



BENJAMIN R. UNGER

CONTENT STRATEGY | CONTENT WRITING | UX WRITING

CONTENT STRATEGY

JOB DESCRIPTIONS

The problem. CompHealth is a locum tenens company. The company sends physicians and providers on short-term assignments to see patients wherever needed.

The job descriptions for physicians were written by recruiters. Often, they contained spelling errors, spammy markup, inconsistent formatting, outdated marketing language, and no brand voice.

I developed a content strategy to fix this.

The descriptions are sent to over 30 different websites. Titles need to be fewer than 65 characters and descriptions need to be 700-2000 characters. We cannot use contractions.




Apply to this job

Or call now and talk to our Anesthesiology team

 866. 716.5056

100% Pain Management - 7 Figure Earnings - several locations

JOB-2377044 Posted 30+ days ago

 Permanent  Multi, Michigan  Anesthesiology

Quick Facts

- All new facility/equipment
- Grow your own practice - established patient base
- High earning potential
- Established group with multiple facilities
- Family-oriented community
- Malpractice coverage
- Physician is responsible for own benefits and insurance after first year
- Four weeks vacation

Benefits

- Positions open nationwide
- Specialty-specific recruiting teams
- Resources for CV writing and acing your interview
- Help with licensing and credentialing
- All at no cost to you

Description

Join this Pain Management practice with established patient base in central Michigan! High \$\$\$ - other locations available in KY, OH, IN, AR For more information, please contact Dona Menton directly at 203-663-9325 or email your CV and references to Dona.Menton@CompHealth.com.

Before: written by a recruiter.


JOB DESCRIPTIONS

The solution. I designed a strategy that created a 33% increase in clicks, a 162% increase in leads, and a 97% increase in conversion rate. All I manipulated was the text. This is one example of the final product.

The following slides contain details on the process.




Apply to this job

Or call now and talk to our Psychiatry team

 866. 624.6014

Outpatient Psychiatrist Needed in Newburgh, NY

JOB-2425441 Posted 30+ days ago

 Permanent  Newburgh, New York  Psychiatry

Quick Facts

- Outpatient adult population
- Monday-Friday schedule
- No call
- Final-year residents encouraged to apply
- Competitive compensation package
- Comprehensive benefits and paid malpractice
- 25 days of PTO
- \$10K sign-on bonus

Benefits

- Positions open nationwide
- Specialty-specific recruiting teams
- Resources for CV writing and acing your interview
- Help with licensing and credentialing
- All at no cost to you

Description

An established behavioral health clinic in Newburgh, NY, is planning to hire an additional psychiatrist. The incoming physician will treat outpatient adults. You will work Monday through Friday. No call is required. The facility is accepting candidates who are board certified or board eligible. You will need a New York license. If you do not currently hold a license in NY, CompHealth can help you obtain one. Final-year residents are encouraged to apply.

You will receive a competitive compensation package, comprehensive medical benefits, and 25 days of PTO. You will also be provided relocation reimbursement, a \$10K sign-on bonus, life insurance, five days of CME time with a \$2K stipend, a 401(k) retirement package, and paid malpractice coverage.

Come live and practice in the New York Hudson Valley. Newburgh is north of NYC by about an hour. This location gives you easy access to New England and the rest of the Northeast. Take weekend tours of vineyards, shops, great eateries, or The City That Never Sleeps.

Having someone to support you before, during, and after you start your new job makes all the difference. CompHealth will take stress off your plate and get you a new psychiatry job that you will love.

For inquiries about this opportunity, please contact Nancy Montgomery directly at 203.663.9416 or email your CV and references to nancy.montgomery@comphealth.com.

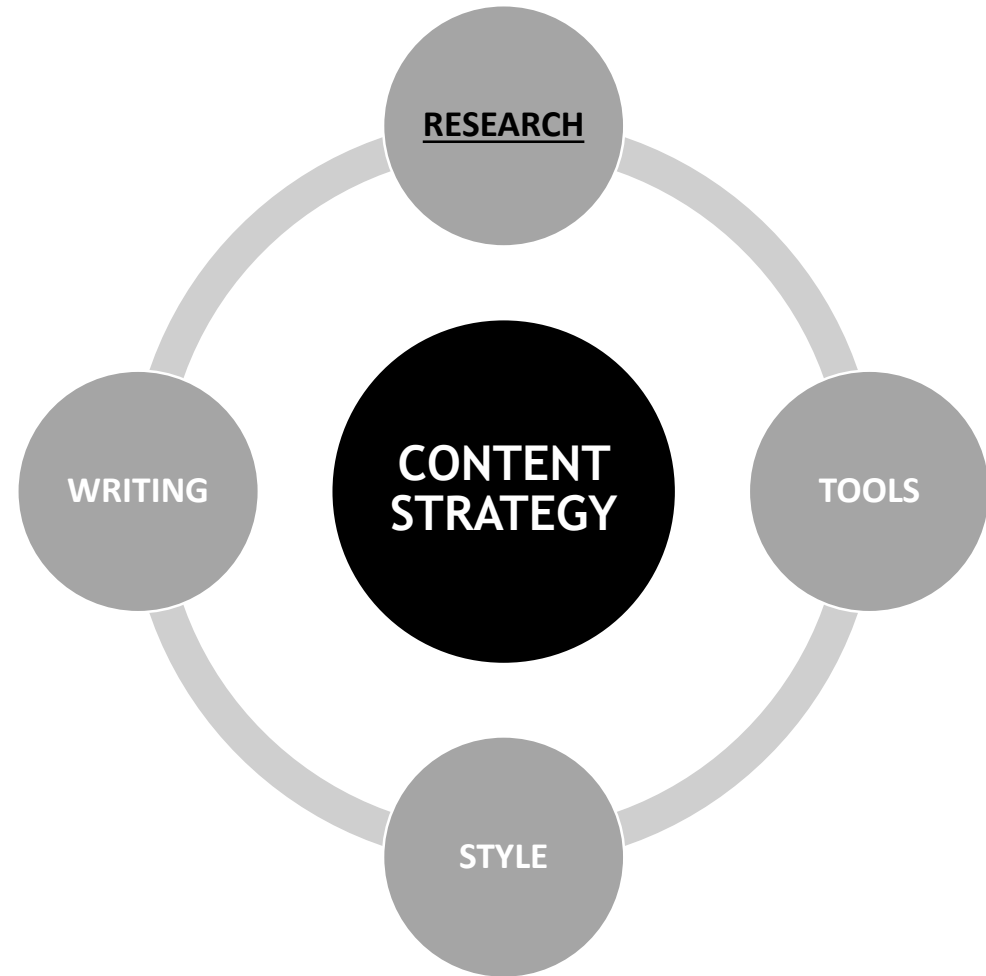
After: I wrote the title, quick facts, benefits, and description.

JOB DESCRIPTIONS

Research and planning. I started with two weeks of internal qualitative research. I conducted exhaustive interviews with client facing teams. By the end, I was able to isolate the important questions that the content needed to answer in each job description.

I aggregated recruiters' answers to the question "what do physicians ask you about when choosing a position?"

I also incorporated research from Indeed, NEJM, Health eCareers, and other sources.

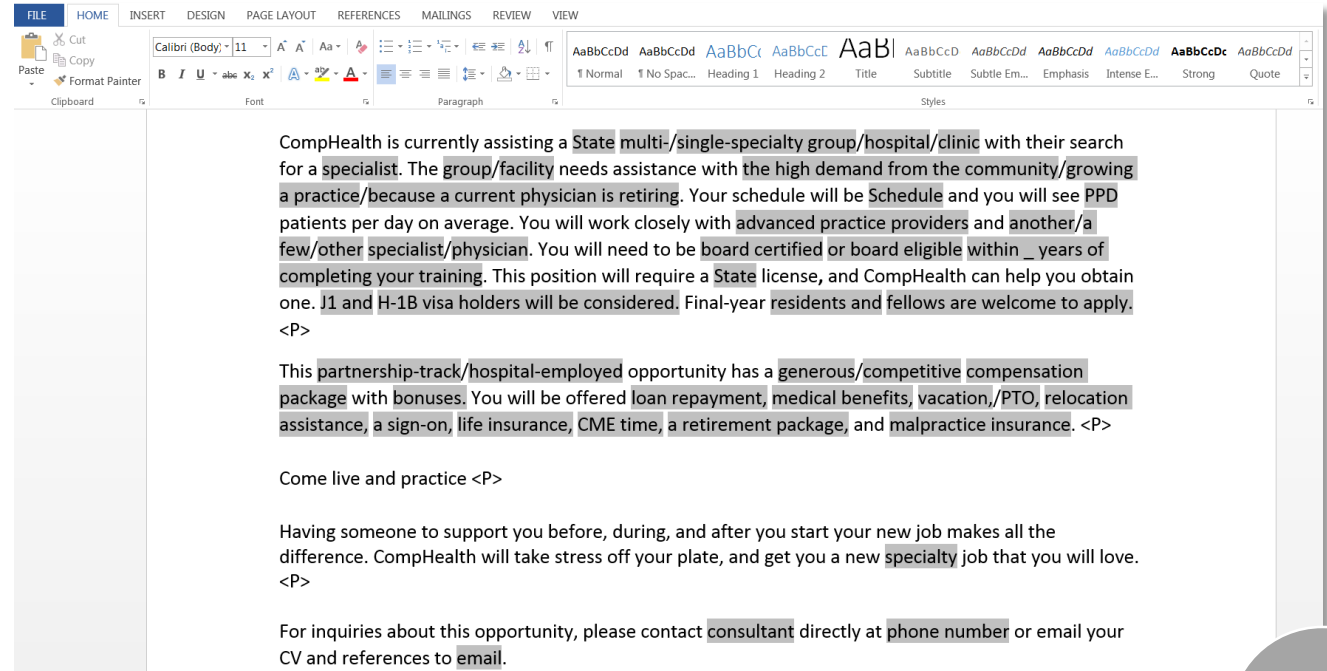


JOB DESCRIPTIONS

Tools. I wrote templates that any writer could use. This is one example of 20.

This template tool helps writers make the job descriptions consistent and error-free.

Templates also make the process faster. The writers are able to post two jobs per hour.

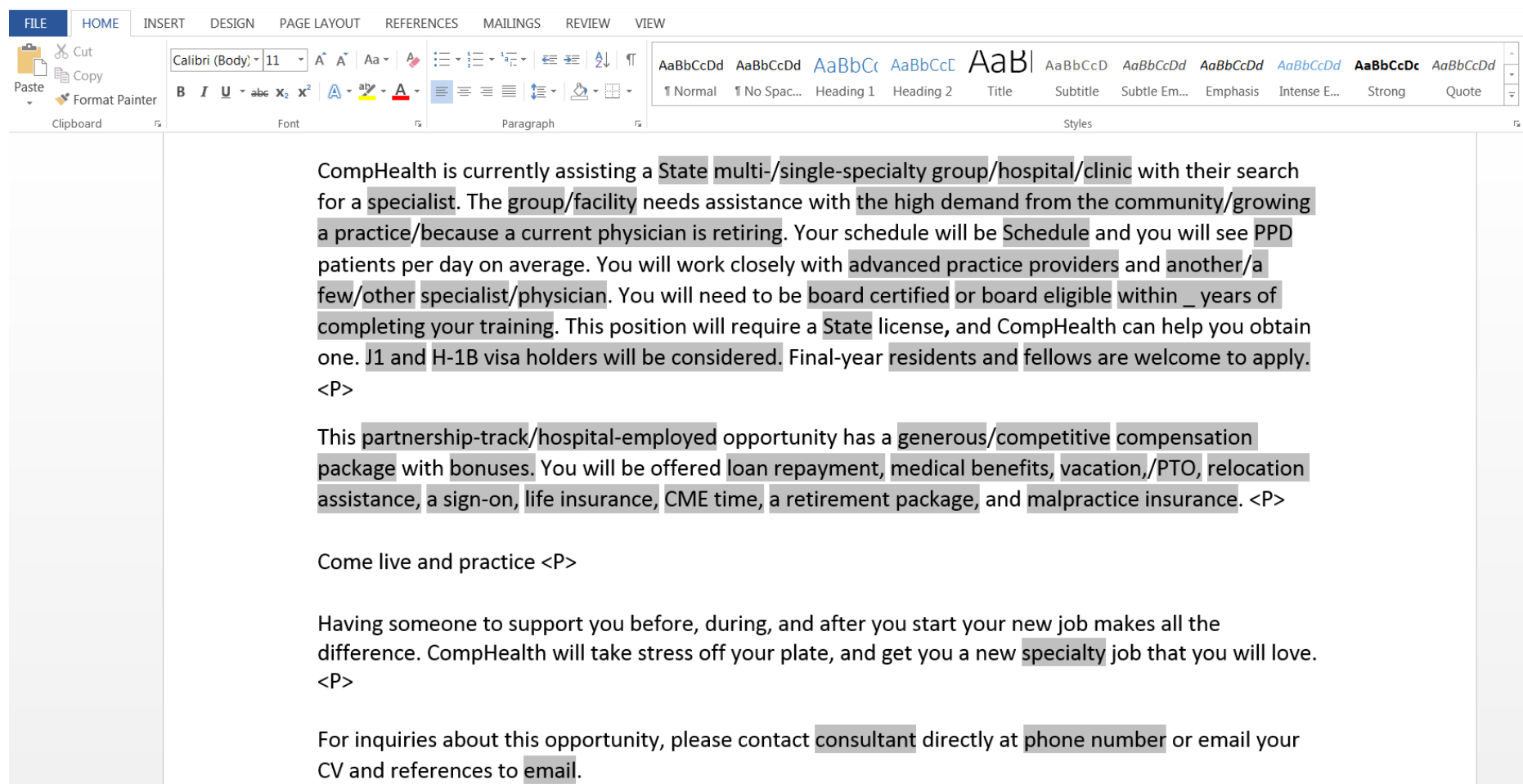


Template example in Word (full screen on next page).

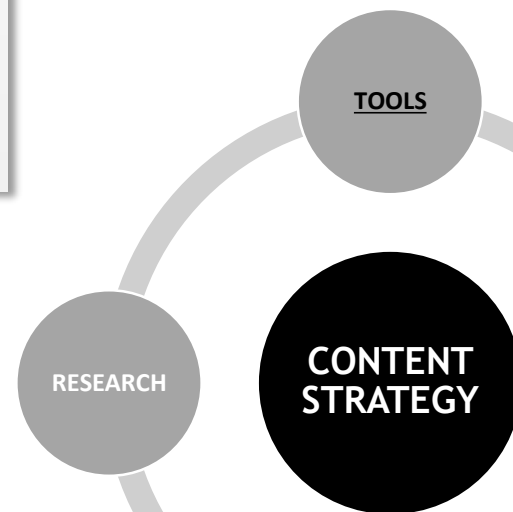
TOOLS

RESEARCH

CONTENT
STRATEGY



Template example in word. The gray text gives writers options for common phrases or serve as blank spots for information that a writer needs to populate.

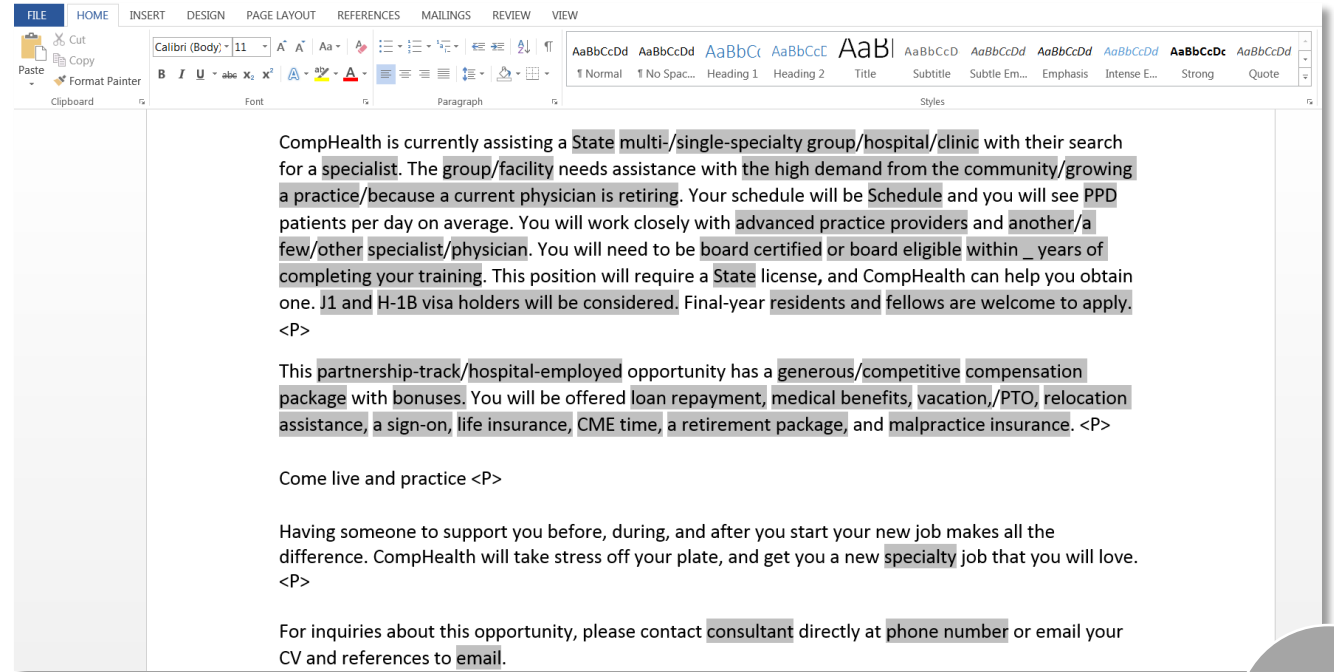


JOB DESCRIPTIONS

Tools. I decided on a flow and structure that prioritized information and made it coherent.

The descriptions are designed to be written in a clear, scanable language.

The 1st paragraph has a description of the practice, procedures, certifications, patient volumes, etc. The 2nd paragraph describes the benefits. The 3rd paragraph includes details about the location. The 4th paragraph describes the company and the brand position. The final paragraph has contact information and a CTA.



TOOLS

RESEARCH

CONTENT
STRATEGY

JOB DESCRIPTIONS

SEO. I used search data to make sure our content described specialties in the most common ways.

There are different wording options for some specialties, I made sure we use the most commonly searched words or acronyms.

We also eliminated any negative keywords.

Q: Which do OB/GYNs search for most often?

Is it obstetrics and gynecology, OBGYN, or OB/GYN?

A: It turns out. The answer is actually OB GYN, an option I hadn't considered. I determined the appropriate wording for all 51 specialties we cover.

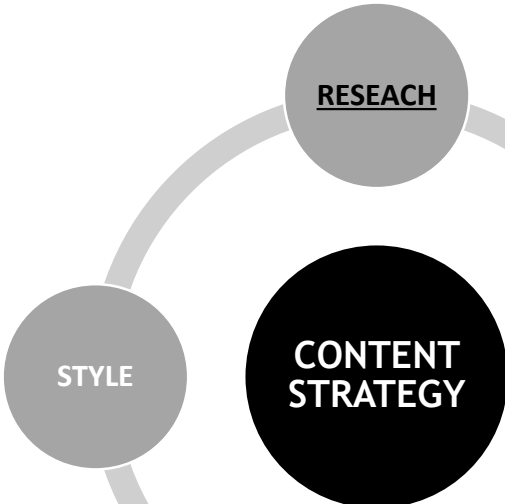


JOB DESCRIPTIONS

Results. As mentioned, this strategy created a 33% increase in traffic, 162% increase in leads, and a 97% increase in conversion rate.

We ran a test on 478 jobs. We tracked the number of clicks each job description received and the number of applications that the job description received for two months before we rewrote it. We then tracked it for two months afterward. The results are in the table to the right.

Two Months Prior		Two Months After		Increase
Traffic	3928	Traffic	5218	33%
Leads	135	Leads	354	162%
Conversion Rate	3%	Conversion Rate	7%	97%

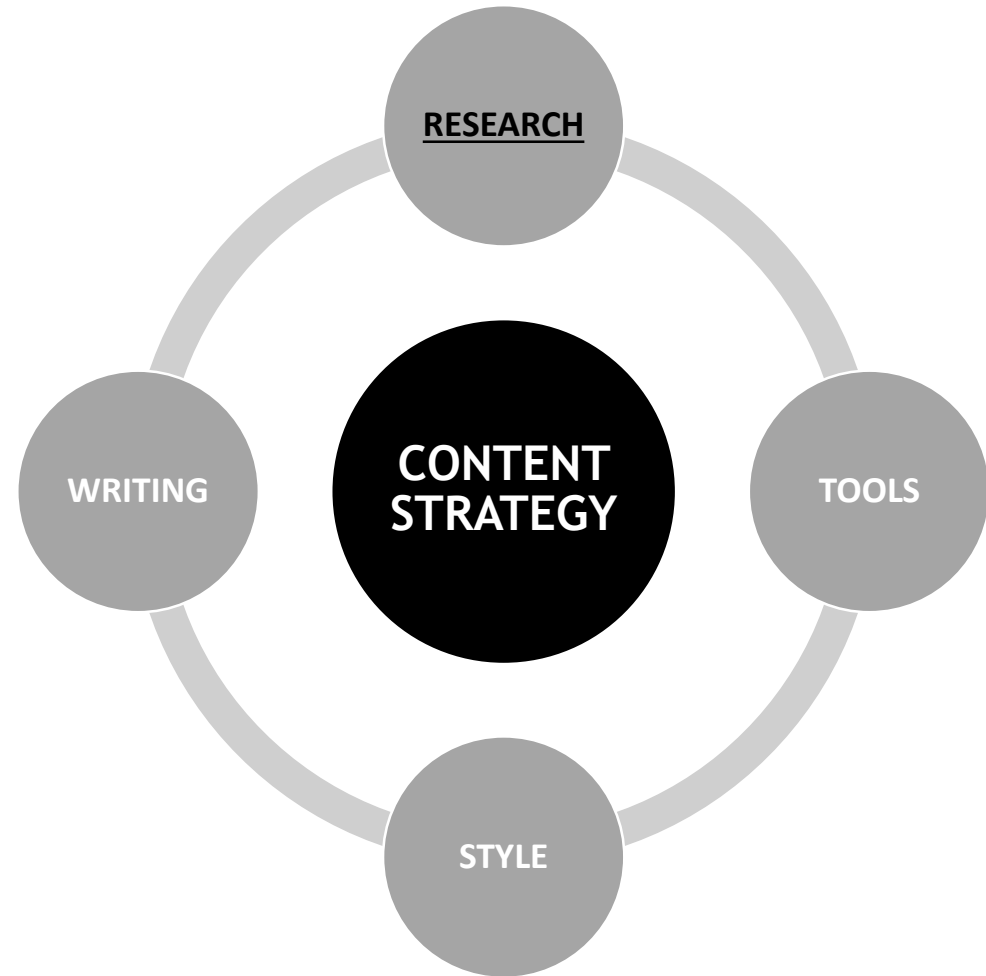


JOB DESCRIPTIONS

Maintenance. I now design tests and iterate on the content strategy.

So far we have:

- A/B tested title length.
- A/B tested the benefits bullet points.
- Ran a cross-platform web experiment to test whether or not to include locations in titles.



UX WRITING

404 ERROR

Problem. CompHealth had a 404 error message that wasn't very helpful, didn't match the brand's voice, and was too limited in direction.



Uh-oh! Page not found.

Our apologies. Looks like someone tripped over the plug. Go to the [homepage](#)

Let us search for you.



Contact a Recruiter

Before: written by a UX designer.

404 ERROR

Solution. I rewrote the message with a more appropriate tone. It's still friendly and it reiterates the brand message, but doesn't make the plug joke.

I also directed the user to the top navigation. What the user is looking for might not be on the homepage.



We can find you a job, but we can't find that page.

Our apologies, the link may have changed. Use the navigation above to find what you're looking for.

Let us search for you.



Contact a Recruiter

After: written by me.

EMAIL PREFERENCES

Problem. CompHealth has a portal that physicians and providers can use. This is the email preferences page.

Because of the writing, its position, and the weight of the font, users didn't understand the *unsubscribe until* option.

The value of the job alerts and newsletter was also unclear.

CompHealth.

Email Preferences

Subscriptions

Check the types of emails you would like to receive at cora@rwhein.com. [\(Update Email Address\)](#)

☐ Job Alerts

☐ Newsletter

Check the box below to unsubscribe from all marketing emails.

☒ Unsubscribe from all marketing emails

Unsubscribe Until:

Save Subscriptions

Before: written by developers.

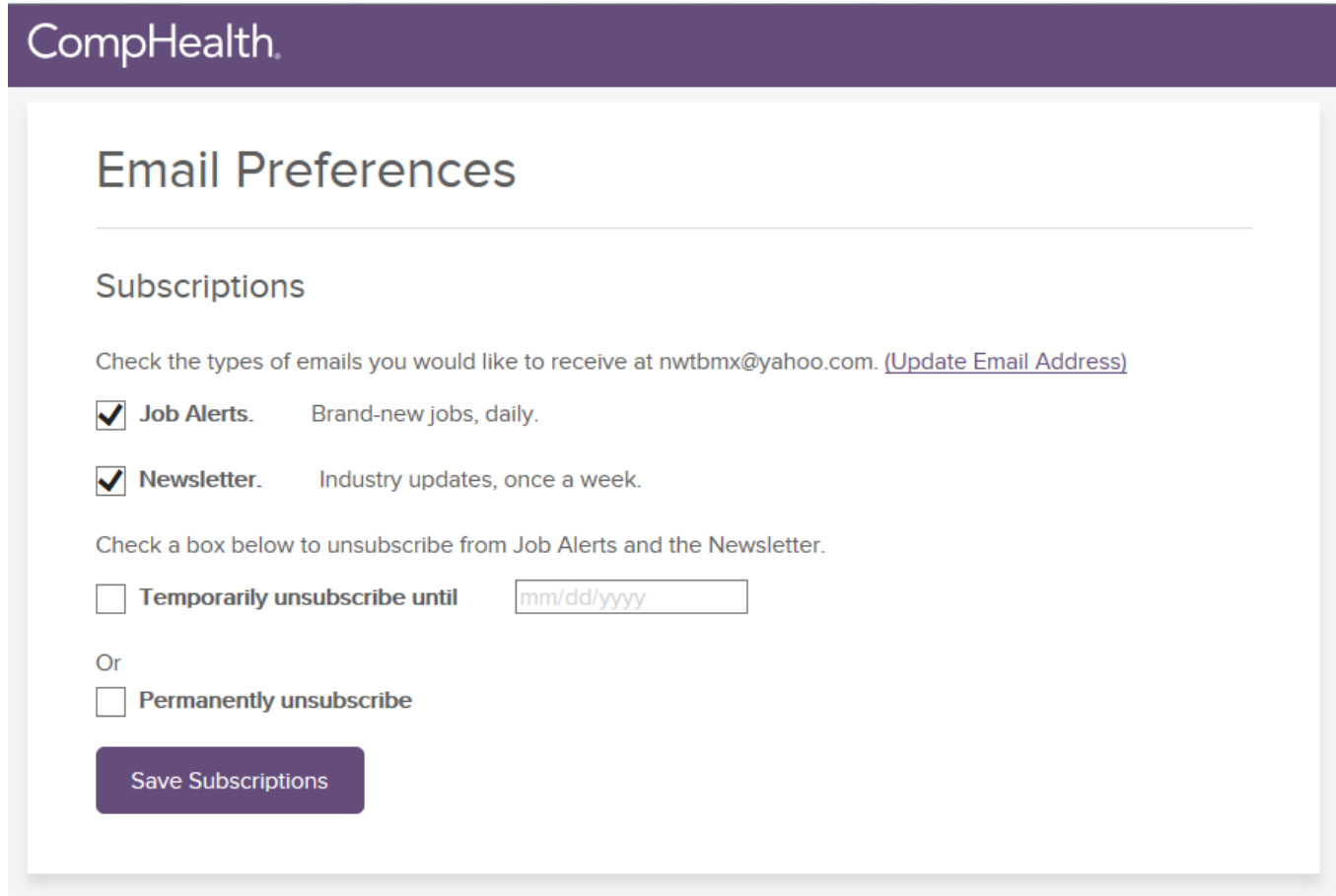
EMAIL PREFERENCES

Solution. I reworked the email preferences page in the provider portal.

I rewrote and redesigned the page to be clearer, and it was successful. The *unsubscribe until* is no longer used incorrectly by users.

Next iteration. The CSS still needs to be finalized (weight and spacing), but the copy is final.


I also recommended that the word “subscriptions” be cut from the header and lower button.

A screenshot of the 'Email Preferences' page from CompHealth. The page has a purple header with the 'CompHealth.' logo. Below the header, the title 'Email Preferences' is centered. Underneath, the section 'Subscriptions' is followed by a line of text: 'Check the types of emails you would like to receive at nwtbmx@yahoo.com. (Update Email Address)'. There are two checked checkboxes: 'Job Alerts.' with the description 'Brand-new jobs, daily.' and 'Newsletter.' with the description 'Industry updates, once a week.' Below these, a line of text says 'Check a box below to unsubscribe from Job Alerts and the Newsletter.' There are two options: 'Temporarily unsubscribe until' with a date input field showing 'mm/dd/yyyy', and 'Or' followed by 'Permanently unsubscribe'. At the bottom is a purple button labeled 'Save Subscriptions'.

After: All copy written by me.

EMAIL PREFERENCES

Solution. The new design was used for multiple brands.



Email Preferences

Subscriptions

Check the types of emails you would like to receive at doctommy@charter.net. ([Update Email Address](#))

☒ **Job Alerts.** Brand-new jobs, daily.

☒ **Newsletter.** Industry updates, once a week.

Check a box below to unsubscribe from Job Alerts and the Newsletter.

☐ Temporarily unsubscribe until

Or

☐ Permanently unsubscribe

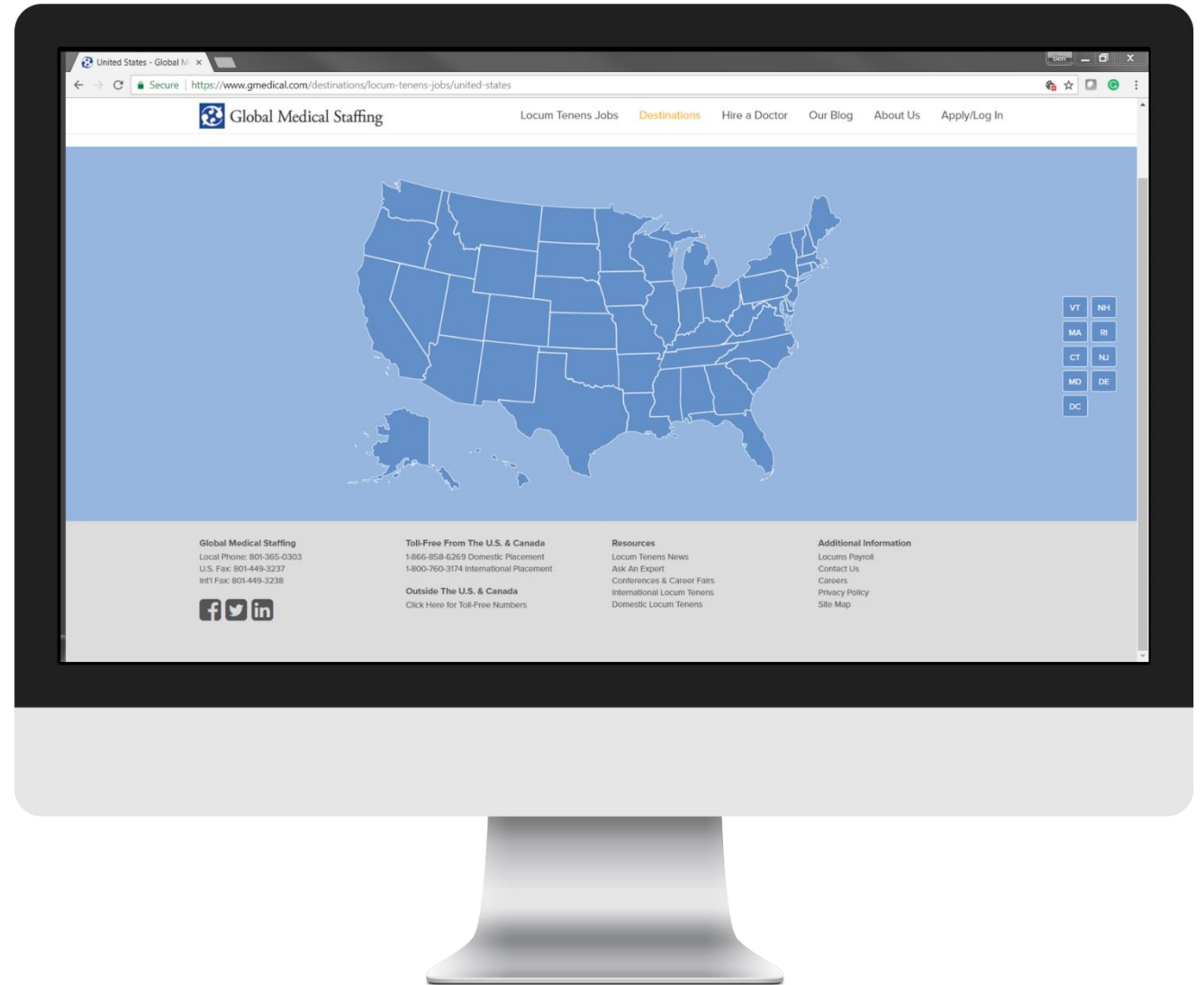
[Save Subscriptions](#)

After

CONTENT WRITING

GMS LOCATIONS

The problem. The copy on much of Global Medical Staffing's website was too long for mobile. It also needed to be proofread and edited.



GMS LOCATIONS

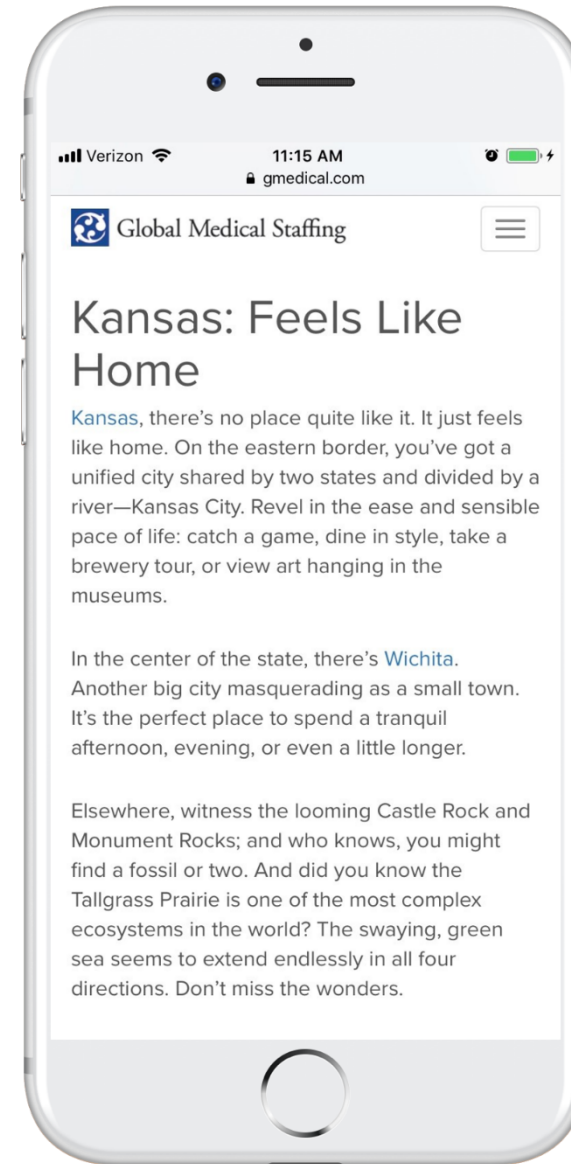
Solution. For this project me and another writer wrote and edited the content for all 50 states on global medical staffing's website.

For the copy that was already written, I edited it to be shorter so that the mobile experience was enhanced.

For states that didn't have copy, I wrote it. This brand doesn't have an explicitly defined voice, but I absorbed the existing copy and matched the voice to it. The brand centers around the travel experience.

This is a mobile example of a location description that I wrote.

[Kansas](#) 



GMS LOCATIONS

Solution. This is another example of a location description that I wrote.



Global Medical Staffing

[Locum Tenens Jobs](#)

[Destinations](#)

[Hire a Doctor](#)

Current Locum Tenens Assignments Available in Maryland

Maryland: Explore The Old Line State

[Maryland](#) is perhaps best known for its shoreline. Here, you can play at raucous [Ocean City](#) or watch wild ponies gallop through the surf at Assateague and Chincoteague Island. And a bit inland is the cattail-lined Chesapeake Bay that's ever spotted with sailboats and crab pots. Nestled on the bay is [Baltimore's](#) inner harbor where you can catch an Orioles game, stroll through boutiques, or enjoy the fare—you can't leave without trying a Maryland crab cake.

Then Maryland reaches west into The Appalachian Mountains, where you'll find rolling green hills, farmland, and tranquil close-knit towns with that distinct east coast character.

Come to Maryland for a locum tenens assignment. A license takes approximately seven weeks to obtain and we handle that and your credentialing. We see opportunities in a range of specialties depending on the need. Add diversity to your CV and help a community in need, all while you explore the Old Line State.

[Maryland](#) 

GMS LOCATIONS

Solution. This is another example of a location description that I wrote.



Global Medical Staffing

[Locum Tenens Jobs](#)

[Destinations](#)

[Hire a Doctor](#)

Current Locum Tenens Assignments Available in Alabama

Alabama: Sing Along in Southern Hospitality

You can't find warmth and comfort like sweet home [Alabama](#) anywhere else. You've heard the song about Alabama's blues skies, but not all realize the legendary influence Alabama had on other deep cuts. Artists like The Rolling Stones and Etta James put their most iconic sounds on wax right here in a little Muscle Shoals studio—come sing along.

Because Alabama was center stage for civil rights progress, the rich history and activism born here are celebrated in museums and libraries across [Birmingham](#) and [Montgomery](#).

Or make your way down to the beaches of Alabama's gulf coast. Come for a tropical and sublime afternoon of relaxation and gaze at the bright turquoise water and free your toes in the clean white sand.

Take a locum tenens assignment in Alabama. Licensing takes eight weeks and we handle it all. Alabama is part of the Interstate Medical Licensure Compact which can streamline the licensing process, offering a greater chance to serve an area that needs you. You'll add diversity to your CV and help a community in need, all while you explore a new state.

[Alabama](#) 

GMS LOCATIONS

Solution. This is another example of a location description that I wrote.



Global Medical Staffing

[Locum Tenens Jobs](#)

[Destinations](#)

[Hire a Doctor](#)

Current Locum Tenens Assignments Available in Washington, DC

Washington, DC: The Capital of the Free World

Experience the unique thrill you can only get walking around the Nation's capital. The District of Columbia lays the grand history and influence of the United States out on full display. The white marble, the monuments, the memorials, the museums, the Supreme Court, the White House, the Pentagon, and the dome of the United States Capitol—for a first-timers [Washington, DC](#) is always awe-inspiring.

And when you're not taking in all the sights, there's everything else you'd expect from such an impressive and cosmopolitan city. Eat at world-renowned dining spots run by top chefs, enjoy the nightlife and rub elbows with DC staffers, watch the Capitals play hockey, or watch the Wizards shoot hoops.

Don't miss the opportunity to take a Locum tenens assignment in Washington, DC. Usually licensing takes eight weeks and we walk you through the whole process. Schedules, shifts and patient loads will vary with each assignment. You'll be adding diversity to your CV and helping a community in need.



GMS LOCATIONS

Solution. This is another example of a location description that I wrote.



Global Medical Staffing

[Locum Tenens Jobs](#)

[Destinations](#)

[Hire a Doctor](#)

Current Locum Tenens Assignments Available in Indiana

Indiana: Don't Fly-Over The Hoosier State

Those who think that [Indiana](#) is a fly-over state are missing out on something special. When visiting, the best place to start is right in the middle. At dead center is the city of [Indianapolis](#). Catch a Colt's game, wander along the Canal Walk, or watch drivers reach breakneck speeds at the Indy 500.

Move in any direction away from Indianapolis and you'll find smaller towns sitting comfortably between cornfields and farms—stay a while and peruse the craft breweries and eclectic shops. In other directions, you might stop at an electrified university town with a prestigious school like Norte Dame or Purdue. And if college hoops is your thing, you've come to the right place.

Up north where Indiana meets Lake Michigan, you'll see sandy shoreline and swelling sand dunes for miles.

Take a locum tenens assignment in the Hoosier state. A temporary Indiana license can be obtained in as little as four weeks. We handle all your credentialing to make sure you're ready for your start date. You'll add diversity to your CV and help a community in need, all while you explore a new state and health system.

[Indiana](#) 