**Key Insights**

**1. High-Performing Pages:**

* **Top Pages by Views**: The "/find-a-doctor" and "/appointments" pages are the most viewed. However, despite having high views, both have a relatively **low engagement rate** of around 10%. This suggests users visit these critical pages but may not interact much or take desired actions (like booking appointments).
* **Top Pages by Engagement**: Pages with very few views (often as low as 1–2 views) have a **100% engagement rate**, but this isn’t significant from a traffic standpoint. Instead, focus should be on improving engagement on high-traffic pages like "/find-a-doctor" and "/appointments."

**2. Low Engagement Pages:**

* Several **high-traffic pages**, such as the video gallery and specialty care pages, have low engagement rates. These pages attract many users but don't keep them engaged. This may indicate irrelevant content, slow load times, or poor page structure.

**3. Call-to-Action (CTA) Performance:**

* The **"Find a doctor"** CTA is one of the most clicked with over 6,955 clicks, but low engagement suggests users may have difficulty navigating or completing their intent after the click.
* The **"MyChartPLUS"** and **"Make an Appointment"** CTAs are also heavily used, indicating these actions resonate with users, but further optimization may increase conversions (e.g., better placement or visual emphasis).
* **The "MyChartPLUS" CTA: Clicks**: The "MyChartPLUS" CTA directs users to the healthcare portal where they can manage their health records and appointments, which is another highly utilized CTA with **2,484 clicks**. This indicates that users are interested in managing their healthcare digitally. **Engagement**: **While the number of clicks is high, further optimization of the MyChartPLUS interface could enhance engagement and encourage users to return more frequently.**
* **Potential Issues: Portal Complexity**: Users who click on the "MyChartPLUS" CTA may be dropped into a complex or unintuitive portal where it’s hard to navigate features such as booking appointments, accessing medical records, or communicating with providers.
* **Login Barriers**: The portal may require multiple steps to log in, which could frustrate users and reduce their engagement. Lengthy registration or login processes can cause users to abandon the platform.

**Recommendation:**

* **Enhance the MyChartPLUS Portal UX**: Review the portal’s user experience to make sure it’s simple and easy to navigate. Key features like **appointment booking, test results, and communication with doctors** should be readily accessible from the main dashboard.
* **Simplify Login Process**: Implement a **streamlined login system** such as **single sign-on (SSO)** or social media-based login for users who may find it difficult to remember passwords or perform multi-step logins.
* **Personalization**: Once users log in, **personalized content** (e.g., upcoming appointments, health reminders) can improve engagement and encourage them to use more services in the portal.

**I feel Yale New Haven Health has My Chat INTERFACE properly designed and I found it easy to navigate also one major notice is Yale New Haven Health has a Need Help option > I tried that it allows you to choose the issue facing either ( Forgot user or password) and it lets you to submit the request. This is actually cool and the space of My Chart INTERFACE option for Hartford Health Care is clumsy with a lot of unnecessary information.**

**4. Conversion Funnel Drop-offs:**

* The conversion funnel analysis reveals **significant drop-offs** in the appointment booking process. Pages related to appointments have a high drop-off rate, indicating that users are not completing the booking process. This could be due to complexity, poor page design, or technical barriers.

**5. Bounce Rate Concerns:**

* Pages such as the **"/find-a-doctor"**, **"specialties"**, and **"locations"** have high views but very low engagement rates. This suggests users land on these pages but quickly leave, potentially due to unmet expectations or usability issues.

**6. Engagement vs Views Correlation:**

* There’s a **strong correlation (0.89)** between page views and engagement time, meaning that pages with higher views generally have higher engagement time. However, outliers like the appointment and find-a-doctor pages (with high views but low engagement) may need targeted improvements.

**Recommendations**

**1. Improve User Engagement on Key Pages:**

* Focus on optimizing the **"find-a-doctor"** and **"appointments"** pages. These are the highest-traffic pages, but with low engagement, it’s essential to streamline the experience, make CTAs more prominent, and remove any friction points in the appointment booking process.
* Consider adding **interactive elements** such as chatbots or simplified forms to guide users more easily through the process.

**2. Optimize Call-to-Actions (CTAs):**

* The **"Find a Doctor"** and **"Make an Appointment"** CTAs are highly clicked but aren’t leading to significant engagement or conversions. A/B testing different versions of these CTAs (text, color, positioning) may help increase engagement.
* Ensure that after clicking on a CTA, the **follow-up experience** is intuitive and quick. Consider shortening forms or making the booking flow more transparent to the user.

**3. Reduce Conversion Funnel Drop-offs:**

* Streamline the **appointment booking process**. Analyze where users drop off and reduce complexity (e.g., simplify forms, remove unnecessary steps).
* Ensure the pages load quickly and are mobile-friendly, as this could be a critical issue for users accessing appointment booking from mobile devices.

**4. Address High Bounce Rates:**

* Pages like the **video gallery** and specialty care sections attract users but fail to engage them. Consider revising content, **improving page load times**, and ensuring the content on these pages is aligned with what users are searching for.
* Simplify navigation on these high-traffic but low-engagement pages to make it easier for users to find relevant information and act on it.

**5. Content Optimization for Low-Scroll Pages:**

* Although the **scroll-depth data** was inconclusive, users may still be leaving before reaching key information. Revise page layout so that **critical content (like CTAs, contact information)** is visible without needing to scroll down.

**6. Tailor Strategies for Different User Segments:**

* Pages with **high engagement** but low views can be used as a model for success. Understand what makes these pages work well (e.g., easy navigation, compelling content) and apply those best practices to high-traffic but low-engagement pages.
* Segment users by behavior and create tailored content strategies to reduce inefficiencies.

**7. A/B Testing Opportunities:**

* High-traffic, low-engagement pages (such as the find-a-doctor and specialties sections) are **ideal candidates for A/B testing**. Testing different layouts, CTAs, and content structures can significantly improve user engagement and conversion.

By implementing these recommendations, Hartford Healthcare can significantly improve user experience, increase conversions, and enhance patient engagement through digital channels.

Web Traffic Comparison b/w competitors

A screenshot of a computer

Description automatically generated

A graph of a line

Description automatically generated with medium confidence

A screenshot of a graph

Description automatically generated  
  
Hartford Health Care:x

A screenshot of a web page

Description automatically generated

A graph of a graph

Description automatically generated with medium confidence

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