

Division of Services Improvement, Clinical Technical Assistance Project
Technology-Assisted Care
The Centers, Inc.
Website Guidance
March 4, 2014 • 11:00 am ET

Submitted to: Kate Wetherby, Alma Rosario, Charles Powell, Cheryl Coleman

Date of Submission: March 5, 2014

Attendees

The Centers, Inc.: Alma Rosario, Cheryl Coleman

JBS International (JBS): Dave Wanser, Gordon Ng, and Iris Chai

Meeting Purpose

The purpose of the call was to explore options and to help define the needs and opportunities to increase engagement on The Centers' Website/portal. With a more specific list of requirements, The Centers can then consider submitting a Technical Assistance request.

Grantee Status

Background

During the site visit to The Centers on February 10-11, Dave Wanser (JBS) had recommended The Centers begin developing a strategy for engaging clients, staff and the general public to use technology, focusing efforts on the implications of health care reform and the increased emphasis on patient engagement across all aspects of health care. One specific recommendation was that the Website should be designed and implemented in the context of its ability to serve as a patient portal, which is generally seen as an essential vehicle to engage clients, particularly in their own treatment and recovery. With the many other program priorities, it was recommended The Centers develop an information/data strategy to plan the implementation of an improved and engaging Website.

Alma Rosario (The Centers) reported during the conference call that the COO has noted there are financial constraints that will limit any Website improvements or the implementation of a certified and interoperable electronic health record.

Current Website

- The Website currently uses WordPress, which has many limitations and does not provide much security.
 - Gordon Ng (JBS) notes there are plug-ins available that can be implemented for WordPress to provide more security; however, the agency must first determine (using a data strategy) what needs to be protected on the Website.
- The Centers' Website is currently a "brochure site," where the information is static.

- The Website sends users to other pages (multiple clicks), decreasing the engagement and interest. User attention spans are generally less than a minute after landing on a Website. If the information they need is not readily found, they will go elsewhere on the Internet.
- The Website lacks meta data (key words), which is needed for driving interested parties to the appropriate landing page and is utilized by all search engines.

Improvements to consider

- Increase engagement by focusing on a dynamic site that provides interest to the public as well as providers and clients seeking or receiving treatment or in recovery. Employing different landing pages tailors the Website to the variety of potential users.
- Social media should maintain a high level of engagement or elicit a “Call to Action.” The content development strategy should be specific to each potential group of users in order to engage them.
- Focus on the services The Centers provides and create interest by making the section more dynamic and informative.
- “Become the authority” on the subject by building stories and outcomes into the Website content.
- Consider using short videos to inform and engage users of the Website.
- The Website should engage users immediately. It is less than a minute before the users moves to another Website for information they are seeking

Recommendations

- Strategy is key. Developing an information strategy/data plan can facilitate the Website becoming a more engaging and powerful tool.
- Visit with other Behavioral Health organizations and research favorable aspects of other Websites that the The Centers team would like to implement. Some factors to consider for the Website are: client access and health status improvement through engagement.
- Create an internal cross functional group focused on Website improvements.
- Use technology to reduce the no show and dropout rate (i.e., text reminders, scheduling appointments through portals).

Next Steps

- If possible, Alma will provide JBS with a copy of the email newsletter for review. JBS may be able to provide helpful guidance in newsletter development.
- Ideas about award winning websites: <https://www.webbyawards.com/>
- Examples of Websites developed by JBS:
 - <http://ncfy.acf.hhs.gov>
 - <http://www.nia.nih.gov>
 - <http://www.blsa.nih.gov>
 - <http://www.rhyttac.net>
 - <http://www.safestartcenter.org>
- The Marketing series developed by JBS has is a good resource for promoting technology using technology
 - Part 1: <https://www.ideas-exchange.net/learn/resources/webinar-part-1-promoting-your-technology-through-web-design-and-web-strategy>

- Part 2: <https://www.ideas-exchange.net/learn/resources/webinar-part-2-promoting-your-technology-using-video>
- Part 3: <https://www.ideas-exchange.net/connect/events/webinar-part-3-marketing-matters-strategies-to-maximize-your-outreach-potential>

Next meeting: TBD