

Web Strategy for [hospital project]

The [hospital project] website can play a role as a public face of [hospital project]. As such, the website is an essential part of the new [hospital project] brand strategy.

The Brand Strategy Positioning Statement:

[hospital project] is redefining the concept of community hospital. With recognized centers of specialized care, cutting edge technology, and access to research through strategic partnerships with some of the country's premier medical institutions, [hospital project] is uniquely focused on meeting the growing healthcare needs of adults and their families..

The website redesign can help support and extend the goals of the new branding strategy in the following ways:

Mission & Strategic Vision:

- In addition to explicitly stating the mission & vision the website can implicitly display and support the values and vision of [hospital project] through its design, content, and functionality.

Values & Behaviors:

- The website can be an integral part of the patient care experience, facilitating information & communication with everyone involved in the patient care experience (patients, families, friends, and staff) for each step in the process (from hospital selection to undergoing health services, to maintaining a relationship with the hospital). This can be done in two ways:
 - 1) For Active Users - By creating functionality that allows the patient to initiate and engage in tasks to find the information they seek
 - 2) For Passive Users - By displaying information relevant to the general patient experience and letting the user know there is more information available when they return.
- It can support recruitment by informing potential employees about what a great working environment [hospital project] offers, as well as making it easy to find an available position.
- Although not a primary conduit for internal employee communication, the public website can serve as a gateway to the employee intranet by providing a link to the intranet.
- The website can encourage and facilitate giving activities, such as donating and volunteering.

Services:

- The site can target adults and their families by promoting news and information relevant to their communities.
- Through the site design and architecture, it can promote the centers of specialized care...
- as well as communicate the benefits of the hospital's relationship with the NIH and Johns Hopkins Medicine.

Facilities and Operations:

- The website can provide a means of communicating information about new facility planning and building processes.

Communications

- The website can fill a key role in any branding and marketing campaigns. It can serve as a touch point for an **integrated marketing strategy** by providing a means for the audience to explore the message further - "for more information go to sububanhospital.org."
- It can reiterate the new **naming protocols** in its design.

