

Website revisions

- Update logo (see resource folder)
- Change the main photo to a more family/provider look
- Update telephone number - 607-608-3292
- Change the color scheme of the website to blend with the logo colors
- Connect the Athena Appointment link to “book appointment” on the website
 - <https://consumer.scheduling.athena.io/?locationId=31128-1>
- Add a button for new patient paperwork and connect the link
 - <http://31128.portal.athenahealth.com/>
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- Remove the “ or call” next to book an appointment
- Update the picture of the KMP building (see resource folder)
- update the picture of the hospital bed with a photo of a clinic exam room (from Google images or elsewhere)
- Section showing insurance partners
 - Fidelis Care
 - Medicare
 - Medicaid
 - MVP
 - Aetna
 - Cigna
 - AARP
 - Empire BCBS
 - Humana
 - Pay Span
 - Optum
- **Resource folder (logo etc):**
https://drive.google.com/drive/folders/1mF_mKf_gGbCj8VOCxo2f_nZwObUA1Hgd?usp=drive_link

Kirkwood Medical Practice

- Create a menu for each section below

Homepage

Headline:

Welcome to Kirkwood Medical Practice – Your Neighborhood Medical Home

Subheadline:

From baby's first checkup to trusted care for aging parents, we're here for your whole family—right around the corner. Experience personalized care where you're more than a patient—you're part of the community.

Meet Your Local Care Team

↑ About Us Page

Headline:

Caring for Our Kirkwood Neighbors—One Family at a Time

Body:

At Kirkwood Medical Practice, we're more than just a clinic—we're part of your story. Whether it's treating childhood sniffles or managing long-term health, we build real relationships with our patients.

Our care is grounded in trust, comfort, and community. Many of our staff live right here in the Southern Tier, and we consider it a privilege to serve our neighbors and their families with the same level of care we would want for our own.

Tagline Below Bios:

We're your hometown providers—here when you need us, for every stage of life.

Services Page

Headline:

Primary Care for Your Whole Family, Right Here in Kirkwood

Body:

Whether you're scheduling a wellness exam for your toddler or managing care for an aging parent, our team delivers compassionate, personalized healthcare you can rely on. We understand the unique needs of families and believe in making care easy, accessible, and close to home.

Our Services:

- Telemedicine
- Prescription Refills

- Annual & School Physicals
- Pre-employment physicals

- Women's Health
- Chronic Condition Management (e.g., diabetes, high blood pressure)
- Same-Day Sick Visits
- Nutritional counseling
- Referrals and Care Coordination

Testimonials Page

Headline:
What Our Patients Say

Add

"I bring all three of my kids here—and now my mom too. We feel like they truly know us."

"It's rare to find a doctor's office that remembers your name and your story. Kirkwood Medical is that kind of place."

"I never feel rushed. It's real, personal care—from people who live in this community just like we do."

Contact Page

Headline:
Let's Stay Connected, Neighbor to Neighbor

Body:

We're just down the road—and always happy to help. Whether you need to make an appointment, ask a question, or stop in for a visit, we're here when you need us.

Call-to-Action Button:
Schedule an Appointment
or
Reach Out to Your Local Care Team

Footer Tagline:
Proudly serving Kirkwood families with heart, care, and community.

Visual Recommendations

- Photos of:
 - Local families in clinic office
 - A provider interacting with kids or seniors