

CORONAVIRUS QUESTIONS ANSWERED: UCLA HEALTH'S WEBSITE ALLEVIATES WORRIES WITH ESSENTIAL COVID-19 UPDATES

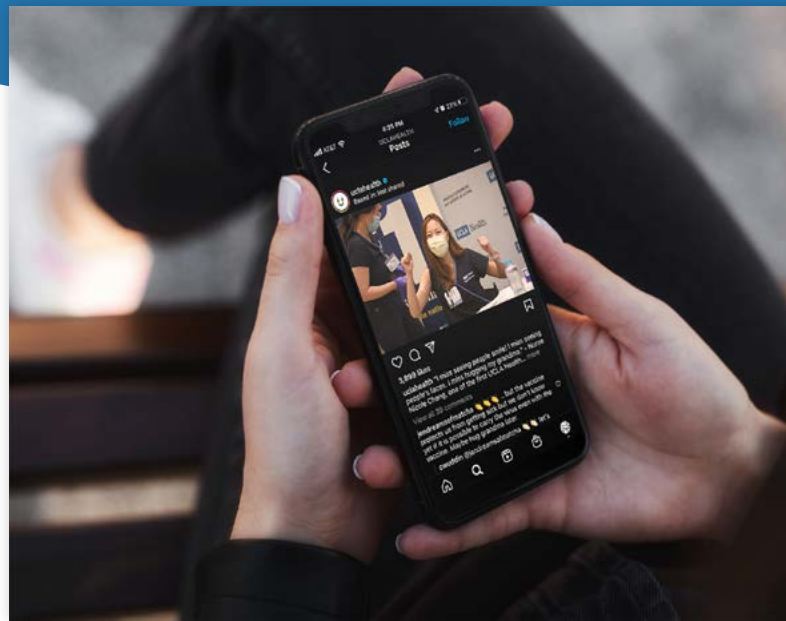
In the face of a terrifying and mysterious illness, UCLA Health launched a coronavirus landing page to provide patients with access to vital updates, helping them to make informed decisions to safeguard their physical and mental well-being.

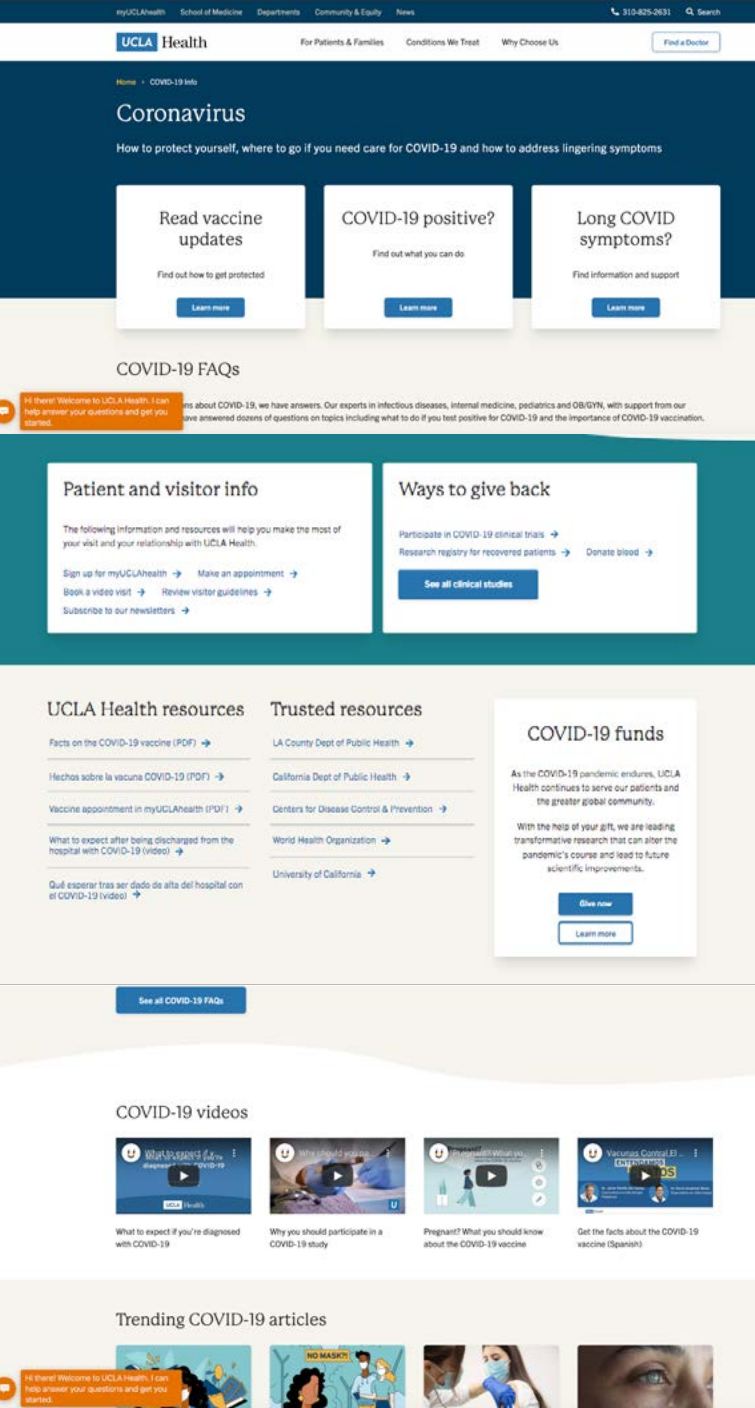
PROBLEM

Although COVID-19 vaccines were developed and made available to the public at unprecedented speed, ongoing misinformation and the politicization of basic science left Southern Californians feeling concerned and confused about vaccines and vaccine side effects. Were they safe for individuals with pre-existing conditions? Were they safe for anyone at all?

INSIGHT

As the #1 health system in California, UCLA Health could leverage its expertise to meaningfully contribute to shaping and leading the local dialogue. By gathering and prioritizing the urgent, need-to-know, fact-based data points that would help Southern Californians keep themselves and their loved ones safe, UCLA Health could create a central destination to serve as a single source of truth. Such a destination could be turned to and returned to by Southern Californians; enabling UCLA Health to assuage fears with facts.





SOLUTION

UCLA Health launched Southern California’s leading COVID-19 info and action hub to disseminate knowledge, dispel myths/fears and help patients get vaccinated. By updating information by the hour, we provided scientific truth at remarkable speed, including the latest news on topics ranging from vaccine side effects to demographics eligible for vaccination that allowed our patients to take informed action that would protect them and their loved ones.

Structured in an orderly, intuitive fashion with clear typography, the page features boxes in warm, welcoming UCLA Health brand colors that provide essential, life-saving resources for our patients--such as need-to-know COVID-19 news, digital vaccine records and vaccine eligibility updates. By expanding storytelling content types to include original illustrations, helpful videos and fact-based blog posts, UCLA Health delivered critical information to the people who needed it most in the moment they most urgently needed it. This page wasn’t merely successful for its content or its metrics, but for its ability to build and deepen trust with our patients and their families. Through partnerships with the Los Angeles Lakers and Dodgers, we elevated the efforts of our frontline workers, with our COVID-19 response drawing praise from celebrities such as LeBron James, Tom Hanks, Bryan Cranston and Kim Kardashian.

METRICS

Hundreds of thousands of Southern Californians benefited from the critical insights provided by UCLA Health at this coronavirus landing page.

