



Taylor Community Health  
Stronger Health Together

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## STAYING HEALTHY

# Need Help Navigating Healthcare?

What to look for in a new Primary Care Provider to ensure you get the high-quality, affordable care you need

May 5, 2024

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Reviewed by Dr. Jason Taylor, Founder/CEO

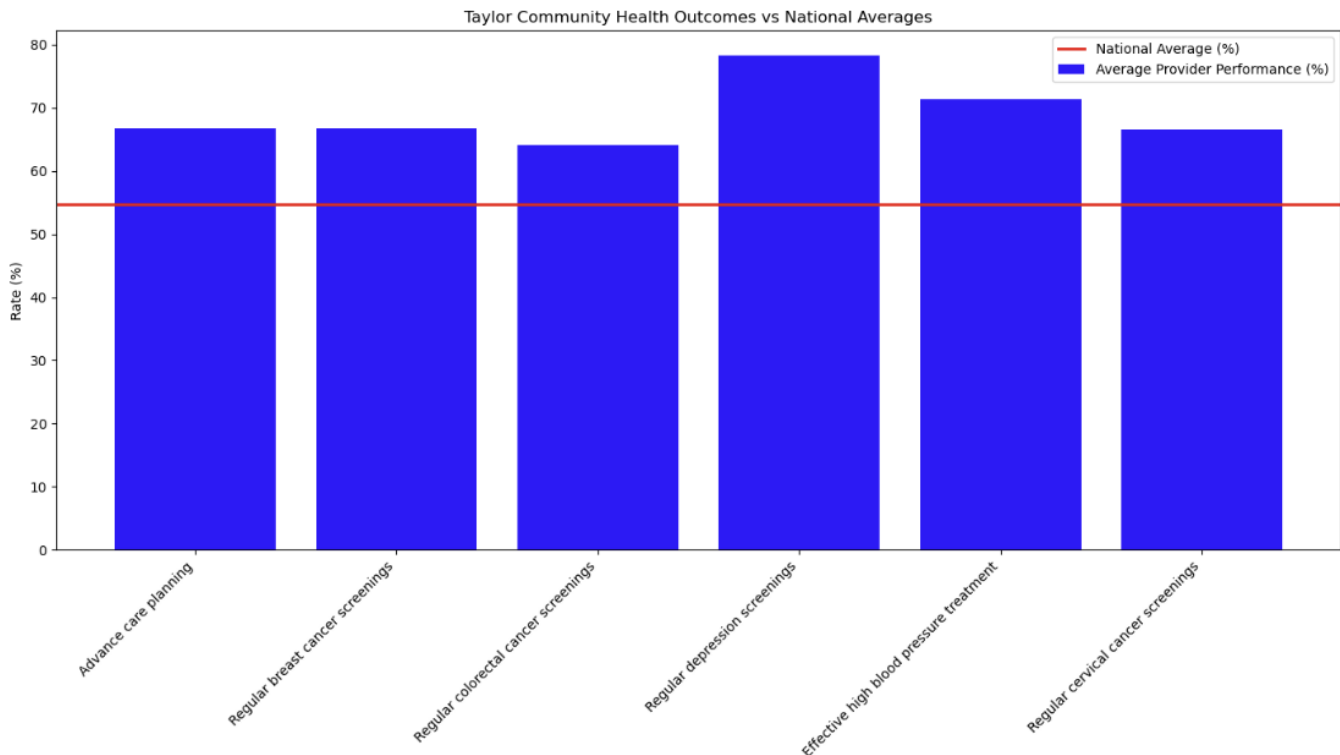


## Introduction

Navigating the healthcare maze can seem daunting. Whether you're seeking a new primary care provider (PCP) or deciding where to bring your family for healthcare, finding a partner who offers not just treatment, but a crucial pathway to better health. At Taylor Community Health, we pride ourselves on exceeding community health standards and providing care you can trust and afford.

## Our Promise: Excellence in Quality and Cost

Our primary care clinics serve as your first stop to a healthier life, consistently outperforming national quality of care averages. This means more effective treatment, fewer unnecessary hospital visits, and lower healthcare costs—benefits we pass directly to you.



## The PCMH/Taylor Community Health Difference: Personalized, Proactive Healthcare

All eight clinics in our community proudly hold a Primary Care Medical Home (PCMH) certification, representing the gold standard in patient-centered healthcare. What does this mean for you?



**Personalized Care:** Get tailored health strategies designed for your unique health needs.

**Comprehensive Services:** We cover all the bases from preventive to acute and chronic care.

**Coordinated Treatment:** Seamless coordination with specialists and hospitals.

**Accessible Care:** Easy access to your health team, reducing wait times and confusion.

**Empowered Wellness:** We equip you with the tools and knowledge for long-term health management.

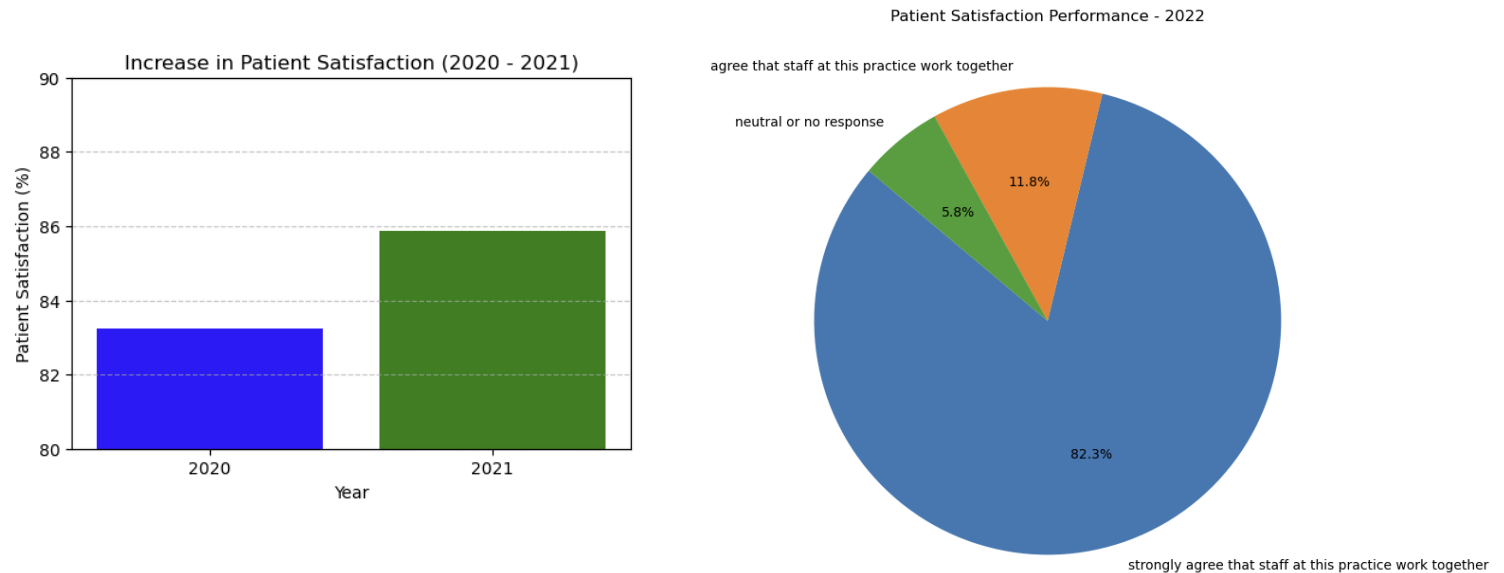
## What's Coming Next: Enhancements and Innovations

We're excited about Taylor Community Health's future!

Our patient satisfaction scores for patients awarding us the highest 5-star ratings are already above 80%. During the COVID-19 emergency, more patients said they would “absolutely recommend” our practice in 2021 than the prior year.

Because we believe improvement is always possible, we are planning new enhancements to make our services even more accessible and responsive for you.

Stay tuned for new tools and programs designed to simplify healthcare management and improve your personal experience with us.



## Why Choose Us Now?

If you're exploring your options for primary care, there's no better time to consider Taylor Community Health. Our doors are open for new patients, and our PCMH-certified clinics are ready to show you what it is like to experience healthcare from within our community. Together, we can be stronger and healthier than ever!

## Conclusion

Join us and see why our patients trust us as their healthcare navigators. Schedule your first appointment today and take a step towards a healthier, happier life with Taylor Community Health.

**Visit Us:** [\[Link to schedule an appointment\]](#)

### 4.3 Project Task 3 – Blog Post

DSC640 – Data Presentation and Visualization

Author: Alysen Casaccio

Due Date: 5/5/2024

I crafted this blog post as a strategic effort to engage and educate potential patients. I tried to choose a compelling title aimed at navigating the complexities of healthcare. The piece was designed to inform readers about the importance of primary care and the benefits of PCMH (Patient-Centered Medical Home) certification. To enhance relatability and trust, the post included a photograph of Taylor Community Health's diverse staff as a way of connecting the concept of providers as being representatives of the community in which they live (and work).

The blog highlighted the health system's superior quality outcomes compared to national averages to build credibility. It also showcased high patient satisfaction scores across multi-year survey data. Specifically, it emphasized the increased recommendation rate during the COVID-19 emergency and provided a 2022 snapshot focusing on staff collaboration, underscoring ongoing improvements in patient care and satisfaction.

In the later narrative, I aimed for an optimistic tone about the organization's future, inviting readers to become a part of this journey by scheduling a visit with a primary care provider. Visual elements also played a role throughout, with a color palette of greens and blues selected for their calming qualities and associations with healthcare, wellness, and safety, enhancing the overall message of trust and care.

Ethical considerations arose during the creation of the blog post, and I think these tend to be common in the marketing and revenue spaces, even in healthcare. Quality metric terminology had to be simplified for the audience, and as a result, the quality graphic, while still accurate, is missing some nuance.

In addition, patient satisfaction data was filtered to specific measures and years to highlight the positive upswing during the pandemic, which downplayed (or even omitted) the more minor dip in performance for the same metric after the COVID-19 emergency had ended.

One potential risk/caution I would have to provide before publishing the blog post is an acknowledgment of the real access challenge this healthcare system faces, which was displayed and presented on the internal dashboard. While there is a recommendation for an internal project to improve appointment times and primary care access, if the blog post is released before that initiative sees early results, they could have new patients trying to schedule visits only to find there are no appointments available.

This blog post needs to be a part of a larger communication and project plan surrounding the primary care transformation efforts to be successful at driving new patient volumes and increasing revenue.