



Industry: Healthcare

THE CHALLENGE

A large regional healthcare system wanted to improve website experience for current and prospective patients

THE SOLUTION

Relied on UserTesting for customer feedback to optimize page layouts throughout site

THE OUTCOME

After updating two department webpages, conversions skyrocketed: 56.8% y-o-y increase in requests for appointment in one case, and 58.5% increase in the other

Regional pediatric healthcare system improves year-over-year conversion by nearly 60%

Effectively diagnoses digital pain points to provide better on-site content and navigation

The Challenge

The largest pediatric health system in a major US metropolis knew that its website and apps served a critical function in attracting prospective patients and keeping current patients healthy and informed. The digital marketing team commenced on a major transformation of its web properties to ensure a positive customer-centric experience throughout the site.

With the website encompassing many different types of content, such as pages on insurance, research reports for patient self-education, and department-specific content, the team wanted to ensure all visitors could easily navigate and find the information that they are seeking. This was especially important for their customers: parents or guardians overwhelmed with making difficult decisions regarding their children's health, and for whom medical information can be daunting or confusing.

The Solution

Given the great scale of the project, and inversely the size of the lean team, they sought to rebuild the website template by template. Using this approach, and relying on UserTesting for fast, targeted feedback, they could create optimized designs that could then be applied across all relevant webpages—for rapid change at scale as well as consistency throughout the digital experience.

According to the digital marketing lead on the project, "In the case of one of the templates—the departments and programs template—we sought feedback at the beginning to figure out what's working, what's not working, what people like and what we need to change. We asked questions like, 'Do we have the right information there? And of the information that is there, is it in the right order?'"

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Departments that transitioned to the new page layout increased conversions at 361% the rate of non-transferred departments.

Using these insights, the team created a wireframe of a potential new design. They then sought feedback on the revised wireframe as well. “We cut the wireframe up and then had people change the order of the parts according to their preferences— sort of like having them build their optimal page. We then created a design based on the most popular order and again asked people to assess whether this new version provided all of the information that they needed.”

The team leaned on the UserTesting panel for gathering insights, adjusting the targeting according to the specificity of audience member they were seeking. When they wanted feedback from a more general audience, such as parents with a child living at home, they were able to get responses quickly by connecting with panel participants across the United States.

In other cases, the team narrowed their focus to parents residing in their geographic area. Notes the digital marketing lead, “This is key because they are precisely the people who can empathize with the experience of seeking out medical care for their children in our geographic location. Feedback from this specific consumer is so relevant and therefore so invaluable.”

The team is also able to target panel members according to their insurance coverage, namely whether they are commercially insured versus reliant on Medicaid. Explains the digital marketing lead, “As Medicaid reimbursements decrease, it’s critical that we draw in commercially insured patients— to offset costs and ensure we’re able to meet our mission of providing high quality medical care to underserved communities.” Ensuring that the website content and messaging meet the needs of this target market supports the organization’s economic imperative.

The Outcome

Once the winning template design was finalized, the team applied the updated design to two department pages. After one month, one department page saw a 27.2% increase in requests for an appointment (compared to the next highest month in the last 12 months). And another department page saw an astonishing 39.8% increase in appointment requests. The year-over-year increases were even more impressive: a 58.5% and 56.8% increase respectively. This was great confirmation that the updated design was a success.

And the wins kept coming as the team rolled out the new template to additional department webpages. In fact, departments that transitioned to the new page layout were nearly 20% more likely to have a record-breaking month and increased conversions at 361% the rate of non-transferred departments.

The digital marketing team continues to find new and novel ways to secure customer feedback on all aspects of their web experience:

1. Optimizing video content. For videos of different lengths, the team gets feedback in order to optimize content. “For the shorter version of a video, such as physician biographies, we ask if enough information is provided and what can be cut out. We also ask what information is provided in the longer version that is missing and should be included.”

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It makes a difference when we hear it coming from a patient's mouth and can share this with our business stakeholders. It's so much more powerful and telling than if we just said it ourselves.”

2. Improving navigation on site. “We discovered that some of our navigation labels were confusing. For example, patients thought that our health and wellness library was really a brick and mortar library. So we're updating the name so that it's clear the page contains digital content and health tips for patient self-education.”

3. Narrowing down options for more effective A/B testing. “If we want to change the image on the homepage, and we have 12 examples, we'll ask study participants, 'Which ones resonate with you and why?' From this, we'll build a set of best practices and then test those theories using a scientific A/B test. From our UserTesting results, we're seeing a trend of people really engaging with photos where there's an interaction between physician and patient. There's also a strong preference for photographs of real patients versus stock photography.”

4. Revealing important details regarding the customer journey. “We might ask a participant to conduct a specific, location-based search using a search engine. Then we would tell them to pick one of the search results and tell us why they made that selection. This information helps us make improvements to our title tags and meta descriptions for search engine optimization (SEO), so that our content better matches what consumers are searching for.”

Just as the interactions between medical expert and patient are required to diagnose ailments—the first step towards remedy and relief—the UserTesting platform provides critical human insights, the first step towards understanding pain points to determine exactly how to improve digital experiences. Concludes the digital marketing lead, “It makes a difference when we hear it coming from a patient's mouth and can share this with our business stakeholders. It's so much more powerful and telling than if we just said it ourselves.”

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