Website Evaluation for a Healthcare Client

BY BLOOM44 | NOVEMBER 2021

OVERVIEW

A high-level, unvarnished evaluation including practical tips to help a business's webpage stand out from the crowd.

OBJECTIVE

Provide clients **up to 3+ solid ideas they can implement** to grow their value story.

TARGETS

▶ PRIMARY

Quickly assess a client's website and identify 1-3 areas to help the website be more compelling for the audience.

▶ SECONDARY

Provide considerations and recommendations for next steps to up level your value story.

▶ TERTIARY

Help first time clients get a sense of the value and culture of Bloom44 as well as what to expect for future engagements.

www.bloom44.com

KEY FINDINGS

The content on the client's website is interesting and keeps the reader wanting to learn more about the results, a deeper level of how things work and how The Client is different in solving a key issue in the health care system. Very slight changes can make your story even more compelling. A goal for the website is to help a prospective customer determine in a minute or less why you are different and why they should reach out to you to learn more about your solutions.

Adding quantifiable, independent results, recommendations and case studies will go a long way to help you as you accelerate on your journey.

AUDIENCE INSIGHT

▶ Audiences at health care companies tend to be seasoned and expect companies to "prove" their value.

▶ Metrics speak as do testimonials and heart tugging videos of the difference youw make in people's lives.

▶ They see many solutions and it is critical you stand out from the pack.

KEY RECOMMENDATIONS

REDEFINING THE MEDICATION EXPERIENCE

- The current state focuses on the "what" of what The Client does; how can you reword it to focus on the **unique value** The Client delivers to the constituents.

- An expert says your experience is one of if not the best in your field — how can you bring that to life? Health care companies are increasingly interested in products that have great experiences to boost satisfaction.

REAL-TIME DATA EXCHANGE

- Many companies claim to have a "real time data exchange" how does The Client Compare?

- Can you include the exact time of "real time" to give credibility? Some companies claim to have "real time data exchange" when in fact the data is sent in batches within a 24-hour period.

- How can you make it more compelling?

- How can you make the wording easier to read on a smart phone given the font size is very small?

THE A.C.E. EXPERIENCE

- **Quantify your adherence metrics and where possible compare to industry standards.**

- **Connect:** How is the The Client Connect engine better from what is currently in the market? How is the actionable patient access better than before and what are your outcomes to demonstrate this?

- **Medication Auto Population:** How is this different from what is in the market today? Is your site more safe and secure.

- **Medication Reminders:** How are your reminders better than the competition, better than someone using other methods such as an appointment on their smart phone.

ADDITIONAL CONSIDERATIONS

DOWNPLAY "PRIVACY AND SECURITY" AND "WEB OR MOBILE"

These are table stakes unless you have poof points behind them such as X agency has awarded The Client as being in the top 1% of most secure health care companies. Or, The Client has won an award for its digital user experience or has 5+ star reviews. You have limited space on your page and may find using this space to focus on your unique value and experience may be more beneficial.

HIGHLIGHT OUTCOMES

- Audiences are looking for proof points on the triple aim — the easier you can convey these points, the easier it will be to see your convo.

- Print out your web pages and brainstorm where you can insert metrics.

LOOK AT YOUR TOP 3 COMPETITORS AND TOP 3 NON-HEALTHCARE WEBSITES FOR FRESH IDEAS

- **Demonstrate dollar savings and ROI for their investment.** (You have some high-level industry info under "employers" how has your book of business proven out? How much have you saved per member per month?)

- Metrics of increased clinical outcomes (adherence, patient and provider satisfaction, etc.)

SEO RESULT

It is outstanding The Client is the #1 result when I search The Client on Google and no ads appear above it. So many business owners would love to be in your position.

If you haven't already, try having your friends in other parts of the world search and see if they get the same result. Sometimes Google will put companies up at the top of search results if they are in proximity of the person preforming the web search.

RECOMMENDATION

Think about tweaking wording of the summary statement that appears in the search results.

Current: "The Client uniquely connects patients, caregivers, providers, and payors using real-time data integrations and behavior change to improve adherence and while reducing the cost of care."

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LANDING PAGE

1 **Consider arranging the navigation menu in the top right to read:** Our Solution, Who We Are, What We Do, Who We Serve, News & Insights, Careers, and Contact Us.

2 **Consider honing the wording under "Redefining the Medication Experience"** to, "Independently validated as a real-time adherence monitoring suite with a leading-edge user experience proven to improve adherence by XX% and prevent XYZ by % on average."

3 **Graphic:** I find this graphic intriguing and am curious of what the elephant represents. I am sure there is a cool story behind it, and it makes me want to learn more. This is prime real estate on your page… is this the right place for this graphic because it is visually interesting and at the same time does not clearly speak to your value? Perhaps think about updating the graphic below and putting it here instead or even a video.

"WHY REALTIME MATTERS" SECTION

▶ I think everyone would agree when it comes to health, the more real time the better. Can you word it to something like "We do Real-Time Best"? Of course, you will need to pull out your supporting proof points.

▶ **Audience Insight:** Execs can be suspect of what "real time" time means they may also be cynical of why your solution is better and does not duplicate what they already have. Can you address that?

▶ How can you bring out more of what makes you unique? Are you the only solution on the market that reaches out on day 2?

▶ **Graphic:** I like this graphic yet it is very hard to read on a smart phone. Is there a way to turn this into a video? If you want to stick with the graphic, how can you convey the value of the steps in the process and anything else that makes The Client unique.
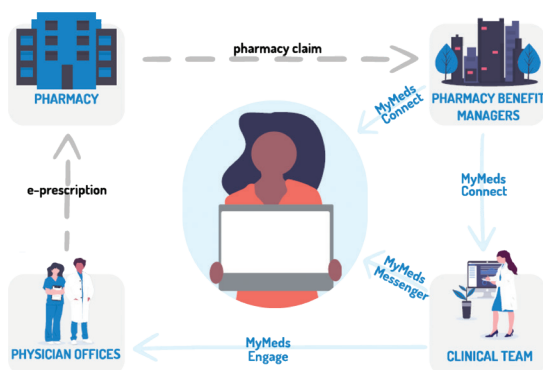
A.C.E. EXPERIENCE GRAPHIC

▶ Insert a period following E. Good descriptions. Can you bring it to life with stats, results and points of competitive difference? Would you want to consider adding a learn more button that takes you to more detailed content on a new "Our Solutions Page"?

▶ Contemplate adding a competitive side-by-side compairison.

EXPERT VALIDATION

This is the shining jewel of your site.

How can you bring this up? Do you replace it where the cloud elephant graphic is?

Where can you get more of these testimonials?

MEET THE TEAM PAGE

Your current page truly reflects a culture of teamwork and where every person matters. It is exceptional.

Yet, put your potential client hat on. It's likely they are a bit more hierarchical and are most interested in learning about the C-Suite and Board.

- Consider featuring leadership and the board only. If you must, think about adding a group team photo and highlighting those employees on LinkedIn instead. In this market team members come and go and by having fewer pictures it makes it easier for people researching your company.

- Have you considered doing podcasts? I have heard these can easily be turned into blogs and are also a nice medium you can repurpose in your marketing.

WE'RE HIRING PAGE

- It is easy to see the title and location of the roles and makes it easy for potential applicants.

- Think about including info on the culture, benefits and what it is like to work at your company.

- Consider speaking to the good work you do for the community. It will attract team members. Many prospective employees enjoy working for a company or founders who give back to causes near and dear to their hearts.

BLOG PAGE

- If you keep this page, you will want to ensure you have a blog at least once a month. There are agencies that can ghost write these for you.

- Share your blogs on LinkedIn for traction.

- Consider appearing on podcasts or at industry conference and posting the content here. This builds buzz.

THANK YOU FOR WORKING WITH US!

BLOOM 44SM

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Drive growth through digital & experience improvement

- Reimagine how customers and employees experience your business

- Unleash new possibilities with the power of data and analytics

- Accelerate digital innovation through cutting edge tools and solutions

- Build a sustainable experience management practice

- Enable customer centric cultures, operating models, and change