



Route to Relief

Mapping a Patient-Centric Path to Wellness

TEAM 8



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Agenda



Introduction and Objectives

Key Insights from Data Analysis

Call-to-Action Performance

Conversion Funnel Analysis

Recommendations for Page Optimization

Actionable Strategies for Increasing Engagement

Recommendations from Qualitative Analysis

Conclusion

Project Overview

Objective

To analyze user interaction data and provide actionable insights for redesigning Hartford Healthcare's website.



Focus Areas

Find a Doctor, Appointments, and overall engagement metrics.



Goal

Improve user experience, enhance engagement, and increase appointment conversions.



Hostnames of Interest

hartfordhealthcaremedicalgroup.org

integratedcarepartners.org

ctorthoinstitute.org

ctorthomidstate.org

ctorthostvincents.org

* This analysis includes not only the primary URLs listed but also examines all embedded links found within these pages to provide a complete view of user interaction and content engagement.

Key Insights from User Engagement

Find a Doctor

91,272 views but only a 9.96% engagement rate.

Appointments Page

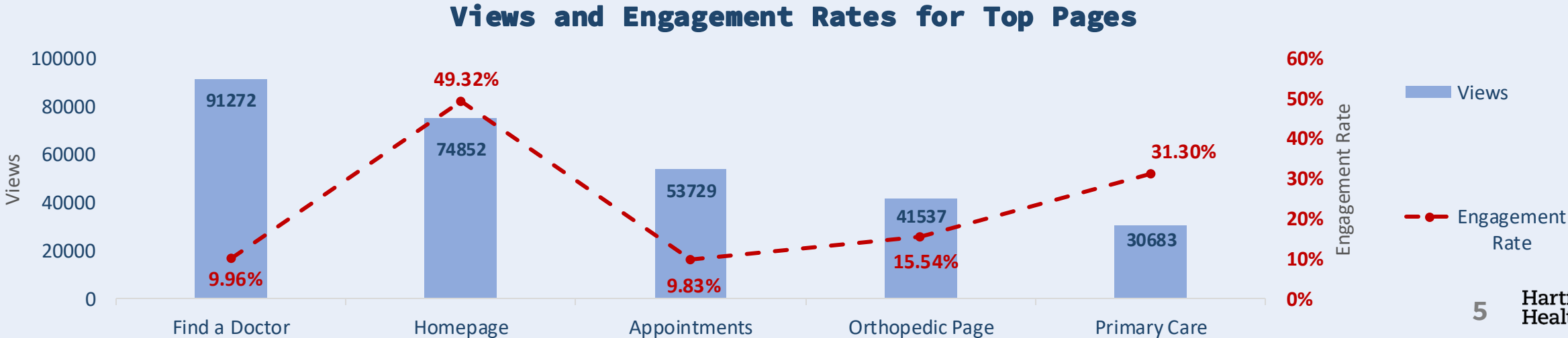
53,729 views but an even lower engagement rate of 9.83%.

Orthopedic Pages

Higher engagement with 15.54%, showing increased user interest.

Recommendation

Prioritize optimizing the highest-traffic pages like Find a Doctor and Appointments.



Call-to-Action (CTA) Performance

Find a Doctor CTA

6,955 clicks, but poor follow-up engagement beyond the click.

Appointments CTA

High usage but low conversion; 1,836 clicks without successful completion.

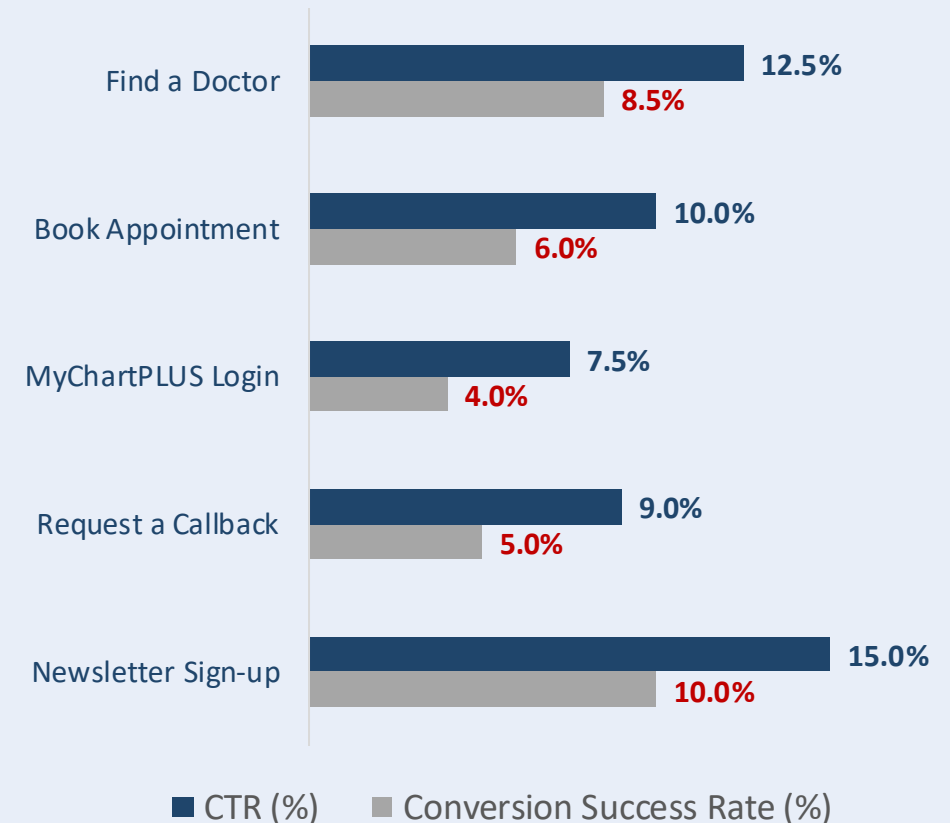
MyChartPLUS

2,484 clicks, but complex login requirements hinder engagement.

Recommendation

Simplify post-CTA flows, reduce form steps, and streamline the MyChartPLUS login.

Click-through rates (CTR) vs. conversion success rates



Improving Call-to-Action (CTA) Conversion

A/B Testing

Test new CTA designs, placement, and language to see what performs best

Post-Click Journey

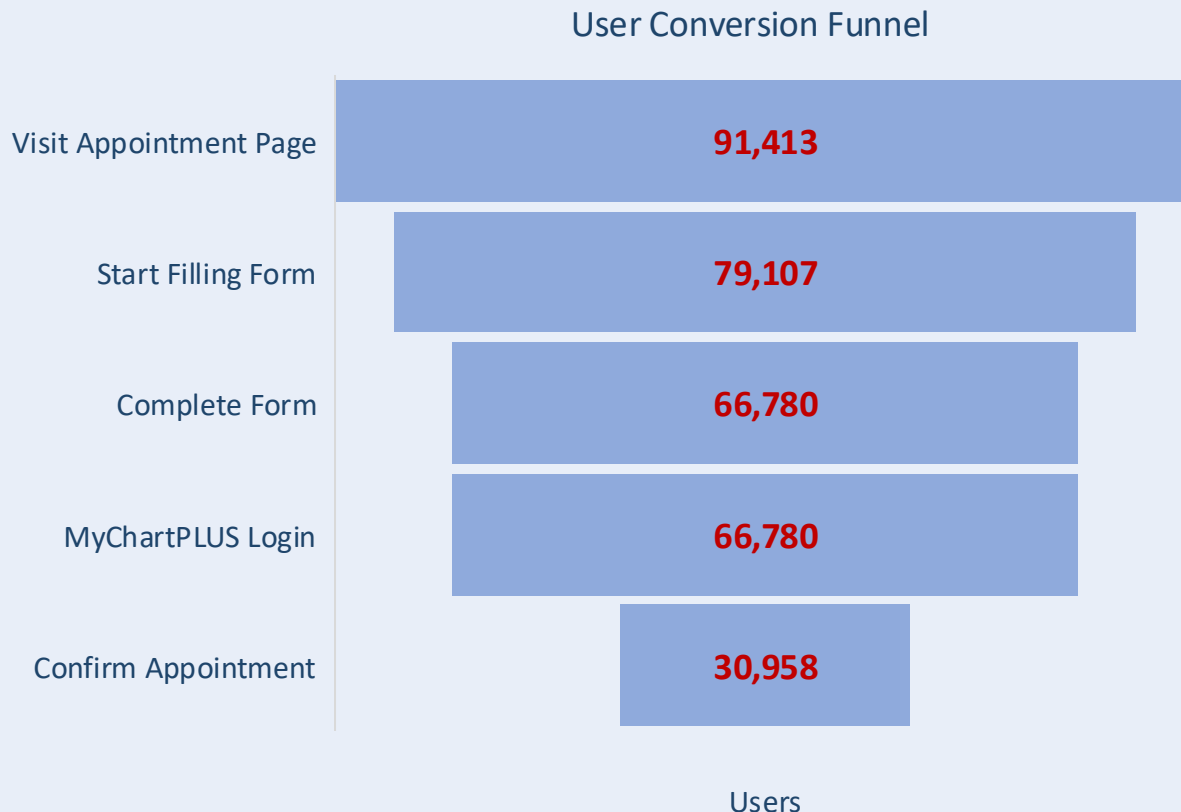
Simplify the user's path after clicking a CTA (e.g., reduce steps after clicking "Find a Doctor")

Recommendation

Use visual cues and progress bars to guide users through multi-step processes like appointment bookings

Conversion Funnel and Drop-offs

User Drop-offs at Various Stages of the Appointment Process



High drop-off rates during appointment bookings, especially between the first form page and final confirmation.

Complex forms and lengthy processes discourage users from completing bookings.

Recommendation

Shorten the forms, introduce a progress indicator, and enhance mobile responsiveness.

Low-Performing Pages

Video Gallery

6,558 views but only
1.3% engagement



Locations Page

High traffic but less
than 2.08%
engagement.



Recommendation

Restructure these pages with
faster load times and more
interactive content (e.g., map
integrations, videos).

Bounce Rate Analysis

Find a Doctor Page:

High bounce rates may indicate users found what they needed, as it's often the journey's endpoint.

Page	Avg Bounce Rate
Find a Doctor	98.8%
Specialty Care	91.0%
Appointments	51.1%
Locations Page	48.8%
Homepage	19.0%

Appointments Page:

- Simplify booking, improve form usability, and enhance call-to-action visibility.
- Ensure smooth navigation from "Find a Doctor" to boost conversions.

Recommendation

Optimize page load speed, rework page layouts, and prioritize content that encourages interaction **above the fold**

Focus on improving the user experience by streamlining navigation and adding interactive elements to retain users

Actionable Recommendations for Key Pages

Find a Doctor

Redesign the search interface to make it more intuitive, and introduce filters

Appointments

Streamline the booking process, shorten forms, and improve the mobile experience

Primary Care Pages

Promote more relevant content based on user interaction data, including patient testimonials and FAQs

Strategies for Increased User Engagement

Personalized User Journeys

Introduce personalized recommendations based on user behavior (e.g., suggesting specialists based on previous searches)



Interactive Elements

Add features like chatbots, video consultations, and live support to increase engagement



Recommendation

Use data-driven content strategies to show users what they need when they need it



Recommendations from Qualitative Analysis

Create a Dedicated Women's Health Page

Clearer CTA: Request an appointment, Schedule a callback

Declutter Contact Information: Reduce redundancy, Streamline contact options

Prioritize Geriatrics care: Highlight 'REACH' Program

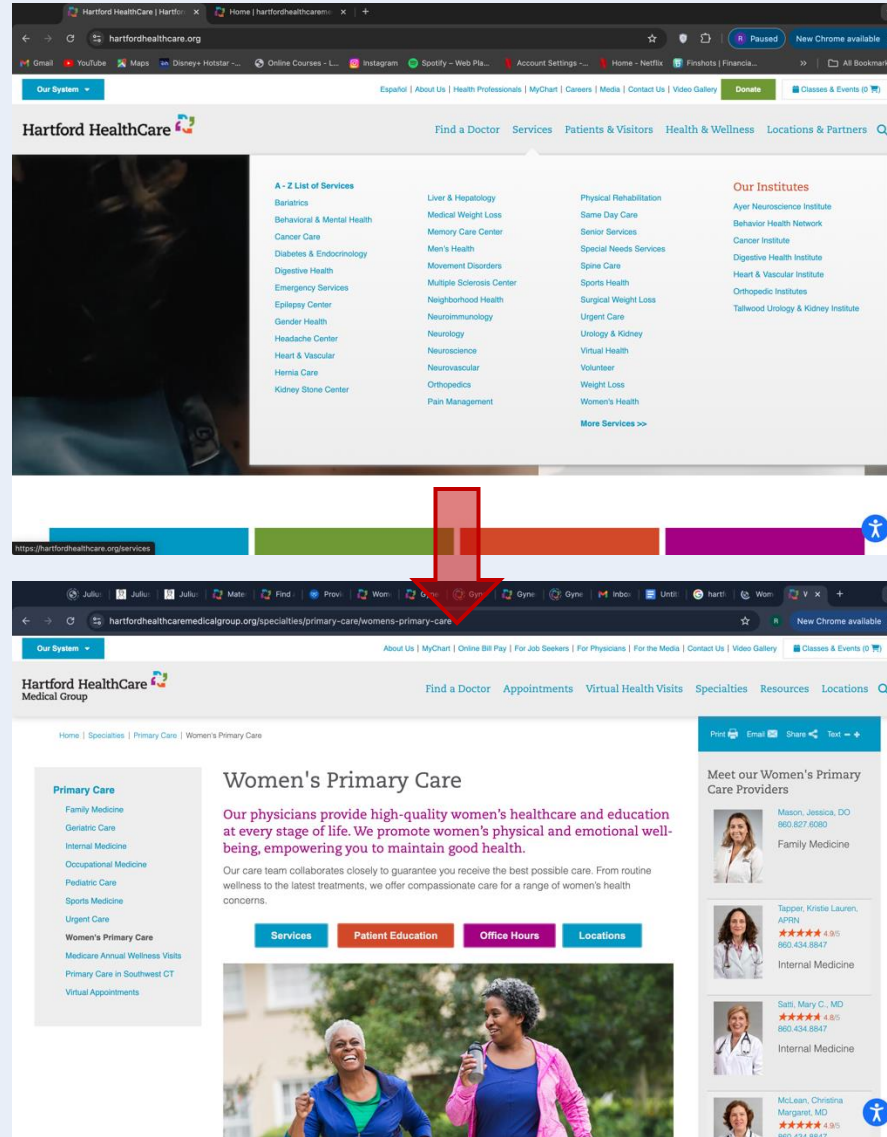
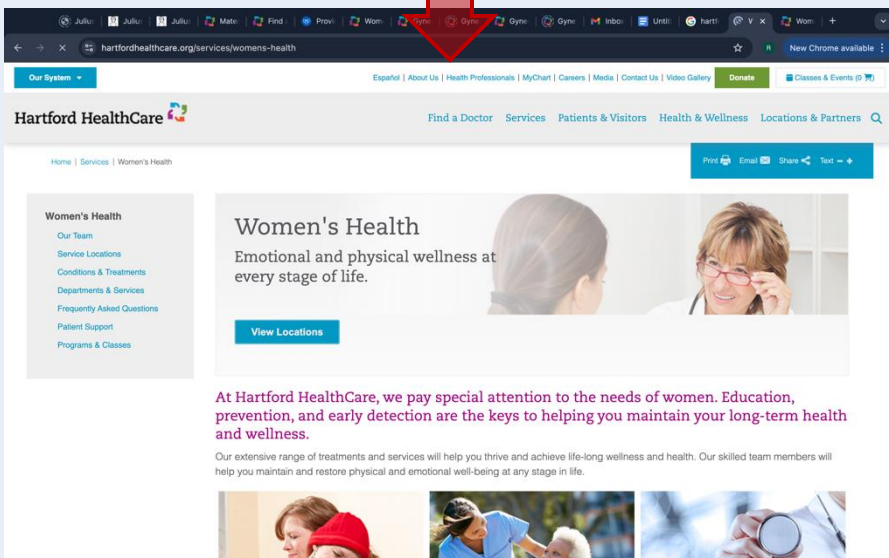
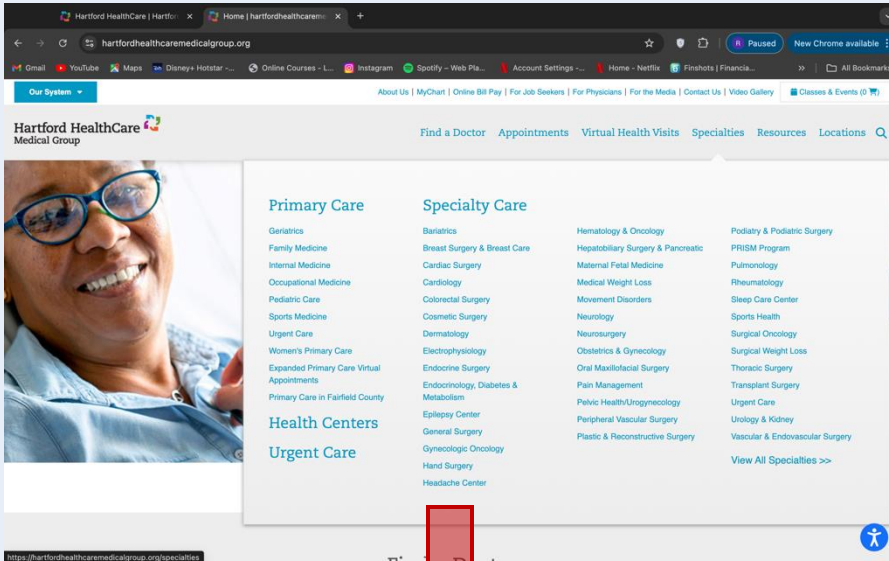
Implement Cross-linking Between Sections

Search Optimization: Disease based search

Conflicting Journeys Create User Confusion

Problem

hartfordhealthcare.org
and
hartfordhealthcaremedicalgroup.org
have separate user journeys for women's health creating fragmented access to women's healthcare services



Fragmented Access to Women's Services

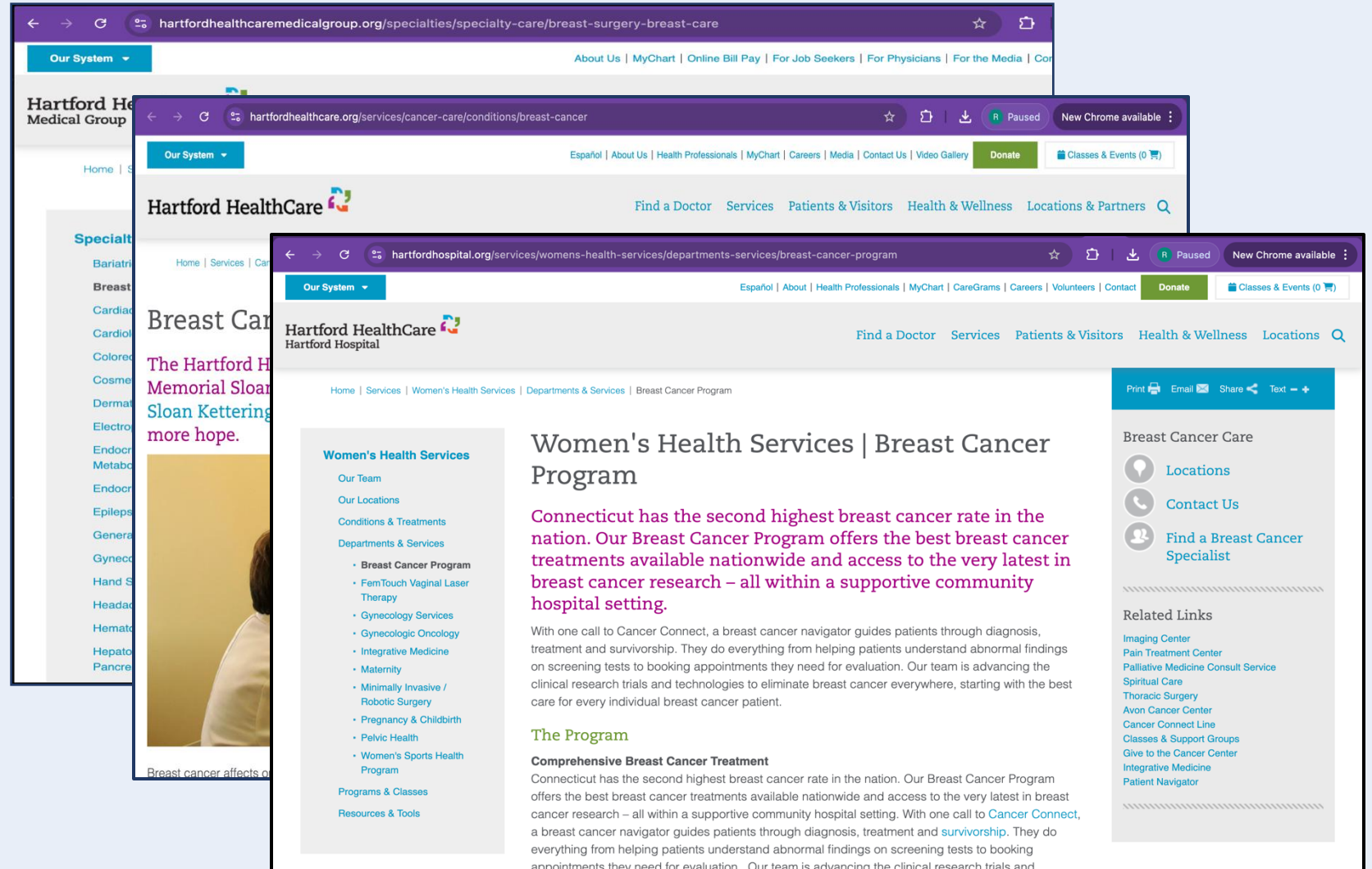
Problem

Multiple different pathways to same information, with several websites sharing different or overlapping information

Recommendation

Create a Unified Women's Health Hub

- Create a single landing page that unifies all women's health services, covering **Primary Care**, **Specialty Care**, and **Urgent Care**.
- Subcategories like Gynaecology, Breast Health, Fertility, and Pelvic Health should be clearly listed for easy access.



Where Can I Find The Services I Need?

neurology

Neurosurgery

Women's Health / Obstetrics & Gynecology

Oral Maxillofacial Surgery

Pain Management

Pelvic Health/Urogynecology

Peripheral Vascular Surgery

Plastic & Reconstructive Surgery

Podiatry & Podiatric Surgery

PRISM Program

Pulmonology

Rheumatology

Sleep Care Center

Sports Health

Surgical Oncology

Thoracic Surgery

Transplant Surgery

Urgent Care

Urology & Kidney

Vascular & Endovascular Surgery

The medical staff has extensive breast care experience, beyond surgical treatment which includes, breast wellness, cancer screening, the treatment of high-risk breast disease, and genetic counseling and testing. The medical staff is not only a care provider; they are also the patient's liaison with the many disciplines involved in the prevention, diagnosis, treatment and post-surgical treatment.

The division's facilities are state-of-the-art and offer on-site services including fine-needle aspiration, and core biopsy; many of the offices offer ultrasound-guided biopsy and diagnostic imaging. Patients who wish to see a Hartford HealthCare Medical Group breast surgeon can be seen within 24 hours.

Services

- Breast Wellness
- Breast Preservation Surgery
- Breast Cancer Surgical Care
- Diagnostic Imaging*
- Ultrasound-guided Biopsy*
- Core Biopsy
- Mammosite Insertion
- Fine Needle Aspiration (FNA)

* offered at most sites

Learn more

Hartford HealthCare Cancer Institute Breast Cancer Services

hartfordhealthcaremedicalgroup.org/specialties/primary-care/womens-primary-care

Our System

About Us | MyChart | Online Bill Pay | For Job Seekers | For Physicians | For the Media | Contact Us | Video Gallery | Classes & Events

Find a Doctor

Appointments

Virtual Health Visits

Specialties

Resources

Locations

hertford HealthCare Medical Group

Services

General Medical Physicals

Our providers conduct thorough physical exams tailored to your age, medical issues, family history and health concerns. We also provide routine gynecological care as needed.

Adolescent Care

Our providers tailor care for adolescents and will collaborate with your daughter to build a relationship where she feels comfortable coming to us with her medical concerns.

Sick/Well visits

We are available to care for you when ill. We provide well visits in the form of physicals and other routine follow-up care, doing our best to accommodate your needs. When ill, we make every effort to have you seen by a member of your care team in an appropriate timeframe.

Behavioral Health Services

We have specialists in many of our offices dedicated to short-term cognitive behavioral therapy. If you are struggling with any number of mental health issues or are in need of additional support, our behavioral health specialists will work closely with you to address your concerns and support your emotional well-being.

860.434.8847

Family Medicine

Vachhani, Apeksha,

★★★★★ 4.8/5

860.827.6080

Family Medicine

Asimeng, Rhoda, DC

860.434.8847

Family Medicine

Problem

Information is difficult to find - Some websites lack crucially important clickable links

Recommendation




- Implement a Mega-Menu System with Subcategories
- Improve navigation with Cross-Linking

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Hartford HealthCare

Modernize Communication

Meet our Gynecologic Oncologists:

Name	Specialties	Location
 Brown, Amy Kirkpatrick, MD, MPH, FACS ★★★★★ 4.9/5 860.972.4341	Gynecologic Oncology	Hartford Show More
 Einstein, Margaret, MD ★★★★★ 5.0/5 860.972.4341	Gynecologic Oncology	Hartford Show More
 Palisoul, Marguerite Lyder, MD ★★★★★ 5.0/5 860.972.4341	Gynecologic Oncology Show More	Hartford Show More

[Neurology](#)
[Radiation Oncology](#)
[Mayo Clinic Comprehensive Cancer Center](#)
[Children's Center](#)
[Pediatric and Adolescent Medicine](#)

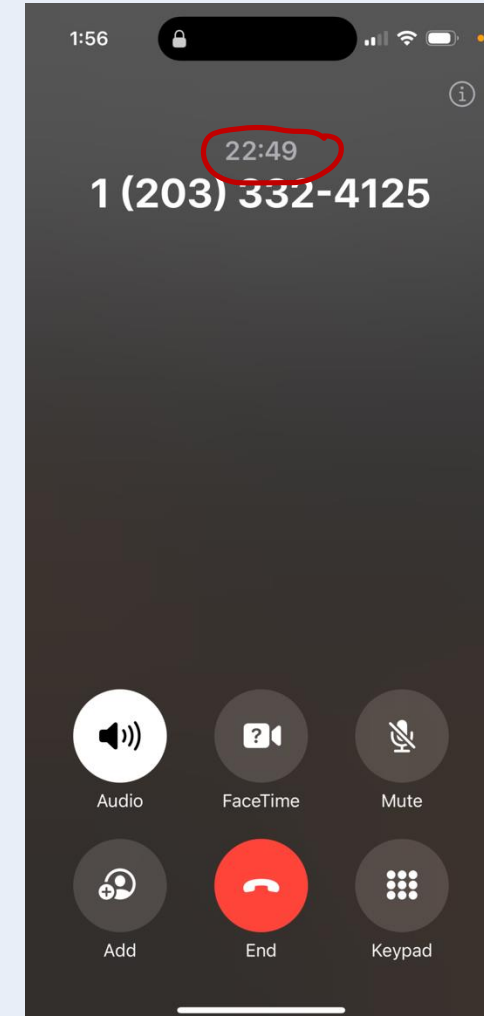
Specialty Groups
[Brain Tumor Program](#)
[Pediatric Brain Tumor Clinic](#)
[Skull Base Tumors Specialty Group](#)

Location
Rochester, Minnesota

Languages
English

Existing patients
[Send a secure message via patient portal](#)

Appointments
507-516-1219
[Request an appointment online](#)



Problem

Current website shows a lack of Functionality leading to long wait times

Recommendation

Implement a **Request Callback feature**, or allow users to **request an appointment online**, allowing users to avoid long wait times

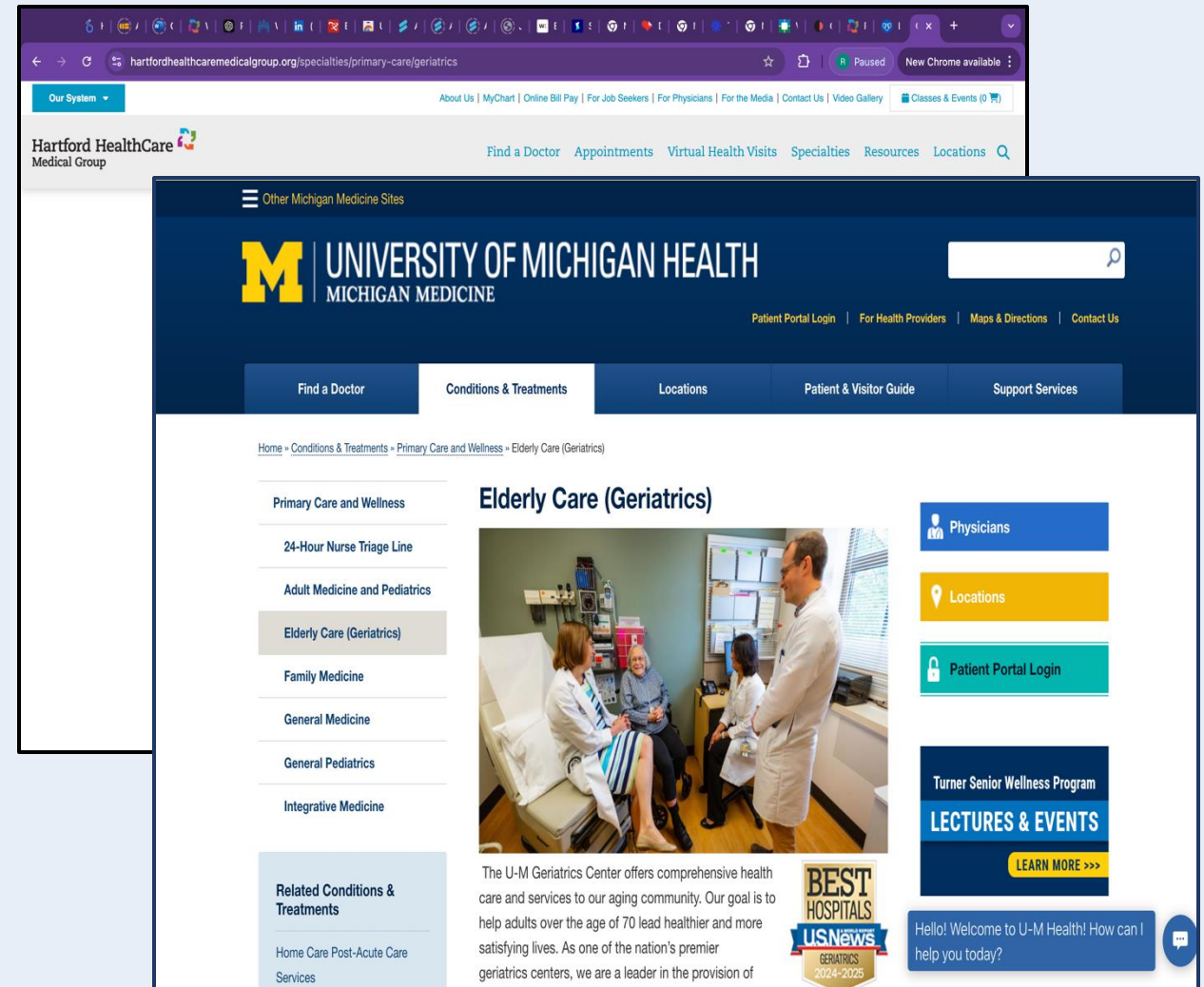
Prioritize Senior Care – ‘REACH’

Problem

- Hartford HealthCare site buries the REACH Program almost 40-50% down the page, making it harder to find.
- With 11,000 people turning 65 every day, this is a critical audience

Recommendation

Key services like REACH should be displayed prominently and accessed quickly to meet the needs of the growing senior population efficiently.



Cost Saving Opportunity: Redundant URL's

Analysis of 29692 URL's revealed:

- There are **2,588 duplicate URLs** listed for **605 doctors** across multiple domains.
- Duplicate URLs found in domains such as:
 - hartfordhealthcaremedicalgroup.org
 - integratedcarepartners.org

The Math!

605 doctors require only 1 URL each → Retained URL's = 605

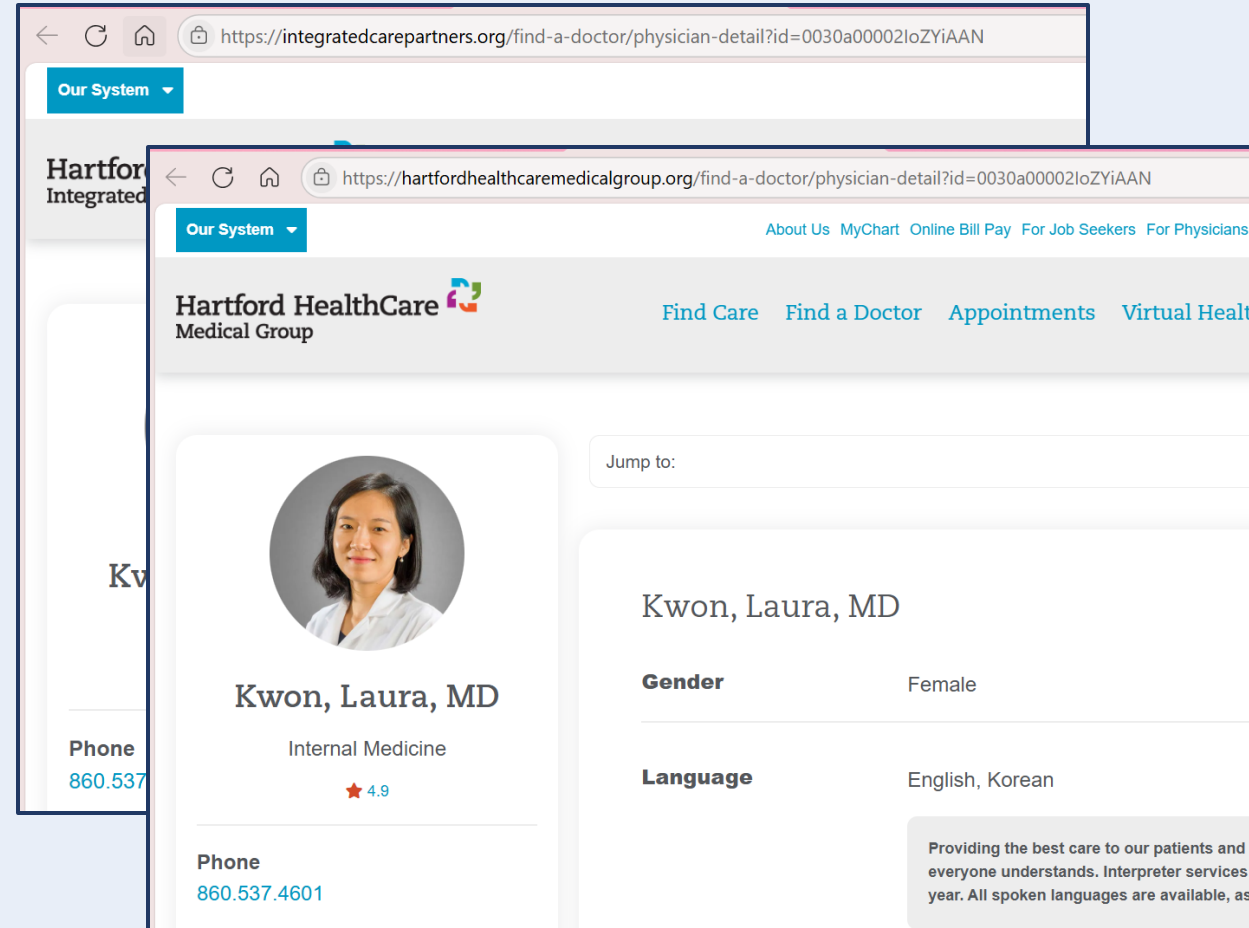
- Excess URL's to eliminate:
2588 (Total redundant URL's) – **605** (Retained URL's) = **1983** URL's to eliminate.

Fraction of URL's eliminated = 6.67%.

Cost Implications:

Annual cost per URL: ~ **\$27**

Cost for 1983 Redundant URL's: **\$53,541** annually



Condensed and focused proposed action

Why Redundant URL's are Problematic

Duplicate URL's cause resource inefficiency, SEO challenges, fragmented analytics, user confusion, and cross-domain issues.

Recommendations

1) Consolidate and Redirect

- Merge duplicate profiles into **hartfordhealthcaremedicalgroup.org**.
- Apply **301 redirects** to redundant URLs to preserve SEO and ensure seamless navigation.

2) Simplify and Standardize URLs

- Use clean, canonical URLs for each physician (e.g., /find-a-doctor/kwon-laura-md)
- Remove unnecessary query parameters (e.g., Facebook Click Identifier-fbclid)

3) Optimize Analytics

- Use tools like Google Tag Manager for accurate tracking without appended tokens.

4) SEO Monitoring:

- Utilize Google Search Console to track improvements and address lingering issues.
Use clean, canonical URLs for each physician (e.g., /find-a-doctor/kwon-laura-md)

Implementation Plan:

- **Audit URLs:** Map existing profiles and duplicates.
- **Redirects:** Set up 301 redirects for consolidation.
- **Canonical Tags:** Implement tags to signal preferred URLs.
- **Educate Teams:** Train IT and marketing on streamlined URL management.

Conclusion

Identified critical improvement opportunities particularly for high-traffic pages such as 'Find a Doctor' and 'Appointments'

Enhance user engagement through simplified navigation and interactive design elements

Expected Outcomes

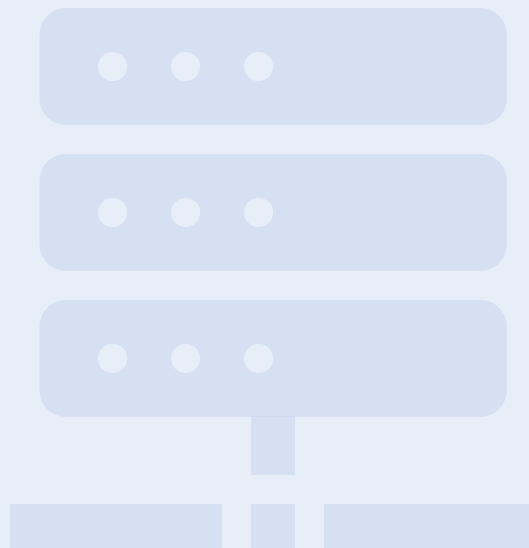
Enhanced user satisfaction, reduced website abandonment, and higher conversion rates



Thank you



Appendix



Calculation of Drop-off rates

Drop-off rates for key pages were calculated by using the number of engaged sessions as a proxy for users who interacted significantly with the page and the total number of page views or sessions as the total number of users.

The drop-off rate was calculated using the formula:

- **Drop-off Rate (%) = 100% – Engagement Rate (%)**

Explanation:

- Engagement Rate represents the percentage of users who interacted with the page (i.e., those who didn't "drop off").
- Drop-off Rate is the complement of the engagement rate, indicating the percentage of users who visited the page but did not engage or take action.

For example:

- For the Find a Doctor page with an engagement rate of 9.96%, the drop-off rate is calculated as: Drop-off Rate = 100% – 9.96% = 90.04%

Similarly, for each page, the drop-off rate was calculated by subtracting the engagement rate from 100%.

This formula assumes that all users who did not engage are considered to have "dropped off."

MyChartPlus Login

No Activation Code?

Sign Up Online

- Tried signing up without the activation code, was unable to and the only option for troubleshoot was customer service.
- Called the customer service and selected the appropriate option i.e, '4', just to hear "We are currently closed, and look forward to assisting you during office hours."



Unable to verify your identity

We were unable to verify your identity using the information provided. Please contact customer service at 860-972-4993 for assistance.

Back to Login Page

MyChartPlus Login vs. Competitor's

MyChart Activation Code Request Inbox x



Mychart.eHIM <Mychart.eHIM@ynhh.org>

to me ▾

4:36 AM (56 minutes ago)



Good Morning,

We received your MyChart Activation Code request for Yale New Haven Health System's MyChart but were unable to locate you as a patient.

If you are looking for access to a different health care organization's MyChart please use this link to locate the correct MyChart website:

<https://www.mychart.com/LoginSignup>

If you are looking for access to a minor's MyChart go to the link below to download a proxy access request form.

<https://mychart.ynhhs.org/MyChart-PRD/Authentication/Login?mode=stdfile&option=proxyaccess>

Thank you,

Megan L

(she|her)

YNHHS MyChart Support

Phone: 203-688-5101

Fax: 203-688-8155

YaleNewHavenHealth

Get your medical records online! Go to mychart.ynhhs.org today!

Yale Medicine
Yale New Haven Health
Yale HEALTH

Request Submitted

We were unable to verify your information, so your request has been sent to the clinic. You will receive an activation code by mail or email within a week.

If you have any questions or if you do not receive your activation code, call customer service at 475-246-8041.

[Back to Login Page](#)




Web Traffic Comparison


Projects > Domain Overview [User manual](#) [Send feedback](#)

Domain Overview: ynhhs.org

[Worldwide](#) [US](#) [UK](#) [DE](#) [...](#) [Desktop](#) [Oct 3, 2024](#) [USD](#) [Export to PDF](#)

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)



Authority Score  46	Organic Search Traffic 245.7K +6.4% View details	Paid Search Traffic The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign. Go to Position Tracking	Backlinks  97.6K
Semrush Domain Rank 10.4K ↑	Keywords 84.2K ↑ 		Referring Domains 4.4K

Engagement metrics  August 2024 | Pages/Visits **6.11** ↓ Avg. Visit Duration **10:33** ↓ Bounce rate **15.83%** ↓ [Show all](#)

Domain Overview: hartfordhealthcare.org

[Worldwide](#) [US](#) [UK](#) [DE](#) [...](#) [Desktop](#) [Oct 4, 2024](#) [USD](#)

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

Authority Score   48	Organic Search Traffic  185.7K +2.1% View details	Paid Search Traffic  132 +16%	Backlinks  600.8K
Semrush Domain Rank 17.8K ↑	Keywords 183.8K ↑ 	Keywords 11	Referring Domains 6.7K

Engagement metrics  August 2024 | Pages/Visits **2.99** ↓ Avg. Visit Duration **05:52** ↓ Bounce rate **47.32%** ↑ [Show all](#)

Redundant URL's : Math

Ultra Conservative Estimated Cost per URL

1. Hosting and Infrastructure Costs

- Assumption: In a large-scale hosting environment, the marginal cost of hosting additional URLs is negligible.
- Estimated Annual Cost per URL: \$1 - \$5

2. Minimal Content Management

- Assumption: Redundant URLs require minimal updates because they duplicate existing content.
- Estimated Annual Cost per URL: \$5 - \$20

3. Basic Technical Maintenance

- Assumption: Maintenance tasks are automated and scale efficiently across all URLs.
- Estimated Annual Cost per URL: \$2 - \$10

4. Compliance and Legal

- Assumption: Compliance efforts are centralized, adding minimal cost per additional URL.
- Estimated Annual Cost per URL: \$1 - \$5

Redundant URL's : Math

5. Administrative Overhead

- Assumption: Additional administrative costs per redundant URL are minimal.
- Estimated Annual Cost per URL: \$1 - \$3

6. Total Ultra Conservative Estimated Annual Cost per URL

Adding up the minimal estimates:

- Low Estimate: $\$1 + \$5 + \$2 + \$1 + \$1 = \10 per URL per year
- High Estimate: $\$5 + \$20 + \$10 + \$5 + \$3 = \43 per URL per year

Average Ultra Conservative Cost: Approximately \$27 per URL per year

Calculating Total Annual Cost for 2,000 URLs using the ultra conservative average estimated cost:

- Total Annual Cost: $2,000 \text{ URLs} * \$27 \text{ per URL} = \$54,000$ per year

Potential Annual Savings

By eliminating 2,000 redundant URLs, Hartford HealthCare could potentially save up to \$54,000 per year in direct costs, even under the most conservative estimates.

Hosting and Infrastructure Costs