



HEALTHREACH  
COMMUNITY HEALTH CENTERS

# Content Strategy Report

---

Prepared for HealthReach Community Health Centers  
Lindsey Komson | October 2024

# Table of Contents

---

<b>Executive Summary</b>	3
<b>Introduction</b>	4
<b>Strategic Alignment Summary</b>	4
<b>Content Audit &amp; Analysis</b>	5
SEO Analytics	5
Accessibility	7
Writing	9
Architecture	9
Content Integration & Distribution	10
<b>Competitive Analysis</b>	11
<b>Core Strategy Statement</b>	12
<b>Messaging Framework</b>	12
<b>Content Design</b>	13
Prioritization	13
Organization	14
Presentation	15
<b>Style Guide</b>	17
<b>KPIs</b>	18
<b>Conclusion</b>	18

# Executive Summary

---

This report is intended for the communications and outreach team as well as any related stakeholders at HealthReach Community Health Centers.

HealthReach Community Health Centers (HRCHC) is a healthcare provider with the mission of providing affordable, comprehensive healthcare to communities in rural Maine. HRCHC is seeking proposals to redesign its existing website and online presence.

In order to propose a successful redesign, I needed to evaluate the existing content of the company and its competitors. I outlined some key business goals, completed a detailed content audit and analysis, and researched competitors in the field to evaluate how HRCHC's website can compete in the market.

## **Core sections of this report include:**

A **core strategy statement** that aligns the audience's needs with HealthReach's services and goals:

*To establish HealthReach Community Health Centers as a leading affordable healthcare provider, we will create visually appealing, patient-focused content that showcases the ease of access to services and resources so that communities in rural Maine will feel supported and cared for through every stage of life.*

**Key Performance Indicators (KPIs)** that determine how to measure success:

- Page views
- Click-through rate
- Calls/appointments booked

The content on the current HealthReach Community Health Centers website is a great start for what the company is looking for. I outline the parts of the site that it's essential to build off of, and some sections that it would benefit patients to add. It's important to note the several search engine optimization (SEO) suggestions that will help the HRCHC website generate higher search results. By revamping the website, using a more consistent tone of voice, and implementing HRCHC's branding across all online media, we can ensure that HealthReach will become a top affordable healthcare provider in Maine.

# Introduction

---

HealthReach Community Health Centers (HRCHC) is a healthcare provider focused on offering affordable healthcare for all in rural Maine. HRCHC offers comprehensive medical services, such as primary care, dental care, behavioral health, and more. The HealthReach mission is to provide high-quality, affordable, patient-centered healthcare in the medically underserved communities of Central and Western Maine.

HRCHC is seeking proposals to redesign its existing website and online presence. The RFP specifically outlines the following needs:

- Redesign the website to better reflect modern web communications standards and functionality
- Flexible, informative, responsive, secure, up-to-date website
- Make telehealth a priority
- Ease of use for new and existing patients
- Attractive visual images, intuitive navigation and concise messaging

This report will define business goals, assess HealthReach's current content and competition, and address solutions to all needs outlined in the RFP.

## Strategic Alignment Summary

---

The Strategic Alignment Summary exists "to help get project stakeholders aligned on why you're doing the project and what it will help the organization achieve" (Casey 2015).

To do this, we must outline some business goals and how we can achieve them:

Business Goals	Content Objectives
Become a leading affordable healthcare provider	Showcase affordability options and variety of services offered
Expand access to healthcare for all communities in rural Maine	Allow for telehealth visits and online appointment scheduling
Improve the patient experience online	Reorganize navigation and revamp social media presence
Increase awareness of comprehensive healthcare services	Promote all healthcare services - medical and dental
Enhance engagement with patients on and offline to increase retention and loyalty	Encourage conversation on social media, promote local events

# Content Audit & Analysis

---

## SEO Analytics

Using the Screaming Frog SEO Spider web application, I performed an analysis of the HealthReach website's Search Engine Optimization (SEO). My analysis focused on page titles, meta descriptions, and header images.

### Page Titles

HealthReach uses descriptive page titles for each page. According to the research I conducted, there were no repeat page titles – the only ones that had overlap are core pages such as “Resources,” where the list of content takes up several pages.

Additionally, each page title is followed by “| HealthReach.” This is a good strategy as many people leave numerous tabs open at once, so seeing “| HealthReach” in the tab allows site users to remember where they were and keeps the brand name on their mind as they continue browsing the internet.

The page titles vary in length, with the shortest being 18 characters and the longest being 105 characters. The industry recommended length for page titles is between 30-70 characters, and most of HealthReach's pages fall within that range. The pages that have titles over 70 characters are all blog posts, so it would be beneficial to the website's success to shorten blog post titles to fit within that range and put the bulk of the information within the blog post.

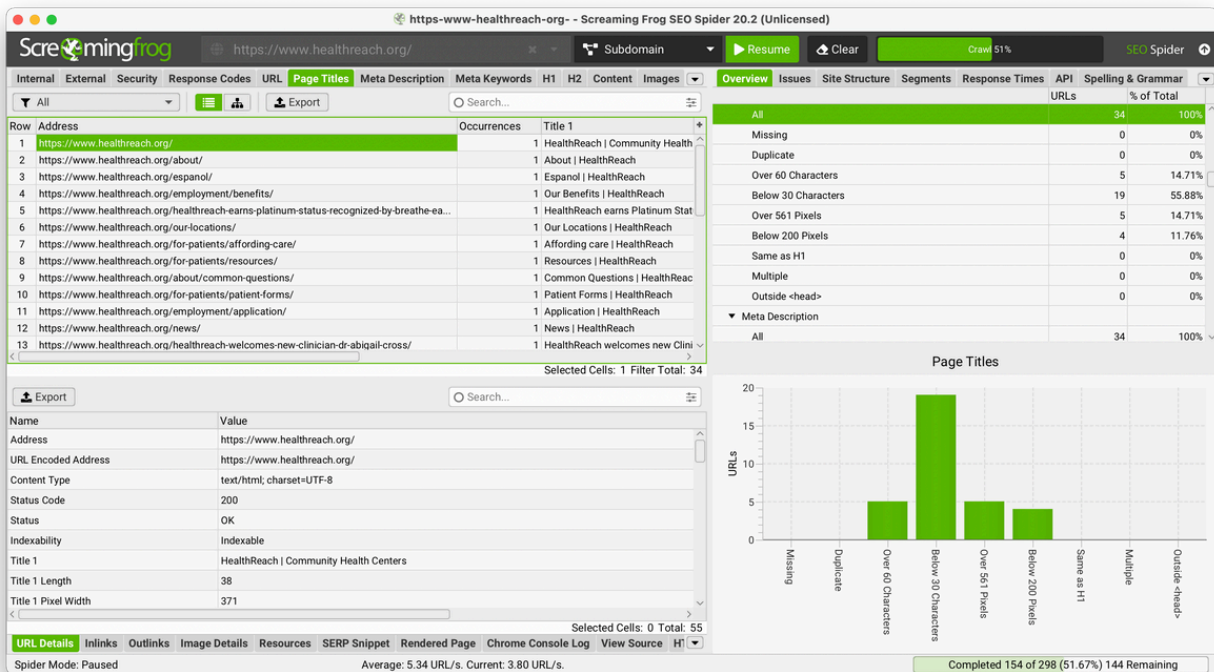
### Meta descriptions

None of the pages on HealthReach's current website have meta descriptions. This severely hurts the website's chance of being found on search engines like Google, Bing, Yahoo, etc. Meta descriptions are extremely important because they let search engines know what your content is about, allowing them to rank your page for users to find (Carmicheal, 2022). Adding meta descriptions to each page will bring many more prospective patients to your site going forward.

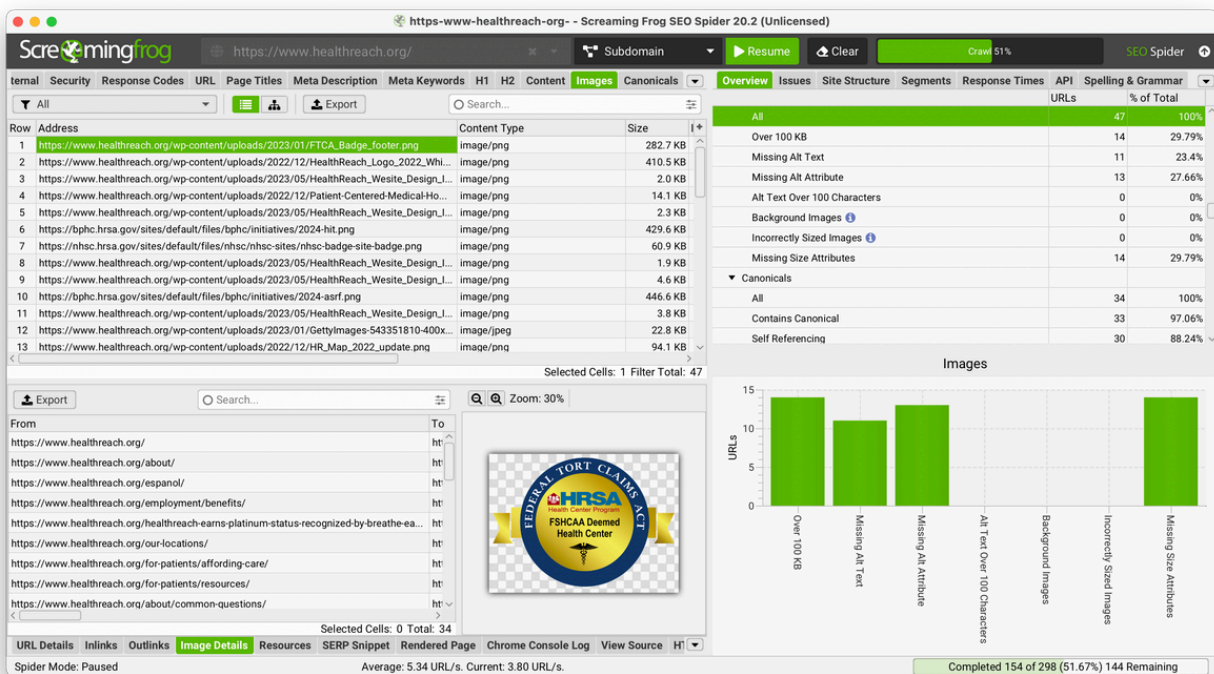
### Headers

The HealthReach website partially makes use of header elements. Almost every page has a H1, but only one (the homepage) has a H2. Using header elements breaks up the content on a page so users can understand it clearly, so it is encouraged to re-label your content to match that format.

It's important to note that some of the H1s are duplicates. Having “Affording Care” as the H1 on both the homepage and the “Affording Care” page could be a bit confusing to users, so making small adjustments like those can go a long way for the user experience.



## Page titles analysis on Screaming Frog SEO Spider



## Alt. text analysis on Screaming Frog SEO Spider

## **Accessibility**

Web accessibility is extremely important in making sure that those with disabilities are able to visit and understand web pages. There are many opportunities for organizations to make their sites accessible to those with physical, visual, auditory, and several other types of disabilities. Using WAVE, the web accessibility evaluation tool, I conducted an analysis of the accessibility features on HealthReach's website.

### **Alternative Text**

Of the 95 unique images within the site, 36 (37.89%) of them are missing the alt attribute. This means that over 1/3 of images would be undecipherable for people who need screen readers and other assistive devices to understand a web page. Images are used to enhance the user experience and back up facts with visuals, so it's extremely important to have an alt attribute on every image on the site.

Looking deeper into each image's alt text, it seems and that some are just reflected by a file name or indicator to those working on the site. For example, in the footer, HealthReach displays several badges of certifications they've earned.

One badge, the Federal Tort Claims Act FSHCAA Deemed Health Center badge, has the alt text "FTCA\_Badge\_Footer." If someone with a disability was visiting the site for the first time, this alt text would tell them nothing about HealthReach's credibility. There are several other badges in the footer that don't have alt text at all, so this seriously diminishes HealthReach's credibility to anyone visiting the site using a screen reader or other assistive devices. To make sure all users are aware of HealthReach's reliability, it's essential to include alt text for every image on the site.

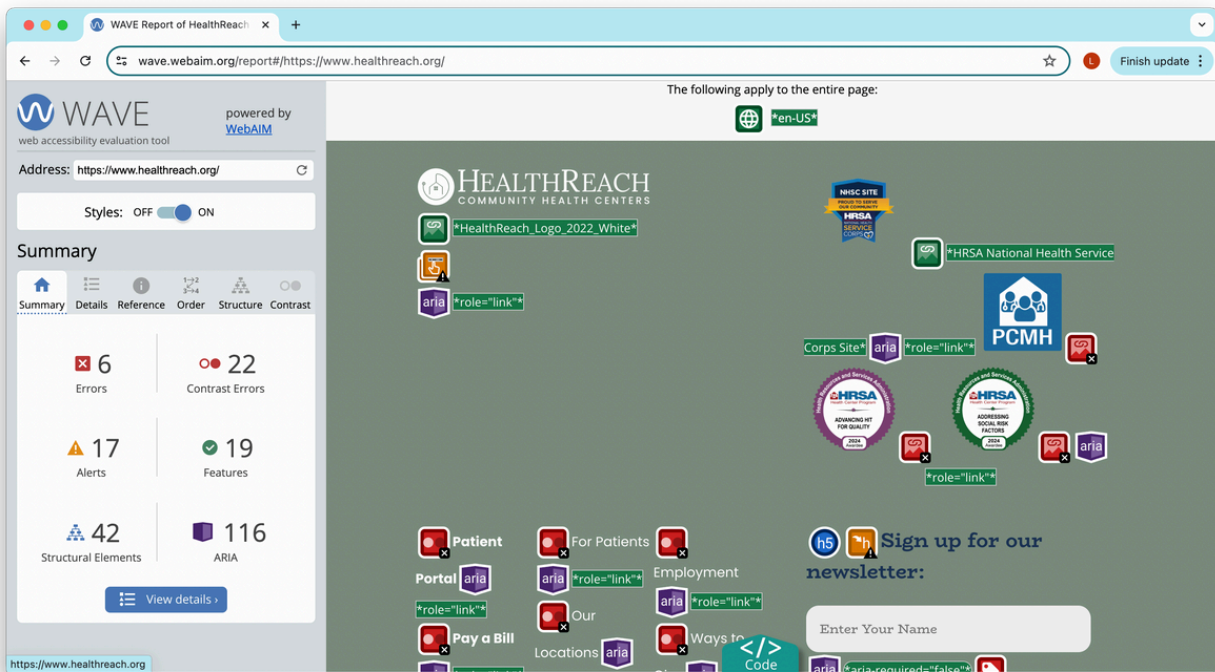
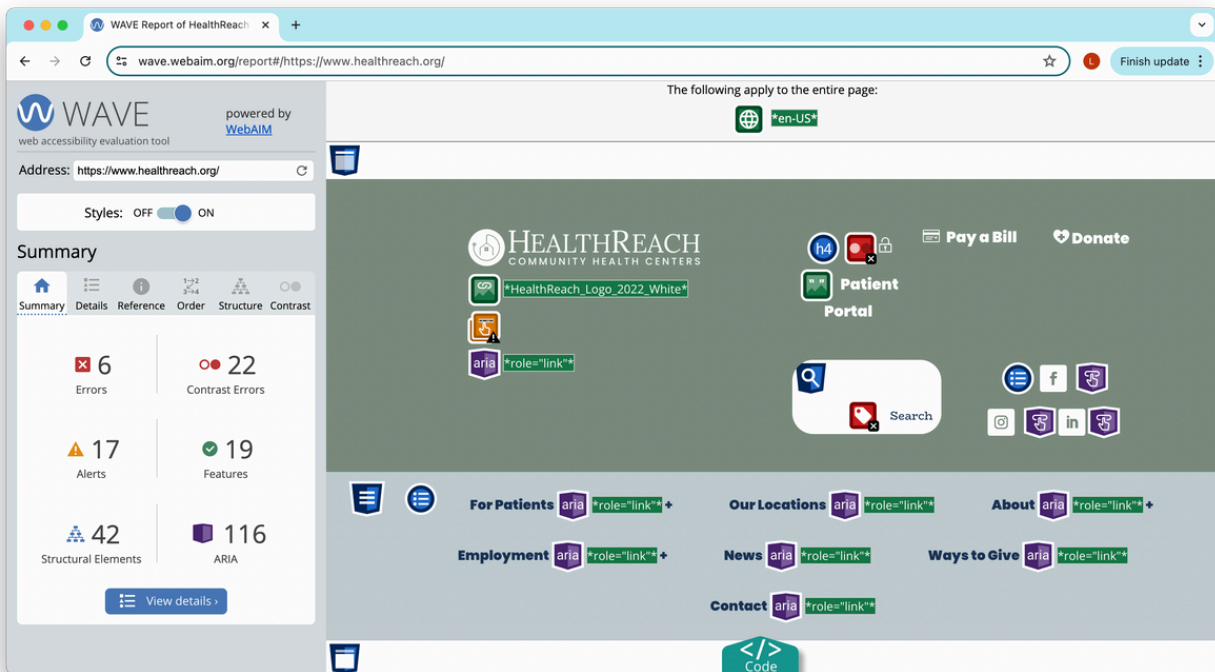
### **Contrast**

It's important for foreground and background elements on a page to have enough contrast for those with visual disabilities to see and digest. WAVE flagged over 20 contrast errors with all occurring on colored backgrounds. Considering that the entire site is designed using brand colors, there were two color combinations that WAVE picks up as "very low" – white text on either the light green or light blue background. It's great to incorporate HealthReach's brand colors into the site, but it would be beneficial to all audiences if the text was placed on a different colored background or within a white element (such as a square or rectangle) on that branded background.

### **More accessibility features**

There are many ARIA accessibility components throughout the HealthReach website. Between alerts, buttons, hidden, and popups, there are so many components and features in store for those using assistive devices to visit the website. Although there are some updates that need to be made to the site, this is a huge success for the current HealthReach website.





## WAVE accessibility analysis



## Writing

The current voice/tone on the HealthReach website is welcoming, comforting, inclusive, and assuring. HealthReach differs from many popular healthcare providers because their main emphasis is on affordability. The tone used throughout the site reflects their assertion that nobody should worry about affording healthcare when using HRCHC as a provider. Using language such as “all are welcome,” “we’re glad you’re here,” “HealthReach is here for you,” and “your wellbeing is our focus,” it’s clear to all current and prospective patients that HealthReach genuinely cares about the people it serves.

Overall, it seems that the content is written for the appropriate audience. There are some areas where text can be reworded to match the tense/format of the text surrounding it, but that’s not one of my major concerns with the site. Most healthcare websites are filled with medical professional jargon that many people don’t understand, but the HealthReach website seems like it was written with the intent of creating a connection with the audience before even meeting them as patients.

## Architecture

HealthReach’s website currently has a navigation atop the page with 7 core lists:

- For Patients
- Our Locations
- About
- Employment
- News
- Ways to Give
- Contact

Within each core list are core pages relating to each topic, such as patient resources, HRCHC’s history, employment benefits, and more.

As you will see in the Content Design section, I think these pages can be recategorized and renamed to group them in a more user-focused way. The navigation should still be visually laid out the same way, but I recommend these core lists be included in the navigation bar:

- For Patients
- Services
- Locations
- Employment
- About Us
- Contact

When viewed from a mobile phone, the site becomes less user-friendly – all the elements seem to be squeezed together, creating one elongated webpage with no adjustments for a different screen size. When designed for multiple screen sizes, the elements of a webpage should be rearranged to enhance the user experience. For example, a simple way to fix the navigation bar on mobile would be to move the three “Patient Portal” “Pay a Bill” and “Donate” buttons to within the hamburger menu. This way, the user can see the important information at first glance instead of having to search for it.

There is a search function on the website, but it could use some improvements. When you search a specific term, the results include entire articles and pages worth of information which may just include the term only once. For example, if I search the word “asthma,” the search results show several blog articles, conditions, doctors, etc. creating one long page for me to scroll through in order to find the results I’m looking for. I’d recommend revamping the search section to only show page titles of the search results, therefore people can skim the information before choosing a piece of content to read. The search results could also be sorted by content type – doctors, conditions, blog posts, etc. – to allow an easy search experience for all users.

# Content Integration and Distribution

## Content Types

Within the HealthReach website, the only type of visual content that's included (besides copy) is images. There are several documents included, but you have to really dig for them. Whether they're patient documents or HealthReach annual reports, it's a positive to include more than just text and images within the website. I believe adding more content types, such as videos, interactive calendars, and forms would encourage more engagement and higher click-through-rates on the website.

## Social Media Distribution

HealthReach Community Health Centers has three social media channels.

Facebook: HealthReach Community Health Centers – 97 followers

Instagram: @healthreachchc – 80 followers

LinkedIn – HealthReach Community Health Centers – 218 followers

The content posted on Facebook and Instagram is identical. Some posts use designs that match the company's branding, and some just use stock photos seemingly found online. While the idea is there, there is some work to be done on merging the messaging with the visuals. Some of the graphics posted don't necessarily match the messaging being presented on the post.

On LinkedIn, the HealthReach Community Health Centers account mostly reposts job postings within the company. Everything else under that account is a repost of events they participate in, companies they partner with, and big organizations such as the World Health Organization (WHO).

In the RFP, you mention your preference to have "user-selectable, predefined, templates to choose from that dictate basic layouts and color schemes aligned with HealthReach brand styling." In order to share relevant, cohesive content across all social platforms, it's essential to create graphic templates using HealthReach's branding to allow personnel to insert information and share with the community as they so choose. This will let the community know that the information they're consuming is coming from their trusted healthcare provider as opposed to a random company on the internet. Cohesive branding goes a long way, and taking these steps will help HealthReach replicate their welcoming, caring community online.



# Competitive Analysis

---

It's important to assess competitors' online presence to see how HealthReach can improve its efforts on the web and social media.

Two relevant companies I analyzed were Hartford HealthCare and Optum. According to their website, "Hartford HealthCare is Connecticut's most comprehensive health care network." The website is filled with patient information, has a robust navigation with numerous core pages, and hosts many types of content such as articles, videos, newsletters, and more. Optum Medical Care offers access to over 1,200 providers across New York and New Jersey. Optum's website is designed fairly simply, but the information patients need is front and center. With just a 4-page navigation, an extremely detailed search option, and an upbeat color palette, Optum is a perfect example of what HealthReach should strive to achieve.

Below is a chart comparing features of the HealthReach website to these two competitors.

	<b>HealthReach Community Health Centers</b>	<b>Hartford Healthcare</b>	<b>Optum Medical Care</b>
Robust navigation		✓	
Emphasis on cost of care	✓	✓	
Videos		✓	
Telehealth options		✓	✓
Detailed search function		✓	✓
Ability to make appointments online		✓	✓
Links to specific providers/offices under conditions			✓
Blog	✓	✓	✓
Social media channels	✓	✓	✓
Online patient portal	✓	✓	✓
Testimonials	✓	✓	✓
Language assistance	✓	✓	✓
Option to donate	✓	✓	

After comparing HRCHC with competitors, it's clear that the content is in a good place. There's room for improvement and additions that could dramatically improve the patient experience – videos, interactive calendars, newsletters, emails, etc.

## Core Strategy Statement

---

A core strategy statement aligns the audience needs with the business' services and goals.

For this proposal, the core strategy statement for HealthReach's website redesign is as follows:

*To establish HealthReach Community Health Centers as a leading affordable healthcare provider, we will create visually appealing, patient-focused content that showcases the ease of access to services and resources so that communities in rural Maine will feel supported and cared for through every stage of life.*

## Messaging Framework

---

The messaging framework "builds on the core strategy statement by defining what you think your audiences want to know from their perspective" (Casey, 2015).

First impression	Value Statement	Proof
What first impression do we want our audiences to have when they interact with our content?	What do we want our audience to know or believe about the value we provide?	What will demonstrate that what we want them to know or believe is true?
"Wow, they really care about their patients"	"It's so awesome that HRCHC provides affordable options for so many necessary healthcare services"	"HRCHC's content is understandable and easily digestible I am able to learn about each of the services they offer and find the nearest location to make an appointment"

# Content Design

---

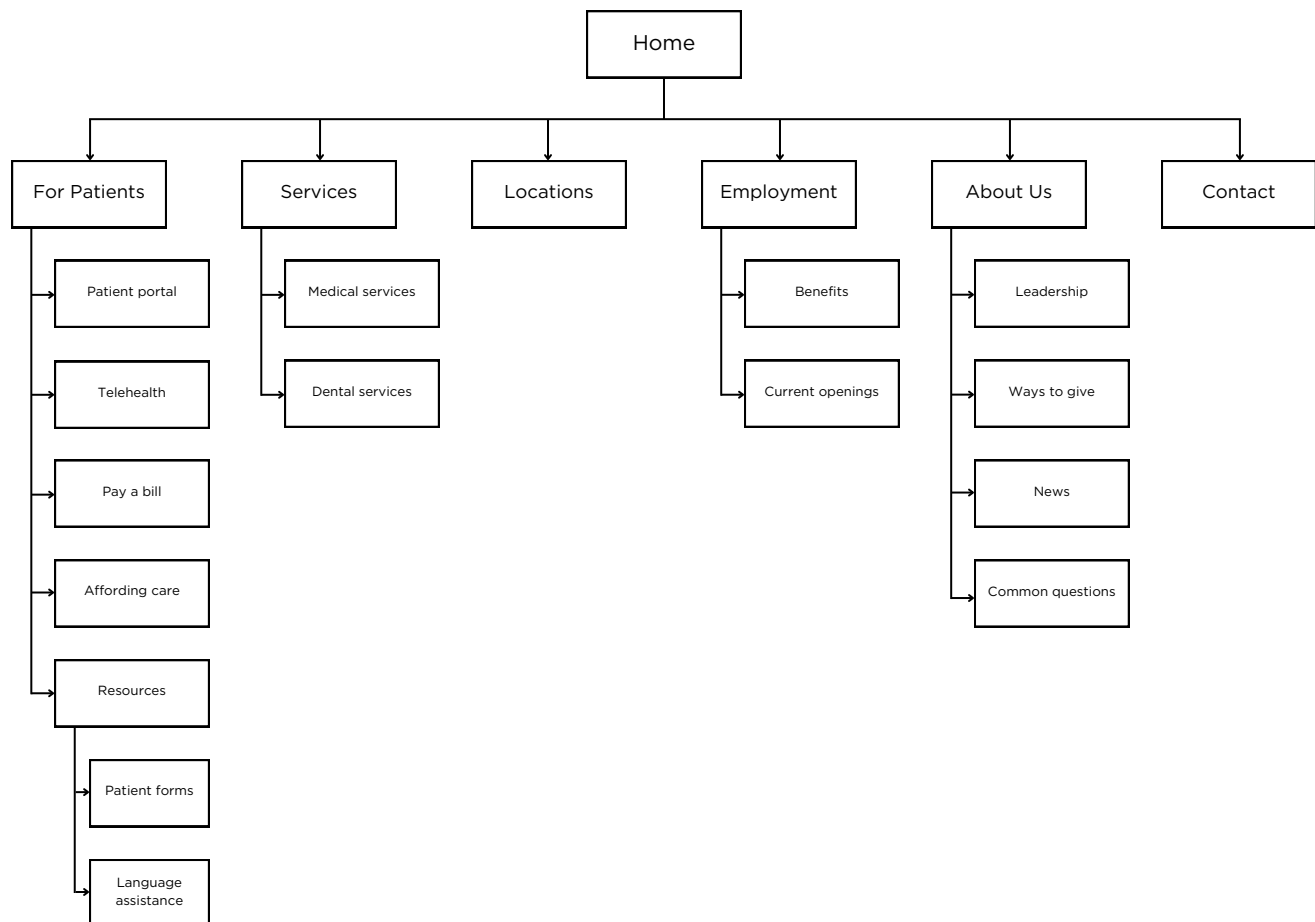
## Prioritiaztion

A prioritization table helps businesses identify content that exists for both themselves and its consumers. This table is essential in helping businesses understand consumer goals, the necessary information for users to focus on, the information the business wants to drive consumers toward, and the resources they can guide consumers to. By assessing this table, HealthReach can begin to prioritize their content and arrange each page based on its importance to both the business and the consumer.

User Scenario	Segment	Focus	Drive	Guide
I'm looking to find local affordable healthcare services.	Prospect	<ul style="list-style-type: none"><li>• Affording care</li><li>• Locations</li></ul>	<ul style="list-style-type: none"><li>• Services</li><li>• Contact</li></ul>	<ul style="list-style-type: none"><li>• About Us</li></ul>
I'm looking for affordable dental care in my area.	Prospect	<ul style="list-style-type: none"><li>• Affording care</li><li>• Locations</li></ul>	<ul style="list-style-type: none"><li>• Services</li><li>• Contact</li></ul>	<ul style="list-style-type: none"><li>• About Us</li></ul>
I've been referred to HealthReach and I want to make my first appointment.	New Customer	<ul style="list-style-type: none"><li>• About Us</li><li>• Locations</li></ul>	<ul style="list-style-type: none"><li>• Services</li><li>• About Us</li></ul>	<ul style="list-style-type: none"><li>• Resources</li><li>• Common questions</li></ul>
I'm interested in learning about services HealthReach offers beyond those I already use.	Loyal Customer	<ul style="list-style-type: none"><li>• Affording care</li><li>• Services</li><li>• About Us</li></ul>	<ul style="list-style-type: none"><li>• Locations</li></ul>	<ul style="list-style-type: none"><li>• Common questions</li></ul>
I'm a HealthReach customer, but I'm moving so I need to find a new location.	Loyal Customer	<ul style="list-style-type: none"><li>• Locations</li></ul>	<ul style="list-style-type: none"><li>• Services</li></ul>	<ul style="list-style-type: none"><li>• Resources</li><li>• Common questions</li></ul>

## Organization

A sitemap is an essential tool to organizing a business' website. Creating a sitemap allows key stakeholders to see an overall framework of the site and understand what content can be grouped together. This diagram helps develop a positive user experience, as it organizes content in a way that users would find beneficial. I created the sitemap below, which represents a new layout of HealthReach's website. This new organization will allow users to find the information they're looking for. I organized the site into six core pages: For Patients, Services, Locations, Employment, About Us, and Contact.



## Presentation

### Content Model

A content model matrix helps businesses structure and differentiate their content across pages. By outlining business goals, you can align certain pages to goals the business is trying to achieve. This is also helpful in differentiating the types of content on each page, making sure there isn't much repetition between lists and/or pages. I created a content model matrix based on some goals I identified for HealthReach and the new sitemap I built. This chart helps make sure that the website is addressing both business goals and user needs.

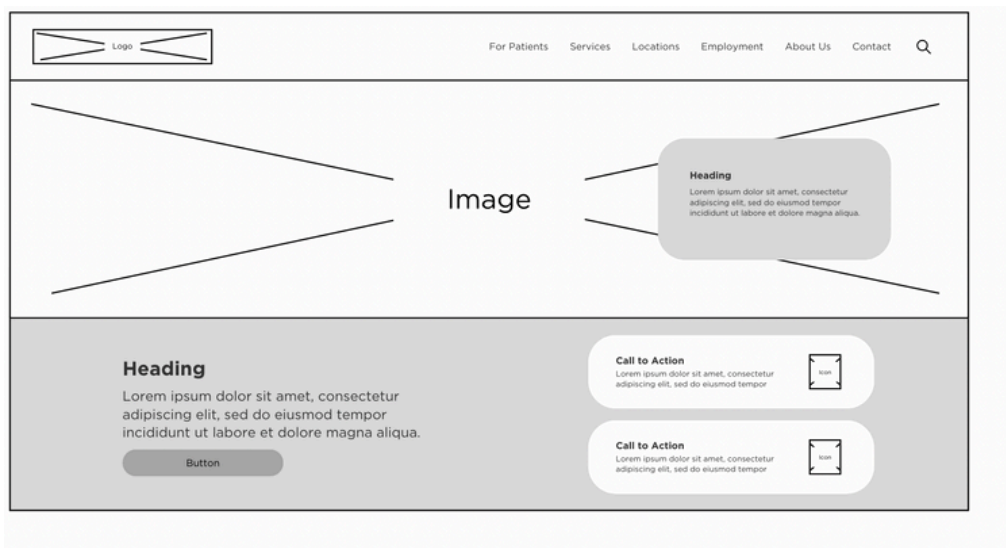
Goal	Core List	Core Page	Core Page Content
Become a trusted healthcare provider	For Patients	Patient portal, affording care, resources	Access to users' health records, information about how to afford healthcare with HRCHC, patient forms and accessibility information
Become a trusted healthcare provider	Services	Medical, dental services	List of medical and dental services offered
Become accessible to the entire community in rural Maine	N/A	Locations	Locations, addresses, hours, and contact information for each health center
Build a caring, professional staff	Employment	Benefits, current openings	Job openings, applications, testimonials, application process information
Provide transparency to patients	About Us	Leadership, ways to give, news, common questions	HRCHC mission, values, history, news, ways to give, common questions
Become accessible to the entire community in rural Maine	N/A	Contact	HRCHC general contact information, link to each health center's page with their information



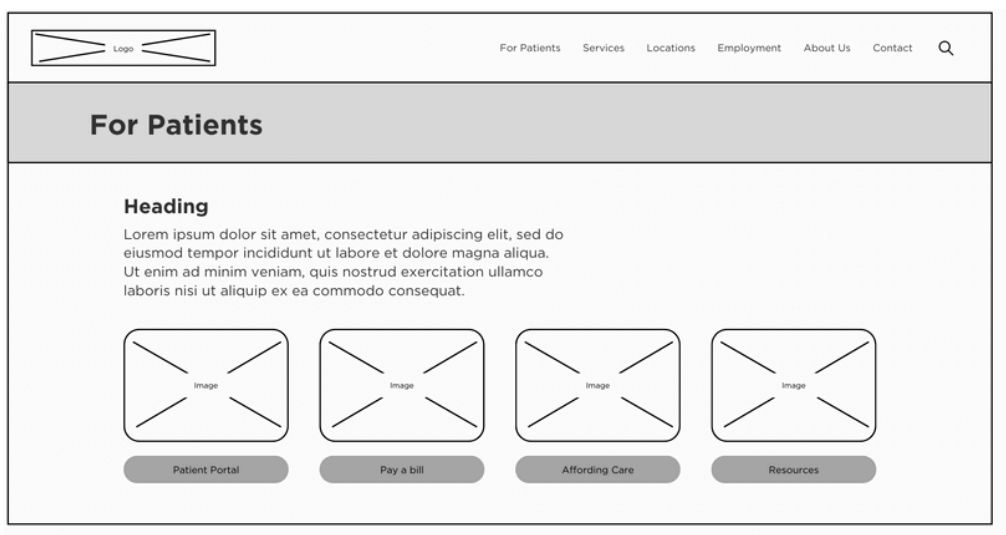
## Wireframes

Wireframes showcase how all the content will be structured once the website is designed and developed. These designs are extremely important in defining the user experience. Wireframes include the basic layout of text, images, buttons, and icons so it's simple to adjust before moving onto the detailed design. I created three wireframes to present my ideas for my proposed layout of the HealthReach website: The Home page is structured very similarly to the existing one, but the sizes and elements are adjusted to establish a clear hierarchy. The buttons on the bottom left have CTAs as they will link to the pages people most commonly come to the site for.

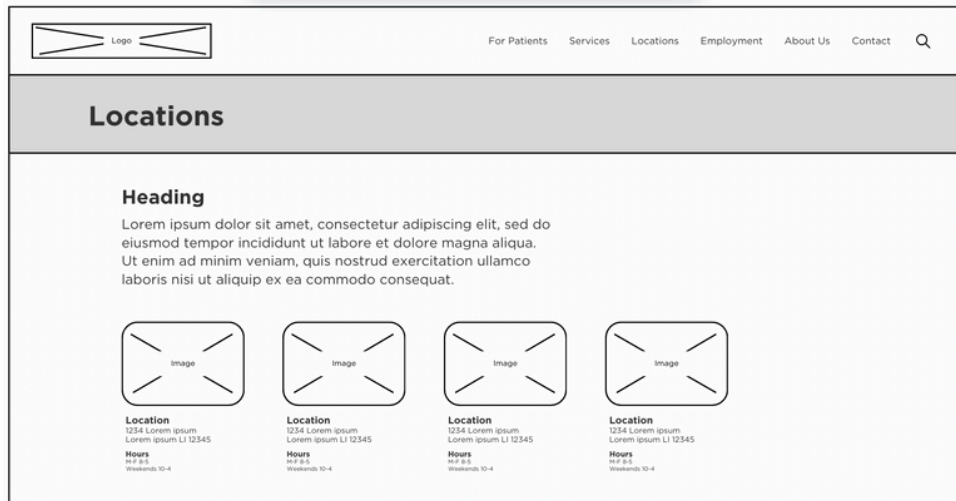
The **Home** page is structured very similarly to the existing one, but the sizes and elements are adjusted to establish a clear hierarchy. The buttons on the bottom left have CTAs as they will link to the pages people most commonly come to the site for.



The **For Patients** page presents the same information as the existing one, but in a more visually appealing manner. Including images to go along with each button makes the page feel more vibrant and uplifting.



The **Locations** page is updated to showcase addresses and business hours on the page before clicking into each individual location. This allows users to open maps or call the specific location without having to click through several other pages and/or buttons.



## Style Guide

---

As the HealthReach website needs to be understandable by patients of all backgrounds and education levels, it's important to write in a clear, consistent manner.

The voice and tone a company uses should encourage the audience to take a desired action. HealthReach wants people to book appointments and become loyal patients who use HRCHC as their healthcare provider for generations. Therefore, the voice and tone used on HealthReach's website and social media posts should be welcoming, comforting, inclusive, and assuring, but informative where it needs to be.

In terms of key words, some that should be intentionally used are bullets affordable, healthcare, medical, and dental. It's essential to use good keywords in web writing because it shows that the company understands their audience and what they search for. For example, if someone were to search "affordable healthcare rural Maine," we know that HRCHC's website would be one of the first results due to revamped metadata and keywords used.

# KPIs

---

KPIs are how a company determines, through measurement, whether it's meeting its business goals (Casey 2015).

Three KPIs I've defined for this project are:

- Page views – show how much interest in HRCHC has increased
- Click-through rate – shows how key CTAs are encouraging patients to consume more information
- Calls/appointments booked – shows how well the website converts prospects into loyal patients

# Conclusion

---

Overall, the current HealthReach website has some good existing content that can be reused and repurposed throughout its redesign. There's a lot of opportunity to improve in areas such as search engine optimization, accessibility, content variety and distribution, and messaging. Bringing every change/addition back to the original business goals we defined will set the new HRCHC website and relate content up for success. As you continue to make changes on the site beyond this proposal, it's important to remember the "content lifecycle" – content will need to be governed (updated and/or maintained for relevance) as time goes on. By following the recommendations outlined in this report, HealthReach Community Health Centers can establish its status as a top affordable healthcare provider in Maine.