

BEST LANDING PAGE

Continuous Evaluation and Optimization Increased Conversion Rate of UCLA Health's Primary Care Landing Page by 256%

PROBLEM

Primary care is a key service line in the UCLA Health System. Our primary care services offer comprehensive, family-centered care and help us achieve our goal of providing community-based medicine. For many patients, primary care is also serves as a main entry point into the UCLA Health system.

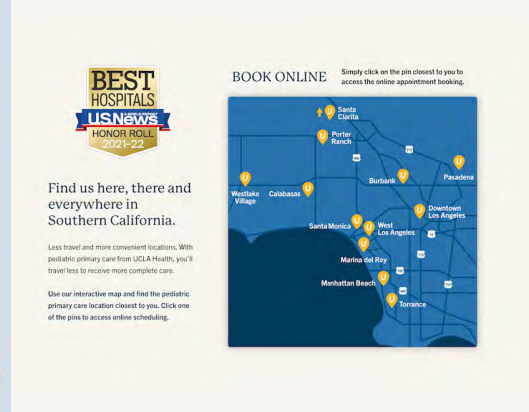
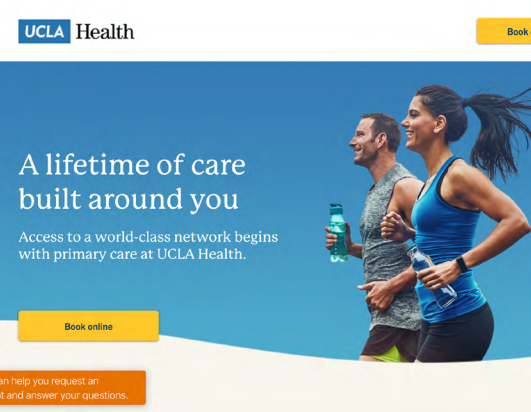
At UCLA Health, 435,000 patients access adult primary care services at nearly 60 locations throughout Southern California each year. Engaging patients and helping them find the location closest to them and quickly and easily make an appointment was an ongoing challenge.

INSIGHT

Our primary care landing page helps us connect patients with routine medical care that will follow them throughout their lives.

THROUGH THIS PAGE, WE CAN ENGAGE PATIENTS WITH CONTENT THAT SPEAKS TO THEM. OUR RESEARCH HAS IDENTIFIED THESE MAIN CONTENT THEMES AS:

- Access to world-class specialty care
- Close patient-provider relationships
- Complete care throughout the lifespan
- Exceptional nurses and doctors
- Seamless coordination at every step



Since COVID-19, we've seen a swift transformation toward digital media. Patients now expect the same tools they use when they order groceries, pay a wireless bill or purchase event tickets. For their healthcare interactions, patients want online scheduling and easy-to-follow navigation.

SOLUTION

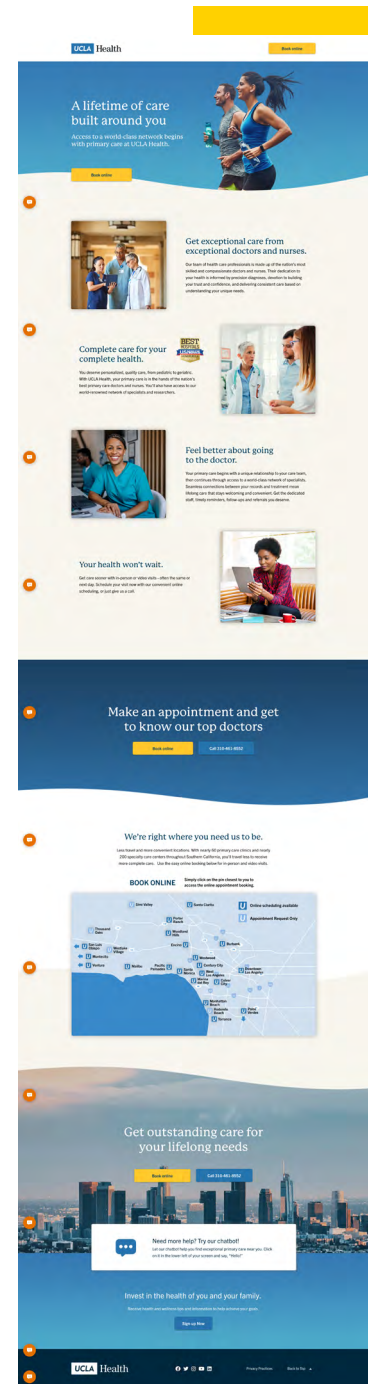
To meet our patients increasing healthcare and digital needs, we've developed an innovative landing page that speaks directly to the emotions and attitudes that drive their decision-making. The landing page also makes it easier than ever for patients to find our locations and establish care with the help of online booking and friendly chatbot assistance.

Development of the primary care landing page featured a multi-step evaluation and optimization process over a several year period. By understanding our patients and harnessing the latest technology, we increased conversion by more than 250% from its baseline in 2019 to the current iteration.

HERE'S AN OVERVIEW OF THE LIFE OF OUR PRIMARY CARE LANDING PAGE ALONG WITH CONVERSION METRICS AT EACH STAGE:

BASELINE LANDING PAGE

The original primary care landing page a basic wireframe developed with Instapage to mirror the UCLA Health website theme. Although we created the headlines and messaging content based on research and patient feedback, the baseline conversion rate was only 6%.



ITERATION 1: PRIORITIZING ONLINE BOOKING

With the rise of the pandemic and increasing demand for COVID-19 information, phone wait times began to impact the patient experience. We ran an A/B test on the landing page comparing the effect of prioritizing online booking over phone scheduling. We saw more people willing to book online once the option was available. The conversion rate rose to 13.5%.

ITERATION 2: REDESIGN, VIDEO VISITS AND CHATBOT

The pandemic continued as UCLA embarked on a web redesign, so we tested headlines and hero images and updated and restyled the page. We also incorporated video visit booking options and a chatbot to help patients schedule appointments online. The conversion rate increased to 18.9%

ITERATION 3: INTERACTIVE MAP

The next major change was to include an interactive map so users could find a primary care location closest to them and book directly with a doctor at that location online. Phone numbers for providers are now less prominent on the landing page than “book online” call-to-action buttons. The current conversion rate is 23.7% — an increase of nearly fourfold.

