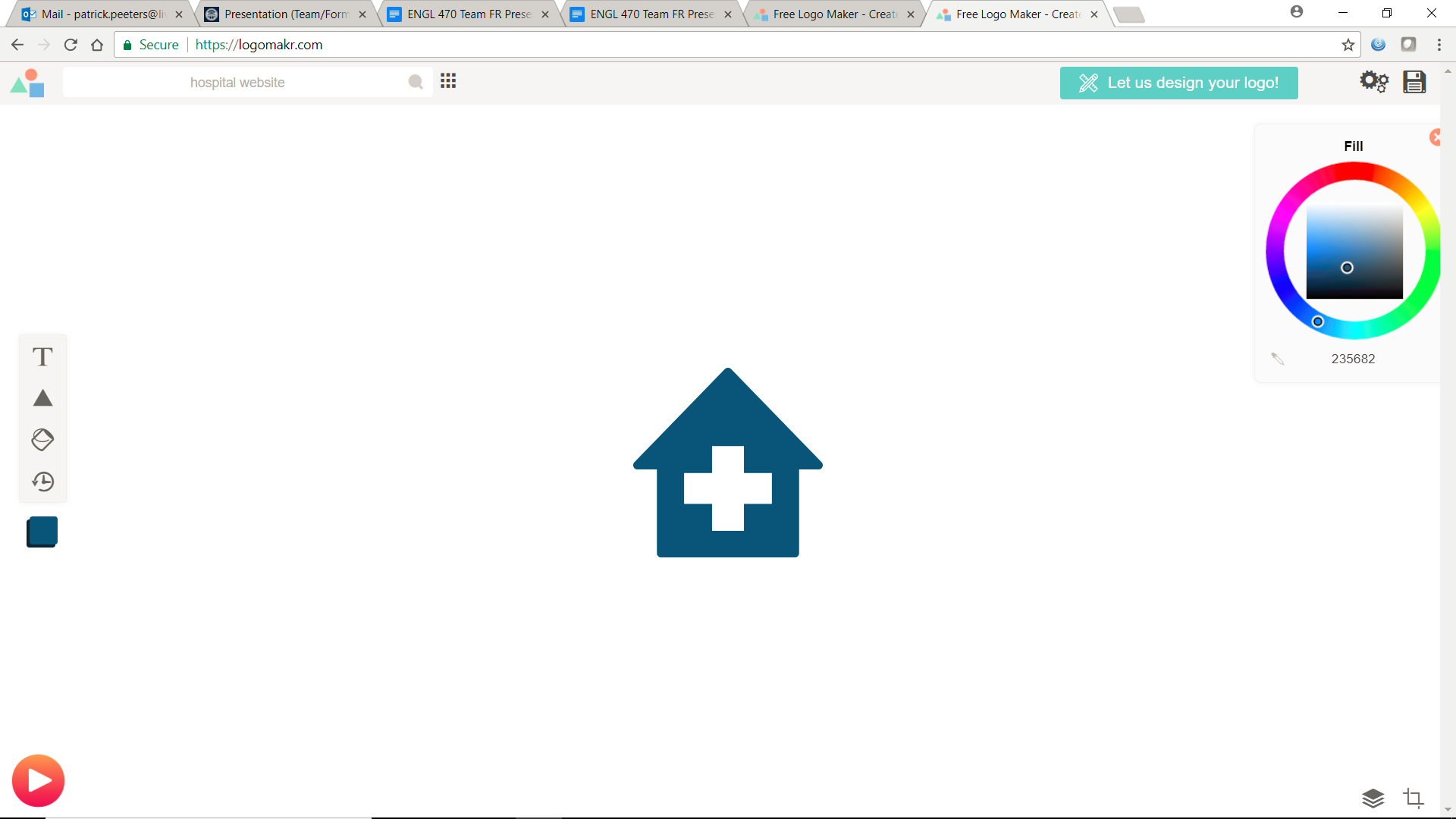
Helpful Websites for Hazlegrove Memorial Hospital to Model their Website

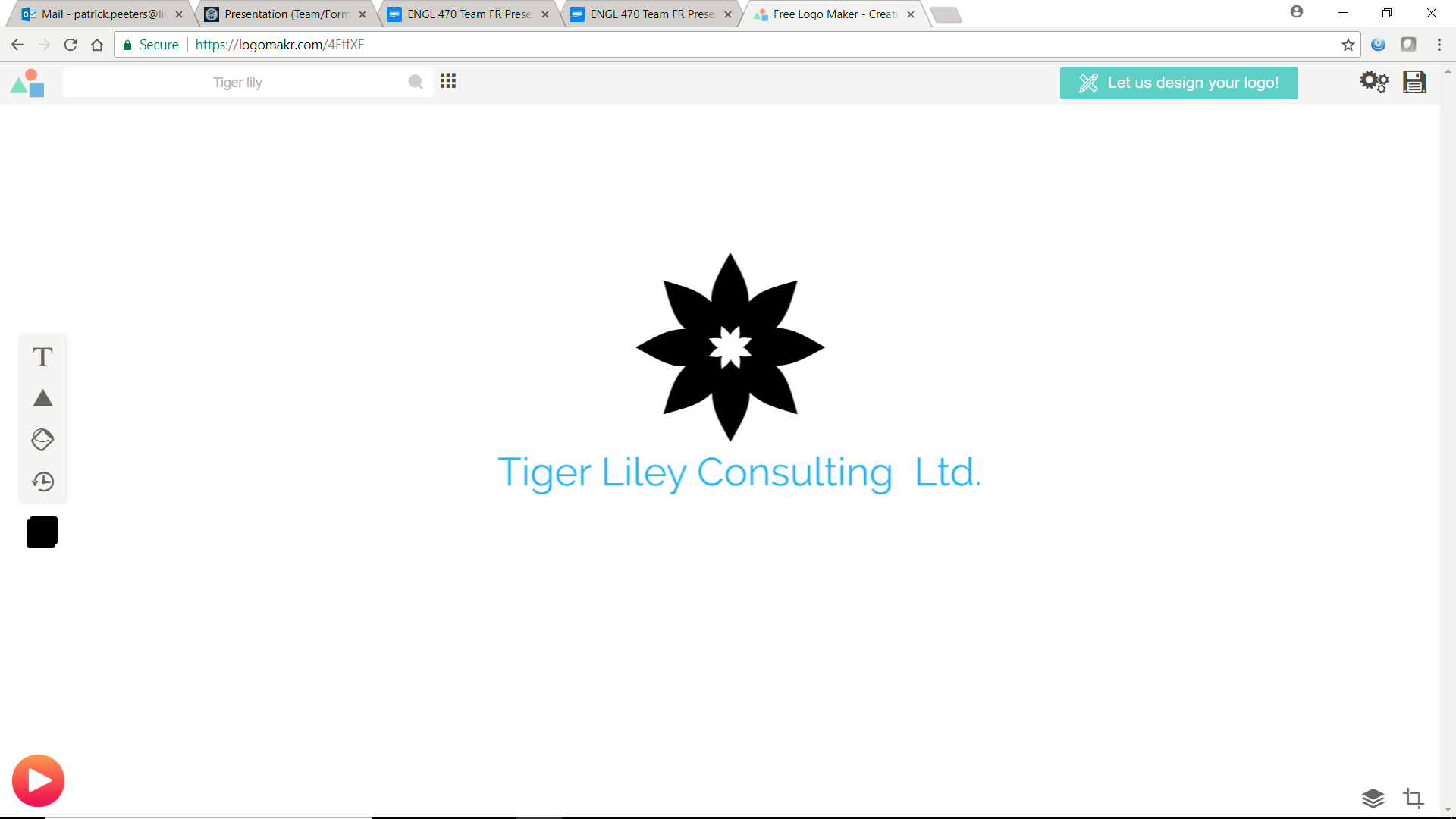


Prepared for:

Hazlegrove Memorial Hospital

Human Resources Department

Prepared by:



Hazlegrove Memorial Hospital

January 1, 2011



4765 Hillview Drive

Birmingham, AL 23088

September 30, 2010

Ezekiel Amos

Tiger Liley Representative

2324 Kindness Avenue

Birmingham, AL 23087

Dear Mr. Amos:

Subject: Effective health resources website report commission

The Human Resources Department of Hazlegrove Memorial Hospital seeks to give their patients the best possible quality of health information and ability to access their doctors whenever they need them. With technology being a prime influence in today’s society, Hazlegrove Memorial’s goal is to integrate the health industry with present day technological interaction.

We wish to commission your firm to conduct a study that will identify three websites that focus on the health in the hospital setting. We would like recommendations that will aid us in creating a website to benefit our patients.

We would like to launch our website as soon as possible. To move to process along, we would like your report by January 1, 2011.

We look forward to reviewing your report. If we can assist you in any way, please contact the health resources coordinator Linda Peabody at (768) 928-2924, ext.204.

Yours sincerely,

Penelope Clearwater

Penelope Clearwater

Director of Human Resources

ii



2324 Kindness Avenue

Birmingham, AL 23087

January 1, 2011

Penelope Clearwater

Director of Human Resources

Hazlegrove Memorial Hospital

4765 Hillview Drive

Birmingham, AL 23088

Dear Mrs. Clearwater:

Subject: Effective health resources website report completed

We are pleased to present the health resources report that you requested in your letter on September 30, 2010. Our report analyzes the following websites:

* Chippenham Hospital
* VCU Health
* Carilion Clinic

You will be pleased to see, all three websites provide useful information on health resources and are suitable examples to base Hazlegrove Memorial’s website on.

If you have questions or comments about the report, we would be more than willing to meet with you. I can be contacted at (768) 928-3474, ext.6.

Yours sincerely,

Ezekiel Amos

Ezekiel Amos

Tiger Liley Representative

iii

**Table of Contents**

Letter of Authorization……………………………………………………………………………ii

Letter of Transmittal………………………………………………………………………..…….iii

List of Figures……………………………………………………………………………………..v

List of Tables……………………………………………………………………………………...v

Executive Summary………………………………………………………………………….…...vi

Introduction……………………………………………………………………………...………...1

Analysis of Chippenham Hospital Website……………………………………………………….2

Visual Appeal……………………………………………………………………………...2

Content…………………………………………………………………………………….2

Accessibility……………………………………………………………………………….2

Analysis of VCU Health……………………………………………………………...…………...3

Visual Appeal……………………………………………………………………………...3

Content…………………………………………………………………………………….3

Accessibility……………………………………………………………………………….3

Analysis of Carilion Clinic………………………………………………………………………..4

Visual Appeal………………………………………………...……………………………4

Content…………………………………………………………...………………………..4

Accessibility……………………………………………………………………………….4

Conclusions…………………………………………………………………..……………………5

Recommendations…………………………………………………………………………………7

Appendix A: Criteria Survey for selected websites……………………………………………….8

Appendix B: Survey Results…………………………..……………………...………………….10

Appendix C: Dates and Minutes for Group Work…………………………………………….....11

iv

**List of Figures**

Figure 1: Hazlegrove Memorial Hospital………………………………………………………....1

Figure 2: Visual Appeal Survey Results………………………………………………………..…2

Figure 3: Accessibility Survey Results………………………………………………………...….3

Figure 4: Content Survey Results…………………………………………………………………4

Figure 5: Summary of Survey Results………………………………………………………….…5

**List of Tables**

Table 1: Visual Appeal…………………………………………………………………………..10

Table 2: Content………………………………………………………………………………….10

Table 3: Accessibility……………………………………………………………………………10

v

**Executive Summary**

An overabundance of patients seeking health resources and knowledge has led to an increased demand for reliable resources. Certain ailments force patients to search for answers online which makes it increasingly important for medical sites to publish reliable, easy-to-read sources.

The Internet offers websites with information that is not always credible. Health information that can be trusted is often difficult to find on the World Wide Web. Hazlegrove Memorial Hospital is striving to present reliable health information to the public who seek answers on difficult health questions. Hazlegrove Memorial Hospital asked Tiger Liley Consulting to recommend three websites that provide visual and contextual appeal serve as examples for their future health website.

Tiger Liley Consulting’s task was to find websites with credible information and accommodating resources. As part of the analysis, visual appeal and accessibility of the websites were also evaluated.

Each website was analyzed and assessed using the following criteria:

* **Visual Appeal:** Color, relevant images, organization;
* **Content:** Simple language, credibility, location/contact information; and
* **Accessibility:** Easy navigation, organization, reliable links, search bar.

The results of our analysis, which were shown by our survey completed by a number of diverse individuals, prompted us to conclude recommending three websites for Hazlegrove Memorial Hospital:

* Chippenham Hospital,
* VCU Health, and
* Carilion Clinic.

The goal of our report is to present the public with accommodating and helpful health resources. We are confident that the analysis and recommendations we provide will support the needs of the general public who chose to trust in Hazlegrove Memorial Hospital.

vi

**Introduction**

Medical health is of true importance to individuals all around the world. People seek the best medical professionals to cure their ailments and assess their wellness. There are many websites available for analysis in the field of medicine but not all websites are reliable and have accurate information. Patients often times still seek for reliable sources.

Doctors emphasize the critical need to have sources that you can trust to diagnose ailments. Out of all medical websites offered, eighty percent account for hospital websites and the other twenty percent account for search engines.

Although the vast majority of websites are directly related to hospitals, only five percent of those websites contain accurate self-help sources.

Misdiagnoses occur in my excess then they should be occurring in this day and age. Websites should Figure 1: Hazlegrove Memorial Hospital

have the ability to be more accurate due to the

technological progress and medical advancements made within the past couple of years.

Tiger Liley Consulting was asked to analyze and recommend three websites as examples for a pilot website launched by Hazlegrove Memorial Hazlegrove (see Figure 1). Our analysis would recommend websites that present information in a way that Hazlegrove Memorial Hospital’s patients will benefit.

Tiger Liley Consulting, based in Birmingham, Alabama, has been in the medical health business for 20 years and has provided health information and care to a number of patients during that span.

As the focus of our analysis, we chose Chippenham Hospital, VCU Health Hospital, and Carilion Hospital websites. Each website was analyzed and rated using the following criteria:

* Visual Appeal:
* Content:
* User-Friendliness:

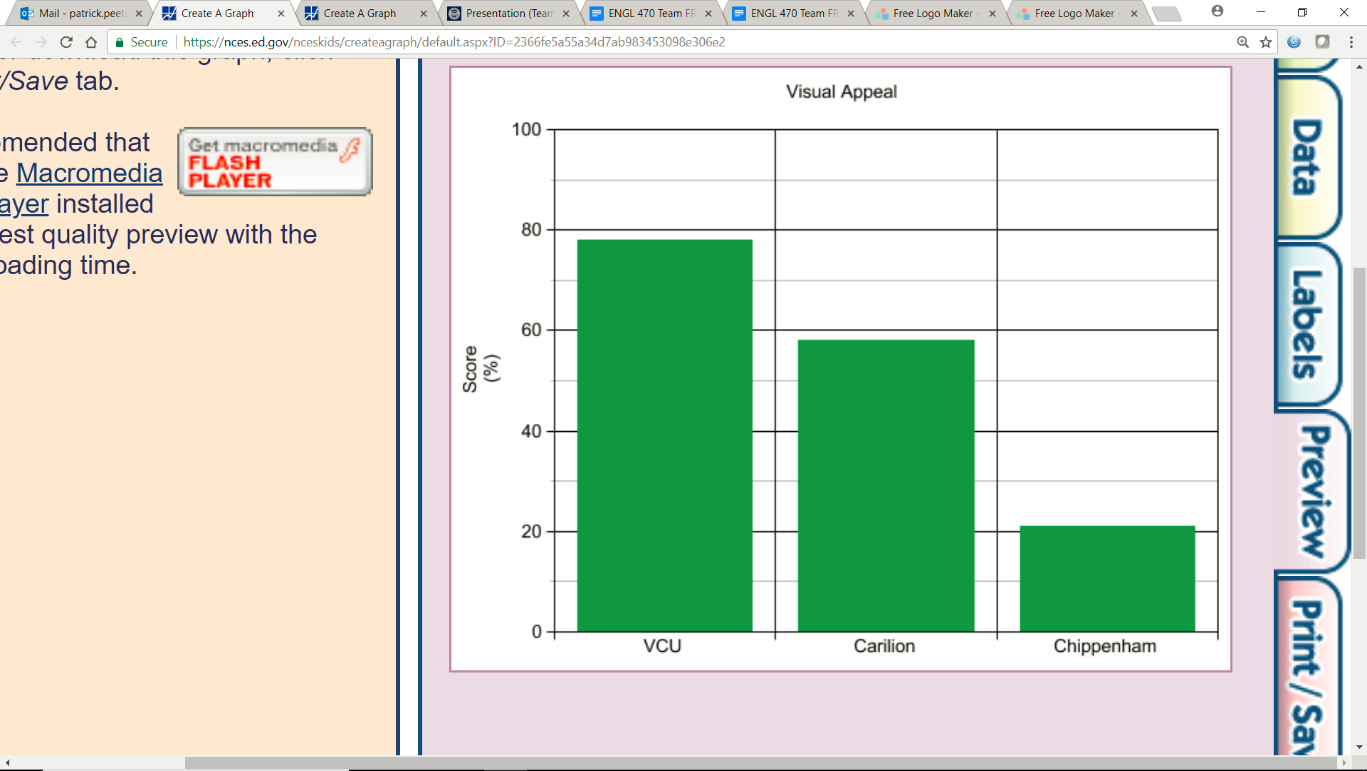
In addition, a survey asking more specific question regarding these three websites was distributed to a diverse group of 200 individuals to obtain feedback. The answers to the survey solidified our results.

1

**Analysis of Chippenham Hospital Website**

<https://chippenhammed.com/>

Chippenham Hospital is a medical facility in Richmond Virginia that caters to the needs patients while providing easy access to contact information as well as giving information on upcoming events and career services.

**Visual Appeal**

The visual quality of Chippenham’s website is average with white, grey, and subtle blue being the main colors present A redeeming quality is a large slideshow of high quality pictures on the home screen of the website. The five main navigational tools easily found and are indicated by large blue circles that are immediately visible. They use simple commands with small icons that offer simple direction for users

Figure 2: Visual Appeal survey results

**Accessibility**

Chippenham’s main services are displayed in an organized way and are easy to navigate. They are organized simply and logically in a row. The disorganization begins below these tools with a scattered bulleted list of the websites amenities.

**Content**

Chippenham’s website offers four basic choices for services represented by icons. These branch into several options per icon. The website offers a career options icon that provides applications for nurses as well as a drop down menu that allows applicants to select their specialty and which facility they would like to work in. The website offers upcoming events that the hospital is sponsoring as well as testimonials from former patients and employees. Additionally, there is a hub for patients to access personal medical information.

2

**Analysis of VCU Health Hospital Website**

<https://www.vcuhealth.org/>

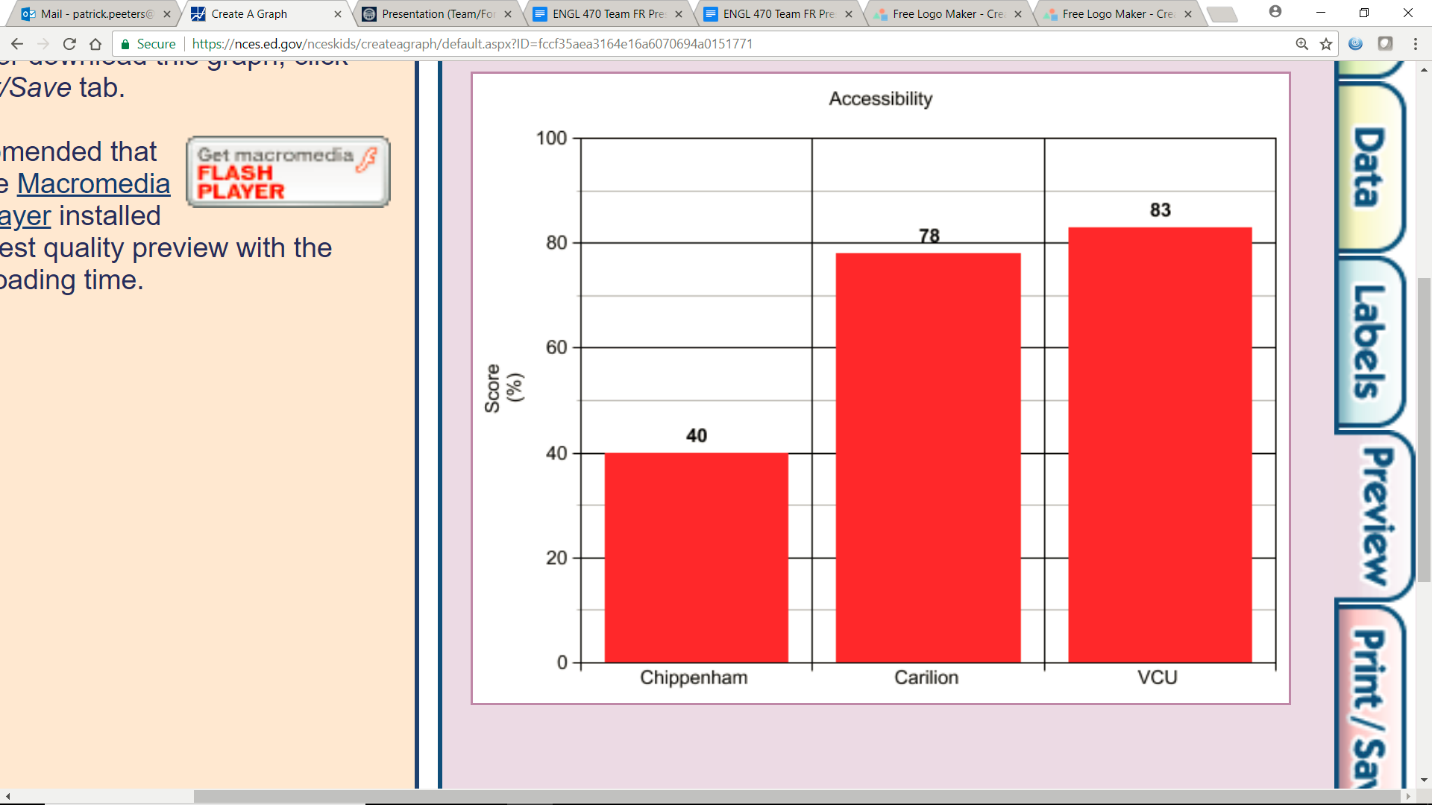
VCU Health is a hospital in the heart off Richmond, Virginia located closely to the VCU campus. The hospital offers fast and effective urgent care services as well as lots of services to the community.

**Visual Appeal**

VCU’s medical website looks professional and uses a warm yellow color for its font and bullet points that is pleasing to the eye.

The font is easy to read and is large enough to be read clearly. Users are immediately greeted with bullets that are laid out evenly and in an organized way.

VCU Health displays a slide show of pictures on its front page as well as subsections for community leadership as well as media contacts and general information about the hospital. All of this information is laid out in an organized way with large font allowing first time users to navigate easily

**Accessibility**

The VCU Health websites is very user friendly

and offer fast and easy links to any service they might need. Other things that make the website easy to maneuver is the search bar in the top right corner of the screen. This allows users to find exactly what they need by simply typing it in.

**Content**

VCU’s medical website offers options to find locations of other hospitals as well as a hub for patients to look up medical information on their accounts. There is also an option to find personal health care providers. A drop down menu offers the history of the hospital as well as services for both patients and visitors. Moreover, there is well organized contact information for the hospital as well as information for the hospitals employees regarding inclement weather information and options to pay medical bills.

Figure 3: Accessibility survey results

3

**Analysis of Carilion Clinic Website**

<https://www.carilionclinic.org/>

Carilion Clinic is a hospital based in Roanoke, Virginia. The website is an online resource for medical information for the surrounding area.

**Visual Appeal**

A high quality slide show is immediately visible on the front page located above four brightly colored navigational icons. The website allows users to find personalized doctors who are experts in their fields. There are also hospital locations as well as an option for patient to pay their bills online. The drop down menu on the top left of the screen provides more brightly colored and visually appealing icons expanding options for users. The front page is simple and short with most information found in the drop down menu.

**Accessibility**

The websites interface is bright and easy to navigate. The options are well organized with the most important options on the front page.

A larger list of services are accessible in the aforementioned drop down menu. Everything is simple to find and use.

A search bar in the top right hand corner allows users to access anything they want right away.

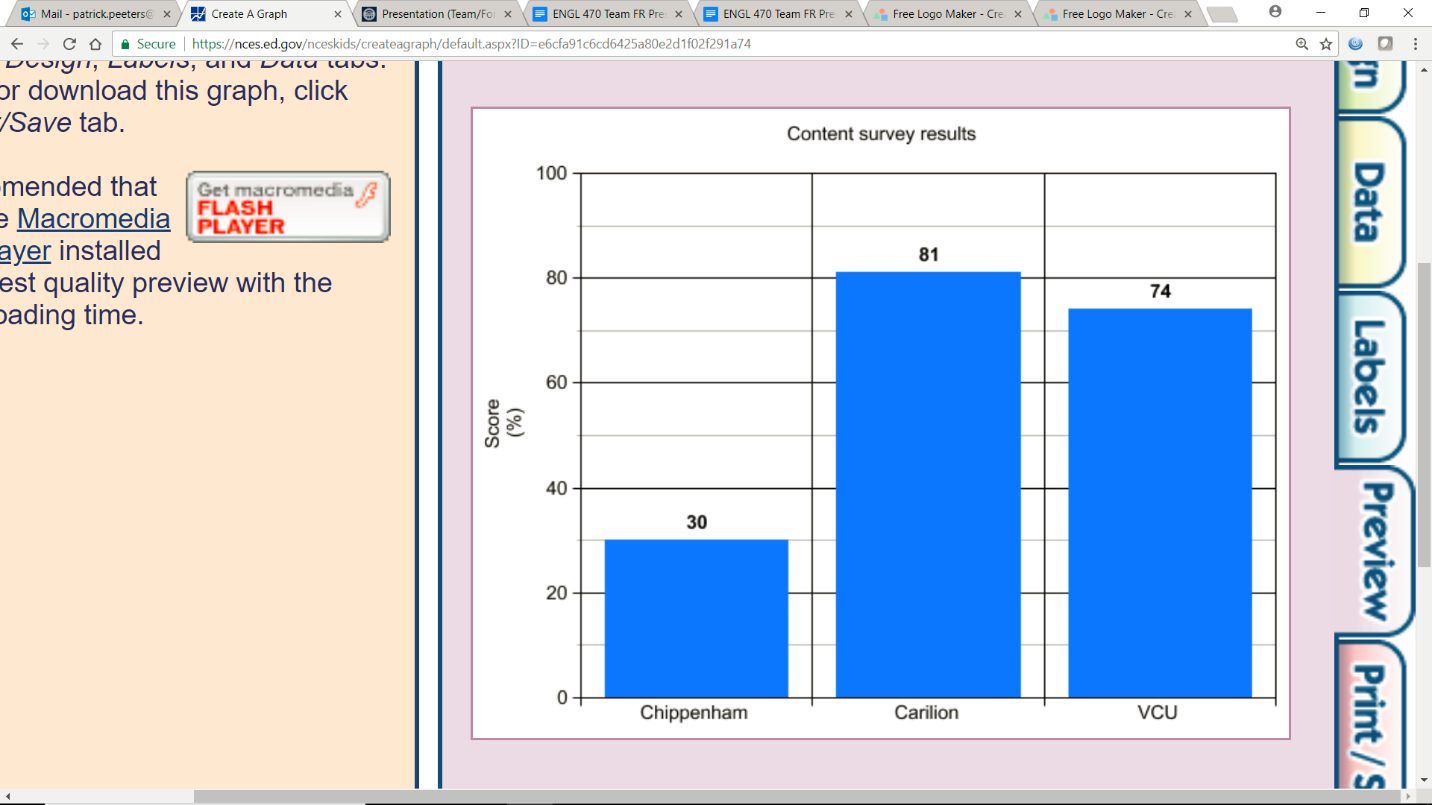


Figure 4: Content survey results

**Content**

Lots of the resources on Carlion’s website is located in the drop down menu located in the top left of the screen. Here, users are able to find tips on health and wellness and doctors of every medical specialty. Locations for Carilion’s various departments like children’s Gastroenterology and Children’s Hematology can be found here. An option to pay medical bills is available here alongside an option for patients to view their medical charts.

4

**Conclusions**

Hazlegrove Memorial hospital has seen a lot of foot traffic in recent months. The hospital’s recent opening saw a slow start but the institution’s experienced doctors and helpful staff allowed the number of patients and clients rise by 78% in the last few months. An effective website would lower foot traffic but in a productive way for the hospital. Patients could access a lot of Hazlegrove’s services from the comfort of their homes.

There are vast amounts of hospital websites, all offering similar information and almost identical layouts. They offer a handful of services on the home page with other resources being offered in drop down menus. Lots of them offer the same services and information but some are cluttered and disorganized. Gathering the best parts from each website will create a great hub for the patients and visitors of Hazlegrove Memorial.

Tiger Liley Consulting has gathered two excellent websites as well as one website to provide as an example of the kinds of design choices to stay away from. We chose VCU Health in Richmond, Carilion Clinic in Roanoke, and Chippenham Hospital in Chesterfield Virginia. The websites were evaluated on three criteria: Visual Appeal, Content, and Accessibility. Our company sent out a survey to 200 patients and customers of the three aforementioned hospitals. The results shown on the graphs are from the 142 participants.

After our analysis, we determined that the VCU medical website was the most impressive of the three, scoring the highest on our survey. Chippenham scored the lowest across the board, especially visually and organizationally. The participants of the survey agreed, placing Chippenham near the bottom of each survey. Carillion scored highest in content since it includes links to separate branches for medical departments for children. VCU however, was scored as the highest rated website for visual appeal. All three websites have a search bar for fast and easy access to information, especially for those who are new to the website. Our conclusion is that Chippenham is the only website with noticeable flaws but again, we are using it as a counterexample.

5

None of the websites in question offer advertisements that distract from the information and navigation of the website. The only links present in the three websites take users to community service events as well as articles relating to health and wellbeing.

6

**Recommendations**

Our company recommends that Hazlegrove Memorial Hospital study the following websites in addition to taking our analysis into consideration for the design of their website:

* VCU Health
* Chippenham Med
* Carilion Clinic

We also recommend that Hazlegrove include the following in their website design

* Search bar
* Organized and simple bullet points for services
* Warm inviting colors
* Local opportunities for community service/events

7

**Appendix A: Criteria Survey for Selected Websites**

This survey was approved and distributed by the Human Resources Department at Tiger Liley Consulting Ltd. to help determine the online preferences of the general public. We have separated the survey into three sections with three questions per section. Each section covers one kind of criteria. Circle the option that you were most pleased with.

**Visual Appeal**

1. The photos provided on which website were the most pleasing and/or relatable?

Chippenham VCU Health Carilion Clinic

1. The color scheme used on which of the following websites was the most interesting to look at?

Chippenham VCU Health Carilion Clinic

1. Which of the following websites had most organized menus and bullet points?

Chippenham VCU Health Carilion Clinic

**Accessibility**

1. Which website was the easiest to navigate?

Chippenham VCU Health Carilion Clinic

1. Out of the following websites, which provides the most obvious contact information for doctors and nurses?

Chippenham VCU Health Carilion Clinic

1. Which website had the best “Patient Hub” where clients can access their medical information?

Chippenham VCU Health Carilion Clinic

**Content**

1. Which website provides the most useable information for you?

Chippenham VCU Health Carilion Clinic

1. For which website did you find the most helpful when paying your medical bills online?

Chippenham VCU Health Carilion Clinic

8

1. Which of the following used *helpful* dropdown menus to provide things like different specific expertise of doctors?

Chippenham VCU Heath Carilion Clinic

Thank you for completing our survey regarding the overall helpfulness and attractiveness of these three websites. The results of this survey will aid in determining the best parts of each website for our report. Contact our Human Services Representative, Penelope Clearwater at (768) 928-2924, ext. 204 with any question’s regarding our survey.

Please mail the completed survey to our offices before November 14th 2010.

Tiger Liley Consulting Ltd.

Human Services Department

4765 Hillview Drive

Birmingham, AL 23088

9

**Appendix B: Survey Results**

We sent surveys out to 200 clients, patients, and resident of the areas surrounding the hospitals. I high percentage of participants sent in completed surveys. Here are the results in percentages.

Table 1: Visual Appeal

|  |  |  |  |
| --- | --- | --- | --- |
|  | Chippenham | VCU Health | Carilion Clinic |
| Percentages | 21 | 83 | 81 |

Table 2: Content

|  |  |  |  |
| --- | --- | --- | --- |
|  | Chippenham | VCU | Carilion Clinic |
| Percentages | 30 | 74 | 81 |

Table 3: Accessibility

|  |  |  |  |
| --- | --- | --- | --- |
|  | Chippenham | VCU | Carilion Clinic |
| Percentages | 40 | 83 | 78 |

10

**Appendix C:** Dates and Minutes for Group Work

* Tuesday, April 17th 3:30-5:50
* Thursday April 19th 3:00-5:00
* Tuesday, April 24th 1:00-4:20
* Wednesday, April 25th 1:00-3:00
* Monday, April 30th 4:00-5:00
* Tuesday, May 1st 3:30-5:40

11