



HEALTHREACH

# CONTENT STRATEGY REPORT

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Prepared October 2024  
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# EXECUTIVE SUMMARY

This report is intended for HealthReach Community Health Centers stakeholders and may be helpful for others involved in the content design and creation. As outlined in the RFP, a new website design is the main purpose of this report. In order to recommend a new design that aligns with the organization's goals, I examined the current situation, what HealthReach is hoping to achieve, and what competitors are doing. In this report, I have included a competitive analysis report. Along with that, I will detail all of the new strategies I strongly recommend to HealthReach which include the alignment of content with organization goals, SEO strategy, content design, writing style recommendations, and what key performance indicators the organization should note to determine the success of this website rebrand.



HEALTHREACH

# COMPETITIVE ANALYSIS



healthfinder.gov

Healthfinder is a service that helps patients find the care that they need. Their content consists of a wide variety of articles and resources relating to various health topics. This includes information on health conditions, family planning, and living a healthy lifestyle. There is information on how to find the right doctor and the importance of regular doctor visits. Healthfinder's writing style is clear and easy to follow while remaining informative. The site's architecture is simple and easy to follow, however, the design doesn't have many unique or eye-catching elements. I used the SEO Spider software to check Healthfinder's site and found that they aren't using page titles, meta descriptions, or headers. HealthReach can benefit from this by using an eye-catching website design and continuing to strengthen SEO strategies.



nystateofhealth.ny.gov

New York State of Health is the official health plan marketplace for New York residents. Their content consists of articles and resources relating to obtaining and managing health insurance. There is information on the various health plans that are offered and tools to compare the costs and services so patients can decide which is best for themselves and their families. New York State of Health's writing style is clear and informative. They have a simple site architecture that makes it easy for new users to know where they should go within the site. The site is well-organized and has a professional visual appeal with a good use of color. I checked their SEO strategy using the SEO Spider software and found that they are using clear page titles, detailed meta descriptions, and headers. Based on this analysis, HealthReach should focus on improving meta descriptions and ensuring that their site has a strong visual appeal.

# CONTENT ALIGNMENT

In order to meet the needs of HealthReach and its patients, I examined what goals we want to reach and planned site pages accordingly. The chart below shows how each page will relate to a goal.

Goal	Core List	Core Page	Core Page Content
Showcase the health centers at HRCHC	Location page	Locations	List all of the centers
Showcase the programs at HRCHC	Programs page	Programs	Links to all of the programs with detailed information on each one
Establish a clear path for visitors to access information relevant to them	Services page	Our Services	Links to all of the services with detailed information on each one
Function as the "hub" for other web-based enterprise systems and patient/prescriber tools, such as Curago Telehealth	Portal page with access to patient tools	Patient Portal	Links to various patient tools

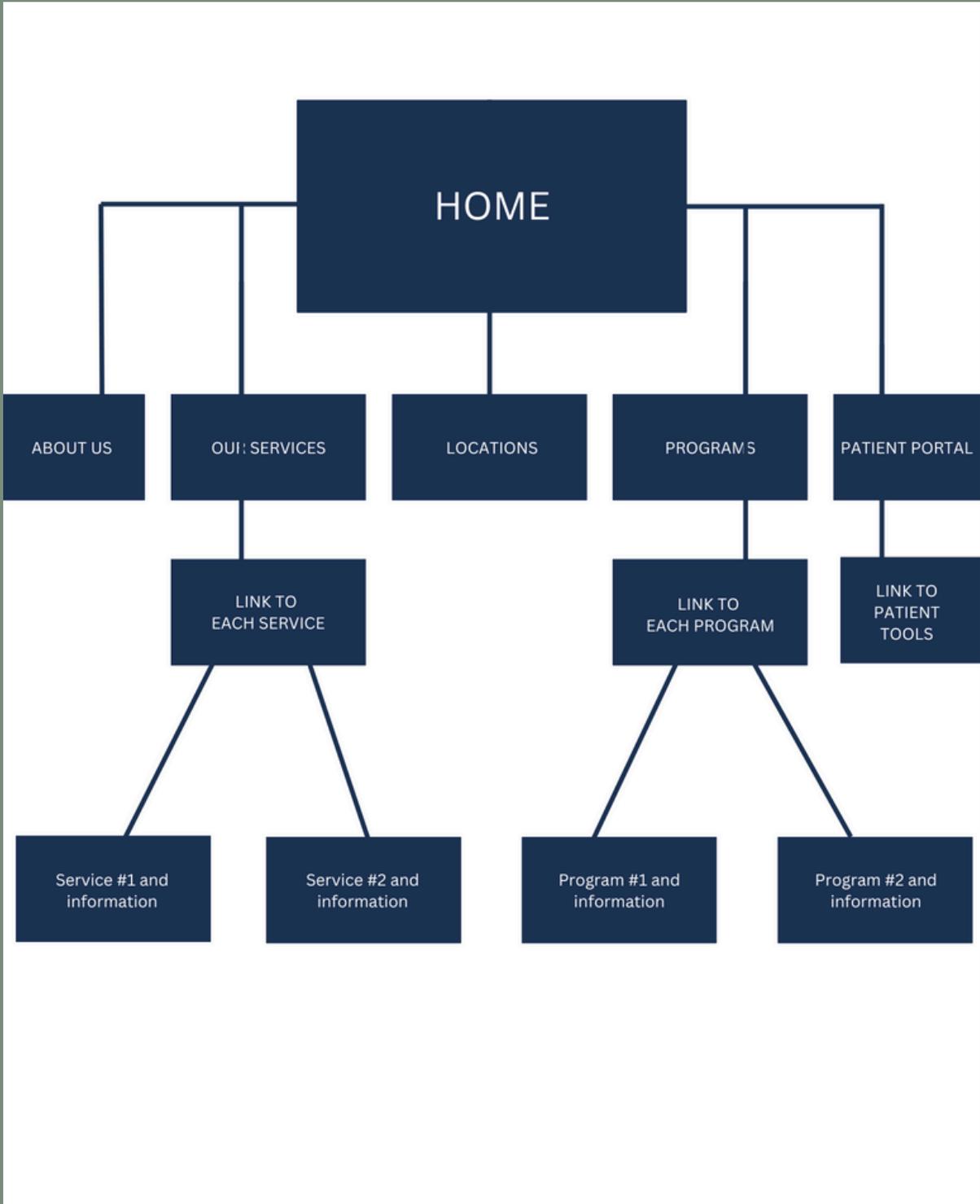
In order to ensure we're meeting the needs of our patients, I have examined different scenarios and what solution works best for each one. The chart below details possible patient scenarios and how the website will accommodate them.

User Scenario	Segment	Focus	Drive	Guide
Just moved to the area and is looking for the best place to go for healthcare	Prospect	Description of services and locations Description of costs	Social Media Channels Referral Programs	Social Media content describing what we offer
Recently started a new adult psychiatric medication	New Customer	Description of services	Helpful tips on medication management	
I've used this service for myself and I'm wondering if I should use it for my children	Loyal Customer	Description of services Explanation of family costs	Information on family plans	



# CONTENT DESIGN

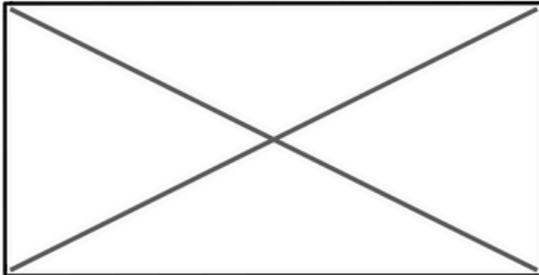
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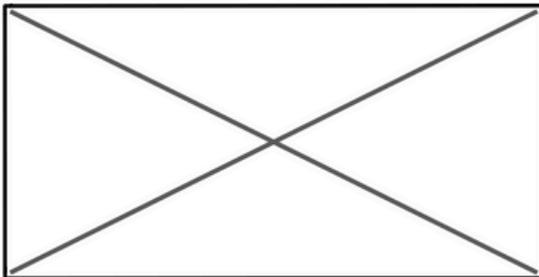
# WIREFRAMES

Core Page: Locations

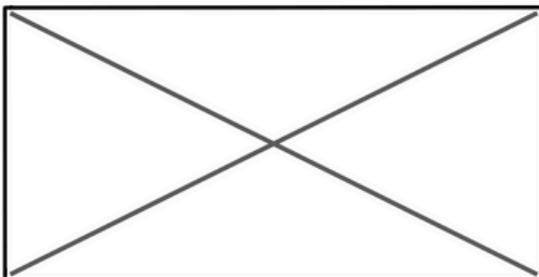
PAGE BANNER



LOCATION 1



LOCATION 2



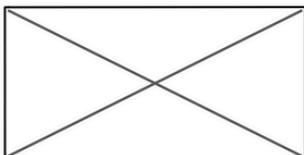
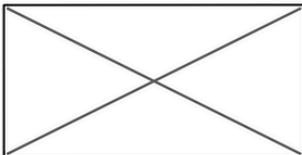
LOCATION 3

FOOTER

PAGE BANNER

[Link to Service 1](#)

Brief description of service

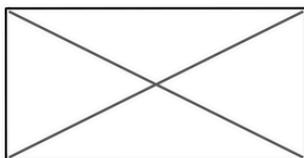


[Link to Service 2](#)

Brief description of service

[Link to Service 3](#)

Brief description of service

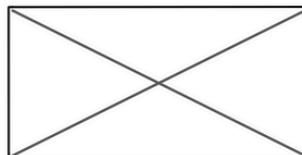
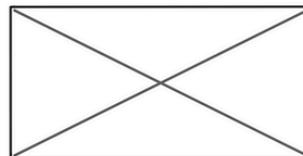


FOOTER

PAGE BANNER

[Link to Program 1](#)

Brief description of program

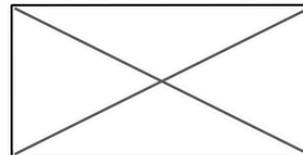


[Link to Program 2](#)

Brief description of program

[Link to Program 3](#)

Brief description of program



FOOTER

# WRITING STYLE

The current writing style for HealthReach is very strong. An organization that discusses health must maintain a knowledgeable tone while still writing in a way that sounds like how we actually speak. When too much medical jargon is used, it becomes hard to understand and frustrating for users. After examining the writing on HealthReach's existing site, I believe HealthReach is already doing a great job at this and should continue. Please see the following examples from HealthReach's existing site, as well as competitors' sites, in order to understand what tone of voice we want to maintain.

## There are three ways to get affordable healthcare:

- 1.** We provide complete care at a reasonable cost, and we are happy to assist you in understanding your insurance coverage. For primary care and behavioral health services, we accept Medicare, MaineCare, and most major insurance providers. Our Dental Centers are considered in-network with the following insurers: MaineCare, Delta Dental, Envolve, United Health Care Dental, GEHA, and Liberty.
- 2.** We offer an Affordable Care Program (also known as a sliding fee scale) to both uninsured and insured Mainers. Thanks to funding from the U.S. Bureau of Primary Health Care, this program reduces what you pay for healthcare based on how much you make and the size of your family. See the Income Guidelines chart to the right. If you qualify, you may pay only \$0 – \$20 for most healthcare services and a minimum of \$10 for dental services.

## How can I compare plans & estimate my costs?

To learn if you can get help paying for your insurance and to see which plans you are eligible for, use the "Compare Plans and Estimate Cost" tool on the [Individuals and Families](#) page. If your family has an offer of health insurance from an employer, use the [Employer Health Insurance Affordability Calculator](#) to estimate if you or your family members may be eligible for financial assistance through NY State of Health.

In addition, we have several more tools available to you for comparing plans by County of residence, participating hospitals, facilities, or providers.

## How do I know if I'm at a healthy weight?

Finding out your body mass index (BMI) is one way to learn if you're at a healthy weight. You can [use this BMI calculator](#) to find out your BMI.

You can also talk to your doctor or nurse or a registered dietitian about what's a healthy weight for you. They can help you make a plan for getting to and staying at a healthy weight.

- If you have overweight and have risk factors for heart disease (like high blood pressure or high cholesterol), or if you have obesity, losing weight may improve your health. You can lose weight by getting more physical activity and eating fewer calories. Calories are a measure of the energy in the foods you eat.
- If you are at a healthy weight, take steps to stay at the same weight. You can stay at the same weight by getting regular physical activity and eating the right number of calories.
- If you think you might be underweight, talk to your doctor or nurse about how to gain weight in a healthy way.

# KEY PERFORMANCE INDICATORS

The following chart shows the Key Performance Indicators HealthReach can use to determine the success of this website rebranding.

Metric	Quantitative or Qualitative	Method	Frequency
New patient sign-ups via website	Quantitative	Analytics	Monthly
User satisfaction with finding what they need on the website	Quantitative	User Survey	Quarterly
User comprehension of services and programs	Qualitative	In-person user feedback	Quarterly