



HEALTHREACH
COMMUNITY HEALTH CENTERS

Content Strategy Report

Madison Vale | October 2024

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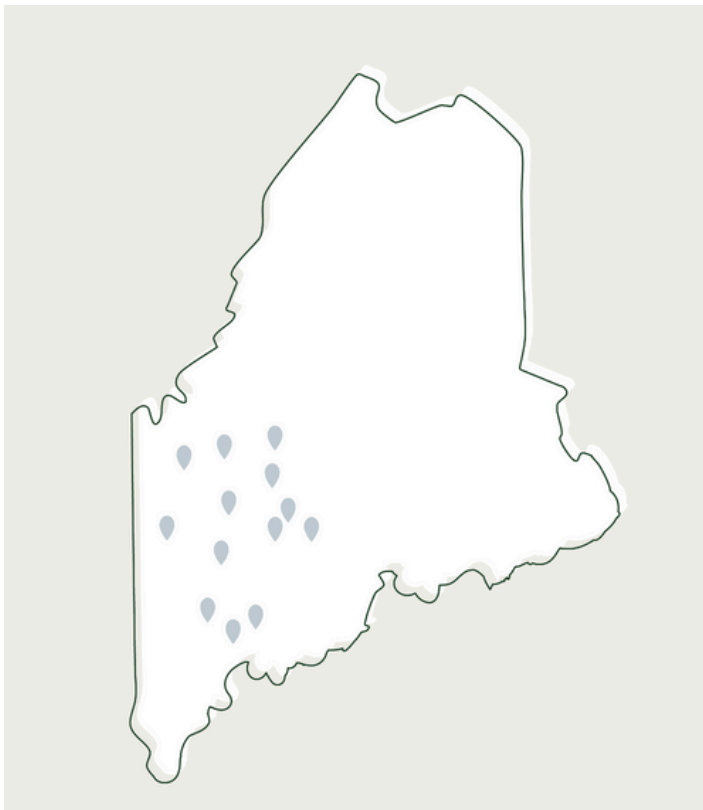
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Executive Summary

This report provides a comprehensive evaluation of HealthReach's content strategy and website performance, highlighting areas for improvement in accessibility, audience engagement, and search engine optimization. Established to serve underserved populations in rural Maine, HealthReach is committed to delivering affordable, high-quality healthcare services while promoting community health and well-being.

Recent analysis reveals multiple opportunities for improvement, including the need for metadata, more descriptive alt text for images, and better contrast in visual elements. These adjustments are crucial for enhancing the user experience and keeping up with accessibility standards.

Additionally, this report recommends developing a clear core strategy statement that outlines HealthReach's mission and objectives, using messaging framework to better resonate with target audiences, and conducting a thorough competitive analysis to align with industry best practices. By implementing these strategies, HealthReach can strengthen their connection with patients and community partners, ultimately backing their organizational goals and enhancing the impact on the communities they serve.



Introduction

This content strategy report for HealthReach analyzes the current state of its content and identifies areas for improvement. It focuses on how to better connect with the target audience —rural Maine families seeking affordable healthcare, by providing more engaging and easy to navigate content. The report will suggest strategies for enhancing HealthReaches content and improve user engagement across various platforms.

About HealthReach Community Health Centers

HealthReach Community Health Centers is a nonprofit organization dedicated to providing comprehensive healthcare services to rural communities across Central and Western Maine. With a network of 12 different health centers, HealthReach offers medical, dental, and behavioral health care on a sliding fee scale, ensuring that high-quality care is accessible to individuals and families regardless of their financial situation. In addition to primary care, HealthReach focuses on community wellness, preventive health, and patient education to promote long-term well-being for underserved populations.

Business Needs

To meet their organizational goals, HealthReach has requested that their updated site effectively serve as an ambassador for the HRCHC brand. It needs a modern, relevant design update that showcases the health centers and programs offered. Additionally, the site should enhance patient service, engage visitors, and strengthen relationships with community partners. Finally, it is essential that the new website provides an easily maintained solution to ensure continuous effectiveness and adaptability to meet the needs of its audience.



Content Alignment Summary

The content alignment summary provides a clear overview of how content can meet the needs and expectations of target audiences while helping organizations like HealthReach create more effective and engaging content that resonates with their audience. Ultimately, this serves as a roadmap for aligning content strategy with organizational goals and audience needs.

Goal	Objectives
Improve patient services and engage site visitors.	Provide an easier and more pleasant user experience through their website.
Showcase health centers and programs.	Provide easily accessible information on locations and services.
Strengthen relationships with community partners.	Build a sense of trust and community to draw in partnerships and patients.

Audience

HealthReach's audience consists of individuals and families in rural Central and Western Maine seeking affordable healthcare services. This includes low-income patients who may require adjusted fees and those facing barriers to access, such as transportation or language challenges. HealthReach serves a large demographic, including children, adults, and seniors, as well as those needing mental health and dental care. By focusing on underserved populations, HealthReach aims to foster health and well-being for all residents in their area.

To effectively highlight this audience in their content strategy, HealthReach can focus on featuring user-friendly navigation on their website to promote their services and address common health concerns.

SEO and Accessibility

Page Titles

HealthReach's page titles could be improved for both SEO and user engagement. Some titles are duplicated, which can confuse users and search engines. A few titles are also too long, with the longest at 105 characters, which may get cut off in search results, reducing click-through rates. Shorter titles, like the 18-character ones, might not provide enough detail to engage users. By balancing title length and making each one unique, HealthReach can improve visibility and encourage more users to click through and explore the site.

Good Example: "Affording care | HealthReach"

Needs Improvement: "Madison Area Health Center welcomes Licensed Clinical Professional Counselor, Lauren Emery | HealthReach"

Headings

HealthReach's header usage shows room for improvement. While H1 tags are used, many are left empty, which affects both SEO and user clarity. H2 tags are in place but are missing in several sections, which disrupts content hierarchy and flow.

A good example of effective heading usage is found with H1: "Affording Care" and H2: "We can help." Implementing H1 and H2 tags more consistently and ensuring they are properly filled can improve both user experience and search engine rankings.

Affording Care

We can help.

We believe everyone deserves the healthcare they need, no matter what they can pay. There are several ways we can help you access affordable healthcare.

[Learn More](#)

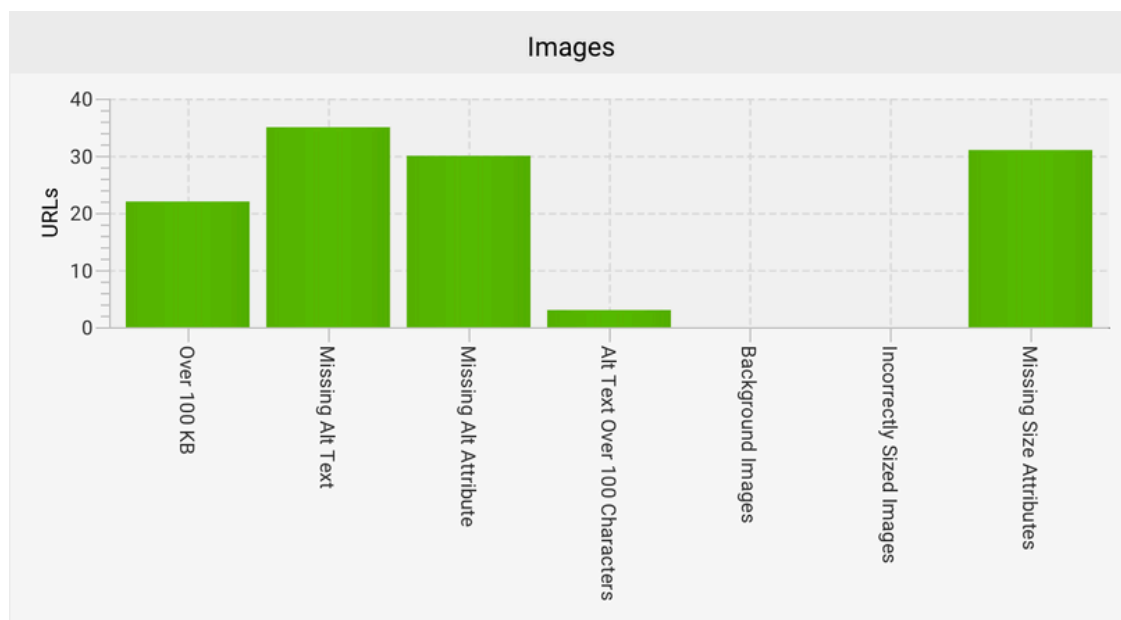
Metadata

HealthReach currently doesn't use meta descriptions or metadata across their site, which is a missed opportunity for improving SEO and accessibility. Adding well written meta descriptions could significantly enhance their visibility in search results by providing clear summaries of each page's content. This would help attract more traffic and improve user engagement. Metadata like keywords and descriptions also guide search engines, making it easier for potential patients and donors to find relevant information. Incorporating this would be a simple yet effective way to boost overall search performance.

▼ Meta Description		
All	144	100%
Missing	131	90.97%
Duplicate	0	0%
Over 155 Characters	0	0%
Below 70 Characters	0	0%
Over 985 Pixels	0	0%
Below 400 Pixels	0	0%
Multiple	0	0%
Outside <head>	0	0%

Alt Text

Currently, 36% of images lack alt text, which makes it challenging for visually impaired users to understand the content. Additionally, many of the images that do happen to have alt text are not actually descriptive in a way that is helpful.



Contrast

HealthReach's website has several contrast issues, with 31 instances of very low contrast where text blends into background photos. This makes it difficult for users to read and navigate, particularly for those with visual impairments. Low contrast between text and background not only lowers accessibility but also affects overall user experience. Addressing these contrast problems will improve readability and make the site more user-friendly for all visitors.



Content

Distribution

Instagram

@healthreachchc

80 followers

2-3 posts per week

Very short captions - no call to action

LinkedIn

HealthReach Community Health Centers

220 followers

Mostly Reposts

Very sporadic text only posts

Facebook

HealthReach Community Health Centers

97 followers

2-3 posts per week

Very short captions - no call to action

(The same as Instagram)

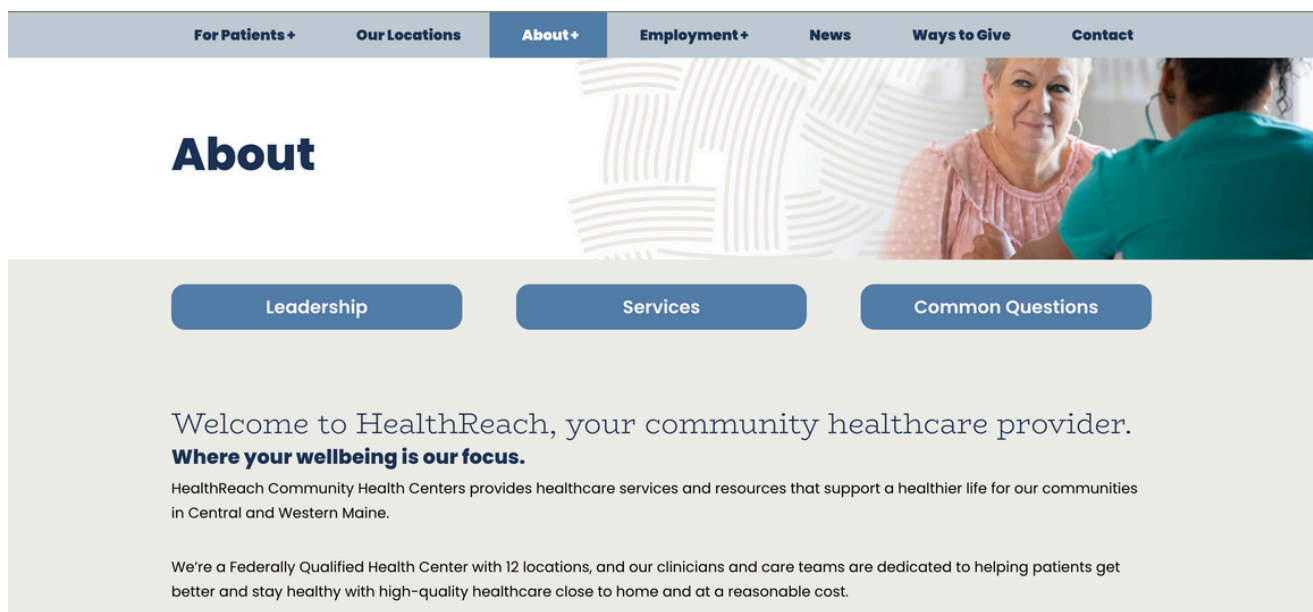
Imagery & Photos

Currently, their website relies heavily on stock photos, with the same images repeated across Instagram and Facebook, leading to a lack of freshness. There are no images on LinkedIn, and overall, the visuals used are not particularly engaging. This lack of dynamic and/or unique imagery may contribute to lower user engagement across platforms. Incorporating more authentic feeling photos could create a stronger connection with the audience.



Architecture

HealthReach's current website architecture is well-organized, offering a clean layout that ensures smooth navigation as users scroll through the page. This structure works well across various screen sizes, making it user-friendly on both desktop and mobile devices. The content is logically arranged and guides visitors to important information without overwhelming them.



Core Strategy Statement

The core strategy statement guides content to being relevant and purposeful while also aligning with goals and meeting audience needs. This statement serves as a foundation for ensuring that content is consistent, focused, and effective in driving engagement and achieving the desired outcomes.

To make HeathReach Community Health Centers the top choice for patients, Maine residents, and donors, we will update our content to provide better functionality and an easier user experience.

Messaging Framework

First Impression: HealthReach seems to have a broad network that has a lot of resources.

Value: I am confident HealthReach will provide me with the care and resources I need.

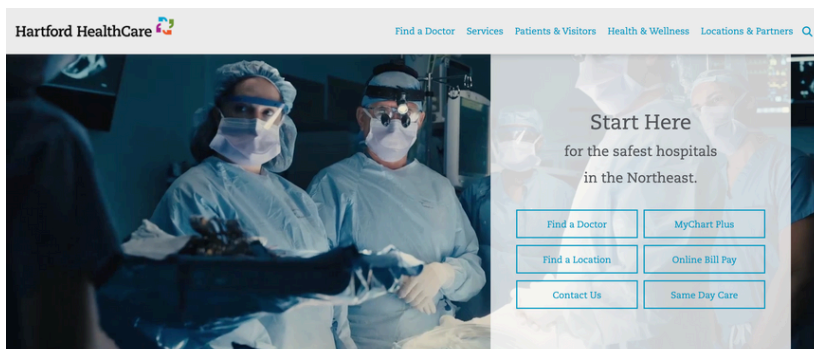
Proof: I am able to connect with a care provider in my area that fits all of my needs and financial situations.

Competitive Analysis

Hartford Healthcare

Hartford Healthcare is a prominent healthcare provider known for its extensive network of hospitals and specialized care. As one of the leading healthcare systems in the region, Hartford Healthcare offers a wide range of services and places a strong emphasis on innovation and patient-centered care.

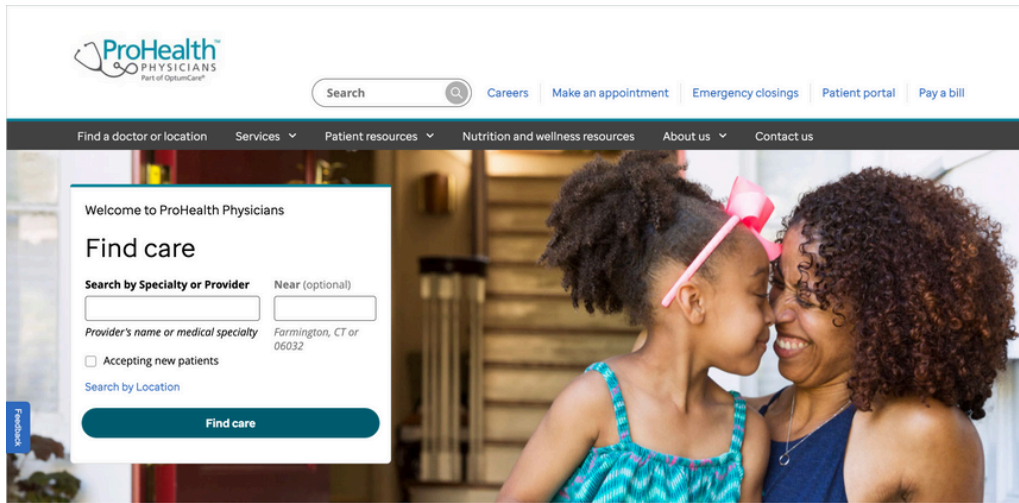
Hartford Healthcare sets themselves up for success by having an easy to navigate and straightforward website while also having a strong and active presence on social media utilizing a combination of graphics, posts, and videos to keep viewers engaged.



ProPhysicians

ProPhysicians is a healthcare organization that specializes in providing a variety of medical services through a network of skilled providers. Known for its patient-centric approach, ProPhysicians emphasizes quality care and convenience for patients.

ProPhysicians has a clean website that is easy to navigate but is in a similar situation as HealthReach, is lacking in engagement. However, they post multiple times a week with in depth captions that provide more context to each post.



The screenshot displays the ProHealth Physicians website. The header features the ProHealth Physicians logo (Part of OptumCare®) and a search bar. Navigation links include Careers, Make an appointment, Emergency closings, Patient portal, and Pay a bill. A secondary navigation bar lists Find a doctor or location, Services, Patient resources, Nutrition and wellness resources, About us, and Contact us. The main content area is titled 'Welcome to ProHealth Physicians' and 'Find care'. It includes a search form with fields for 'Search by Specialty or Provider' and 'Near (optional)', a checkbox for 'Accepting new patients', and a 'Find care' button. The background image shows a smiling woman and a young girl.

Content Design

Prioritization Table

This prioritization table highlights four different user experiences that could occur as people interact with HealthReach. Focusing on the scenario, segment, focus, drive, and guide piece together why and how someone would interact with HealthReach.

Senario	Segment	Focus	Drive	Guide
I just moved to the Maine area and am looking to find the right fit for me.	Prospective	<ul style="list-style-type: none"> • Location • Services • Pricing • Reviews 	<ul style="list-style-type: none"> • Patient Testimony • Affordability 	<ul style="list-style-type: none"> • Resources
I have decided to use HealthReach as my new health care provider.	Prospective	<ul style="list-style-type: none"> • Location • Common Questions • Services 	<ul style="list-style-type: none"> • Patient Testimony • Social Media 	<ul style="list-style-type: none"> • Resources • Patient Portal
I'm a new customer and need help finding new patient information.	New Customer	<ul style="list-style-type: none"> • For Patients • Forms • Language Assistance • About 	<ul style="list-style-type: none"> • Common Questions • Patient Portal 	<ul style="list-style-type: none"> • Patient Portal
I'm moving and need to find a new location.	Loyal Customer	<ul style="list-style-type: none"> • Locations • For Patients 		<ul style="list-style-type: none"> • Resources • Patient Portal

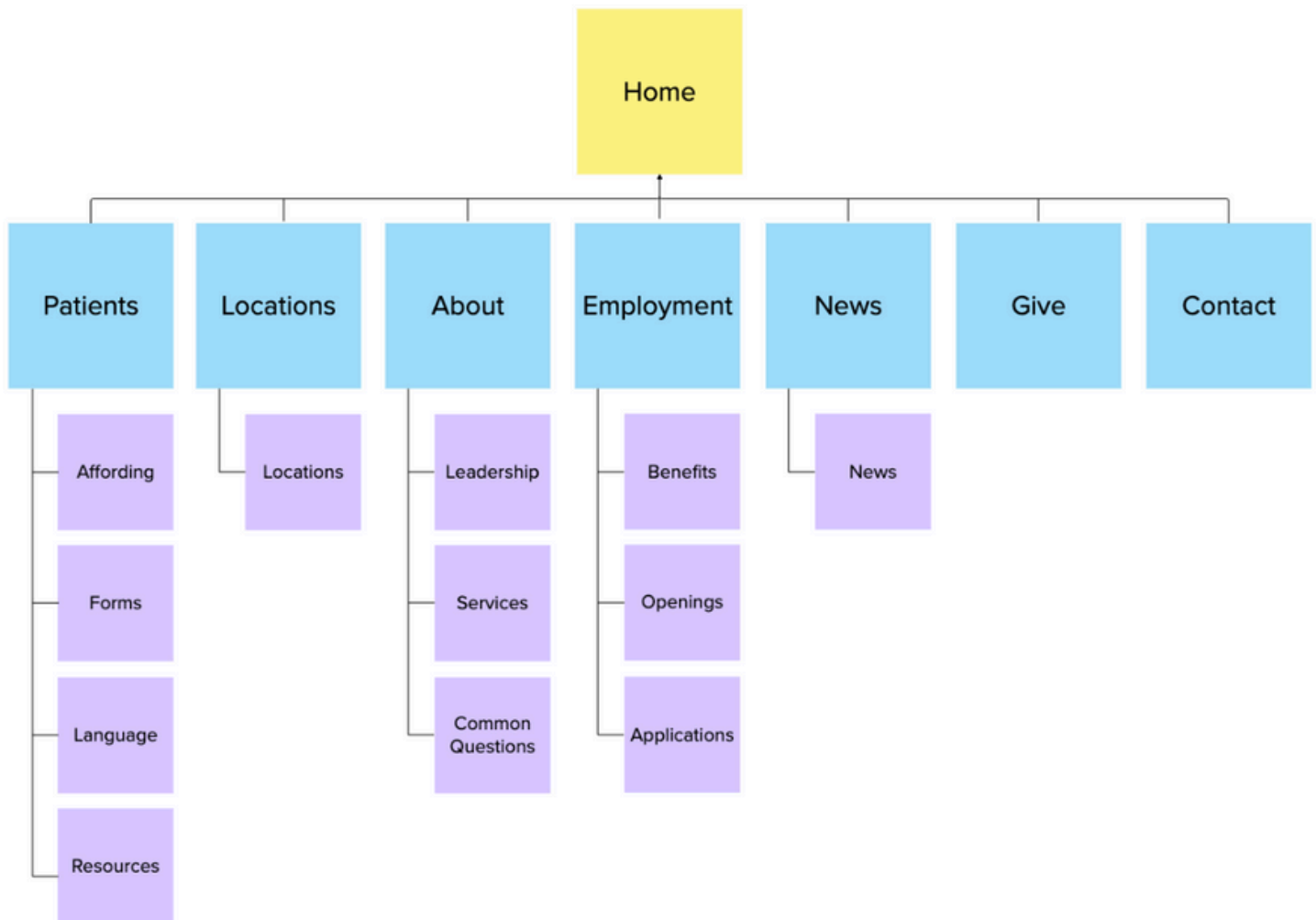
Content Model

Content models help streamline the process of getting the user from point a to point b.

Goal	Core List	Core Page	Content
Become a trusted healthcare resource	N/A	Home	<ul style="list-style-type: none"> • Affordability • Providers • Testimonies • Locations • Awards • Recourses • Socials • Email List
Provide information for patients	N/A	For Patients	<ul style="list-style-type: none"> • Affording Care • Patient Forms • Language Assistance • Resources • Additional Info
Become a trusted healthcare resource	About+	About	<ul style="list-style-type: none"> • Leadership • Services • Questions • Bio • Mission • Vision • Values • History

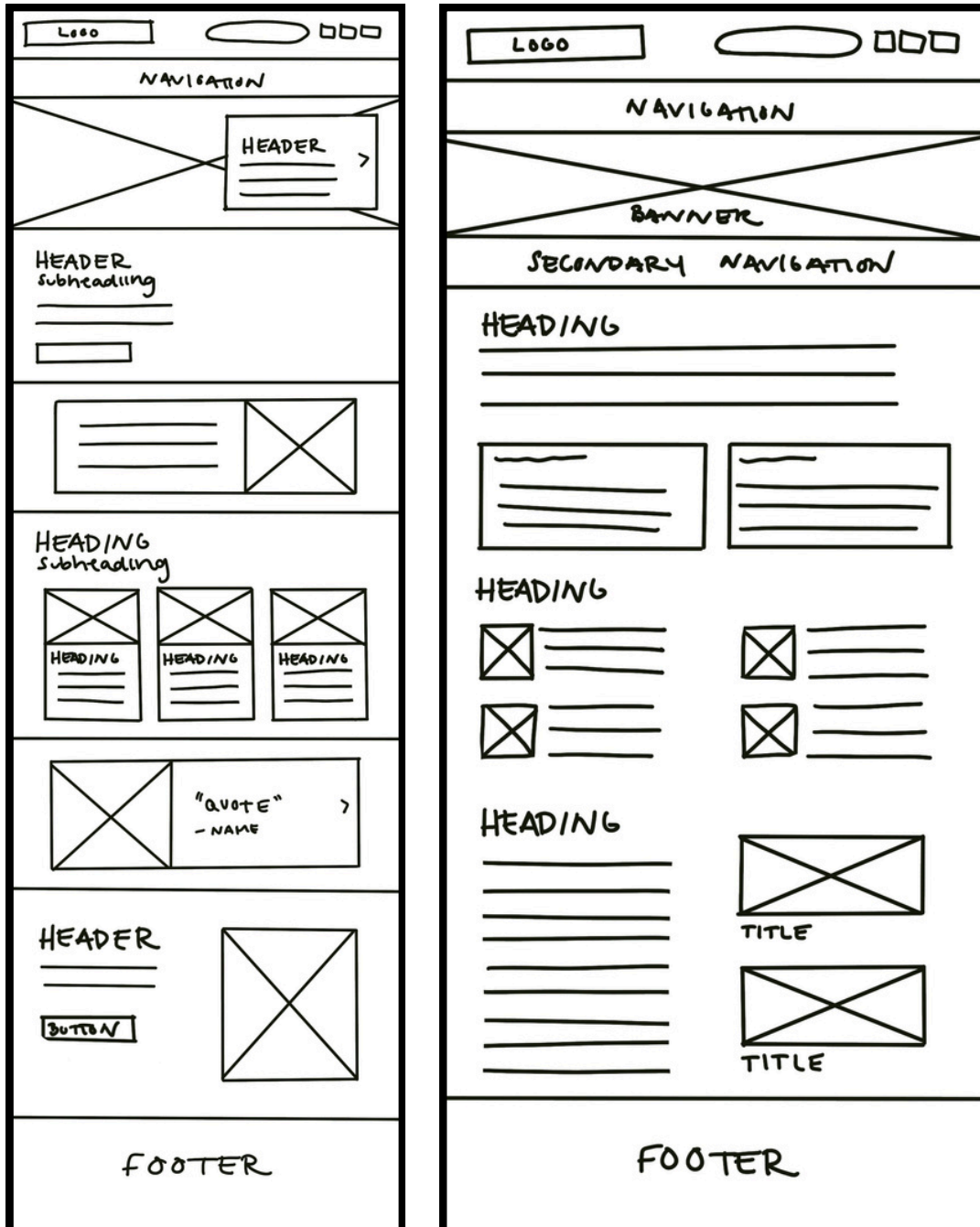
Sitemap

This sitemap gives an overview of the pages on HealthReach's website and the subpages that fall under each.



Wireframes

From looking at the current setup on HealthReaches website, we can then go into breaking down the page into wireframes to then be improved upon.



Writing Style

HealthReach's writing style on its website is clear, straightforward, and patient-focused. The language used is designed to be accessible to a broad audience, ensuring that medical information is easy to understand for people from various backgrounds. The tone is professional but compassionate, which reflects their commitment to patient care.

Content Lifecycle

The content lifecycle is the stages that content goes through from beginning to end. It typically includes planning, creation, distribution, maintenance, and evaluation. Understanding this lifecycle is crucial for organizations like HealthReach to manage their content effectively to ensure it remains relevant, engaging, and aligned with their goals. By continuously assessing and updating content, HealthReach can better meet the needs of their audience.

Key Performance Indicators

In evaluating HealthReach's performance, several key performance indicators give us insight into their effectiveness and patient engagement.

These KPIs include:

Page Visits: Reflecting the overall website traffic and user interest.

New Patient Registrations: Indicating the organization's ability to attract new clients

Ratings and Reviews: Gauging patient satisfaction and trust.

Patient Portal Visits: Showcasing user engagement with digital health resources.

Moving Forward

By utilizing the tools presented in this strategy, HealthReach will be setting themselves up for success. Hiring someone to maintain their web and social media channels is a step towards ensuring HealthReach reaches their full potential.