CASE STUDY

Supporting a patient group in uplifting website user journey

The challenge

Raising awareness of disease recurrence among high-risk patients is important, but achieving an empowering rather than worrying tone can be challenging. A patient group launching a new website wanted to integrate specific, supportive content for a high-risk subgroup of patients.

Our approach

- Detailed briefing discussions with the patient group to understand their objectives, plans and needs.
- Alignment on a suggested narrative structure for discussion and refinement.
- Mapping of evidence to statements and visualisation of content.
- Provision of content in a format that the web designer could easily use – including recommendations on user experience / links between content sections.

How we made a difference

- The updated website includes content and resources to support patients in understanding their risk, what they can do to tackle their risk, and provides resources to support their active involvement in managing this risk.

WICKENSTONES
PARTNERS IN BUILDING VALUE