

BUILDING THE BEST WELCOME: **UCLA HEALTH** LAUNCHES NEW WEBSITE WITH EASE, JOY AND FUNCTIONALITY

UCLA Health's new Acquia platform rises to a new level with adaptable features, which can change based on user needs and dynamic design templates to make it easy for doctors and researchers to share necessary messages.

PROBLEM

As one of the largest health care systems in the world, "UCLA Health" means different things to different people. For most, we're a world-class academic center of medical excellence. For many, we're a local doctor's office. For others, we're a leading destination for the latest COVID-19 updates.

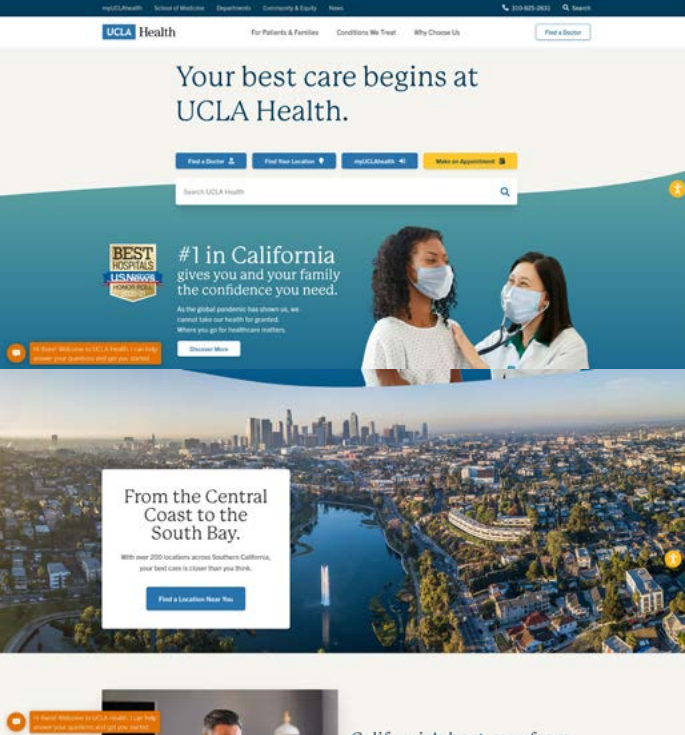
To best serve our diverse and plentiful target audiences (internationally, nationally and locally), we turned to research and customer insights. Our leaders understood that a disorienting mess of buttons, menus and jargon would inhibit our ability to foster a warm and inclusive brand experience.

So the question became: How could we embrace best practices in experience design, CX and UX to engineer a digital experience, so warm and supportive, that our target audiences could feel safe and appreciated on every page? In other words, how could we match the emotional warmth of that design with an easy-to-understand functional navigation system that enabled visitors to quickly access whatever simple or complex information they sought, or whatever health-conscious action they came to take (e.g. book an appointment, access my records, talk to my doctor, etc.)?

INSIGHT

UCLA Health's leadership recognized that our website might be the first and only impression someone gets of who we are and why we care. To engineer our entire website to be as intuitive to the needs of our guests as possible, we tested it. Implementing a data-informed approach that included an exhaustive UAT process, we recognized that millions of Southern California residents relied on us to "get it right" from the start.

Our website would need to set a new standard in our category, as the most welcoming and the most accessible. In short, the most patient-centric website in health care, empowering anyone who visits to quickly connect with experts for medical care and information, while creating new lifelong advocates for the overall UCLA Health brand through a consistent and empathetic voice embodied across every word of every paragraph of every page on the site.



SOLUTION

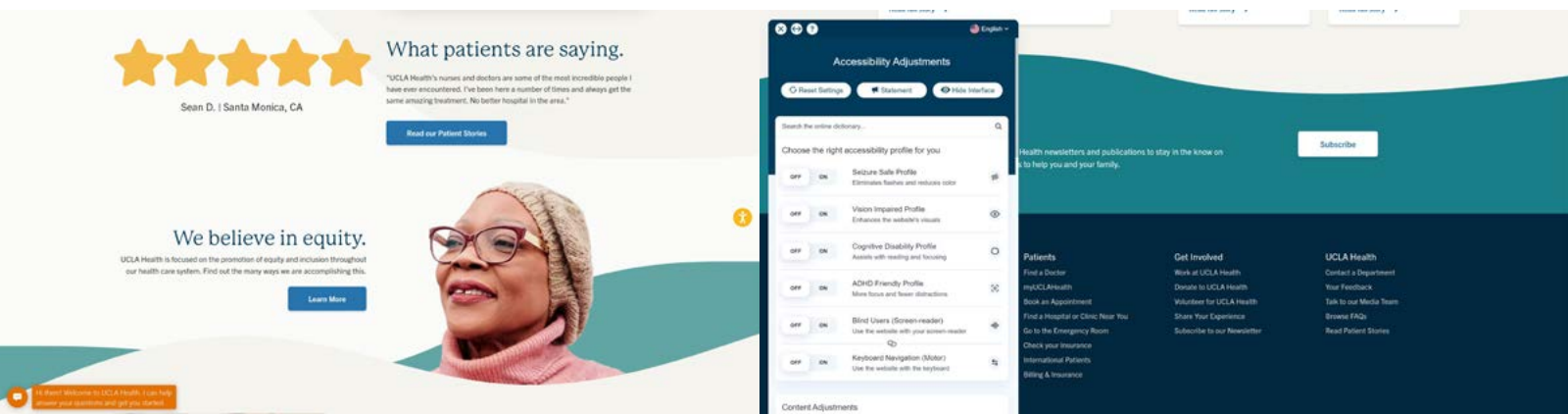
On the UCLA Health website, the emphasis on patient-centricity is evident in every pixel. Recognizing that 85% of people access websites from their phone, we initiated our CMS redesign with a mobile-first mindset. Every decision our UX and coding teams made, from the layout to the images selected to the colloquial language to the welcoming typography, was made to deliver outsized impact on a handheld screen, while still translating effectively to a larger desktop monitor.

The website immediately greets the patient with the declarative and reassuring promise: “Your best care begins at UCLA Health,” scripted in a warm, sans serif font on a sleek beige background.

The site is perfectly scaled to the size of the screen, with no extraneous room to scroll and nothing inessential to distract the eye or incite an errant click of the thumb. By structuring the site’s hierarchy of information around the most-frequently sought out actions, we created four central, clickable buttons alongside friendly icons and graphics to make it easy to guide a user into quickly taking action toward a specific, desirable outcome. A hamburger menu in the upper right corner enables the user to take additional action.

As a user vertically scrolls past those priority CTA buttons, the website reveals UCLA Health’s number one in California ranking, a message of accessibility to showcase how easy it is to access the #1 care in California at any of UCLA Health’s 200+ locations, a message of ease as exemplified through UCLA Health’s video visit technology which enables a patient to visit their doctor from the comfort of their sofa, a supportive patient review which offers the mobile user a reinforcing proof point, as well as a variety of other helpful pieces of information that tell a story of our values, neatly organized to prevent information overload, and to encourage the user to easily navigate from one section to the next at patient-directed pace. Overall, the site seamlessly guides the user through the various calls to action that empowers the user to make the most of their online healthcare experience no matter where they are or how they’re accessing the site. By nesting, removing or repurposing a number of content sections that were on the previous version of our homepage, we eliminated clutter, streamlined clarity and created a data-informed experience built around what our patients told us they wanted.

Accessibility and connectedness is the constant across this digital experience. As a user’s thumb vertically scrolls the website, the chatbot and accessibility adjustment icons move too. This is not by accident, this is UCLA Health’s way of communicate that we’re always there to help you, no matter where you are.



METRICS

Beyond its **contemporary look** and feel and **easy-to-navigate** user experience, our new home page features **enhanced search functionality**, using advanced indexing server technology and direct integration into our source of truth credentialing system and EPIC locations. We've optimized pages for UCLA Health providers, locations, clinical trials and medical services, and strengthened discoverability through a **robust clinical taxonomy**, including more than **25,000** clinical terms. Our **newly-improved provider directory** and clinical trial database boast advanced search, filtering and cache indexing to produce search results faster than ever before.

