K. Long Health Economics Consulting Complete Design Documentation

FONTS & COLOR PALETTE

Fonts are licensed through Typekit.

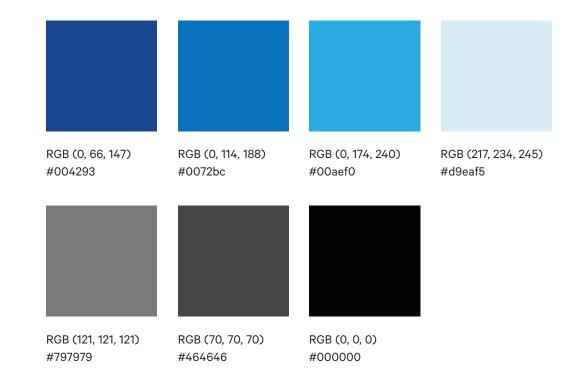
For complete CSS pattern library, please view link: http://typecast.com/Rw2YJvhfPT/share/14ee1ed8e562 29537fcaf70e8669bd2ad08fd67e

Adelle Sans Bold

SECTIONS

Adelle Sans Regular

Dr. Long is a senior health economist with 20 years of applied economic, clinical, and outcomes research experience. Her diverse professional career includes research positions held in provider and payer settings where she gained substantial expertise in measuring the quality and value of health care service delivery from varying perspectives.



BREAKPOINTS

The site is responsive, with three primary breakpoints.

Desktop

Tablet vertical: Breakpoint is triggered when desktop navigation layout breaks.

Mobile

SERVICES ABOUT PUBLICATIONS NEWS CONTACT K. Long Health Econe

K. Long Consulting provides health economic and outcomes research support to healthcare organizations including providers, payers, pharmaceutical, and medical technology companies.

The core mission of K. Long Consulting is to provide evidence to aid clinical decisionmaking, support coverage and reimbursement, and improve the quality and value of health care service delivery.



LATEST NEWS

SEE ALL NEWS

K. Long Consulting provides hands-on research support customized to meet a client's needs. Services include but are not limited to:

Health economic research design, analysis, and interpretation

Cost-effectiveness analysis (randomized trial, model, or ob servational-based studies)

Outcomes research design, analysis, and interpretation

Clinical measures Health status assessment Quality of life Patient satisfaction

Systematic literature review

Expert reviews for: Academic publication Market scanning

Health economic and medical writing

Proposal/protocol development White papers and technical Grant applications Presentations

Kirsten Hall Long, Ph.D. President, K. Long Consulting



Dr. Long is a senior health economist with 20 years of applied economic, clinical, and outcomes research experience. Her diverse professional career includes research positions held in provider and payer settings where she gained substantial expertise in measuring the quality

Prior to starting her consulting firm, Dr. Long was a researcher at Mavo Clinic Rochester for nearly 11 years where her work focused on designing and conducting economic analyses alongside clinical trials, observational economic analyses, cost-effectiveness analysis, and technolo gy assessment. More recently, her work at Blue Cross and Blue Shield of Minnesota focused on the economics of prevention-in particular he cost, cost-effectiveness, and return on investment of interventions to reduce smoking and obesity prevalence.

Dr. Long has a demonstrated record of successful collaborative research across disease areas and methods. Her substantial peer-reviewed publications include papers on the cost-effectiveness of coronary heart disease preventive and treatment strategies, the economics of cancer screening promotion and care, clinical and economic burden of illness, technology assessment of minimally invasive surgical and anesthesia techniques, and assessment of outcomes associated with new models of healthcare delivery.

foundation, and industry-funded grants where she successfully direct founding member of health economic and outcomes research organiza tions and continues to actively serve on committees and task forces

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LATEST NEWS

Dr. Long invited to be a sub-ject matter expert for the Centers for Medicare & Med-icaid Services to explore new and innovative payment model designs for complex-/chronic disease medical

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Cost-effectiveness analysis (random-ized trial, model, or observation-al-based studies) Return on investment analysis (ROI)

Outcomes research design, analysis, and interpretation

Clinical measures Health status assessment Quality of life Patient satisfaction

Systematic literature

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DOWNLOAD CV

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The core mission of K. Long Consulting is to provide evidence to aid clinical decision-making, support coverage and reimburseand value of health care service



LATEST NEWS

Dr. Long invited to be a subject matter expert for the Center for Medicare & Medicaid Services to explore new and innovative payment model designs for complex/chronic disease medical management of neurological conditions

SEE ALL NEWS

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Health economic research design, analysis, and interpretation

- Cost analysis (such as costs of treatment or cost of illness)

Cost-effectiveness analysis (randomized trial, model, or observational-based studies)

– Return on investment analysis (ROI)

Outcomes research design, analysis, and interpretation

- Clinical measures — Health status assessment

— Quality of life

Systematic literature review - Expert reviews for:

Academic publication

— Market scanning

Health economic and medical writing

- Proposal/protocol development — White papers and technical reports

— Grant applications

- Presentations

ABOUT

1.1 DESKTOP GRID

Desktop grid is comprised of 9 columns (50px) with 46px margins.

Please translate pixel measurements to percentagebased measurements. Fluid columns are ideal.

CONTENT AREA 818PX 50PX 46PX Long Health Economics Consulting PUBLICATIONS NEWS CONTACT K. Long Consulting provides health economic and outcomes research support to healthcare organizations including providers, payers, pharmaceutical, and medical technology companies. The core mission of K. Long Consulting is to provide evidence to aid clinical decisionmaking, support coverage and reimbursement, and improve the quality and value of health care service delivery. LATEST NEWS Dr. Long invited to be a subject matter expert for the Centers for Medicare & Medicaid Services to explore new and innovative payment model designs for complex/chronic disease medical mar agement of neurological conditions. SEE ALL NEWS ERVICES K. Long Consulting provides hands-on research support customized to meet a client's needs. Services include but are not limited to: Health economic research design, analysis, Cost analysis (such as costs of

1.2 DESKTOP NAVIGATION

1

Navigation links align with text grid (see next page for scaling details).

2

Top navigation bar is sticky: content scrolls underneath.

3

Navigation links scroll to appropriate section. Scroll to point where nav bar just covers blue horizontal section divider line (60px).

4

Clicking site title scrolls back to intro section (top of page).

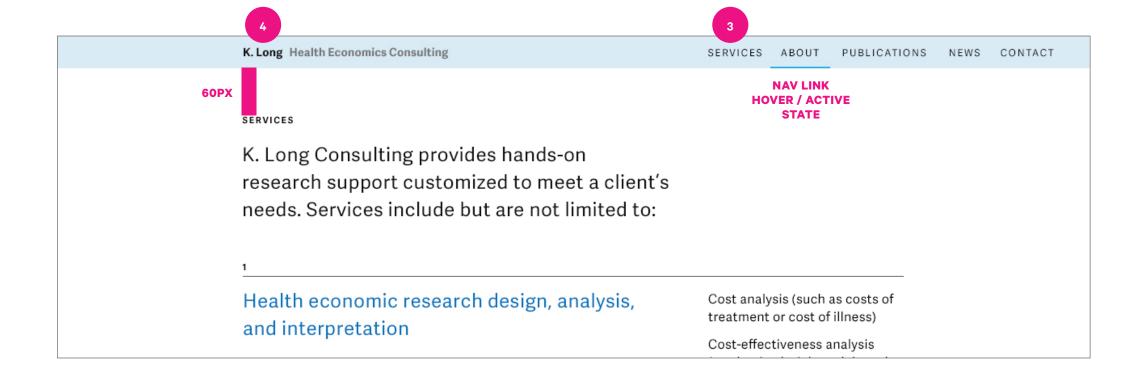
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SERVICES ABOUT PUBLICATIONS NEWS CONTACT

Surgery, Harlem Hospital, Jacob Lawrence (1953)

LATEST NEWS



1.2 DESKTOP SCALING

1

Where viewport is wide enough, nav links align with column 6 (narrower second column of content area).

2

As viewport becomes narrower, links shift to the left, keeping a fixed distance from edge of viewport (45px). Minimum viewport width is reached when right edge of nav links align with right edge of content area. Breakpoint is triggered below this width.





2.1 TABLET VERTICAL GRID

Tablet vertical grid is comprised of 6 columns (68px) with 44px margins.

- CONTENT AREA 628PX

68PX

44PX

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2.2 TABLET VERTICAL NAVIGATION

1

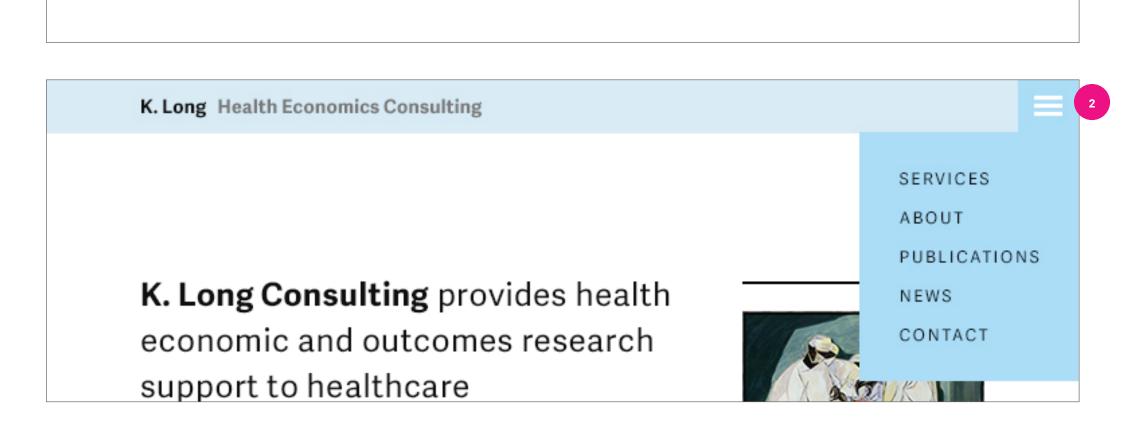
Tablet in vertical orientation switches to a menu icon. Content scrolls underneath nav bar.

2

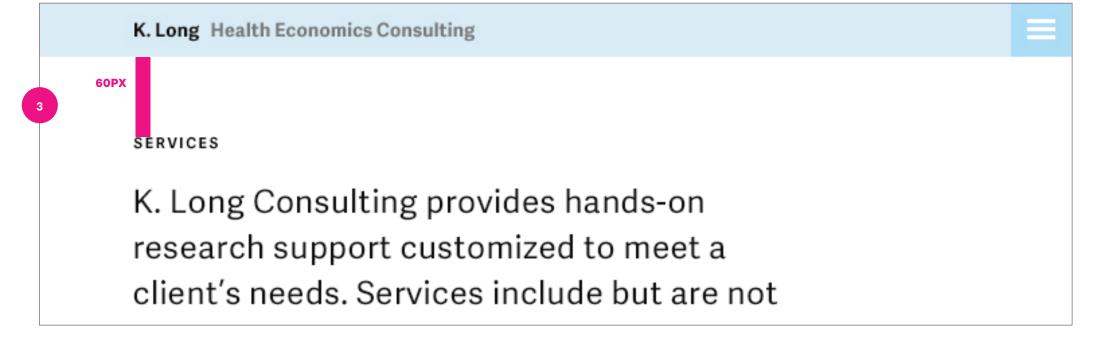
On tap, icon opens menu with navigation links. On tap, links scroll to appropriate section.

3

Scroll behavior is generally similar to desktop.

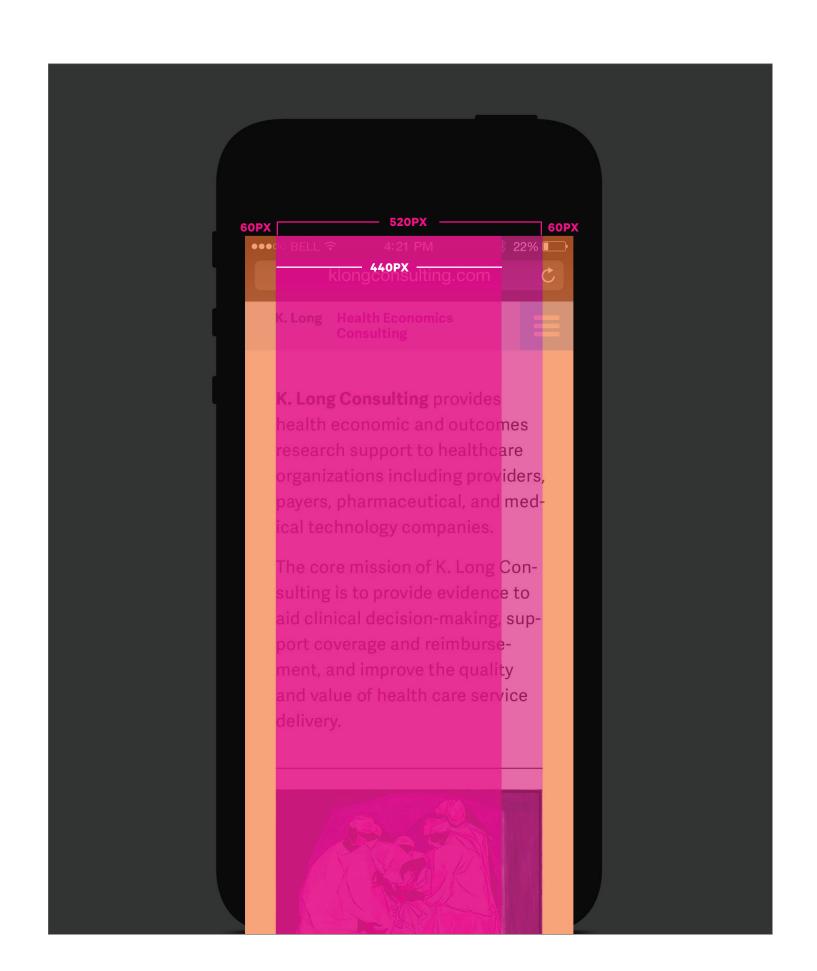


K. Long Health Economics Consulting



3.1 MOBILE GRID

Mobile grid is comprised of 1 column (520px) with 60px margins. Occasionally, a thinner column (440px) is used.



3.2 MOBILE NAVIGATION

1

At mobile widths, site name/home link switches to two columns.

2

Behavior is generally similar to tablet. Note typography change for menu links.

