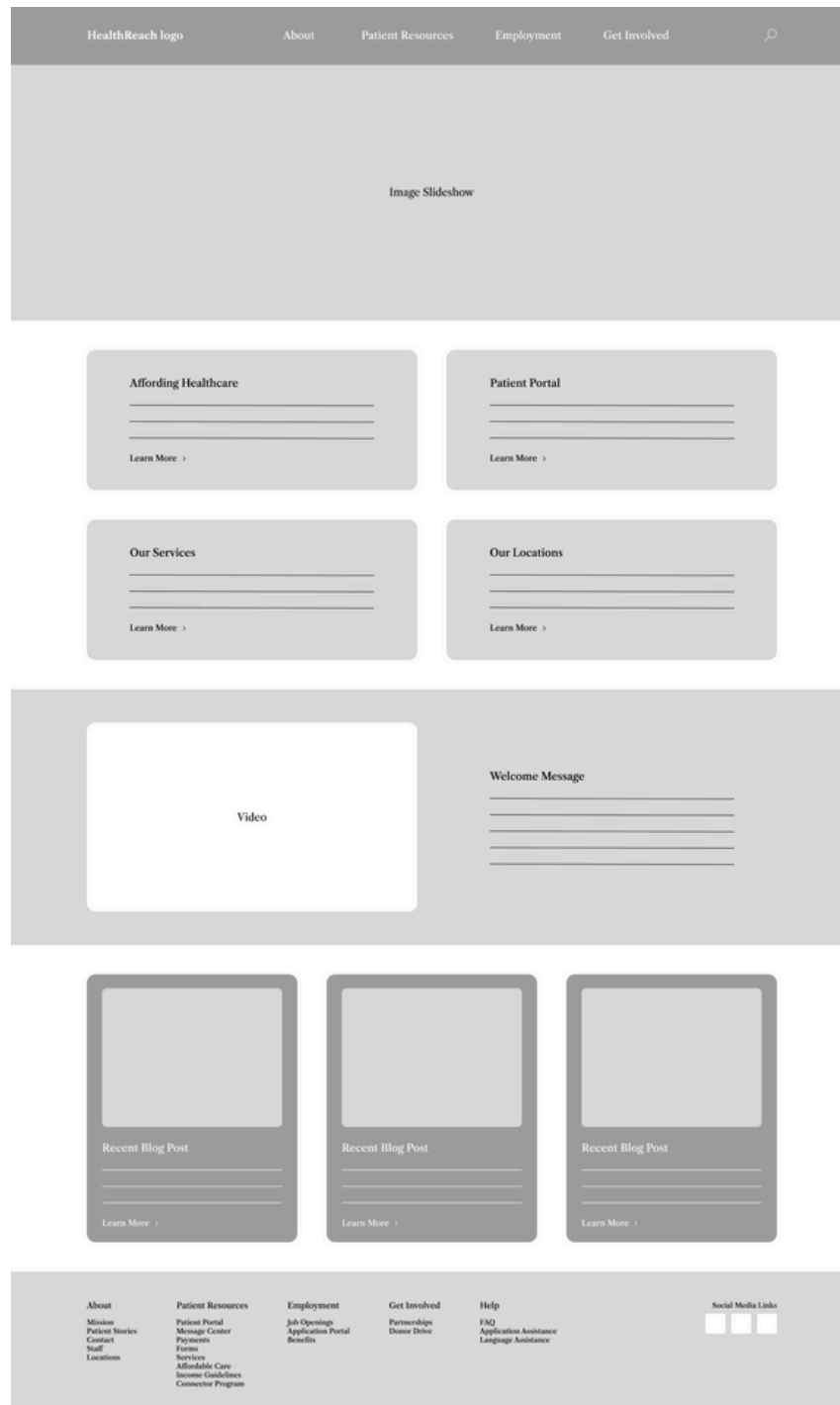
This style guide ensures that HealthReach communicates clearly and consistently across its digital channels, especially the website. It provides guidelines for voice, tone, word choice, and presentation to reflect HealthReach's mission of providing accessible, attentive, and affordable healthcare. The guide serves as a foundation to help writers craft inclusive and engaging messages.

HealthReach's voice embodies four core values: compassion, accessibility, trust, and affordability. The tone should be warm and reassuring while maintaining professionalism and expertise. Writers should prioritize clear, patient-friendly language, avoiding clinical jargon, and ensuring that content remains approachable and inclusive for all audiences.

Brand Voice & Tone

Compassionate

HealthReach emphasizes personalized, patient-centered care. Content should avoid clinical jargon and should instead use comforting language that reassures patients. Use phrases like "guides," "cares for," and "supports" rather than "treats" or "manages."

Examples:
- "Our team is here to guide you through every step of your health journey."
- "We provide compassionate care to ensure you feel comfortable and supported."

Accessible and Inclusive

HealthReach provides care that is easy to access for everyone. Content should reinforce the idea of inclusivity, both geographically and in terms of service offerings. Use words that convey ease, availability, and openness, such as "welcomes," "easy to access," and "here for you."

Examples:
- "Our clinics are here for you, offering care with convenient hours."
- "At HealthReach, we welcome everyone."

Informative and Trustworthy

Content must convey expertise without being intimidating. HealthReach's staff are trusted professionals, and this should be reflected in the tone. Balance authority with warmth by highlighting the provider's expertise while using approachable, everyday language.

Examples:
- "Our healthcare providers are highly skilled in their fields and committed to delivering personalized care."
- "We take the time to understand your needs and provide expert care you can trust."

Affordable

One of HealthReach's key messages is affordability without sacrificing quality. Content should communicate value, highlighting that expert care is available to everyone. Emphasize phrases like "affordable care" and "quality care for everyone."

Examples:
- "We provide affordable, high-quality care in your community."
- "Our mission is to make healthcare affordable and accessible to everyone."

Content Guidelines & Best Practices

Clarity and Simplicity

- Keep sentences short and to the point.
- Avoid medical jargon unless necessary and provide explanations where needed.
- Use active voice for clarity and engagement.

Clarity and Simplicity

- Keep sentences short and to the point.
- Avoid medical jargon unless necessary and provide explanations where needed.
- Use active voice for clarity and engagement.

Use of Key Terms

- "Accessible," "affordable," "personalized care," "community-focused," "trusted," and "compassionate" should be consistently used to reinforce brand values.

Inclusive Language

- Avoid gendered language unless referring to a specific case (e.g., patient testimonials).
- Use people-first language, such as "people living with diabetes" rather than "diabetics."
- Be mindful of cultural sensitivity.

Headings and Subheadings

- Use clear, descriptive headings to guide users through content. These should reflect patient priorities, like "Affordable Care" or "Health Center Locations."

Scannable Content

- Use bullet points and numbered lists to break up content and make it easy to read on screens.
- Keep paragraphs short.

Calls to Action (CTAs)

- CTAs should be clear and actionable, like "Schedule Your Appointment Today" or "Find a HealthReach Location Near You."

SEO Best Practices

- Incorporate relevant keywords such as "affordable healthcare," "community health centers," and "patient care services" naturally.
- Use effective meta descriptions that summarize page content and include primary keywords.

To effectively measure the success of HealthReach's website, we will track key metrics across the full user journey - from awareness to engagement to conversion. These KPIs will help us understand what's working, where users are spending the most time, and where we can make improvements to further

HealthReach's mission of providing accessible and affordable healthcare. Regularly monitoring the KPIs below will help us align resources with priorities to drive patient outcomes and website performance.

User Awareness

These metrics will measure how many users are aware of HealthReach and visit the website.
- Website Visits: Overall traffic to the website.
- Service Page Visits: Visits to service areas to understand specific healthcare interests.
- Location Page Visits: How often users seek out clinic locations.
- Employment Page: Interest in employment
- Staff Biography Page Visits: How often users explore provider information.

User Engagement

These metrics will help us understand how users are exploring the site.
- Patient Portal Access: How many users are navigating to the portal.
- Patient Forms Downloads: Interest potential patient registration.
- Affordable Care Access: Interest in affordability information and patient need.
- Contact: Engagement with phone numbers and help lines.
- Donation Portal Visits: Interest in donation opportunities.

User Conversion

These KPIs will reflect the direct impact of website engagement on key business goals.
- Patients Registered: Number of new patients acquired through the website.
- Appointments Booked: How many appointments are made through the website (patient portal).
- Employment Applications Received: Interest in job opportunities and benefits.
- Donations Received: Financial support gained through the website.

Roles & Responsibilities

To maintain consistency and accountability, we recommend that HealthReach identifies a content manager than oversees the responsibilities associated with the auditing, designing, and iterating processes. This team should consist of writers, SEO specialists, subject matter experts, designers, and developers. Among these roles, clear processes should be established for content planning, writing and editing, design integration, approval, and publishing to help streamline workflows.

Conclusion

We appreciate your commitment to improving HealthReach's digital presence, and we understand that a website content redesign can seem daunting. Rest assured, this journey is a necessary step towards helping your organization connect better with the community.

As technology continues to evolve and user expectations rise, it's important to keep up with maintenance that aligns content with HealthReach's mission and vision. This process will require collaboration, consistent work, and a clear focus on providing accessible, attentive, and affordable care through the website

We are available to discuss these steps further and provide any clarifications or deeper insights into how this strategy can support your goals. We look forward to continued collaboration and welcome open communication to ensure our efforts result in mutual success. Let us know how these recommendations resonate with your vision, and we will ensure the strategy reflects the best path forward for HealthReach.