CONTENT ANALYSIS

Executive Summary

Northumbria Healthcare (NHS) is a National Health Service Foundation Trust that provides care for over half a million people across Northumberland and North Tyneside in its hospital, community venues, and in people's homes. Northumbria manages twelve sites, including an emergency care hospital, general and community hospitals, an outpatient and diagnostic center, and elderly care unit, and an integrated health and social care facility.

Northumbria Healthcare hired Bernard Marr & Co. to help it create a 'strategic plan-on-a-page' that highlights what matters most to the organization and that will enable it to perform successfully in the future. Based on the plan-on-a-page, this report isolates the following goals for Northumbria Healthcare's digital content.

Goals

1. Teach and train people the in competencies we need
2. Recruit, develop, motivate and communicate with our people
3. Provide excellent patient-centric customer services

Audience

As a large healthcare provider, Northumbria's digital content needs to serve a variety of stakeholders (or interested parties). The content should serve patients, visitors, donors, volunteers, people searching for treatment or services, students, and prospective employees.

Website Overview

The Northumbria's external (or public) website, www.northumbria.nhs.uk, is expansive because it serves numerous stakeholders. It caters to everyone from patients and families to medical students and volunteers and the press. It uses a customary top navigation and footer navigation and site map. The main body of the website uses a grid layout.

Executive Summary

Goal #1 Teach and train people in the competencies we need

Content Objectives	Recommended KPI
■ Describe the benefits of training with Northumbria (e.g., research facilities) ■ Describe how the training process works (e.g., what can a junior doctor expect) ■ Explain what it's like for medical students in its programs (with the University of Newcastle)	■ Number of clicks on the Finding Your Place link ■ Number of people who subscribe to the Finding Your Place mailing list

Current Content

The Northumbria primary site provides a general overview, including information like the number of undergraduate medical students it teaches and its affiliation with the University of Newcastle. The content could provide more information about student programs and what it is like to be a student working at one of its facilities.

Executive Summary

Goal #2 Recruit, develop, motivate and communicate with our people

This goal is broad, so the report breaks it into groups: volunteers and employees. For each group, the report includes content objectives, recommends key performance indicators and analyzes the site's current content.

Volunteers	
Content Objectives	**Recommended KPI**
■ Showcase the benefits of volunteering with Northumbria (e.g., how volunteers are appreciated) ■ Describe duties and expectations ■ Explain the signup process	■ Number of times the volunteer application is downloaded per quarter
Current Content	
The site highlights that Northumbria is accredited with the investing in volunteers (IiV) quality standard. The content includes a video introducing the Helpforce volunteer initiative, a volunteer image gallery, and articles spotlighting volunteers. The current content shows that volunteers are appreciated and informs visitors about the sign-up process.	

Executive Summary

Employees	
Content Objectives	**Recommended KPI**
▪ Show job openings or vacancies ▪ Show the benefits of working for Northumbria ▪ Show the benefits of living in the area (e.g., amusements) ▪ Show opportunities for professional development	▪ Number of people who create trac.jobs accounts

Current Content
The site does a good job of showing job openings. It provides information on benefits (e.g., childcare and pension scheme). It has a leadership and development section that contains pages about leadership programs, professional development and clinical research among others. The site provides information about living in the area (e.g., links to museums, theaters and other entertainment options).

Executive Summary

Goal #3 Provide excellent patient-centric customer services

Content Objectives	Recommended KPI
■ Provide clear instructions for what patients need to bring with them ■ Describe the hospital experience ■ Provide visiting and logistical information (e.g., visiting hours and parking)	■ Post-visit website satisfaction survey ■ Number of complaints made using the website complaint form

Current Content

Northumbria provides patients with a list of items to bring to their appointments. The site provides information about meals, contact information (including how to make complaints), and an A to Z information index for patients that links to substantial PDFs with detailed explanations. The content (relevant information) is presented concisely and in plain language.

Introduction

Northumbria Healthcare (NHS) is a National Health Service Foundation Trust that provides care for over half a million across Northumberland and North Tyneside in its hospital, community venues, and in people's homes. Northumbria Healthcare manages twelve sites, including an emergency care hospital, general and community hospitals, an outpatient and diagnostic center, and elderly care unit, and an integrated health and social care facility.

Northumbria hired Bernard Marr & Co. to help it create a 'strategic plan-on-a-page' that highlights what matters most to the organization and that will enable it to perform successfully in the future. This report assesses Northumbria's website content against the three goals below taken from the 'strategic plan-on-a-page.'

1. **Teach and train people in the competencies we need**
2. **Recruit, develop, motivate and communicate with our people**
3. **Provide excellent patient-centric customer services**

The aim of this report is twofold: (1) determine if the website content aligns with the outlined goals and (2) provide metrics for evaluating if the content is successful.

Audience

As a large healthcare provider, Northumbria's digital content needs to serve a variety of stakeholders (or interested parties). The content needs to help patients, visitors, donors, volunteers, people searching for treatment or services, students, and prospective employees.

The audience needs to meet its objective quickly. Content must communicate clearly and encourage trust.

Northumbria's website needs to be easy to navigate, encourage trust, and communicate in plain language.

- Its content needs to encourage trust. It needs to put people at ease during a stressful period of their lives.
- It needs to encourage trust for people to join, volunteer, and donate.

Introduction

Website Overview

Northumbria's external (or public) website, www.northumbria.nhs.uk, is expansive because it serves numerous stakeholders. It caters to everyone from patients and families to medical students and volunteers and the press. It uses a customary top navigation and footer navigation and site map. The main body of the website uses a grid layout. The top navigation fades into the background, and items that are normally placed in a drop-down menu are located in the grid. There's a small learning curve to feel comfortable navigating the website.
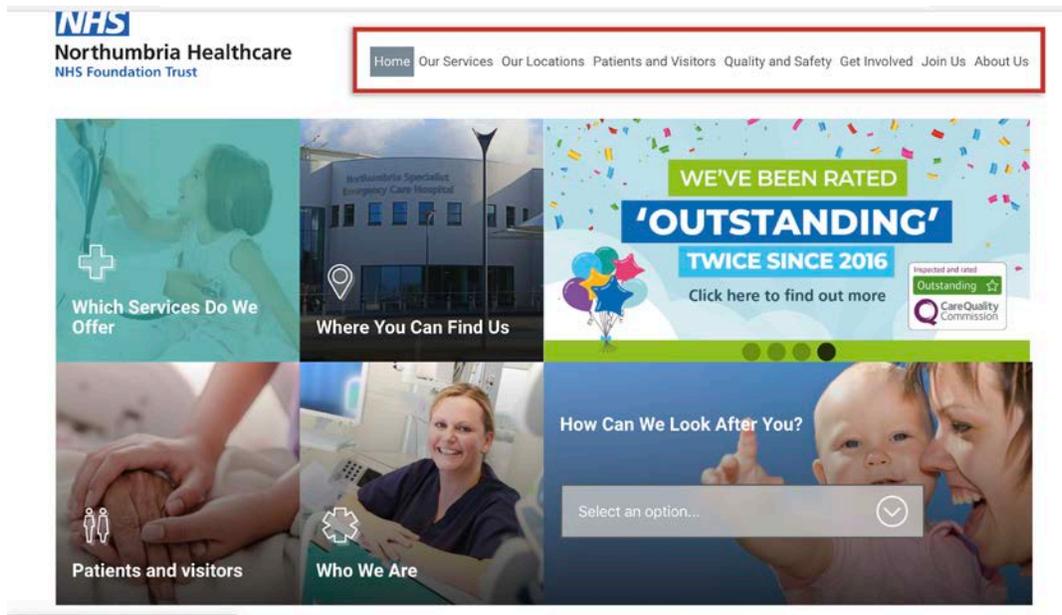
The website content includes copy (writing), images (and image galleries), videos, and PDFs. NHS has a presence on Facebook, LinkedIn, Twitter, and Instagram. However, the Facebook footer link is dead (a link that directs to a webpage that has been deleted or moved).

Introduction

Goals

For each of the following business goals, the report includes content objectives, recommends key performance indicators (KPIs), and examines the sites current content.

Definitions

According to BusinessDictionary.com, a **goal** is an observable and measurable end result achieving one or more objectives within a fixed timeframe.

Key performance indicators (KPI) "are how a company determines, through measurement, whether it's meeting its business goals" (Casey, 2015, p.148).

Goal #1 Teach and train people in the competencies we need

Content Objectives

- Describe the benefits of training with Northumbria (e.g., research facilities)
- Describe how the training process works (e.g., what can a junior doctor expect)
- Explain what it's like for medical students in its programs (with the University of Newcastle)

Recommended KPI

Number of clicks on the [Finding Your Place link]

The objective of the Finding Your Place site is to convince people to train and learn in Northumbria programs. The job of the main site's 'Training with Us' section is to drive traffic to the Finding Your Place site. The recommended metric is tracking engagement with the links, i.e., tracking the number of visitors who click on it.

Number of people who subscribe to the Finding Your Place mailing list

Another option for a KPI is tracking the number of people who subscribe to the Finding Your Place mailing list. This will help track how successful the content is across the two sites.

Current content

The Northumbria primary site provides a general overview, including information like the number of undergraduate medical students it teaches and its affiliation with the University of Newcastle. The content could provide more information about student programs and what it is like to be a student working at one of its facilities. The "[Academic Teaching and Management Careers]" page has a dead link to the University of Newcastle. It directs to an error page.

The content on the Finding Your Place site meets the content objectives. It has information about training programs and YouTube videos of students explaining their experiences and why they chose to study with Northumbria Healthcare.

Another option for a KPI is tracking the number of people who subscribe to the Finding Your Place mailing list. This will help track how successful the content is across the two sites.

Goal #2 Recruit, develop, motivate and communicate with our people

This goal is broad, so the report breaks it into groups: volunteers and employees. For each group, the report includes content objectives, recommends key performance indicators and analyzes the sites current content.

Volunteers

Content Objectives

- Showcase the benefits of volunteering with Northumbria (e.g., how volunteers are appreciated)
- Describe duties and expectations
- Explain the signup process

Recommended KPI

**Number of times the volunteer application is downloaded per quarter**

The recommended metric for tracking the success of content is the number of times the volunteer application is downloaded. This number will provide numerical evidence on whether the content is driving (or inspiring) people to take the first step in getting involved, downloading and filling out the form.

Current Content

The site highlights that Northumbria is accredited with the investing in volunteers (IiV) quality standard. The content includes a video introducing the Helpforce volunteer initiative, a volunteer image gallery, and articles spotlighting volunteers. The current content shows that volunteers are appreciated and informs visitors about the sign-up process.
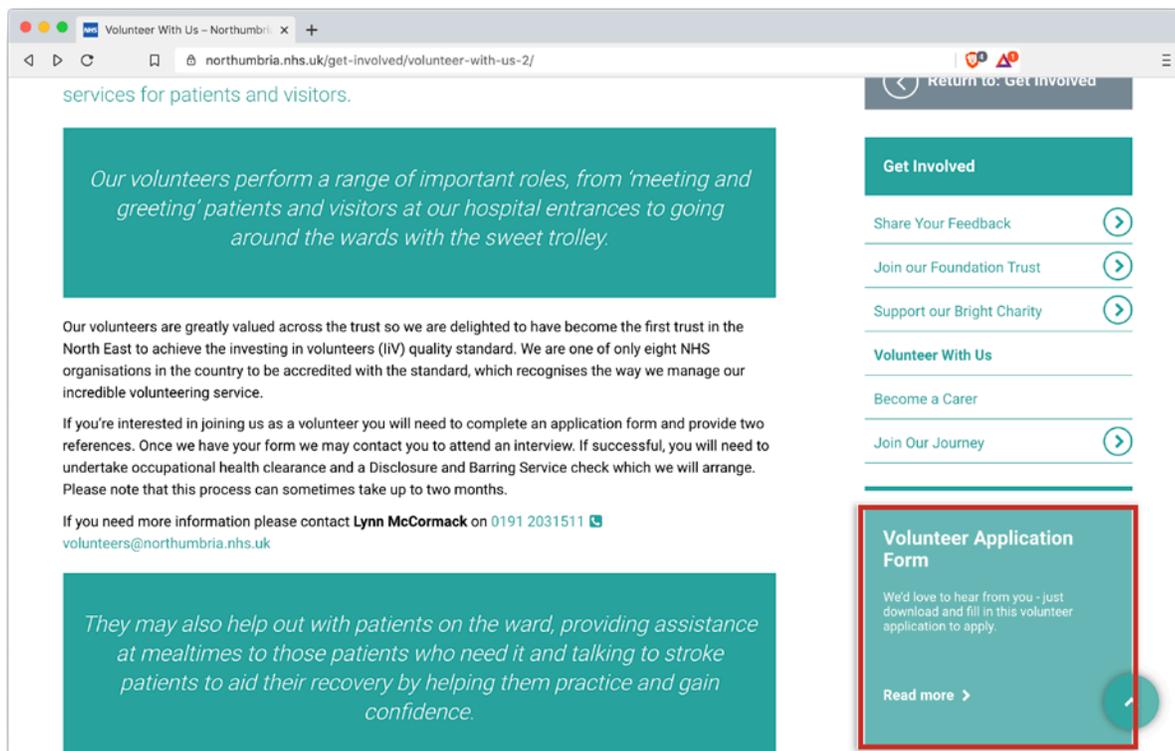
The content could better explain volunteer duties and responsibilities. From a usability perspective, the volunteer application form link is easy to overlook.

Employees

Content Objectives

- Show job openings or vacancies
- Show the benefits of working for Northumbria
- Show the benefits of living in the area (e.g., amusements)
- Show opportunities for professional development

Recommended KPI

Number of people who create trac.jobs accounts

The recommended metric is the number of people who register/create trac.job accounts. If Northumbria is to recruit and develop employees, the role of the public-facing website is to drive recruitment. Tracking the number of people who create accounts will show how well the content generates interest.
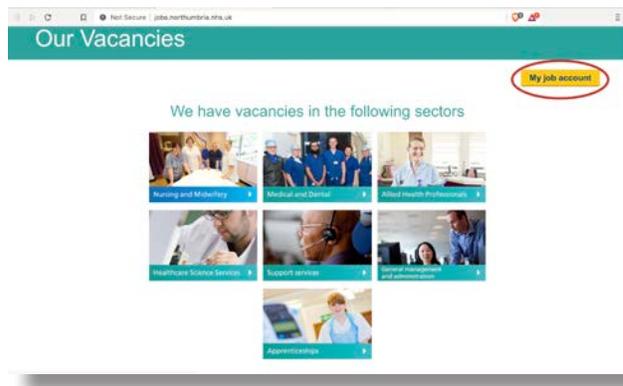
Current Content

The site does a good job of showing job openings. It provides information on benefits (e.g., childcare and pension scheme). It has a leadership and development section that contains pages about leadership programs, professional development and clinical research among others. The site provides information about living in the area (e.g., links to museums, theaters and other entertainment options).

Many of the benefit pages only include a single paragraph of text (e.g., the childcare vouchers page).

Goal #3 Provide excellent patient-centric customer services

Content Objectives

- Provide clear instructions for what patients need to bring with them
- Describe the hospital experience
- Provide visiting and logistical information (e.g., visiting hours and parking)

Recommended KPI

Post-visit website satisfaction survey

One way to determine if the content is successful is to have patients fill out a post-visit website satisfaction survey. This will allow Northumbria to monitor its reputation with patients. If the feedback is positive, the content is working as planned. However, if the feedback is negative, Northumbria should reevaluate its content.

Number of complaints made using the website complaint form

Another KPI option is tracking the number of complaints made using the website complaint form. Fewer complaints indicate the content and patient experiences have been positive. More complaints suggest that the site content needs to be revaluated. Adopting this KPI adds technology as a variable. If the website complaint form does not function properly or is prone to glitches, the accuracy of the data collected is questionable.

Current Content

Northumbria provides patients with a list of items to bring to their appointments. The site provides information about meals, contact information (including how to make complaints), and an A to Z information index for patients that links to substantial PDFs with detailed explanations. The content (relevant information) is presented concisely and in plain language.

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