

# Focusing Healthcare Content on Users & Benefits

# Today's Presenter



- Senior content strategist and writer at Geonetric
- Helps clients tell their stories through clear and memorable Web copy
- Ruthless editor driven to make messages strong
- 35 years experience writing for every medium imaginable
- Bachelor's degree in radio-TV-film production, journalism and mass communication from Iowa State University

# Healthcare Content for Website Users

- Put yourself in the minds of your website visitors and patients
- Get past marketing-speak and provide helpful details
- Revise current website copy to emphasize the benefits users receive from your services, technology, staff, expertise
- Streamline content, get quickly to the point, and help users complete tasks
- Create strong calls to action that focus on users and benefits

# Typical Healthcare Website Content

## Care and Treatment of Adult Congenital Heart Disease

### Expertise

### Our Expertise

### Treatments

We offer patients comprehensive diagnostics, lifestyle counseling, medical management, and interventional and surgical treatments for the full spectrum of conditions related to congenital heart disease. We work with our referring providers to ensure that their congenital heart patients are managed in a sub-specialized and collaborative environment that offers the best specialty treatment options available.

### Conditions Treated

### Your Care Team

The Adult Congenital Heart Program at Stanford offers:

### Research

- Leading cardiothoracic surgeons who are experts in repairing congenital heart lesions across all age groups.
- A highly specialized program specifically designed for adolescent and adult patients with congenital heart disease.
- Advanced treatment options for pulmonary valve repair in patients with tetralogy of Fallot, transcatheter ASD closure, and pulmonary valve replacement, as well as alternative therapies such as ventricular assist devices and heart/lung transplantation.

### FAQs

The Adult Congenital Heart Program at Stanford specializes in treating adults who were born with congenital heart defects. Although most patients will have undergone corrective surgery, some may not have been previously treated, or may have recently discovered complex residual conditions requiring therapy involving drugs, interventional procedures, or surgery.

### Our specialty services

- Seamless transition from pediatric to adult oriented care with a highly specialized program specifically designed for adolescent and adult patients.
- Comprehensive, multidisciplinary care from leading experts in congenital heart disease and other cardiovascular specialties.

# Typical Healthcare Website Content

## How did this happen?

- It's natural and easy to talk about ourselves and our accomplishments
- It's the standard approach to marketing and communication – “push” information out
- It's much more challenging to empathize with of our users

## Besides ...

**Social Media Changed Everything**

# From “Push” to “Pull”

## **Traditional marketing offers the illusion of message control**

- “Push” organization’s message out to anyone who might intercept it
- Organization-centric: what we do and why we’re amazing
  - EXAMPLE: Any typical healthcare website

## **Social media creates waves**

- “Pull” in only messages wanted by each person = consumer/customer in control
- Peer-to-peer sharing of perceptions and recommendations about organizations/services
  - EXAMPLES: Yelp, Angie’s List, Twitter, Facebook, Foursquare, any ‘review’ site – which now also include reviews/recommendations about healthcare professionals

**Mobile & Responsive**



# Rise of Mobile Devices & Responsive Design

## Requires a shift in approach to website content

- Deliver all content all the time on any device
  - Single code base; single content repository
- Stop thinking of “pages” or “screens”
  - No two devices render content the same way
- Consider **content in context** to create value
  - Who are your users
  - What are the top tasks they want to complete on your site
  - When and where will they consume content
  - What information is most important – from their perspective, from yours
  - How do user and organizational top priorities mesh: messages, actions, tasks completed

## Saves development time

## Streamlines ongoing content governance and maintenance

# Shifting Content Priorities

- Meaning changes when content shifts placement on a “page” or “screen”
- Must re-think content and prioritize so users get most important and helpful items first/quickly
- Need to create **better** content, not necessarily **more** content
- Just because we *can* create/publish/file/archive doesn't mean we *should*



# Web Writing for Users & Benefits

# Focus on Users & Benefits

## Helps content creators/writers

- Make content interesting, engaging, meaningful, helpful
  - Let users quickly complete their top tasks
- Eliminate filler, fluff, marketing-speak
  - Cut to the chase; get to the point
- Streamline messages
  - Say only what needs to be said
  - Use as many words as necessary but as few as possible
- Create effective calls to action
  - Clearly identify next steps on each page/at every opportunity
- Make it easy to do business with your organization
  - Provide – at minimum – a phone number and/or an email address everywhere



# Focus on Users & Benefits

## Helps entire website/marketing team and organization

- Identify top priority content
- Consider how content and design work together for optimal user experience
- Streamline content for best experience on desktop **and** mobile
- Make all content available all the time on all platforms and devices
- Eliminate 'gatekeeper' thinking and illusion of organizational message control
- Welcome peer-to-peer content-sharing among website users and prospects



# To Write for Users & Benefits, We Must...

- Put ourselves in the minds of our site visitors and patients
- Get past marketing-speak and provide helpful details
- Revise current website copy to emphasize the benefits users receive from our services
- Streamline content and quickly get to the point
- Create strong calls to action that focus on users and benefits

# Zen Mind, Beginner's Mind

# Think Like a Beginner

- Put yourself in the minds of your website visitors and your patients
- Look at each website section and page of content as if you didn't know anything about the topic
- Remember a time when you had to do something outside your comfort zone



Run a marathon

Talk to a plumber



Get your car repaired



Make a speech



Find health care



# Feeling Anxious? Uncertain?

**That's your starting point for taking on the mindset of**

- Website visitors
- Current patients
- Prospective patients
- Family members or caregivers



# Next Steps?

## Identify:

- The 'patient journey'
  - Steps in processes for specific services you offer or want to promote
- Information prospective patients need to know
- Actions **prospects** need to take
- Actions **you** want prospects to take
  - Consider how user needs and actions can mesh with organizational goals

# Next Steps?

## Identify:

- The most common questions related to this process/service
  - Ask your Call Center or Patient Support Team
  - Write content to clearly describe best steps/actions – *must operationalize your procedures*
  - Create direct calls to action at appropriate spots; don't create FAQ pages or quick links list

# Next Steps?

## **Avoid:**

- FAQ pages
  - How would users know if their questions are frequently asked?
  - Revise related page content to incorporate important information
- Quick Link lists
  - Ask your Call Center or Patient Support Team
  - Write content to clearly describe best steps/actions – *must operationalize your procedures*
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## Imaging and Radiology

Imaging tests use technologies that scan your organs, structures of your anatomy, and bodily functions and present them as high-resolution pictures.

The detailed medical images from radiology procedures help physicians and specialists provide a comprehensive evaluation and diagnosis of many health conditions.

Some imaging techniques serve as real-time guides for treatment procedures. The specialty of interventional radiology uses these precision images, for example, to combine diagnosis with treatment in a single procedure that's often less invasive than traditional surgery.

### Advanced imaging technology

University of Colorado Health uses the latest in advanced imaging technology at our facilities across the Front Range to provide you and your doctors with the most accurate information about your specific situation and options for your care.



We're accredited by the American College of Radiology (ACR), which means our images, equipment, staff credentials, and quality-related processes have been approved by nationally recognized experts. We've also received the

ACR's Gold Seal of Excellence, so you know you're in good hands when you choose us for imaging services:

## User-Focused Descriptions

### Fast, effective interpretation

Because our imaging procedures are digital, your results are available right away through our picture-archiving communication system (PACS), which helps all the members of your health care team work together to diagnose and treat your condition as quickly as possible.

Your exam is performed by highly trained and experienced technologists who are registered by the credentialing board associated with each imaging type.

In addition, your results are interpreted by board-certified radiologists. These skilled radiology professionals at UHealth know how to effectively evaluate the detailed images. They help detect the abnormal patterns that indicate illness and can monitor the progression of illness or changes in your condition.


# Clear Calls to Action

**Find a Location** 

Radiology and Imaging - Anschutz  
Inpatient Pavilion

Radiology and Imaging - Anschutz  
Outpatient Pavilion

Learn more about imaging safety  
and radiation safety at UCHealth.

**Find a Provider** 

Please enter your search  
criteria below to find a  
healthcare provider.

▼

▼

▼

▼


▼

▼

**SEARCH**

**Be Authentic, Specific, Helpful**

# Peer-to-Peer Recommendation & Review Sites



Quick Tour | FAQ | In the Press | Articles



















Home :

## How it works

More than 2 million households use Angie's List to find high quality service companies and health care professionals in over 700 categories.

[Join Now](#)

### Best of Yelp: San Francisco

 <b>Restaurants</b> 11,563 reviewed	<h4>Health &amp; Medical</h4> <ol style="list-style-type: none"><li> <b>1. Hollywood Walk-In Clinic</b> ★★★★★ 258 reviews</li><li> <b>2. Lasik Eye Center</b> ★★★★★ 265 reviews</li><li> <b>3. Paul C Lee, MD</b> ★★★★★ 114 reviews</li><li> <b>4. Your Laser Skin Care</b> ★★★★★ 91 reviews</li><li> <b>5. Universal Family Wellness Clinic</b> ★★★★★ 48 reviews</li></ol>
 <b>Food</b> 8,030 reviewed	
 <b>Nightlife</b> 2,682 reviewed	
 <b>Shopping</b> 12,251 reviewed	
 <b>Bars</b> 1,628 reviewed	
 <b>American (New)</b> 850 reviewed	
 <b>Breakfast &amp; Brunch</b> 530 reviewed	
 <b>Coffee &amp; Tea</b> 1,929 reviewed	
 <b>Beauty &amp; Spas</b> 6,588 reviewed	
 <b>Health &amp; Medical</b> 9,223 reviewed	
 <b>Home Services</b> 9,054 reviewed	
 <b>Automotive</b> 3,324 reviewed	
 <b>Local Services</b> 5,354 reviewed	



# facebook

Social sharing apps  
let friends tell friends  
tell friends tell ...





BLAH

BLAH

BLAH



Make friends with  
your dictionary  
and thesaurus

state-of-the-art *adjective*

[g+](#) [f Like](#)

**1** being or employing the latest concepts, styles, or techniques  
<a medical center that prides itself on being a leader in  
*state-of-the-art* microsurgery>

**Synonyms** [advanced](#), [avant-garde](#), [cutting-edge](#),  
[progressive](#), [state-of-the-art](#)

**Related Words** [pioneering](#), [revolutionary](#), [trailblazing](#);  
[alternative](#), [antiestablishment](#), [nontraditional](#), [unconventional](#),  
[underground](#); [bizarre](#), [far-out](#), [outré](#), [way-out](#); [fresh](#), [new](#),  
[novel](#), [original](#); [strange](#), [unaccustomed](#), [unfamiliar](#),  
[unheard-of](#), [unknown](#), [unprecedented](#); [contemporary](#),  
[current](#), [hot](#), [mod](#), [modern](#), [modernistic](#), [newfangled](#),  
[new-fashioned](#), [present-day](#), [red-hot](#), [space-age](#),  
[ultramodern](#), [up-to-date](#)

**Near Antonyms** [conventional](#), [customary](#), [established](#),  
[orthodox](#), [traditional](#)

Clearly describe  
what users get

## Orthopedics & Sports Medicine

Whether you're training for a marathon or working in your garden, you feel better when you can move easily. The PIH Health orthopedics and sports medicine team is your partner in supporting your goals for an active life.



## Comprehensive Care for Bones & Joints

At PIH Health, you get access to a wide range of services for diagnosing and treating bone and joint conditions. You benefit from our outstanding facilities and advanced technologies. Our expert team of compassionate, board-certified orthopedic and sports medicine physicians, surgeons, therapists and nurses helps you get back in the game and loving your life again.

# Clearly describe how users benefit

## PIH Health Rehabilitation Services

To make your recovery as successful as possible, we include your family members and other caregivers on your rehab team. Depending on what you need, you may start rehab as a patient in the hospital. That's known as acute rehabilitation.

As your situation changes, you might benefit from transitional care. That's a special place inside our hospital where we offer short-term, 24-hour services. You may stay in transitional care for a while before returning home.

Or, you might start or continue rehab as an outpatient. Our outpatient services include:

- Physical therapy
- Occupational therapy
- Speech and swallowing therapy
- Lymphedema therapy

Always help users  
take action  
immediately

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- [Physical therapy](#)
- [Occupational therapy](#)
- [Speech and swallowing therapy](#)
- [Lymphedema therapy](#)

## Contact Us

[Call today to learn more](#) about the wide range of rehabilitation services available at PIH Health.

PIH Health Hospital - Whittier Rehabilitation Center  
**562.789.5451**

PIH Health Hospital - Downey Rehabilitation and Wellness Center  
**562.904.5414**

**Shift from Features to Benefits**

# Challenges of Writing for the Web

- No more big lists of features or text walls about services, institutes, centers, etc.
- Get out of your own head and empathize with others
- Translate organization goals into tasks users want to handle on your website
  - Raise revenue = Pay a bill; Make a donation
  - Increase volume = Find a doctor; Learn about a health condition; Choose medical services
  - Engage more patients and community members = How I benefit from using your services; Volunteer
- Make it easy for users to get what they want from you – and they will help you reach your mutual goals



# Norwegian Cancer Society

-old site-



# Norwegian Cancer Society

-new site-

The screenshot shows the homepage of the Norwegian Cancer Society website. The browser address bar displays "https://kreftforeningen.no". The page features a colorful logo of a flower-like shape in the top left. Below it, the text "KREFTFORENINGEN" is displayed. A navigation menu lists "Kreftformer" with sub-links for "Brystkreft >", "Prostatakreft >", "Lungekreft >", and "...alle kreftformer >". A search bar contains the text "...eller søk" and a magnifying glass icon. The background of the top section shows two silhouettes of people holding hands against a rainbow gradient. Below this, a section titled "Råd fra fagfolk" (Advice from experts) includes the text: "Kreftlinjen har spesialsykepleiere, jurister og sosionomer som kan svare deg." (The cancer line has specialist nurses, lawyers, and social workers who can answer you). At the bottom right, contact options are listed: "800 57 338 (hverdager)" with a phone icon, "E-post (svar innen 72t)" with an envelope icon, and "Chat (ledig rådgiver nå)" with a speech bubble icon.

# Norwegian Cancer Society

## Outcomes:

- 70% increase in one-time donations
- 88% increase in monthly donors
- 164% increase in members
- 348% increase in incoming links, and
- 80% increase in site visitors

# Typically, it's all about US ...

ABC Healthcare offers the latest in state-of-the-art technology and cutting-edge treatments. Our award-winning, board-certified, and fellowship-trained physicians and surgeons have years of experience in their specialties, which include:

- Gastroenterology
- Neurology and neurosurgery
- Oncology
- Cardiology and cardiovascular surgery
- Anesthesiology
- Emergency medicine
- Hematology
- Obstetrics and gynecology

# ... when it needs to be about YOU

**Detailed images & precise control**

**Reduced impact on your body**

You benefit from robotic-assisted procedures through the reduced impact of surgery on your body. That often means smaller incisions, less anesthesia, less pain and scarring, decreased risk of infection, less blood loss, shorter hospital stays, faster recovery, and quicker return to your regular activities and the life you love.

# Focus on Users & Benefits

## Exceptional Neurosurgical Care in Our Community

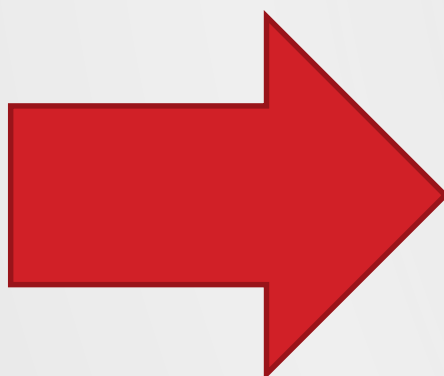
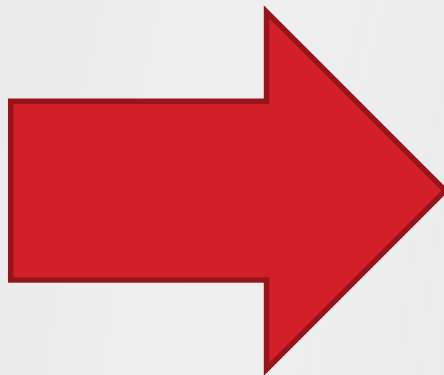
At Cape Cod Healthcare, you're assured of the highest quality of care for a broad spectrum of brain, spine and peripheral nerve conditions. We offer the advanced technology and treatment options you'd expect from an academic medical center with the distinct advantages of a community hospital.

When you choose us for care, you benefit from:

- Treatment by board-certified doctors with training from—and connections to—top-ranked universities
- Compassionate care from a cohesive team of advanced practice providers, nurses, technologists and other professionals who know you by name
- Convenient locations that keep you close to your home and support system
- Our comprehensive healthcare system including everything you need from diagnosis through recovery and rehabilitation, such as the resources of the [Visiting Nurse Association of Cape Cod](#)

### Next Step

For more information or for help finding a doctor or scheduling an appointment, call our **Access Line** at 877-CAPECOD or **email** us today.



**Get to the Point**

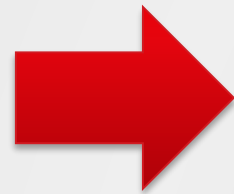
# Streamline Your Content

- Remove extra words – including “please” and “welcome”
- Write clearly about the process or steps people must take to complete an action
- Streamline forms to request only the most basic information before allowing users to take the next step
- Offer a clear path from action to action
  - Click from one page leads to the next step/next page
  - Click from next page leads to next step





# Clear Paths to Action



## Find a Provider

[Home](#) » [Find a Doctor](#)



Finding the right doctor is an important first step in managing your health and planning for your future. At LewisGale Regional Health System, you can choose from among the most experienced and highly trained physicians and healthcare professionals in their fields—over 700 doctors across dozens of convenient locations—and we can help you make the best choice.

[Basic Search](#)

[Advanced Search](#)

Search for a Physician By Keyword

Enter a doctor's name, specialty, city, state, or zip code. We'll provide suggestions as you type.

Search

### Browse by Last Name

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		

[Printable directory sorted by Specialty](#)

[Printable directory sorted by Name](#)



## Find a Provider by Phone

Call our **Consult-A-Nurse®** team at **877.2HCADOCS (877.242.2362)** for free 24/7 nurse access and physician referral service. We're your first source when you need to find a primary care physician or provider and make an appointment.

We can help with information about physicians affiliated with LewisGale Regional Health System, including:

- Medical specialty, skills and experience
- Providers who are accepting new patients
- Office hours and locations



Learn more about [Consult-A-Nurse®](#).

## Primary Care for Southwest Virginia

Learn more about [choosing a provider and our network of primary care](#) throughout Southwest Virginia.

**Strong Calls to Action**

# User & Benefit Calls to Action

- Make verbs your friends; use them often, with clear intent and subtle flair
- Help site visitors quickly find what they need and complete their top tasks
- Shift away from writing about what the organization does
- Write to/for the “understood you” or the “me” who’s reading the page/screen

# User & Benefit Calls to Action

## LEARN YOUR HEART RISK

Learn your heart age and risk for heart disease with our quick and easy heart risk assessment. Review your results with a registered nurse. Your journey to heart health starts here!

[TAKE FREE HEART RISK ASSESSMENT](#)

## MINUTES MATTER!

If you or a loved one experience chest pain, [call 9-1-1 now](#). That's the fastest way to get lifesaving treatment at an Adventist HealthCare Accredited Chest Pain Center.

[SIGNS OF A HEART ATTACK](#)

## PUT YOUR HEART IN EXPERT HANDS AT ADVENTIST HEALTHCARE

Ask your doctor to make a referral to the heart and vascular specialists at Adventist HealthCare or [find a doctor online](#). To speak with a member of our experienced cardiovascular team or schedule an in-person appointment, call **1-800-642-0101**.

# Focus Web Content on Users & Benefits



'What's the point of being smart if nobody understands what you have to say?' It's far smarter to simplify your message and explain it in a way that's accessible, while still maintaining nuance and accuracy, than to hoard information and grumble about how others just don't understand – or worse, explain it in a convoluted way.



-Yael Grauer, writer/Copyblogger contributor, quoting business coach Charlie Gilkey

# Focus Web Content on Users & Benefits

- Put yourself in the minds of your website visitors and patients
- Get past typical marketing communication style and provide helpful details
- Revise current website copy to emphasize the benefits users receive from your services, technology, staff, expertise
- Streamline content, quickly get to the point, and help users complete tasks
- Create strong calls to action that include benefits whenever possible

# Content Guidance on Our GeoVoices Blog

- [The Value of Content? PRICELESS!](#)
- [Website Content – Creating the Good Stuff](#)
- [Effortless Content? In Your Dreams.](#)
- [Top Tasks and the Paradox of Choice](#)
- [Measuring Your Content Investment](#)
- [Telling Your Whole Brand Story: System-Wide Approach to Web Content Structure](#)

*Check the blog or ask your client advisor for links.*