

SANKOFA FAMILY MEDICINE

Website Technical Handoff Document

Version 16 Elite Final

December 2025

Medicine That Remembers™

EXECUTIVE SUMMARY

This is a production-ready Next.js 14 website for Sankofa Family Medicine, a virtual-first Direct Primary Care (DPC) practice serving Washington State. The site is optimized for conversion, SEO, accessibility, and AI search engines (Perplexity, Google AI, ChatGPT).

V16 Enhancements:

- Professional imagery integration (5 new high-quality images)
- Enhanced design system with premium animations
- Refined button hover effects and micro-interactions
- Optimized scroll reveal animations
- Gold accent memory thread visual element
- All em dashes removed per brand guidelines

BUSINESS CONTEXT

Item	Details
Practice	Sankofa Family Medicine
Founder	Dr. Yaw Nkrumah, MD (MUSC, Kadlec Residency)
Model	Virtual-first Direct Primary Care (DPC)
Tagline	Medicine That Remembers
Service Area	Washington State (SC expansion 2026)
Status	Pre-launch, accepting founding members

Membership Tiers

Tier	Name	Price	Key Features
1	Continuity Care	\$149/mo	Essential virtual primary care
2	Precision Care	\$249/mo	+ Genetic testing, Sankofa OS
3	Legacy Health	\$449/mo	+ Direct cell access, concierge

Founding Member Offer: First 30 members get Tier 3 benefits at Tier 2 pricing (\$249), locked for life.

TECHNICAL STACK

Component	Technology
Framework	Next.js 14 (App Router)
Language	TypeScript
Styling	Tailwind CSS
Display Font	Cormorant Garamond
Body Font	DM Sans
Forms	Formspree
Analytics	Google Analytics 4 (ready)
Deployment	Vercel-ready

Color Palette

Color	Hex	Usage
Azure	#05436e	Primary blue
Gold	#bc9833	Accents, CTAs
Navy	#051c3b	Dark backgrounds
White	#FFFFFF	Backgrounds
Black	#070705	Text
Cream	#faf9f7	Secondary backgrounds

SITE ARCHITECTURE (42 Pages)

Core Pages (7)

- / - Homepage
- /services - Membership plans with pricing
- /contact - Waitlist signup form
- /about - How virtual care works
- /founder - Dr. Nkrumah bio, credentials, publications
- /faq - 33+ categorized questions
- /compare - DPC vs traditional care

Location Pages (14)

- /locations/washington - State hub with SVG map
- /locations/washington/seattle, bellevue, kirkland, redmond
- /locations/washington/sammamish, mercer-island, everett
- /locations/washington/tacoma, olympia, vancouver, spokane
- /locations/south-carolina - Coming 2026
- /locations/expansion - Request your state

Service & Content Pages

- /services/what-we-cover - Conditions treated
- /sankofa-os - Technology platform
- /blog - Blog index with 3 articles
- /resources - Resource hub with lead magnets
- /careers, /partnerships, /patient-forms, /testimonials
- /privacy, /terms, /accessibility

IMAGE ASSETS (V16)

New Professional Images

File	Description	Usage
dr-nkrumah-thoughtful.png	Dr. Nkrumah in white coat	Hero, Founder, About
gold-heart-sculpture.png	Gold heart on marble	CTA sections
sankofa-gold-sculpture.png	Gold Sankofa bird	Philosophy section
physician-patient-connection.png	Bronze wall art	Relationship section
sankofa-interior.png	Wooden Sankofa bird	Ambient imagery

SEO AND AI OPTIMIZATION

Metadata Coverage:

- All 42 pages have unique title and description
- OpenGraph tags on all pages
- Canonical URLs set
- Geo tags on all location pages
- AI-specific tags: ai-content-declaration, llm-context, llm-summary
- Structured Data: MedicalBusiness, Physician, FAQPage, OfferCatalog

BRAND VOICE COMPLIANCE

Required Tone: Quiet authority, clinical calm, no hype

Verified Clean:

- ✓ No "Ready to Experience" or "Ready to Get Started"
- ✓ No urgency animations (pulse/bounce on scarcity)
- ✓ No red/amber warning colors
- ✓ No "Wait, before you go..." copy
- ✓ No em dashes anywhere

Standard CTAs:

- "Begin Your Care"
- "Join the Waitlist"
- "Request Enrollment"

COMPONENTS (18)

- Navigation.tsx - Header with mega-menu dropdowns
- Footer.tsx - 4-column footer with CTA
- ScrollReveal.tsx - Scroll-triggered animations
- CareJourney.tsx - 3-step process visualization
- TrustStrip.tsx - Trust badges (HIPAA, etc.)
- ExitIntentPopup.tsx - Exit intent capture
- MobileCTA.tsx - Sticky mobile CTA
- ThemeProvider.tsx - Dark mode support

CONTACT INFORMATION

Item	Value
Phone	+1 (425) 285-7390
Email	info@sankofafamilymedicine.com
Website	sankofafamilymedicine.com

DEPLOYMENT CHECKLIST

1. Run npm install
2. Run npm run build (should complete with 0 errors)
3. Deploy to Vercel
4. Verify Formspree endpoints are active
5. Update Google Analytics ID if needed
6. Test all forms submit correctly
7. Verify all images load properly

BUILD VERIFICATION

- ✓ Compiled successfully
- ✓ 42 static pages generated
- ✓ 0 errors, 0 warnings
- ✓ All internal links verified
- ✓ All static assets present
- ✓ Brand voice compliant
- ✓ No em dashes found

Document generated for AI handoff. Site ready for production deployment.