**1C Pittsburgh regional support services page: Patient and family services**

## Production notes

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| **IA / Path**  Home = VA.gov | Home > Pittsburgh health care > Patient and family services |
| **Desired URL (consult search strategist for URL)** | /pittsburgh-health-care/patient-family-services  [Pull from Mikki’s IA spreadsheet] |
| **Comments** | For locations data (phone number, address, official name) pull from the facility locator API.  EX: Use the field labels provided in the copydeck (e.g., “Main phone”) BUT display the phone number from the API. |

## Page properties

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| **Page title H1** | Patient and family services |
| **Browser title**  Title tag 50-60 characters (shoot for <55); primary keyword should be at beginning of title tag; can work in a secondary keyword if it fits naturally; title case; okay to omit |VA.gov if space is needed. | VA Pittsburgh Health Care | Patient and Family Services  FORMAT  VAMC Regional Site | Page Name | VA.gov |
| **Meta description** | Max 155-character description. Use the primary SEO keyword or phrase toward beginning of description; incorporate a call to action if there’s room. |
| **SEO terms/phrases** | 1 – 2 words or phrase |

**Content** [(See content resources below)](#ContentResourcesStyleGuides)

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| **Page name and intro section** |
| Intro section text in red indicates instructions or customizable content by regional office. Regular text and CTAs/links are templated text—do not customize. |
| **H1 Patient and family services**  Some kind of intro blurb. This is exactly 33 words. We offer complete primary care as well as many specialty care services, including speech and audiology, dermatology, blah blah. About 50-100 words max.  Looking for information about shuttles, the canteen, pharmacy, or health services at the [Pittsburgh health care system]?  See our health services [LINK REGIONAL SUPPORT SERVICES PAGE]  See our facility services and amenities [LINK REGIONAL FACILITY/AMENITIES SERVICES PAGE] |
| **H2 Care coordinators** [Category labels are TBD] |
| [Service accordions–alphabetically displayed–see [regional service accordion template](#FacilityServiceAccordionTemplate)]  Example – LGBTQ Veteran care coordinators, returning service member coordinators |
| **H2 Social programs and services** |
| [Service accordions–alphabetically displayed–see [regional service accordion template](#FacilityServiceAccordionTemplate)]  Example – Chaplain service, programs for homeless Veterans |
| **H2 Health and wellness** |
| [Service accordions–alphabetically displayed–see [regional service accordion template](#FacilityServiceAccordionTemplate)]  Example – MOVE! weight loss program, |

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| **Content resources** |
| The content style guide for VA.gov is currently in development.   * Refer to it as our primary style guide for VA.gov:  <https://department-of-veterans-affairs.github.io/vets-design-system-documentation/content-style-guide/> * For issues that are not yet covered in the VA.gov in-flight content style guide above, refer to the Vets.gov content style guide: <https://github.com/department-of-veterans-affairs/vets.gov-content-style-guide> * Health content writing tips: <https://github.com/department-of-veterans-affairs/vets.gov-content/blob/master/templates-and-guides/guides/Health%20Care%20Writing%20Tips.pdf> |

**Regional patient/family support service accordion template**

[Can omit pieces of content that don’t apply/exist. Ex: keywords if none; email for person, if none; weekend/holiday hours, etc.

Regional description is required ***for regional-only services;*** if there’s no national level version of a service, and thus no national description, can omit. Must verify with JHL/Jane whether national service and description exists. (Location amenities/services are more likely to be regional only.)]

**Plain language support/program service name**

Also keyword, keyword, up to 4

National basic (common denominator) description, about 160 characters including spaces.

Regional-unique description if applicable. About 160 characters including spaces. [REQUIRED ON REGIONAL PAGES]

**Contacts**

Person’s name, title, direct phone, email

Person’s name, title, direct phone, email

Person’s name, title, direct phone, email

**Hours and location**

Mon – Fri, 8:00 a.m. – 4:30 p.m. [PLACEHOLDER TEXT: EXAMPLE FOR FORMATTING]

Sat, Sun, holidays, 7:30 a.m. – 4:00 p.m.

Short Location Name  
Address  
Phone:   
Fax:   
[Office/clinic@email.com](mailto:Office/clinic@email.com) [PLACEHOLDER OFFICE EMAIL]

Link CTA 1 [optional up to 2 links - example: Make an appointment / Become a patient here / More information]

Link CTA 2

[IN ACCORDIONS, USE THE SHORT NAME FROM THE WEBSITE—H.J. Heinz Campus—instead of the official name from the facility locator API (“H. John Heinz III Department of Veterans Affairs Medical Center”)]

**EXAMPLE:**

[Source content: <https://www.pittsburgh.va.gov/services/suicide-prevention.asp> ; <https://www.pittsburgh.va.gov/services/index.asp#S> ; global VCL tool/modal ]

H2 **Care coordinators**

Service name inside accordion: **Suicide prevention**

LOREM IPSUM-If you’re a Veteran in crisis or concerned about one, connect with our caring, qualified responders for confidential help by chat, text, or toll-free hotline. [LINK http://veteranscrisisline.net/]

Contact us to work with us. Our suicide prevention coordinators work with community organizations to ensure that Veterans get the support they need.

**Contacts**

Heather Walls, LCSW, Suicide Prevention Case Manager, 412-360-6301

Frank Moore, MSW, LCSW, Suicide Prevention Coordinator, 412-360-3412

Vanessa Beck, MSW, LCSW, Suicide Prevention Case Manager

**Hours and location**

Mon – Fri, 8:00 a.m. – 4:30 p.m.

University Drive campus  
University Drive-C  
Building 29, 1M-10  
Pittsburgh, PA 15240-1003  
  
Phone: 412-360-6515

Call or connect with the Veterans Crisis Line now [LINK https://www.veteranscrisisline.net/]