Here’s the wireframe for content

Hero & Search Block

Block purpose

Quickly convey "One MGB" and direct users to key pathways to getting care (unified search experiences).

Get Care Callout Block

Block purpose

Direct patients and families in need of immediate care to the most appropriate options for their needs.

Services / Specialties Care Block

Block purpose

Position excellence of specialty care, feature and provide pathways to priority service lines, and a link to browse all services offered across MGB.

Brand Statement Block

Block purpose

Convey transformation to "One MGB" focusing on the value to patients and families.

Proof Points Block

Block purpose

Quickly convey MGB's breadth and excellence with proof points.

News & Stories Block

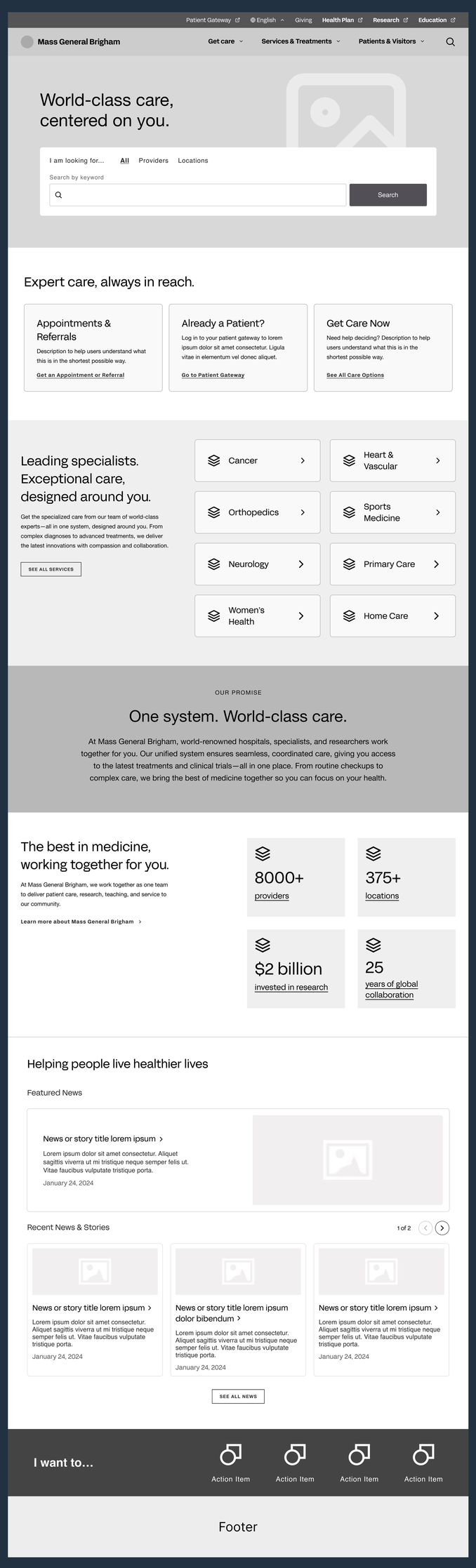
Block purpose

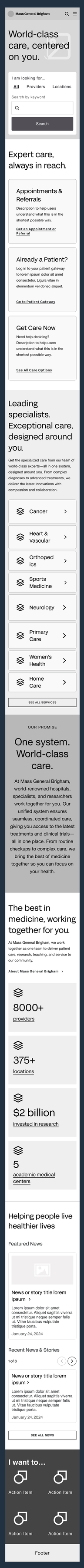
Showcase a curated set of news and stories of successes, breakthroughs, and innovation.

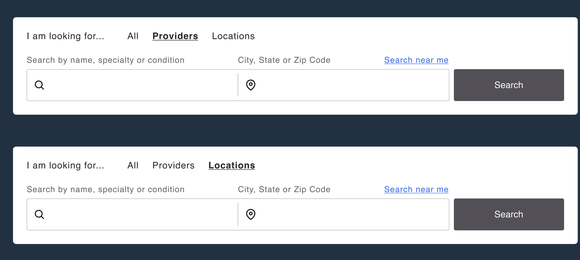
I Want To Block

Block purpose

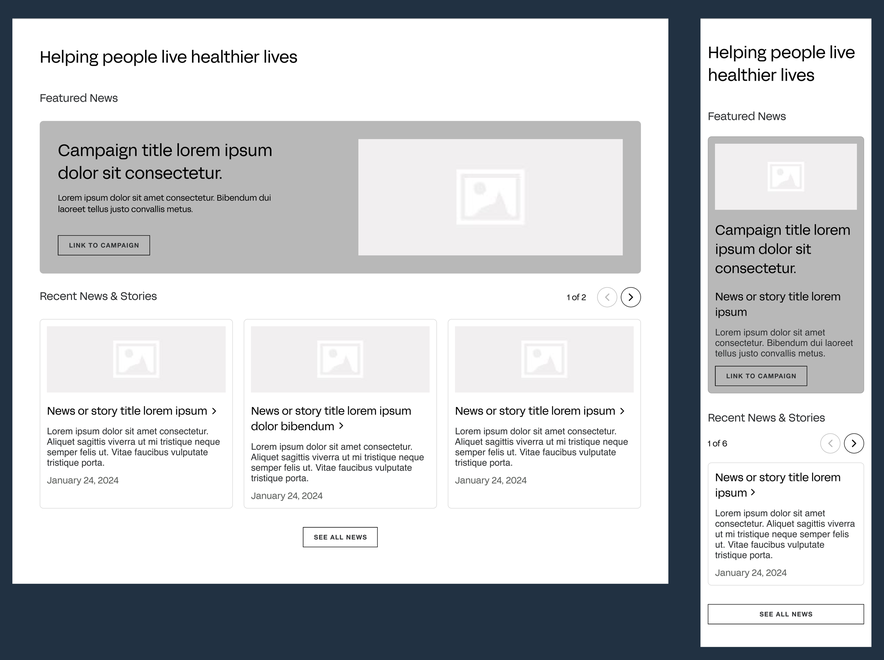
Direct users to key actions.







Campaign Block

Block purpose

Showcase and reinforce system-wide campaigns as needed.