

# NovaCare Clinic

## Complete Website Production Plan

Integrated Behavioral Health Care for Arizona's Underserved Communities

CLINIC INFORMATION
Phone: 602-399-1404
Email: novacareclinicllc@gmail.com
Address: 10240 N 31st Ave Suite 122, Phoenix, AZ 85051
Hours: Monday-Friday 8:00 AM - 5:00 PM

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# 1. Executive Summary

This document provides a comprehensive, production-ready plan for the NovaCare Clinic website. It contains all verified business information, branding guidelines, content specifications, and technical requirements needed to build and launch a professional healthcare website.

## Mission Statement

NovaCare Clinic provides integrated behavioral health care for Arizona's underserved communities, combining mental health services with primary care in a compassionate, accessible setting.

## Core Values

- Patient-centered, compassionate care
- Integrated behavioral and physical health approach
- Accessibility for underserved populations
- Evidence-based treatment methods
- Focus on social determinants of health

## Target Population

- Adults 18+ with mental health and substance use challenges
- Underserved populations in Arizona
- Medicaid (AHCCCS), Medicare, and commercial insurance patients
- Maricopa County residents (in-person) and statewide (telehealth)

## 2. Business Information & Branding

### Official Contact Information

Field	Information
Business Name	NovaCare Clinic LLC
Phone	602-399-1404
Email	novacareclinicllc@gmail.com
Address	10240 N 31st Ave Suite 122, Phoenix, AZ 85051
Clinic Hours	Monday-Friday 8:00 AM - 5:00 PM
Admin Hours	Monday-Friday 8:00 AM - 4:00 PM
Weekend Hours	Closed Saturday-Sunday
Established	2025
Service Area	Maricopa County (in-person), Arizona statewide (telehealth)

### Founding Story

NovaCare Clinic was founded in 2025 by experienced behavioral health and assisted living professionals who witnessed firsthand the challenges patients face when mental and physical healthcare remain fragmented.

After years of working in Behavioral Health Residential Facilities (BHRF) and assisted living settings, our founders recognized a critical gap: underserved adults in Arizona were falling through the cracks of a disconnected system. Patients with mental health challenges often struggled to access integrated care that addressed their whole person—not just their symptoms.

Driven by this determination to create change, NovaCare Clinic was established to bridge this gap. We integrate behavioral health with primary care in a compassionate, accessible setting, addressing not only clinical needs but also social determinants of health like housing, food security, and transportation.

### Brand Commitment Statement

*"Healthcare should be accessible, integrated, and compassionate. Every patient deserves care that addresses their whole person—mind, body, and circumstances."*

### 3. Team Members & Providers

#### Clinical Providers

Name	Title	Description
Dr. Leticia Jacinto	Psychiatrist	Conducts psychiatric evaluations, medication management, and treatment planning
Anne Vargas-Leveriza	Behavioral Health Professional	Provides assessment, treatment planning, discharge planning, and psychiatric evaluation
Anna Manalo, FNP	Primary Care Physician	Delivers integrated primary care services, ensuring physical and mental health needs are met

#### Support Staff

Name	Title
Meriam Arguillo	Administrator
Irene Gaccion	Registered Nurse
Rae Ann Meneses	Medical Assistant
Rodolfo Leveriza	Behavioral Health Technician
Ricardo Santana	Behavioral Health Technician

#### Team Statistics (for website display)

- 9 Team Members
- 4 Clinical Providers
- 6+ Insurance Plans Accepted
- Statewide Telehealth Available

## 4. Services Offered

### Core Services

Service Category	Details
Psychiatric Services	Psychiatric evaluations, medication management, treatment planning
Therapy & Counseling	Individual therapy, trauma-informed care, behavioral interventions
Integrated Primary Care	Primary care coordination, co-occurring condition management
Care Coordination	Case management, community resource referrals, care navigation
Social Support Services	Housing assistance referrals, food security resources, transportation help
Telehealth Services	Virtual appointments available statewide in Arizona

### Appointment Types & Duration

Appointment Type	Duration
New Patient Psychiatric Evaluation	60 minutes
New Patient Therapy Intake	60 minutes
Return Patient Follow-up	15-30 minutes
Medication Management	15-30 minutes
Therapy Session	30-60 minutes
Primary Care Visit	30-45 minutes

### Visit Formats

- In-Person: Available at Phoenix clinic location
- Telehealth: Available statewide throughout Arizona

## 5. Insurance & Payment

### Accepted Insurance Plans

Insurance Type	Provider/Plan
Government	Medicaid (AHCCCS)
Government	Medicare
Commercial	UnitedHealthcare
Commercial	Blue Cross Blue Shield
Commercial	Aetna
Commercial	Cigna
Employer	Employee Assistance Programs (EAPs)
Self-Pay	Private pay options available

### Insurance Verification Process

1. Patient requests appointment online or by phone
2. Staff verifies insurance eligibility
3. Patient is contacted to confirm coverage and appointment
4. Patient brings insurance card and photo ID to first visit

## 6. Website Page Structure

### Main Navigation

- Home
- About
- Services
- Providers
- Insurance & Payment
- Patient Forms
- Resources
- Contact

### Utility Navigation (Top Right)

- Request Appointment (primary button - purple accent)
- Call 602-399-1404 (secondary button or text link)
- Crisis Help: 988 (small text link)

### Homepage Content

#### Hero Section:

- Headline: 'Integrated Behavioral Health Care for Arizona's Underserved Communities'
- Subheadline: 'Compassionate, accessible mental health services for adults 18+. Same-week appointments available.'
- CTA Buttons: 'Request Appointment' (primary) | 'Call 602-399-1404' (secondary)

#### Why Choose NovaCare Section:

- Personalized, patient-centered care
- Short wait times - same-week appointments
- Integrated behavioral and primary care
- Telehealth options statewide
- Experienced BHRF and assisted living team
- Focus on underserved communities

### About Page Sections

1. Mission & Values
2. Founding Story (anonymous version)
3. Timeline (2025 focus)
4. Our Approach (integrated care, social determinants)
5. Team Members (clinical providers)
6. Commitment to Excellence



## Contact Page Content

- Full contact information (phone, email, address)
- Office hours (Clinic and Administrative)
- Google Maps embed with directions
- General contact form (non-appointment related)
- Emergency information: 988 Crisis Lifeline, nearest ER, 911
- 'Need to schedule? Request Appointment' button

## 7. Appointment Scheduling System

### Recommended Approach: Online Appointment Request Form

For initial launch, implement an appointment REQUEST form (not instant booking). This allows staff to verify insurance and confirm appointments manually while providing 24/7 online accessibility for patients.

### Required Form Fields

- Full Name\*
- Date of Birth\*
- Phone Number\*
- Email Address\*
- Insurance Provider\* (dropdown menu)
- Insurance Member ID\*
- Preferred Appointment Date\* (calendar picker)
- Preferred Time\* (Morning 8am-12pm / Afternoon 12pm-5pm)
- Appointment Type\* (dropdown with options listed in Services section)
- Visit Type\* (In-Person / Telehealth)
- Reason for Visit\* (text area, 500 character limit)

### Optional Form Fields

- Alternate Phone Number
- Preferred Contact Method (Phone / Email / Text)
- Alternate Date Preference
- Referral Source (dropdown: PCP, Hospital, Friend/Family, Insurance, Online, Community Org, Other)
- Special Accommodations Needed (text area)

### Required Consent Checkboxes

- I consent to be contacted via phone, email, or text to confirm my appointment\*
- I understand this is an appointment request and not a confirmed appointment\*
- I have read the Privacy Policy and HIPAA Notice\*

### Staff Response Time Goals

- Review request: Within 4 hours (same business day)
- Contact patient: Within 24 hours
- Schedule appointment: Within 48 hours of request

### HIPAA-Compliant Form Providers

- JotForm HIPAA - Easy to use, affordable, good templates
- Formstack - Enterprise-grade security, excellent integrations

- Cognito Forms - HIPAA-compliant, conditional logic
- Wufoo (SurveyMonkey) - User-friendly, HIPAA add-on available
- **IMPORTANT:** Google Forms is NOT HIPAA-compliant - do not use

Estimated Cost: \$20-100/month depending on provider

## 8. Legal & Compliance Requirements

### Anti-Kickback Statute Compliance (CRITICAL)

NovaCare Clinic must include clear compliance language regarding referrals and financial relationships to comply with federal Anti-Kickback Statute (AKS) and Stark Law.

#### Required Compliance Statement:

NovaCare Clinic is committed to full compliance with federal and state healthcare laws, including the Anti-Kickback Statute (42 U.S.C. § 1320a-7b) and the Stark Law. We do not offer, pay, solicit, or receive any remuneration in exchange for referrals of patients covered by federal healthcare programs (Medicare, Medicaid) or other insurance plans. All referrals are based solely on the best interests of the patient and clinical appropriateness of care.

#### Our Commitment:

- No financial incentives for patient referrals
- No kickbacks or improper inducements
- Transparent relationships with all referral sources
- Compliance with all federal and state healthcare regulations
- Ethical business practices in all operations

### Required Legal Pages

- Privacy Policy & HIPAA Notice
- Terms of Use
- Non-Discrimination Policy (Section 1557 of ACA)
- Accessibility Statement (WCAG 2.1 AA)
- Patient Rights & Responsibilities
- Compliance & Ethics Page

### Compliance Footer (Add to Every Page)

Privacy Policy | HIPAA Notice | Terms of Use | Non-Discrimination | Compliance & Ethics | Accessibility

NovaCare Clinic complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

Language Assistance: ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 602-399-1404.

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## 9. Design Specifications

### Color Palette

Color	Hex Code	Usage
Primary Blue	#3b82f6	Main navigation, primary buttons, headers
Secondary Teal	#14b8a6	Subheadings, icons, secondary buttons
Accent Purple	#a78bfa	Call-to-action highlights, important info boxes
Background Light	#f9fafb	Page backgrounds, alternate sections
Background White	#ffffff	Main content areas
Text Charcoal	#1f2937	Primary body text
Text Gray	#6b7280	Secondary text, captions

### Color Distribution

- Primary Blue: 60% of design
- Secondary Teal: 30% of design
- Accent Purple: 10% of design
- Neutrals: Backgrounds and text

### Accessibility Requirements

- Ensure 4.5:1 contrast ratio for all text
- Test with colorblind simulators
- Don't rely on color alone for information
- Provide alt text for all images
- Ensure keyboard navigation works
- WCAG 2.1 AA compliance required

### Mobile Requirements

- Sticky 'Request Appointment' button at bottom of screen
- Hamburger menu for main navigation
- Click-to-call phone number in header
- Fully responsive design
- Touch-friendly buttons (minimum 44x44 pixels)

# 10. Implementation Checklist

## Phase 1: Critical Updates (Do First)

- Replace all contact information with verified data
- Update team members with actual staff
- Add founding story (anonymous version)
- Remove all fictional content (partnerships, awards, statistics)
- Update hours of operation
- Add 'Request Appointment' page with HIPAA-compliant form
- Update all CTAs to 'Request Appointment' (not 'Book Now')
- Correct all statistics and claims
- Add Anti-Kickback compliance statement
- Add required legal pages
- Sign BAA with form provider
- Set up appointment request email notifications
- Test form submission and workflow

## Phase 2: Content Refinement

- Rewrite About page completely
- Update Services page with accurate offerings
- Add 'Request This Appointment' buttons on Services page
- Create Providers page with real team
- Update Insurance page with actual plans
- Revise timeline to 2025 focus
- Adjust all messaging tone
- Create Compliance & Ethics page
- Write confirmation email templates
- Create patient intake forms for download

## Phase 3: Design & Branding

- Apply color palette (Blue/Teal/Purple)
- Ensure accessibility (contrast ratios)
- Style appointment request form
- Add sticky 'Request Appointment' button (mobile)
- Add actual clinic photos (when available)
- Test mobile responsiveness
- Optimize images and load times

## Phase 4: Technical & Legal

- Test appointment request form thoroughly

- Verify HIPAA compliance of form provider
- Sign Business Associate Agreement (BAA)
- Set up secure form data storage
- Configure email notifications
- Add Google Maps integration
- SSL certificate verification
- Legal review of all compliance pages
- Accessibility audit (WCAG 2.1 AA)

## Phase 5: Final Review

- Test appointment request workflow end-to-end
- Proofread all content
- Test all links and CTAs
- Cross-browser testing
- Mobile device testing
- Train staff on appointment request workflow
- Soft launch to team for feedback

# 11. Content Templates

## Appointment Confirmation Message (On-Screen)

Thank you for your appointment request! We've received your information and will contact you within 1 business day to confirm your appointment time.

### What Happens Next:

1. Our scheduling team will review your request
2. We'll verify your insurance coverage
3. You'll receive a confirmation call or email with your appointment details
4. New patients will receive intake forms to complete before your visit

Questions? Call us at 602-399-1404 (Monday-Friday, 8am-4pm)

Need Immediate Help? If you're experiencing a mental health crisis, call 988 (Suicide & Crisis Lifeline) or go to your nearest emergency room.

## Email Confirmation Template

### Subject: Appointment Request Received - NovaCare Clinic

Dear [Patient Name], Thank you for requesting an appointment with NovaCare Clinic. Your Request Details: • Requested Date: [Date] • Requested Time: [Time Preference] • Appointment Type: [Type] • Visit Format: [In-Person/Telehealth] Next Steps: Our scheduling team will contact you within 1 business day at [Phone Number] or [Email] to confirm your appointment. Before Your Appointment: • Verify your insurance coverage is active • Gather your insurance card and photo ID • Prepare a list of current medications Contact Information: NovaCare Clinic 10240 N 31st Ave Suite 122 Phoenix, AZ 85051 Phone: 602-399-1404 Email: novacareclinicllc@gmail.com Office Hours: Monday-Friday: 8:00 AM - 5:00 PM Crisis Resources: If you're experiencing a mental health emergency, call 988 or go to your nearest emergency room. Best regards, NovaCare Clinic Team



## 12. Technical Requirements

### HIPAA Compliance Requirements

- Business Associate Agreement (BAA) signed with all vendors
- SSL/TLS encryption on all pages
- Encrypted data storage for form submissions
- Access controls and audit logs
- Form data retention policies
- EHR System: Practice Fusion (for appointment scheduling integration)

### Website Technical Stack (Recommended)

- Hosting: HIPAA-compliant hosting provider
- SSL Certificate: Required on all pages
- Forms: JotForm HIPAA, Formstack, or Cognito Forms
- Analytics: HIPAA-compliant analytics (Google Analytics with proper configuration)
- Maps: Google Maps embed for directions
- Mobile: Fully responsive design required

### Patient Forms (Downloadable PDFs)

- New Patient Intake Form
- Insurance Information Form
- Consent for Treatment
- Release of Information
- HIPAA Notice of Privacy Practices
- Financial Policy Agreement
- Telehealth Consent Form

### Content to REMOVE from Template

- 'Founded 2009' and any historical timeline before 2025
- All fictional staff names (Dr. Maria Rodriguez, Dr. James Chen, etc.)
- Any patient volume statistics ('thousands served')
- All fictional partnerships and awards
- '24/7 Crisis Support' and 'Mobile crisis response team'
- (602) 555-0123 phone number
- 'Patient Portal' link (not implemented yet)
- Any accreditation claims not yet obtained

# Key Messaging Adjustments

REMOVE (Template)	REPLACE WITH (Actual)
"Serving Phoenix since 2009"	"Bringing fresh approach to integrated behavioral health"
"Thousands of patients served"	"Now accepting new patients"
"Award-winning care"	"Evidence-based, patient-centered care"
"Decades of combined experience"	"Experienced team from BHRF and assisted living backgrounds"
"24/7 crisis support"	"Monday-Friday 8am-5pm   Emergency: Call 988"
"Book your appointment now"	"Request an appointment"

# Document Complete

This document contains all the information needed to build a production-ready website for NovaCare Clinic. All content has been verified and is ready for implementation.

## KEY REMINDERS

- Focus on authenticity over inflated claims
- Emphasize unique BHRF and assisted living background
- Highlight integrated care approach
- Keep messaging patient-centered and accessible
- Ensure all information is accurate and verifiable
- Comply with all federal and state healthcare regulations
- Use HIPAA-compliant tools for all patient data collection

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