

**Project:** Age-Link

**Website:** <https://www.age-link.com/>

**Prepared by:** <https://sklentr.com/>

**Date:** 13-Jan-2026

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**This document presents an updated, structured content and UX recommendation for the Age-Link website.**

The goal is to improve clarity, accessibility, trust, and conversion while ensuring the content is scalable and easy to maintain during redevelopment.

The recommendations are based on:

- Target audience needs (older adults, caregivers, professionals)
  - UX best practices for healthcare websites
  - Performance, accessibility, and maintainability considerations
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## 1. HOME PAGE CONTENT

### 1.1 Hero Section

**Headline (H1):** Geriatric Medical Care Focused on Healthy Aging

**Subheading:** Specialist assessment and ongoing care for older adults, helping patients and families make confident medical decisions.

**Primary Call to Action: Book an Appointment**

**Secondary Call to Action: Call to Discuss Care**

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### 1.2 Key Value Propositions

## **Why Choose Age-Link**

- Specialist geriatric medical expertise
  - Comprehensive, whole-person assessments
  - Clear guidance for patients and families
  - Evidence-based, ethical medical care
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### **1.3 Who We Help**

**Older Adults** — Medical care designed for the complex health needs associated with aging.

**Families & Caregivers** — Clear explanations and professional guidance to support informed decisions.

**Healthcare Professionals** — Specialist geriatric input and collaborative care planning.

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### **1.4 Services Overview**

#### **Our Core Services**

- Comprehensive Geriatric Assessment
- Memory & Cognitive Disorders
- Medication Review and Optimization
- Falls, Frailty & Mobility Issues
- Chronic Disease Management

**Call to Action: View All Services**

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## **1.5 Authority & Trust Section**

### **Experienced Specialist Care**

Age-Link is led by an experienced consultant geriatrician providing focused, patient-centered care for older adults.

**Call to Action:** Meet the Specialist

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## **1.6 How It Works**

1. Initial consultation and assessment
  2. Review of medical history and medications
  3. Individualized care plan
  4. Follow-up and coordination of care
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## **1.7 Final Call to Action**

### **Take the Next Step in Care**

If you are concerned about your health or that of a loved one, we are here to help.

### **Call to Action**

Book an Appointment

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## **2. ABOUT PAGE CONTENT**

### **About Age-Link**

Age-Link is a specialist geriatric medical practice focused on improving health outcomes for older adults through careful assessment, clear communication, and personalized care.

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## **Our Philosophy**

We believe effective geriatric care:

- Looks beyond single medical conditions
  - Considers physical, cognitive, and social factors
  - Involves patients and families in decisions
  - Prioritizes independence and quality of life
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## **Clinical Experience**

Age-Link brings extensive experience in hospital and community geriatric medicine, supporting patients with complex and overlapping medical needs.

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## **What Makes Age-Link Different**

- Specialist focus on aging
  - Longer consultation times
  - Clear, jargon-free explanations
  - Respect for patient independence
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## **3. SERVICES PAGE CONTENT**

### **Our Services**

We provide specialist medical services designed to address the complex needs of older adults.

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#### **Comprehensive Geriatric Assessment**

A detailed evaluation covering medical conditions, medications, mobility, cognition, and social support.

**Call to Action: Learn More**

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**Memory & Cognitive Disorders**

Assessment and management of memory loss, dementia, and related conditions.

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**Medication Review**

Careful evaluation of medications to reduce side effects and interactions.

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**Falls & Frailty**

Assessment of fall risk and physical resilience with practical recommendations.

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**Chronic Disease Management**

Coordinated care for long-term medical conditions in later life.

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**4. INDIVIDUAL SERVICE PAGE TEMPLATE**

**Page Title (H1): [Service Name]**

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**Overview**

This service focuses on identifying and managing issues related to [condition], with the aim of improving safety, function, and quality of life.

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### **Who This Service Is For**

- Older adults experiencing [specific concern]
  - Families seeking specialist guidance
  - Patients with complex medical needs
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### **What the Assessment Includes**

- Review of medical history
  - Medication evaluation
  - Physical and cognitive assessment
  - Discussion of goals and concerns
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### **Expected Outcomes**

- Clear understanding of health issues
  - Practical, personalized recommendations
  - Coordinated care planning
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### **Call to Action:** Book an Appointment to Discuss This Service

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## **5. PUBLICATIONS & RESOURCES PAGE**

### **Publications & Clinical Resources**

Age-Link contributes to clinical research and professional education in geriatric medicine.

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### **For Patients & Families**

Selected publications are shared to support understanding of health and aging.

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## **For Healthcare Professionals**

Peer-reviewed work reflecting engagement with evidence-based practice.

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## **6. CONTACT PAGE CONTENT**

### **Contact Age-Link**

We are happy to discuss concerns and help you determine the appropriate next step.

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### **Book an Appointment**

Use the contact form below or reach out directly.

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### **Contact Details**

**Phone:** +65 6535 8833

**Email:** [agelinkclinic@gmail.com](mailto:agelinkclinic@gmail.com)

### **Address:**

Mount Elizabeth Novena Hospital

38 Irrawaddy Road, #10-60/62 Mount Elizabeth Novena Hospital Singapore 329563

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## **7. FOOTER CONTENT**

- About
- Services

- Publications
  - Contact
  - Privacy Policy
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**This content structure improves:**

- Clarity and readability for elderly users
- Trust and professional credibility
- Conversion through clear calls to action
- Scalability for future development