Confidential

[Anonymous] health network

Information architecture 101 + how IA can improve your writing practice

IA 101

What's information architecture?

COMPARE+CONTRAST

What can we do better?

PRACTICE SESSIONS

How do we put these ideas to work?

Explanations of concepts aren't just about words: they're also about logic.

Information architecture (IA) is the way we organize and communicate our thoughts, so readers can access information in the order that makes the most sense for them.

Website-specific IA refers to how we organize, design, and present information.

What's information architecture?

- Website structure, organization, and navigation
- How content is organized
- The relationships between content elements
- Where content lives in your website or product navigation

Information architecture contains four components:

- **Organization systems**: The order in which information is presented
- **Labeling systems**: Navigational terms, linking patterns, taxonomy, and keywords
- **Navigation systems**: The way users move around your website
- **Search systems**: How information is indexed

What information do patients need?

What each doctor specializes in

Is the practice taking new patients

Who the doctors are When the doctors' offices are open

What insurance each doctor takes

What services the

What the practice treats Where the doctors' offices are

practice offers

AHHHH CONFUSION

This is why information architecture is important.

Writing exercise: How do you like your information served?

Imagine that you're a patient looking for an orthopedist for an urgent issue.

- What information do you need?
- In what order would you want that information presented to you?

Let's make some sense of this.

A table of contents will allow patients to navigate to the information that they need quickly, confidently, and independently.

- The services offered by [health network]
- The services provided in each office
- The addresses and hours of the offices
- The services each doctor and PA provide
- The names of the doctors and physician assistants in the practice
- What each doctor and PA specializes in
- The offices each doctor and PA work from

ABOVE THE FOLD

Intro to orthopedics at [health network]

The specialties and services one can expect to find within this health network

CLINICS

Choose your clinic

Find the clinic that makes sense for you without having to do too much clicking

PROVIDERS

See who can treat you

Easily scan service provides in your area and their specialties

CTA

Before you go...

Subtle reminder that this health network is the best in the region and make it easy to get in touch

What's the issue with the current structure of the Orthopedics page?

The Orthodopedics page differs from other pages on the health network's website. It relies more heavily on abstract graphics and links to outside pages, while providing less information about the services that the health network offers.

There's endless empty space on this page because so much information is on the sidelines. How can we take advantage of what we have left over?

What isn't working?

We need more information, but in fewer words (and fewer images).

Critical information is hidden in sub-pages, out of view of folks who don't know they should click on hidden links. We need to know more about individual providers and clinics earlier on, and leave some of the sales-y language for later in the patient's journey.

Let's reimagine how we introduce the health network's orthopedics practice

A patient comes to the health network's orthopedics page because they or someone they take care of needs orthopedic care. What do they need to know right away?

- Is the health network's orthopedics practice taking new patients?
- What does the health network's orthopedics practice treat?
- What services does the health network's orthopedics practice provide?
- Where are the health network's offices?

What we have now

Our Orthopedic Services

When you need expert care for the treatment of pain caused by accidents, injuries, or everyday wear and tear, the orthopedic specialists at Great River Health are your right choice. Through diagnosis and treatment, our team of professionals wants to return patients to the activities they enjoy doing or help slow the progression of diseases. Our orthopedic specialists diagnose and treat conditions affecting the musculoskeletal system in children and adults. They partner with their patients to find the right treatment option for them. Treatment options can include surgery, minimally invasive procedures, injections, splinting, casting, and therapy.

What we need

Text that's shorter, written to be scanned, and in a much bigger font.

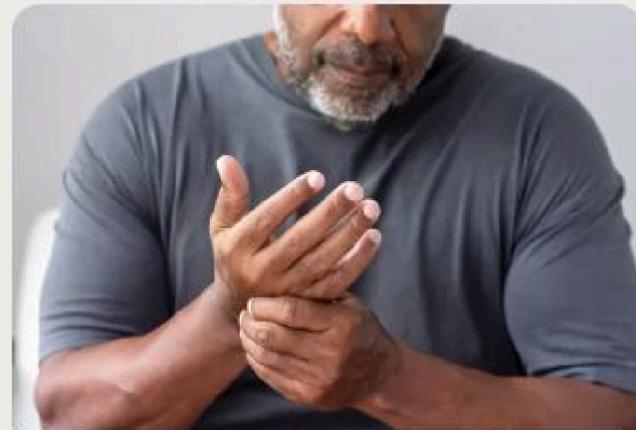# Conditions treated

Foot and ankle

Hips

Elbows

Knees

Hand and wrist

Neck and spine

Shoulder

Sports injuries

What does better look like?

Great River Health Network provides the most comprehensive orthopedic services in the region.

We treat:

· Foot and ankle
· Hips
· Elbows
· Knees
· Hand and wrist
· Neck and spine
· Shoulders
· Sports injuries

Services provided include:

· Surgery
· Minimally invasive procedures, including XYXYXY
· Injections
· Splinting
· Casting
· Physical therapy

We're currently taking new patients. Call XXXXXXX to schedule a consult!

Something else we have...

In this section

Orthopedics

- Elbows
- Foot and ankle
- Hand and wrist
- Hips
- Knees
- Neck and spine
- Shoulder
- Sports injuries
  - Athletic training

What we need

Linked sections at the top of the page, making the table of contents useful and usable.

Writing exercise: What does better look like?

What's the function of a table of contents on a page this short? Should we include more information, axe the table of contents, or introduce a third option?

Oh no! Where'd it all go?

The important text stayed. The less important details, the hard sell, the mission/vision, and the things we need for SEO will come later.

That's information architecture magic ✨

Shorter text, longer attention span

The less we write, and the more clearly we write it, the easier it is for readers to follow what we're trying to convey.

The average American reads at a **sixth-grade level***, and we're writing for them. We have to make sure our message is clear and written using the shortest, simplest words possible.

i ain't reading all that

i'm happy for u tho

or sorry that happened

Formatting tricks for easy reading

When we use bullet points to convey information, we:
- Reduce cognitive overload
- Differentiate between important messages
- Make text easier to scan

When we bold important text, we make sure it **grabs readers' attention** when they're scanning a page.

Who's going to take care of me?

We have a whole lot of names and pictures without any context on the page right now. How can we give patients more confidence when choosing a provider without overwhelming them and forcing them into endless sub-pages?

Writing exercise: What do you want to know about your doctor/PA?

What influences your choice of practitioner?

What we have now

What we need:

- A scannable, searchable list with clearly stated specialties and clinics

What does better look like?

Provider name, MD/PA

Specialties:

Clinic/s:

Services offered:

Learn more about [this provider]

What about the headshots, though?

It's great to put a face to the name, but patients need the name first. The provider's headshot will still be in their full profile.

Where can services be accessed?

Since we moved treatment areas and services provided into the text box above the fold*, we can go straight into **where** the doctors' offices are and **what services** can be accessed in each office.

What we have now

Contact us

Orthopedics Fort Madison
5409 Avenue O
Fort Madison, IA 52627
319.376.1135

Orthopedics Henry County Health Center
407 S. White St.
Mount Pleasant, IA 52641
319.385.5374

Orthopedics West Burlington
1401 W. Agency Rd.
West Burlington, IA 52655
319.768.4970

Mount Pleasant Clinic
407 S. White St.
Mount Pleasant, IA 52641
319.385.6770

Keokuk Clinic
3285 Main St.
Keokuk, IA 52632
319.524.6274

What we need

- Clinic hours
- Services provided at each clinic
- Horizontal organization, not vertical, to make scanning easier

What does better look like?

Clinic name

Street
City, State, ZIP
Phone number

Hours:

Services offered:

Get directions here

Clinic name

Street
City, State, ZIP
Phone number

Hours:

Services offered:

Get directions here

*linking to Google Maps is a super helpful move!*

Okay, but aren't we going for less text?

You're right. There's a whole lot of information there — but it's all split up by category, and it's laid out to be easy to skim 'n' scan.

How do we close it out?

The patients have gotten to the bottom of the page. If they haven't reached out to a provider yet, why not? What else do they need, and how can we provide it to them?

What we have now
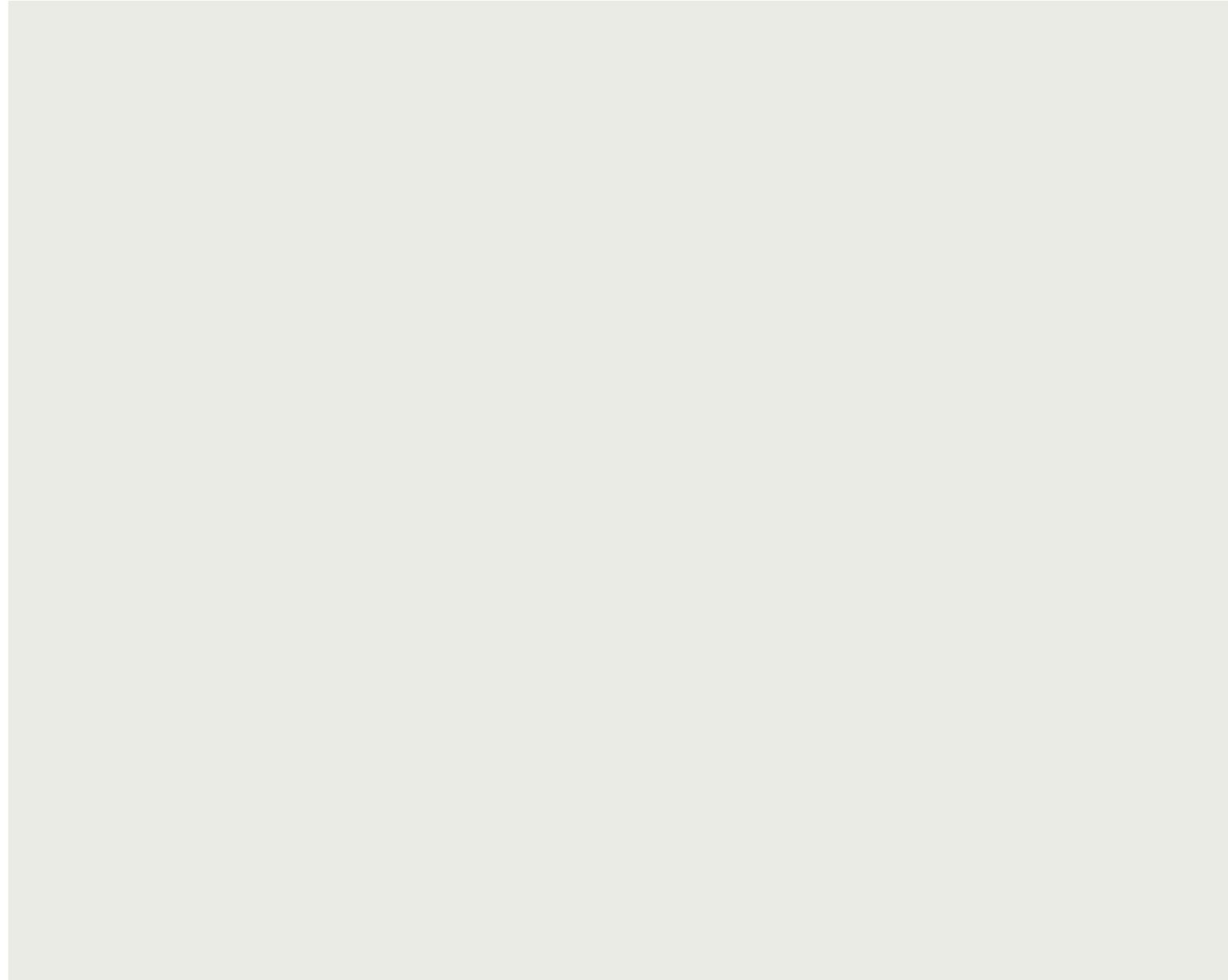
What we need

- A call to action
- Social proof
- An email address and phone number for orthopedics
- Little bit of sales-y language on the clinic

Writing exercise: How do you get them to schedule an appointment?

It's your last shot! How do you get the (potential) patient to schedule an appointment?

What does better look like?

This is where social proof goes.

the health network is known for providing the best orthopedic care in the region.

"Quote from happy patient."

"Quote from happy patient."

"Quote from happy patient."

Ready to schedule an appointment?

Trust the doctors at the health network to...

Call a clinic today to get started.

Want to set up an account with GHRN? Click here.