



HealthReach
Community Health Centers

Content Strategy Report

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Executive Summary

Our team created a strategy based on the web needs of Health Reach. We reviewed the request for proposal form submitted by the organization. This allowed us to gain a strong understanding of the organization's mission, current strategy, and priorities throughout the project. Additionally, we conducted our own research by auditing the current site and completing a competition analysis. Through these discovery methods, we noticed that the current site is outdated with a layout and content strategy that doesn't fit the web landscape or its intended audience.

Once the problem was identified, our team started brainstorming solutions. One area that was lacking on the site was interactive elements. By adding a patient portal and active blog, Health Reach can better serve its patients and the health community. A portal would help reduce text content as patients can get up-to-date, relevant information about their health experience. A blog would be beneficial as well because it would utilize the information found in health tips to provide beneficial content to the audience.

We also recommend more organization of the content and the site as a whole. Breaking the text content up using headings and emphasis will help with readability and SEO. Plus, adding image content will provide context to the text while creating a more balanced layout. The navigation and site layout needs to be organized to provide an easier user journey for first-time site visitors. In this report, we provide a site map that depicts a new layout that will provide valuable information in an understandable format.

While conducting this redesign, our team plans to focus on ensuring the site is accessible and optimized for SEO. In this document, we've provided an in-depth look into our research, strategy, and next steps.

Introduction

WHAT IS A CONTENT STRATEGY?

In 2021, internet users spent an average of six hours and 57 minutes online per day. This was the peak daily time spent on the internet ever; Today those numbers are slowly going down as we continue to move on from COVID-19, but they are expected to stay significantly higher than pre-pandemic numbers. It is as if COVID-19 caused irreversible change to our reliance on technology, and more specifically, the internet.

The people who benefited most from the massive influx of internet traffic were those who had a strong content strategy. A content strategy involves turning business goals and objectives into a detailed plan using content. It is a term that describes the planning, development, and management of any given content. A content strategy focuses on everything from the brand focus, content production to distribution, and everything in between.

A good content strategy often includes things like data analysis, search engine optimization (SEO), social media, UX, and other forms of content that work with the goals of the organization. It is up to the content strategist to find what would work best for that given service based on the context. To fully optimize a website, all these things would be necessary to maximize organic growth, and lasting impressions. Setting up newsletters helps retain consumers by giving them something, and taking their information in return. A blog where you can create relevant content and give knowledge on your products or service gives people a place to learn. When a website wants to go through a redesign process and they want to do it right, they would apply all of these things.

HOW DOES CONTENT STRATEGY WORK WITH YOUR NEEDS AS LAID OUT IN THE RFP?

HealthReach is a website that is requesting a redesign. Their website is a Maine health center website that has not updated anything on their website in years. They are looking for “an opportunity to better serve our patients”(page 5) with a full website update to have modern looks and functionality.

HealthReach acknowledges its need to prioritize accessibility so they are looking to “Create a flexible, informative, responsive, secure, up-to-date website that is easy to maintain and is comfortably viewed across desktop and mobile devices”(page 5). They are looking for something easy to use that is intuitive from the ground up.

While the COVID-19 pandemic was in full effect, HealthReach focused on helping their patients online. Since then the impact of their mobile-unfriendly website has caused a need to update. They wrote, “Disruption stemming from the pandemic generated the need for more accessible online healthcare resources and improved capability when accessed via mobile device” (Page 6). Being mobile friendly stands as one of HealthReach’s priorities moving forward, as well as creating content on social media.

HealthReach has no social media on any platform, and they are looking to change that moving forward. They are looking to have accounts across all platforms to grow a virtual audience. If you visit their website, they have content that could be shared as a flier on Facebook, or a health update on Instagram.

HOW THE PROPOSAL WILL UNFOLD

To address HealthReach's proposal, we have outlined how they could redesign to keep their priorities in mind, while giving it an up to date feel. One of HealthReach's priorities was creating something informative, responsive, and up-to-date. So we re-imagined their home page with a new navigation menu, to better suit the needs of everyone. A design that includes a good mixture of images, and text that is easier to read and follow.

Their Navigation currently has nine different options. We want to slim that number down to 4 buttons that encompass everything, and gets rid of a majority of their options that could be combined. A patient portal, so that patients can have an easy way to their needs. A locations tab, an About tab, where you can find their mission statement, donations, etc. And finally their HealthTips tab. You could stay on each tab and open up a dropdown menu, or click on it directly and have a good looking and easy to use website.

Across all HealthReach pages there is a lot of hard to read writing, so we want to change that to something more concise and easier to read for everyone. They want their site to be accessible, so easy to read friendly writing is perfect, nothing higher than a 5th grade reading level, and jargon should be cut heavily.

Their new website will include an adaptive mobile website that works seamlessly on any screen. It will have SEO and be optimized for organic growth in your search engine. We also plan to recycle their content on HealthTips to other platforms.

CLIENTS NEEDS

In HealthReach's RFP their needs are detailed in section 4. Purpose, Description, and Objectives/Context. They stated that their website is outdated in all forms, and is not up to date, having only a handful of changes in the last several years. HealthReach believes it is time to update their website to serve their clients better by updating all systems to the new gold standard. They are asking the redesign to "Create a flexible, informative, responsive, secure, up-to-date website that is easy to maintain and is comfortably viewed across desktop and mobile devices. In addition to designing a user-friendly site with an intuitive interface, the redesigned website must also allow key personnel to easily update content without necessitating direct access to source code" (Page 5).

As well as an up to date system, HealthReach is seeking SEO and content sharing, on all major platforms. They are requesting the content sharing has "user-selectable, predefined templates to choose from that dictate basic layouts and color schemes aligned with HealthReach brand styling"(Page 5)

HealthReach has a criteria candidates must follow in their development guidelines, that includes.

- Continued ownership of the website, and the ability for non-technical HRCHC staff members to be able to update their website content on HealthReach pages.
- Move over most content to a new website
- A clean, Attractive design, with a balance of text and images. The site should be modern, and easy to navigate, while having a distinct feel.
- Consistent brand appearance with HRCHC on every page
- Consistency in the content, images, texts, fonts, titles, layout, throughout the HRCHC website
- Be consistent with HIPPA guidelines so the website is more accessible to everyone.
- SEO using keywords and phrasing to both add more identifiable content on the website, and optimize google ranking
- A big priority is an improved ease-of-use for patients and other customers.

The site must also include

- Compatible with old versions of safari, chrome, firefox, and internet explorer
- Must not require plug-ins
- Meet all ADA access requirements
- Must be built in accordance with Web Content Accessibility Guidelines.
- Optimized loading speeds
- Traffic monitoring and must be able to generate periodic reports identifying engagement metrics and demographics
- Work with HeathReach IT to ensure security needs are met

AUDIENCE

Health Reach or HRCHC is the website for their 11 Health Centers, they provide medical service for 28,000 people from Maine. Their RFP report states that with their website redesign, they are looking to expand their website online and provide “more accessible online healthcare resources”(Page 6).

They are looking to expand their audience to become a more attractive place for online care. Health Reach will also start creating content on major streaming platforms like, Youtube, Twitter, TikTok, Instagram, and Facebook, to further expand their audience, and bring more traffic to their website.

Content Alignment Summary

BUSINESS GOALS

Goals	Objecties
A modern website, with an attractive design, and an intuitive menu	<ul style="list-style-type: none">• Updated Navigation• More image heavy/less text heavy• Mobile Friendly• Better color palette
SEO integration	<ul style="list-style-type: none">• Keywords and Phrases• Meta Descriptions• Page Titles
Accessible for everyone	<ul style="list-style-type: none">• Pass all ADA guidelines• Priority on ease of use• Concise Writing and Clear Headers

AUDIENCE DEFINITION

Primary Audience

- Patients
- Staff

Secondary Audience

- Potential Patients
- People looking for health information

Tertiary Audience

- Other health centers
- Maine community
- Media services

CONTENT OBJECTIVES & USER NEEDS

There's no debate that HealthReach has an outdated website.

From navigation, to writing, to tabs with an endless supply of blue links, almost everything needs to be updated. They have continued to add content to their newsletter, health tips, and covid-19 pages, but their delivery is outdated.

HealthReach is the website for 26,000 Mainers and potential patients, so their website should strive to give their audience a better online experience. Potential patients may even steer away from HealthReach because their website is so outdated

They should focus their updates on easy of use, and an attractive, modern, distinct feel.

Use Cases	Action
I visit HealthReach.com to schedule appointments	Create A fast & intuitive way to schedule appointments on the Home Page
I'm thinking about switching my care provider, and am thinking about HealthReach	Add information on the home page about why people should choose you, and update the website completely to give a good impression
I found HealthReach looking for Health Tips on Google.	A way to engage with the content. Branch out to social media to attract more organic traffic

Considerations

Streamline the primary uses of your website, like scheduling appointments, general info, getting in contact, charity, etc. This way, the things you visit the website for more, are the most easy to accomplish.

SUMMARY OF OPPORTUNITIES

- HealthReach should focus on streamlining their website and create an easy to use and attractive website
-
- A team that recycles content for other platforms should also be arranged, to gain more organic traffic.
-
- Integrate more images and break the text up, while making it more concise.
-
- SEO implementation with Keywords and phrases, and meta descriptions
-
- Rework all navigation. There are so many main tabs, each with an excess of options.

HealthReach's website is in contrast to their care. Even on their website, you can tell that they really care about their patients, and provide good work. However, their website does not reflect this same philosophy, yet. With a redesign to their menu, colors, and writing, adding a regular use of images and SEO, their website could give their patients the same online experience as they do with their care.

You can immediately tell their website has not been updated in 10 some odd years, and as a medical provider, this is not the first impression you want to give. Updating their website to 2022 standards will attract more patients, be easier for patients and staff to use.

Considering their open-mindedness in their FRP, they have the opportunity to have a state of the art website, that won't have to be updated for another 10 some odd years. They state in their FRP what they want done, but do not detail how, leaving it up to the people who know how to make a website to accomplish the task. I believe commissioning work with creativity and freedom is paramount to groundbreaking success, and the best results.

Current State of the Website

CONDITION OF THE CURRENT CONTENT

Most of the current content is outdated, especially its delivery. If you visit 'News', and click 'HealthTips', you can see that they create content somewhat regularly, with eight posts this year. The flyers they are creating are not necessarily outdated, but the route to view them and open them looks very outdated.

The writing does come off outdated. Most of the writing is too long and is eerily stale. It seems that almost every page is consumed by writing and it is not well organized or headed. A more modern approach with concise writing, good use of headings and titles, and more images to break up the long texts, would immediately transform the content.

There is a strong lack of engagement for users. The website has a newsletter, and healthtips, and other content they create, but there is no way for users to respond, comment, like, or share any of it.

CONTENT TYPES AND HOW ARE THEY ARE BEING USED

The primary content on HealthReach is medium to long-form writing. In excess this makes it hard to continue reading through page after page of the same look. They do have a newsletter that they add to a few times a year, but have not in a year. They also have a HealthTips tab that is equipped with flier-like PDF documents, detailing relevant health tips that they add to several times a year.

They have a large part of their website focusing on charity, and "Ways To Give", but again, every page under this tab is just text filled. Under the Locations tab, you can see all their locations. If you click on one it gives details of the staff and history on the locations. These pages are more image heavy. They have COVID-19 resources, and an eNewsletter. But again, the content they create for these is not being used effectively.

CONTENT DISTRIBUTION ACROSS PLATFORMS

HealthReach currently does not have any social media. Almost all of their content is only found on their website. You can sign up for the Newsletter to get updates, but joining this newsletter can be hard to navigate to for some people. They do create a lot of content that they could recycle on different platforms to garner a greater following.

CAN THE CONTENT BE RE-USED, REVISED, OR NEED TO BE REDONE?

I would argue that a majority of the content needs to be revised if not redone. Most of their writing is long and monotone. They can revise a lot of that long writing, but some things just need to be rewritten to explain things better. The content that can be reused is a lot of their bullet point explanations, staff descriptions, location histories, where longer-form writing is easy to tolerate, although it may not hurt to do revisions anyway.

NEW CONTENT THAT SHOULD BE ADDED

We are looking to add a lot more image content on their website. This is going to break up their pages and give them some structure, so they are not all monotonous text. We plan to add SEO integration using Keywords & Phrases, and proper labeling, and titles. We think their HealthTips/News could be repurposed as a blog that opens up the opportunity to comment, or respond, as well as recycle their blog content on social media to create a social media presence. Something that we believe is vital to the success of the redesign, is a patient portal that is accessible from the home page. We believe with the addition of these things, and a redesign of everything else, that HealthReach can have a thriving and modern website that will last them years.

SEO

An important element of search engine optimization (SEO) is Page Titles. These are short pieces of HTML code found on each webpage to provide the user with an idea of what the content is about. Using SEO Spider, our team found that Health Reach does not have any page titles. There are 77 URLs on the site and all of them are missing page titles. Although these don't directly impact the google ranking, they can influence a user's interest in clicking on the website.

Meta Descriptions are another important piece of code that can help potential visitors understand a webpage's content. These are only seen on the search engine results page or when the page is shared on social media. Similar to page titles they don't directly impact your SEO ranking, however they are influential for users. Health Reach does not currently use any meta descriptions. This results in google using text they find on the page for a description which is likely leading to an inaccurate and incomplete summary.

▼ Meta Description		
All	77	100%
Missing	77	100%
Duplicate	0	0%
Over 155 Characters	0	0%
Below 70 Characters	0	0%
Over 985 Pixels	0	0%

The final key components of SEO are HTML header elements. These tags are used to separate topics on a webpage. They tend to rank the order of importance from H1 to H6, with H1 being the most important. Headings are important to utilize because they create a hierarchy within a page. Having strong web organization is important because it makes the content more understandable for your viewers and therefore more effective.

The site does make use of header elements. 15 pages contain tags. While this is an improvement, there are still 61 URLs that do not use any H1 tags. Plus, within the 15 tags, there are four duplicates. The few URLs that contain header elements are fairly clear. The H1 tags primarily are located on the location pages, as a result, they are the name of that health center. For example one of the H1 tags is "Lovejoy Health Center." Health Reach uses slightly more H2 tags with SEO Spider located 19 tags. These don't give a ton of

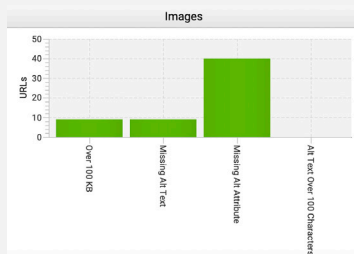
information about the page content. This issue is especially present because some of the H2 tags are in Spanish. An example of one of Health Reach’s H2 tags is “AVISO DE PRÁCTICAS DE PRIVACIDAD.”

▼ H1		
All	77	100%
Missing	61	79.22%
Duplicate	4	5.19%
Over 70 Characters	0	0%
Multiple	0	0%
▼ H2		
All	77	100%
Missing	58	75.32%
Duplicate	5	6.49%
Over 70 Characters	0	0%
Multiple	1	1.3%

To help improve the site’s SEO each URL must have a page title and meta description. These should describe the content on the page, especially the elements that are beneficial to visitors. Additionally, there should be heading tags on a majority of the pages that contain text content.

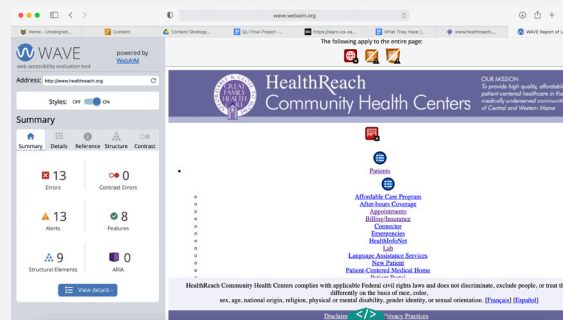
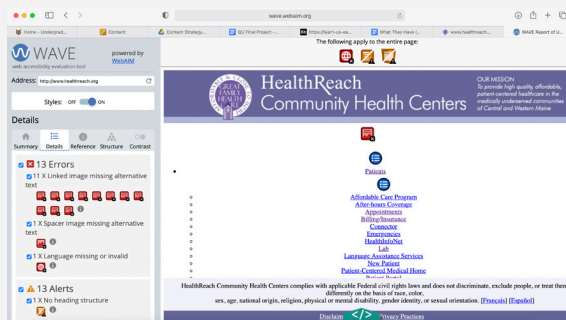
ACCESSIBILITY

The current health reach site has strong accessibility. This makes sense due to the RFP expressing how important making the new site accessible is for the organization. Currently, 86% of images have alternative text for images, which means only 9 URLs are missing them. The alt text does a good job identifying the type of information on the page but doesn’t provide many visual details. For example, an image of a doctor and patient in an office with a banner of text has alt text that reads, “community-resources.” Although the text could be more descriptive for some images, the current copy does provide some helpful context



▼ Images		
All	64	100%
Over 100 KB	9	14.06%
Missing Alt Text	9	14.06%
Missing Alt Attribute	40	62.5%
Alt Text Over 100 Characters	0	0%

To further explore the accessibility, we used the web application WAVE to get a report. As covered during the SEO analysis the site doesn’t have much heading structure or page regions which negatively impacts a disabled user’s experience. Despite the issues, the website performs fairly well in accessibility. There are no contrast issues, there is page structure, and a decent amount of alt text.



WRITING

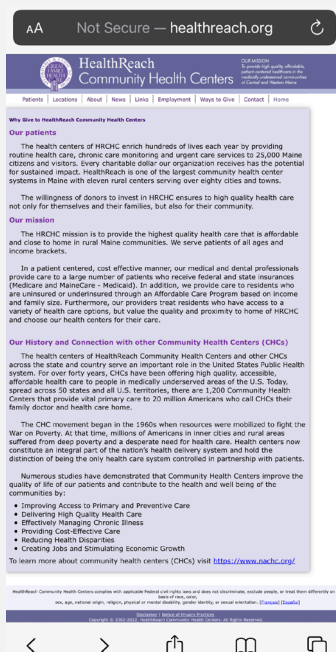
The next step in our audit was to explore the writing featured throughout the site. Although the content is informative and descriptive it doesn't fit the intended audience. The text content is viewed online therefore matching web standards is important. However many pages lack headings and subheads making it difficult to skim and gain information efficiently. Plus, the writing is mostly in paragraph format that spans the entire page length. Many users can only read about 50-75 characters per line.

In addition to not fitting web standards, the writing doesn't match its intended audience. The tone throughout the site is very formal, intended to provide information and encourage trust. Although this would be beneficial on other platforms, the RFP explained that they want this information to be understood by a large audience of all ages. Therefore some of the writing is too advanced and could lead to less educated or younger individuals becoming confused.

When drafting copy for the redesign the text must fit the medium and the audience. It should be informative without using jargon or too advanced vocabulary. If a topic is complex, adding imagery and examples could help it become understandable to the audience. The formatting should be skimmable and utilize headings and typographical emphasis (bold, italic). The information is very valuable, but it needs to be presented in a new way.

ARCHITECTURE

Health Reach is currently not mobile-friendly. The structure of the site does not adapt to the smaller medium, instead, it just shrinks in size to match. This makes the content harder to read and interact with, especially if a user has a disability. Even someone with 20/20 vision has to zoom in to read the text. Additionally, the smaller navigation bar makes it difficult to tap the intended options. There is also a slight spacing issue on the mobile with there being too much white space on either the left or the right.



Regardless of which device you are using to access the site, the navigation is not user-friendly. There is a lot of information to decipher since there are nine menu navigation options and they each have a drop-down feature. Some of the menu items are self-explanatory while others are a bit confusing such as, "Links" and "Patients." It is also odd that the home option is on the far right since it is the opposite in most other circumstances. This navigation could be reorganized to create a stronger user experience.



In addition to the disorganized menu, there are no navigation waypoints on the site. This means if a user wants to retrace their journey or find a past page, they will have a difficult time. There is also no search function on the site. This is troubling because it limits a user's ability to find specific information. Not many individuals are patient enough to look through multiple web pages to find their intended content.

Overall, the site architecture needs a lot of improvement. Adding more organization to the menu and a search function will help our visitors find content. It is also very important that the new site is mobile friendly since many individuals search the internet through their phones. These changes will improve the functionality of the site as well as the user's experience.

COMPETITION

To gain a sense of what similar companies and communities are doing we did a competitive analysis. We chose two sites that have similar healthcare goals. This analysis allows us to have a strong sense of what the market expects from a fully functioning site, and how we can improve beyond the competitors.

[Creating Healthy Communities of Cape Cod](#)

This site is similar to Health Reach because they both bring communities together around a shared commitment to health and wellbeing. It is slightly different because they work to address the root causes of health issues by partnering with organizations, businesses, and individuals. Meanwhile, Health Reach is a collection of health centers in an area. Despite the differing purposes, this site has a lot of factors that could be emulated. The content is well-balanced as it uses bullet points, emphasis typography, color, images, and hierarchy. Their content is skimmable with important information receiving emphasis. Plus, they use images to help keep the line length legible. Additionally, we can learn from their blog. The posts are informational and full of storytelling. And they provide the ability to share the post which will further their conversation on social media.

[Vanderbilt Health](#)

Vanderbilt Health is very similar to Health Reach as it provides health care to various patients across central Tennessee. Their website's goal is to provide a resource portal for current and potential patients. On their landing page, there are three main calls to action. These consist of finding a doctor, making an appointment, and finding a location and parking. These resources will result in a web visitor becoming a potential client.

The site does a good job of encouraging action. They provide contact information and resources on the services they offer. It is also interesting to note that they demonstrate their locations through a map rather than simply a list. This allows users to select an ideal center based on their geographic location and availability. However, the site lacks general content to help improve ethos and awareness. There isn't a clear page to help describe the organization. Additionally, they lack a blog or newsletter to help create a community. There are many facets of the site that can be learned from, but there is also room for improvement that we will aim to meet on Health Reach's website.

HEALTHREACH'S CURRENT STRATEGY

HealthReach's current content strategy focuses on providing lots of information to educate and inform their audience. The content primarily consists of long-form writing. Their site currently acts as a resource for patients rather than an interactive experience. For example, when setting up an appointment it is done over the phone rather than online. The strategy is outdated for the web environment which is what we plan to address through this update.

Client Needs

CORE STRATEGY STATEMENT

To update HealthReach Community Health Centers (HRCHC) website in order for it to become user friendly, modern and accessible, we will tailor it to the target audience and make it easy to maintain by providing templates to HRCHC to continue to update the website on their own.

MESSAGING FRAMEWORK

First Impression

This looks like a modern website, it's clean and easy to use.

Value Statement

I feel confident navigating this website to find the services I need at HRCHC.

Proof

Our content provides just what our users need because there is a clear navigation bar at the top with organized categories, our logo is clear on every page and the writing is easy to understand, clear and concise.

Content Design

PRIORITIZATION

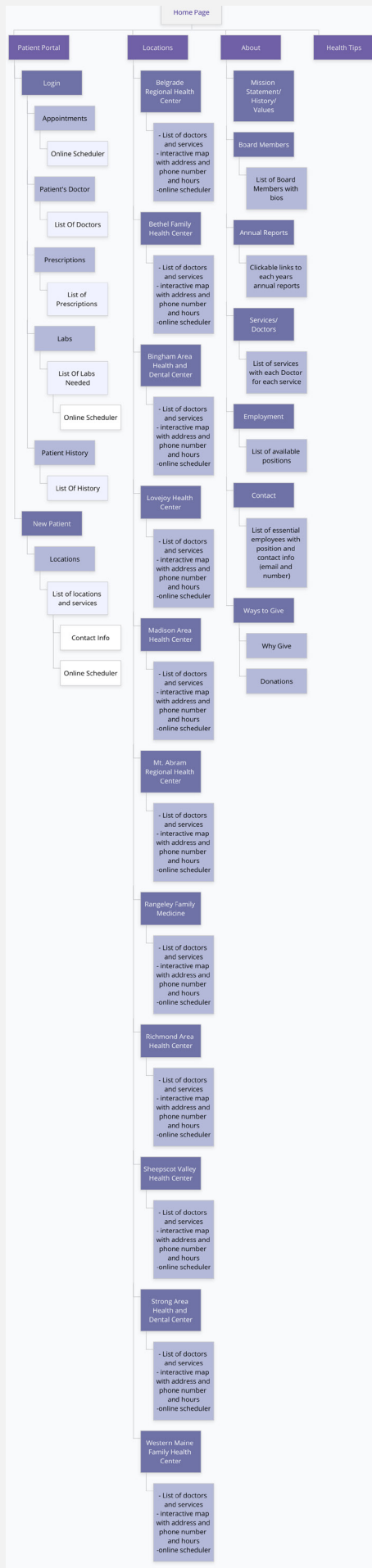
Prioritization is an outline that lays out the content on the site and how important it is to your users. Below you will find a table that lays out various user scenarios or reasons people would visit the site and what sections they will be focusing on.

User Scenario	User Segment	Focus	Drive	Guide
I am researching health care options in Maine.	Prospect	<ul style="list-style-type: none">- Descriptions of services offered- Locations of services offered- Descriptions of various services at each location- Ease of accessing services	<ul style="list-style-type: none">- Social media- HRCHC in the news	<ul style="list-style-type: none">- Directions to locations- How to make appointments- List of providers
Looking to make follow up appointments.	Loyal Customer	<ul style="list-style-type: none">- Book appointments online- A number to call to book appointments	Social media	List of providers
Looking for a new doctor and new to HRCHC	New Patient	<ul style="list-style-type: none">- List of providers and their locations- List of services offered at each location- How to book appointments	<ul style="list-style-type: none">- Social media- HRCHC in the news	Direction to locations

ORGANIZATION

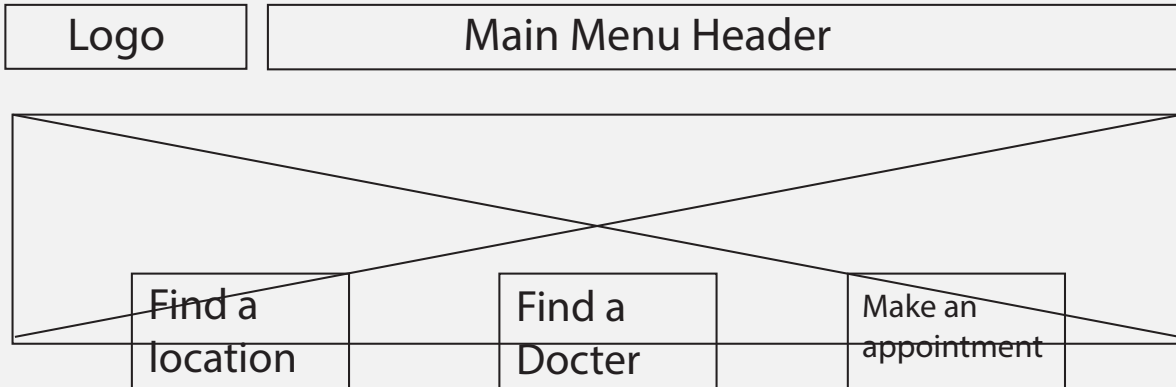
This section will look out the redesign of the website and how each page will be layed out. We will be using a goal chart and a sitemap. This layout was consolidates, modernsizes and makes the website easier to navigate.

Goal	Core list	Core page	Core page content
Find a location near me	List of locations	Locations	List of locations with links to click on for more information leading to doctor and services list
Find a service provider	List of services and providers	List of services and providers	List of services and which doctors provide each service with clickable links for more information on the doctors
Returning patient information (bill pay, appointments, insurance, prescriptions)	Sections for bill pay, appointments, insurance, prescriptions	Patient Center	Clickable links for each bill pay, appointments, insurance, prescriptions
Looking for health tips	List of articles written by HRCHC about different health topics	Health Tips	List of articles written by HRCHC about different health topics
Looking to get contact HRCHC	List of people in different positions and locations	Contact	List of different HRCHC employees with their position and contact information
Looking to make a donation	Information on how to make a donation	Ways To Give	Information on how to make a donation or give back



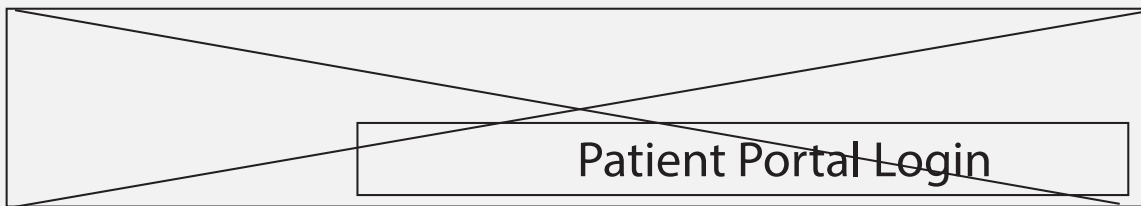
PRESENTATION

This section will show the wireframes or basic content layout for three pages on the website. The goal with the new layout was to make it modern, simple and easy to navigate.



Welcome To HRCHC

Welcome statement and mission statement for HRCHC.
Welcome statement and mission statement for HRCHC.
Welcome statement and mission statement for HRCHC.


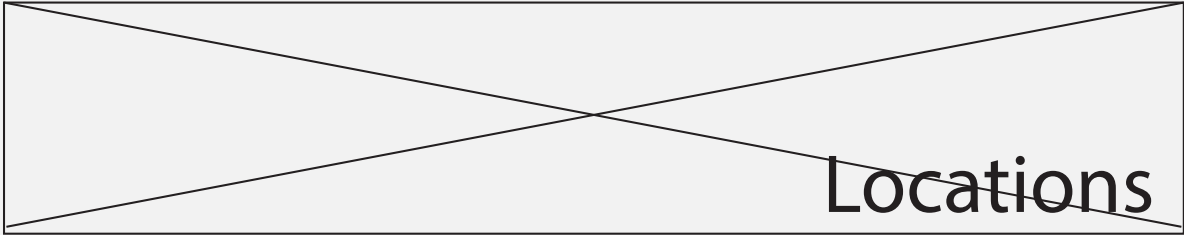


Health Tips



Logo

Main Menu Header




Location 1
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 2
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 3
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 4
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 5
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 6
000-000-000 123 Stree Name
email@email.com City, State 00000




Location 7
000-000-000 123 Stree Name
email@email.com City, State 00000




Location 8
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 9
000-000-000 123 Stree Name
email@email.com City, State 00000



Location 10
000-000-000 123 Stree Name
email@email.com City, State 00000

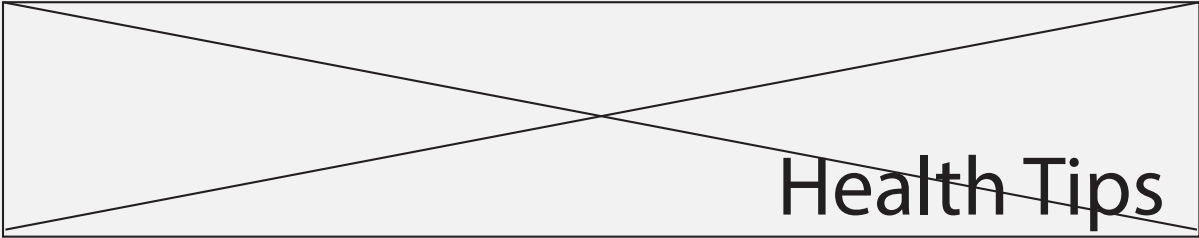


Location 11
000-000-000 123 Stree Name
email@email.com City, State 00000

Footer

Logo

Main Menu Header



Search Health Tips

Blog Post
Summary of blog post. Summary of blog post. Summary of blog post. Summary

Blog Post
Summary of blog post. Summary of blog post. Summary of blog post. Summary

Blog Post
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Footer

Writing Style Guidelines

As per the RFP, the writing should be clear, simple and easy to understand with limited jargon. It should be written no lower than a 5th grade reading level and accessible for everyone. Our goal is to make sure that those looking at HRCHC's site will be able to follow and understand the text. The tone of voice should be that of authority on the topics written about, but in a clear and concise manner. HRCHC should come off as knowledgeable about Maine's health care system as well as various health topics covered in their Health Tips section. Below is an example of the new style of writing compared to a section currently on the website.

FROM WELCOME PAGE

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.

REWRITTEN IN NEW TONE OF VOICE

Welcome to HealthReach Community Health Centers, a part of the United States Public Health system! We are here for Maine residents' healthcare needs. With 11 centers spread out across the state, we serve over 28,000 Maine residents and visitors each year. Take a look at our locations to find a service provider near you. Our mission is to meet the basic health care needs of Maine's communities regardless of income or insurance coverage. We work closely

with locals to figure out what health care needs are not being met, so we can help meet those challenges. We are able to bring quality, affordable health services to rural areas, where primary care services are not always available, through the health center movement and the Affordable Care Program. In 1975, we opened our first center in Bingham, Maine. Since then HRCHC has expanded to 12 centers, 2 dental centers and has integrated behavioral health services making HRCHC's health care team able to fully address the needs of our patients. Our family of providers focus on preventive care and creating partnerships with patients from birth to retirement. I hope you take the time to explore our website, learn about our services, locations and doctors and let us become your trusted resource for healthcare across Maine.

Key Performance Indicators

1. Increased site traffic over a 6 month period after redesign.
2. Increased site traffic coming social media over a 6 month period after implenting social media.
3. Higher Google and Search Engine placement.
4. Increased user engagment with website.

Next Steps

ROLES, RESPONSIBILITIES, AND PROCESS

There are certain content roles and responsibilities that are necessary to ensure we achieve the content strategy. The first is an editor. This individual is responsible for the strategic and brand integrity of the content. There could be more than one editor depending on the scale of the content and the management model. Common responsibilities for the editor include assigning content, reviewing work and providing feedback, creating and communicating editorial standards, and managing outside resources when needed.

The next role is the content owner, who is in charge of ensuring that content is accurate and updated. These individuals tend to work throughout the organization. The specific responsibilities include reviewing content from a business perspective, serving as primary contact for questions that arise during content creation, and identifying SME and source content.

Another role is the writer / content creator. They create the content based on the requirements and strategy outlined. Their tasks tend to include accessing source content, doing research, defining content specifications of the content, drafting content for review, making changes based on feedback, and submitting content for publishing.

Next, is the subject matter experts (SME). These are the people in your organization who are knowledgeable about the industry and content topics. These individuals ensure that the content is factual and beneficial to the audience. Their responsibilities include participating in interviews with content creators and reviewing content for accuracy while providing feedback.

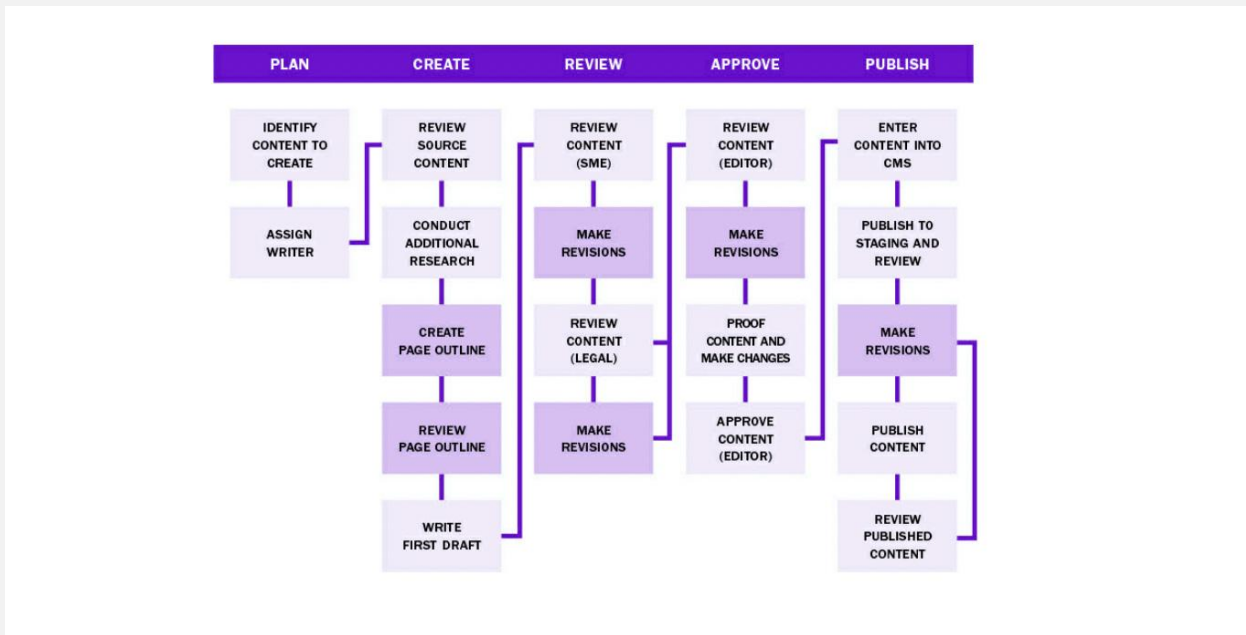
A reviewer refers to anyone besides SME and the editors who need to review the content before it is published. These individuals tend to be from departments such as legal and brand management. Their primary task is to review content and provide feedback to ensure it complies with guidelines and regulations. Similar to the SME they will likely do meetings with the content creators to provide information about project expectations.

Another important role is the proofreader (copyeditor). This individual will review content and identify any grammar issues, typos, formatting concerns, etc. Since these changes are not altering the information in the document, the proofer can make decisions without oversight from other roles.

The final role is the publisher, who is in charge of pushing the content live; for Health Reach, they will be posting the content onto the website. Their work also includes entering content into the CMS or ensuring it is entered correctly. This role is especially integral for this project since meta data and page titles are an SEO factor that is currently missing on the site. Their responsibilities also include publishing content to staging to ensure it is behaving correctly. Finally, they will post the content live and double check that it appears correctly.

When determining the optimal process for your organization, the steps tend to emerge pretty clearly once the roles and responsibilities are documented. The steps tend to include planning,

creating, reviewing, approving, and publishing. The workflow diagram below is recommended by content strategist, Meghan Casey; the boxes of darker purple may not be necessary depending on the project.



Once you define the steps necessary, you can add some detail. When developing your workflow, you should include the what, why, who, when, and how of the task. What each step is and what happens before and after it. Why the step is important to the process. Who is completing the tasks and who is informed or consulted. When they will be completed. Finally, how the task will be completed.

STEPS FOR CONTENT CREATION

When creating content, it is important that the team is provided with tools and guidelines that will be essential for helping them create, review, and approve content. The first tool is content production inventory, which is used to repurpose and track content creation from assignment to publishing. The details tend to include IS, name, batch number, content owner, writer, SME(s), current status, and next step.

Another important guiding tool is a style guide. This document explains how you want to talk to your audience and any specific guidelines you want followed. They tend to include a summary of voice, tone, content examples, best practices, and any deviations from style manual.

The third tool for content creation is feedback forms and checklists. These help guarantee that the feedback is clear and fits the client's needs. It can be beneficial to have each reviewer in the process reviewing for specific things. For example, the legal reviewer will make sure the company won't get into trouble with the law. Checklists are another method of ensuring that the content is correct and polished prior to posting. Once these three tools are prepared and discussed, the team can confidently begin creating content.

CONTENT LIFECYCLE

Content is a dynamic and changing business factor. This is due to both the changing technological landscape and changes in business function that should be reflected through content. Therefore it is integral that content is thought of in terms of a life cycle diagram. The stages are continuously repeating as the cycle continues.

One of the first steps is to strategize. This step is where you define what content you need, for what people, and for what reasons. Our team has presented a content strategy based on your current needs and audience. However in the future if/ when these factors change, this is the starting point. Next, is planning. Through this step you will document roles, responsibilities, and processes. We provided a list of important roles and tasks above. Creating the content comes next. Set up the tools and guidelines that will help people create, review, and publish content. Maintaining the content is the next step. It is important to review and update (or delete) content as needed. Some content requires more frequent updates to remain accurate and beneficial. The final cycle stage is auditing. In this context, this means assessing. It is important to measure how the content is performing.

This is a continuous cycle. Evaluating your content strategy is important to ensure you are meeting your business goals. This is especially true since as companies expand, their goals and priorities change. It is important to recognize that content has a lifecycle and is not static. This helps ensure your content is accurate, timely, and relevant.