

Uncovering Insights to Ensure HealthHub Becomes Singapore's Leading Health Resource

INTEGRATED REPORT

17 February 2023

UNCOVERING INSIGHTS TO ENSURE HEALTHUB BECOMES SINGAPORE'S LEADING HEALTH RESOURCE

SOURCES

HEALTHHUB AMBITION & PROGRAM OBJECTIVES

UXC AUDIT

BEST-IN-CLASS AUDIT

Future State Overview Diagram 1/2

Future State Overview Diagram 2/2

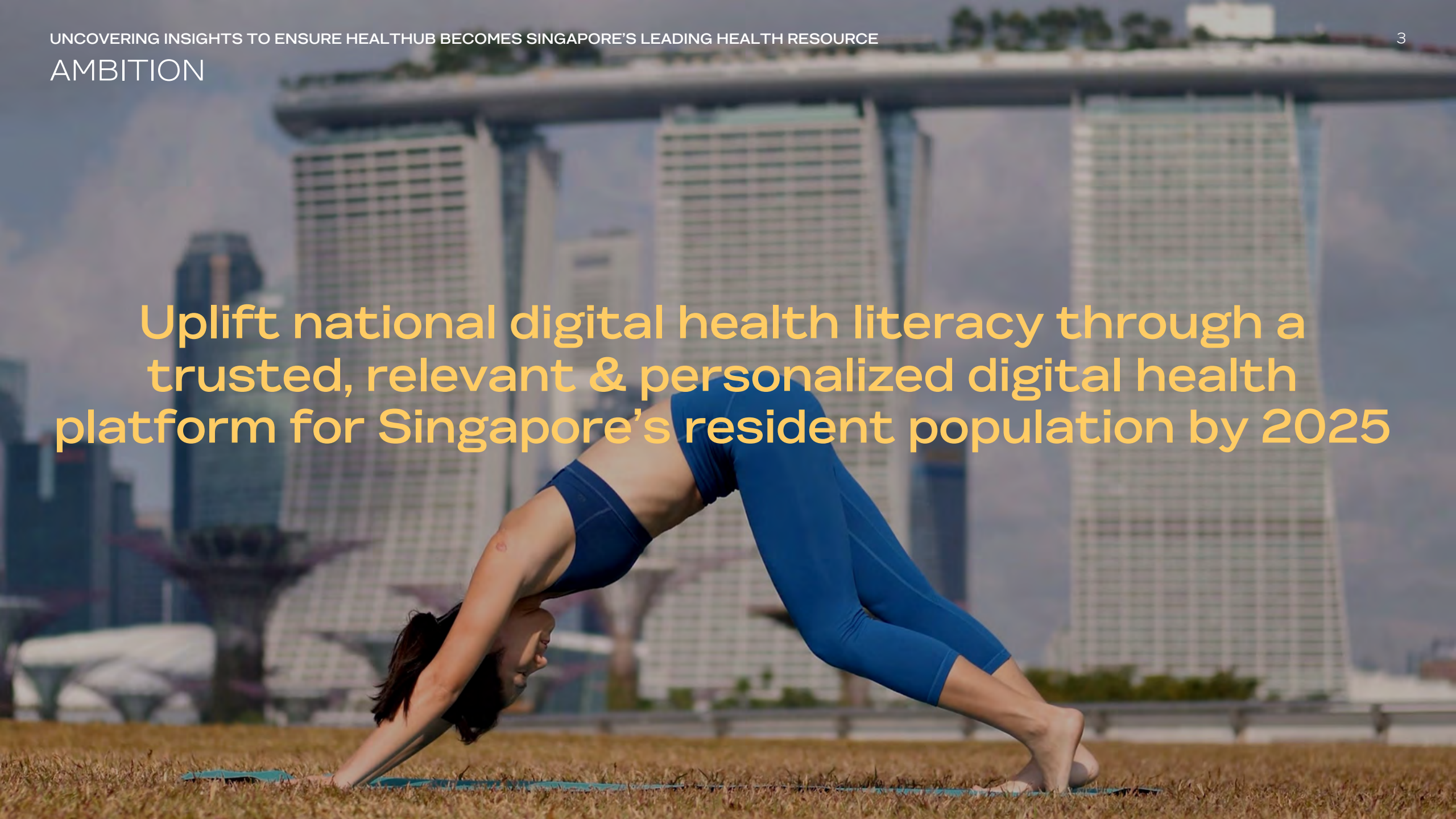
KPIs

DATA AUDITS

CONTENT WORKSHOPS

AMBITION

Uplift national digital health literacy through a trusted, relevant & personalized digital health platform for Singapore's resident population by 2025



SUMMARY

- 1 Prioritizing content** to drive HealthHub ambition of trust and increased health literacy.
- 2 Ensuring content is human-centric** to respond to real needs and create memorability & differentiation.
- 3 Improving navigation** so users can find their way easily on HealthHub and **encouraging readership**.
- 4 Optimizing HealthHub for a mobile-first experience** to maximize high traffic from mobile and increase engagement.
- 5 Enhancing UX** leads to increased engagement.
- 6 Improving cues of credibility & trust** so HealthHub becomes the user's go-to health resource.
- 7 Engaging users in two-way conversation** to help users feel heard and to get feedback and improve.
- 8 Encouraging return visits** through consistent calls to action for subscription and sign-ups.

Insight 1: Prioritizing Content

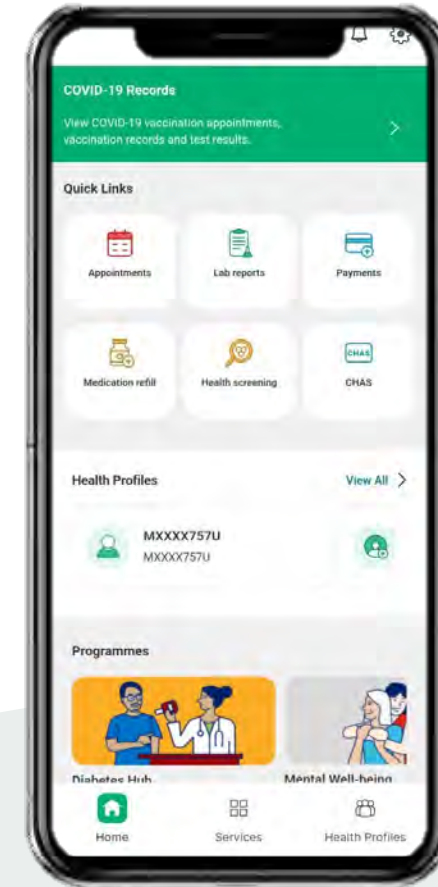
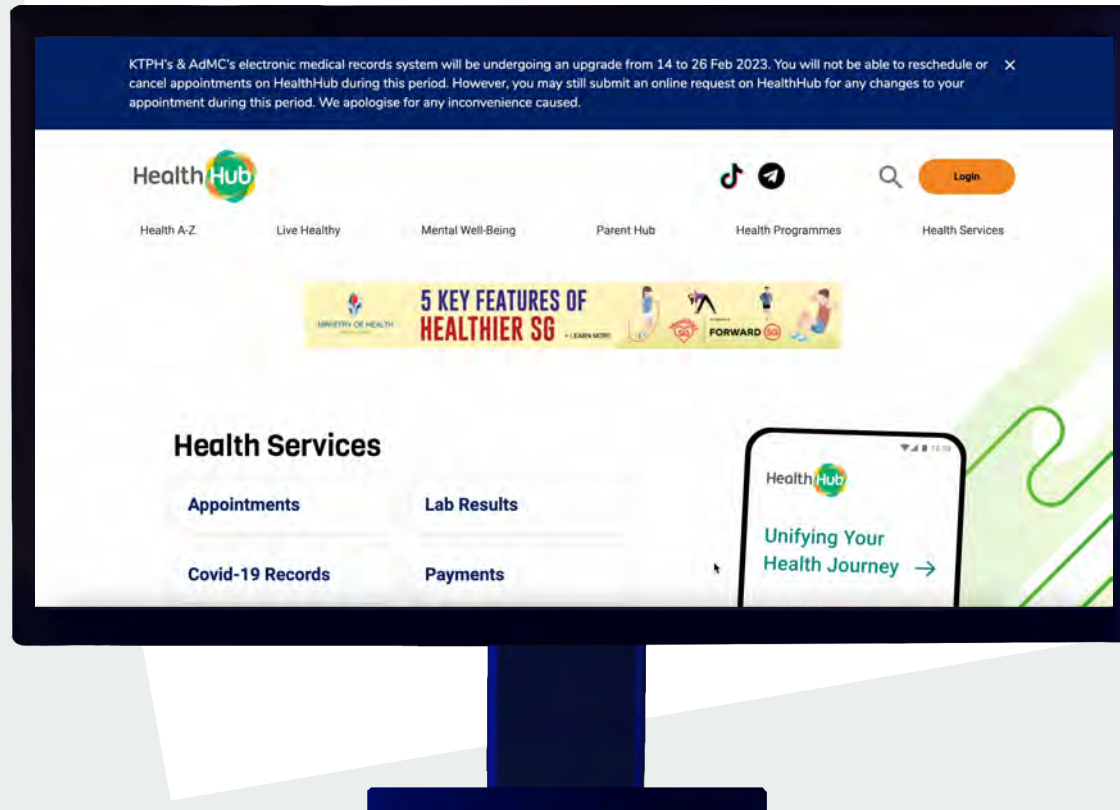
INSIGHT 1: PRIORITIZING CONTENT

Put greater focus on content.

It appears that all HealthHub features are given equal priority. It will be wise to ensure **content is prominently presented**, as content is a main driver to achieve HealthHub objective of increased health literacy and trust, through IA, SEO-prioritized content categories, and hierarchy on the homepage.

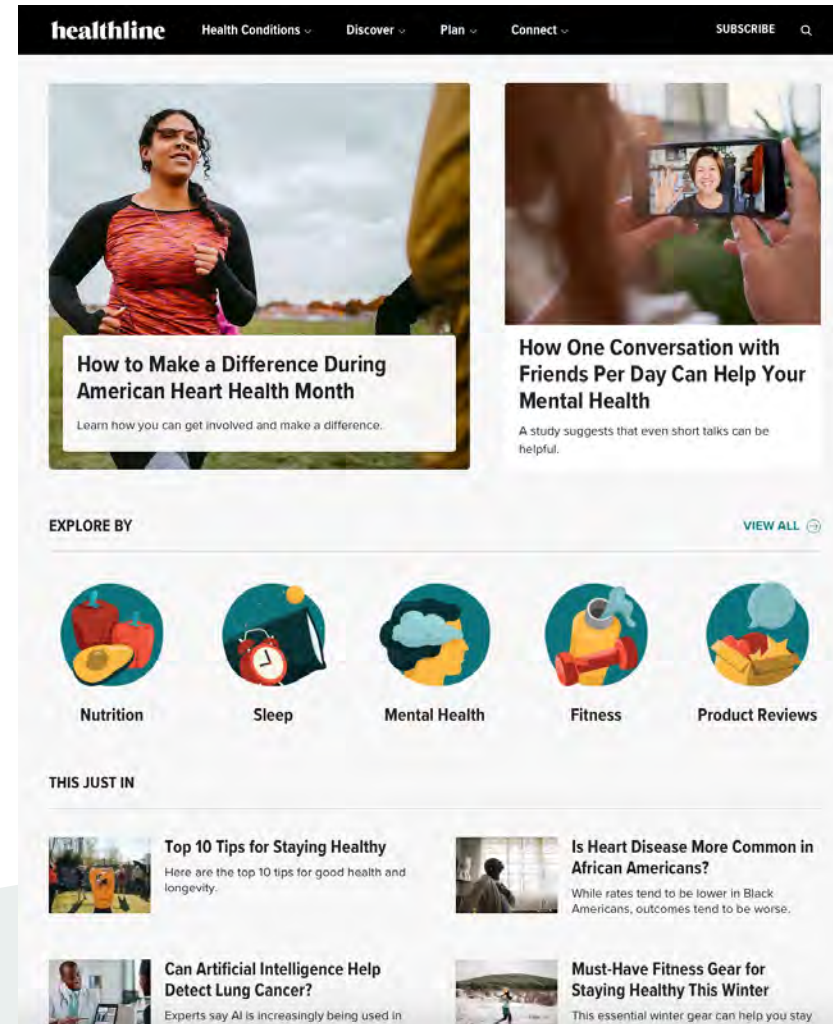
INSIGHT 1: PRIORITIZING CONTENT

What users first see on website should reflect HealthHub's priority.



INSIGHT 1: PRIORITIZING CONTENT

- ✓ Clear **order of content importance** based on **size of content modules** and the **H1, H2, and H3 text differentiation**.
- ✓ Above the fold content should contain content **article highlights that will shape first impression** of brand/services within the **first 3-6 seconds of interaction**.



INSIGHT 2: CONTENT PRIORITIZATION

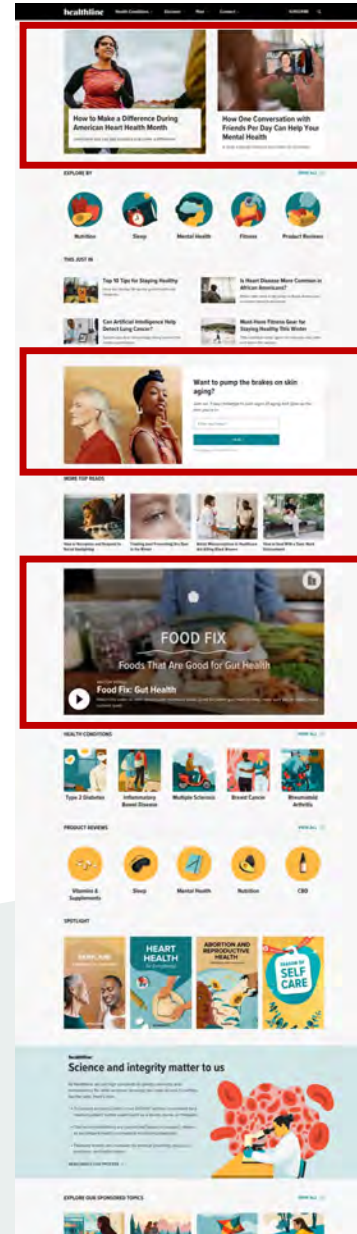
Source: Best in Class Audit (Healthline)

- ✓ Uses the global navigation to curates a “Featured” selection which may be a handpicked selection **based on Healthline’s organizational and brand goals** to highlight certain health conditions.

Featured	ALL →	Articles	×	ALL →
Breast Cancer		Acid Reflux	Chronic Pain	HIV
IBD		ADHD	Cold & Flu	Hypertension
Migraine		Allergies	COPD	IPF
Multiple Sclerosis (MS)		Alzheimer's & Dementia	Depression	Osteoarthritis
Rheumatoid Arthritis		Bipolar Disorder	Fibromyalgia	Psoriasis
Type 2 Diabetes		Cancer	Heart Disease	Skin Disorders and Care
Sponsored Topics		Crohn's Disease	High Cholesterol	STDs

INSIGHT 1: PRIORITIZING CONTENT

- ✓ Scale as indicator of visual hierarchy.
- ✓ The most important component is designed in **bigger sizes**.
- ✓ Less important components are **smaller**.
- ✓ The big components are limited to 2-3 to reinforce hierarchy.



Important: newest article

Important: user sign-up

Important: featured video

INSIGHT 1: PRIORITIZING CONTENT

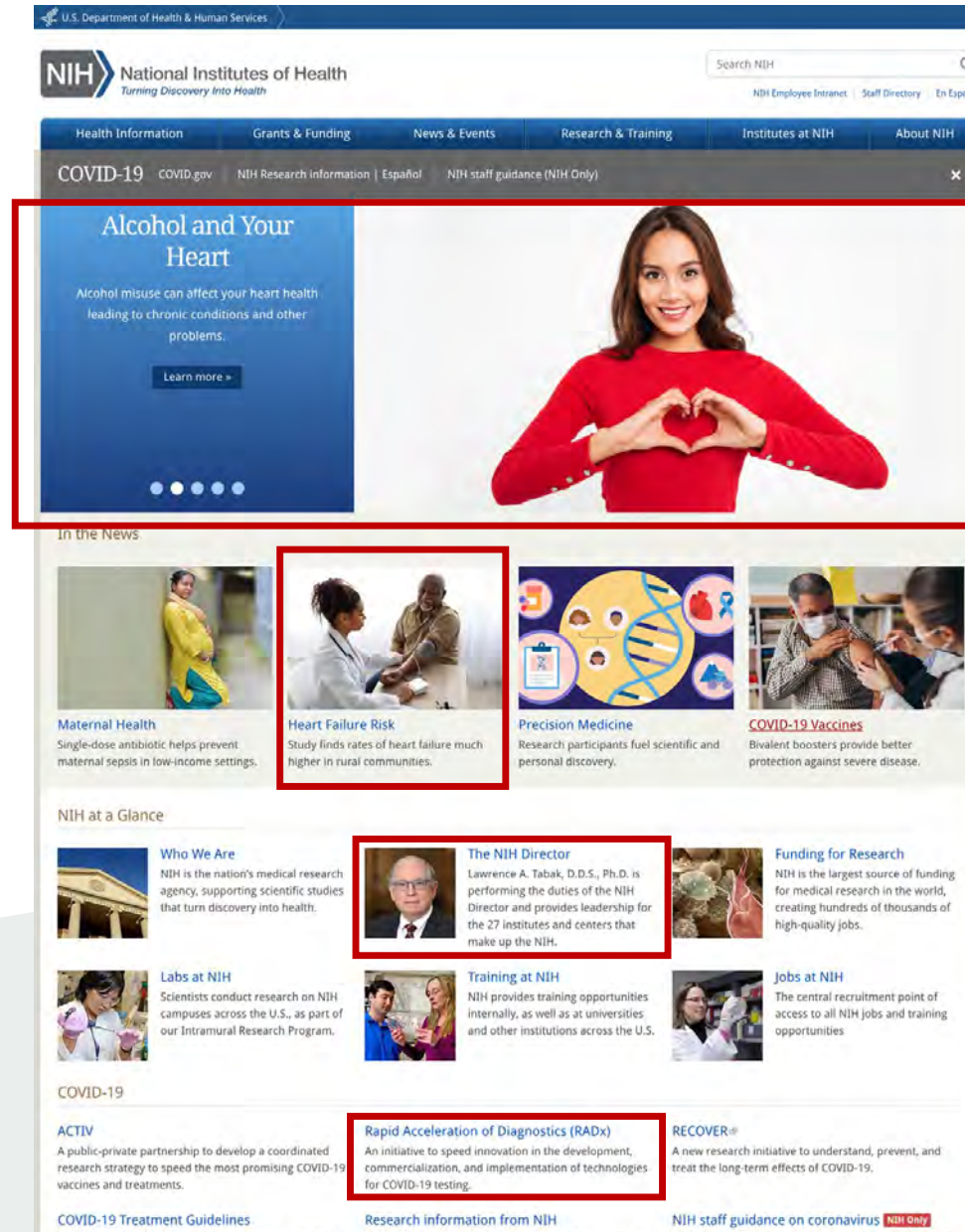


Diminishing component sizes on the homepage to indicate content hierarchy.

A visual approach that separates the webpage section from top to bottom.

The top section starts with bigger components and featured less content.

As users scroll down the page, the sections becomes smaller, and the content becomes denser.



BIG

MEDIUM

SMALL

Insight 2: Human-centered Content

INSIGHT 2: HUMAN-CENTERED CONTENT

Empathize with users and center content on their needs.

It is important for HealthHub to feature content that are dynamic, engaging, and personal. Content that puts the human at the center creates not only memorability but also creates differentiation for HealthHub.

INSIGHT 2: HUMAN-CENTERED CONTENT

Our content vision is for HealthHub to be **personalized, intuitive, user-centric, with content that is from cradle to grave.**

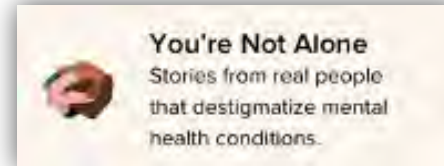
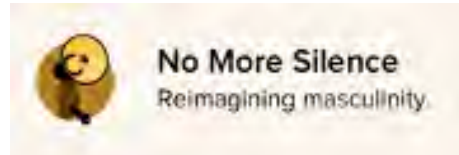
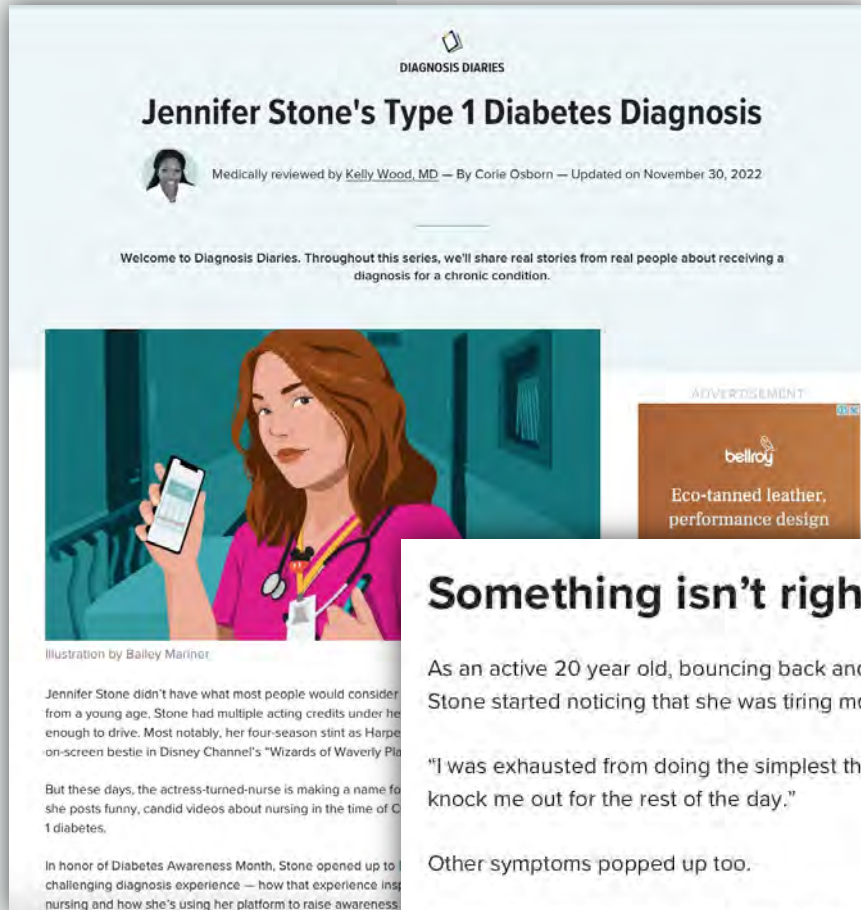
Content formats to be produced will be **interactive, informative, and entertaining** – quizzes, online polls, best-of lists, listicles, video or article tutorials, interactive infographics, checklists, newsletters.

We want our users to **feel heard & understood**

We want to be known as an **approachable health resource.**

INSIGHT 2: HUMAN-CENTERED CONTENT

Diagnosis Diaries



Diagnosis Diaries

Something isn't right

As an active 20 year old, bouncing back and forth between auditions and college classes, Stone started noticing that she was tiring more easily than usual.

"I was exhausted from doing the simplest things," she says. "Going to the grocery store would knock me out for the rest of the day."

Other symptoms popped up too.

"I started getting blurry vision," says Stone. "To the point where people's faces — even right in front of me — I could see it was a face, but I couldn't really tell anything else."

Then, Stone inexplicably gained 60 pounds in 3 months.

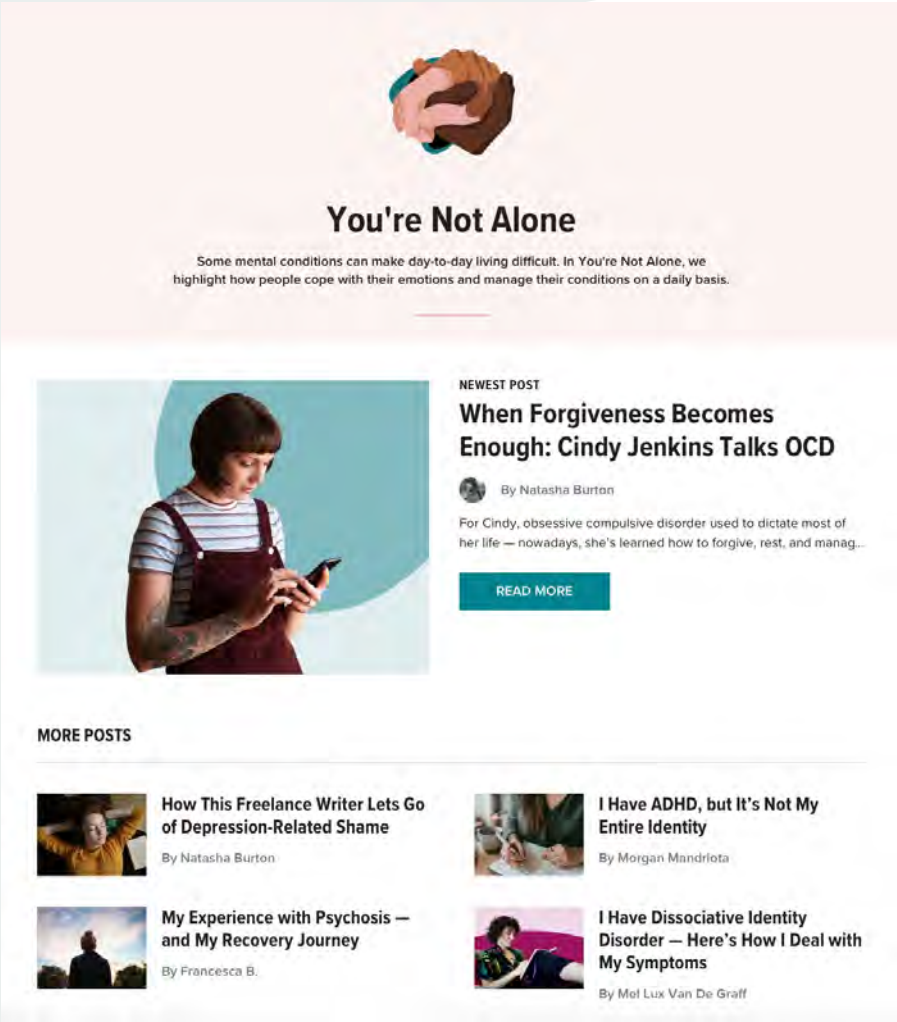
Content pillars such as **"No More Silence"**, **"Diagnosis Diaries"** and **"You're not alone"** are human-centred content stories — fosters strong "ally" like bonds and belief system and create a sense of community among its users.

Speaks from an Healthline expert interviewer perspective, first-hand documenting the story from the patient/user helps to increase relatability and remove the **"distance"** and **"coldness"** of the content.



Opportunity to improve IA, homepage cues, writing style, content pillars & naming

INSIGHT 5: HUMAN-CENTERED CONTENT



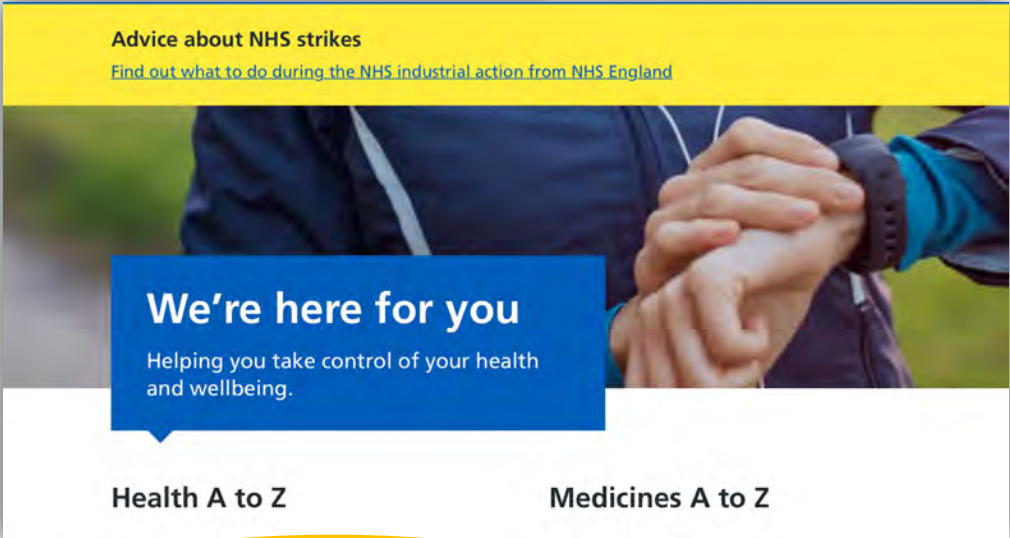
Healthline Source: Best-in-class content audit

- ✓ First person POV writing creates a **sense of authenticity** and **first person accounts contributes to a sense of “realness”** in the story, as though someone **is confiding in the reader**.

INSIGHT 5: HUMAN-CENTERED CONTENT

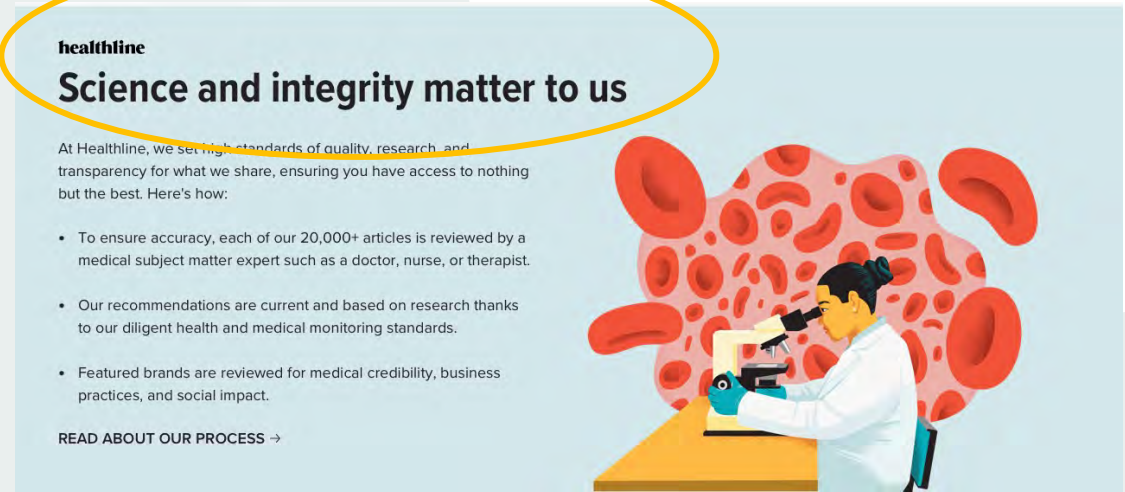
NHS

Source: Best-in-class content audit



✓ **Strong brand impression** created on the home page with a “We’re here for you” landing page copy to give a **thoughtful perception** on a user’s first brand interaction.

✓ Sees audiences as human-first, appealing to the emotions in order to create reliability and forge understanding.



✓ Speaks of **human values like integrity** and transparency to showcase their genuineness in research and content.

Insight 3:

Content Navigation & Readership

INSIGHT 3: CONTENT NAVIGATION & READERSHIP

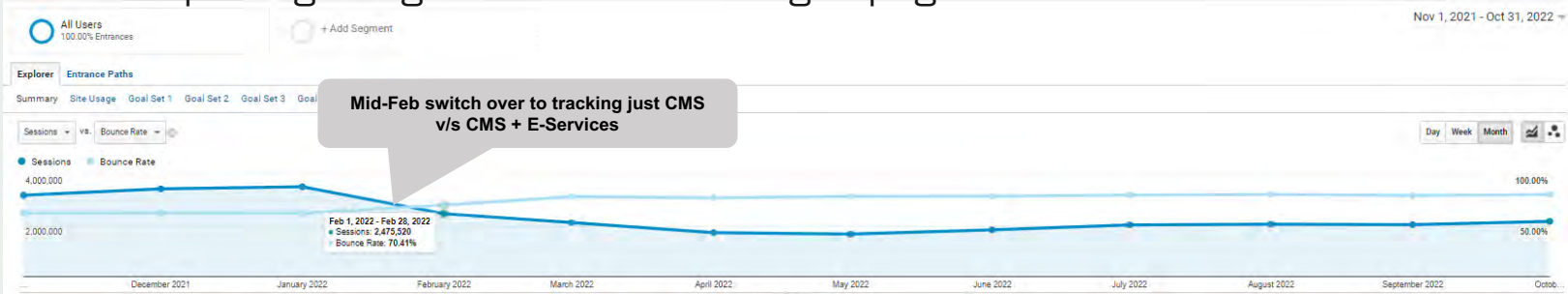
Help users find content easily and encourage them to consume the content more.

We have much and diverse content on the website; we need to ensure our users do not get lost. Navigation can be improved, visits can be maximized, and users can be guided so that content is found and read.

INSIGHT 3: CONTENT NAVIGATION & READERSHIP

High bounce rates, low pages per session indicate opportunity for improving readership of articles.

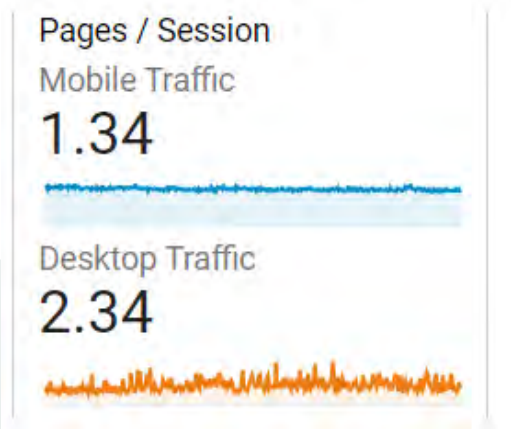
- Under 0.5% use Internal Site Search – low usage of Internal Search feature indicates that there is opportunity to improve content readership using navigation and interlinking of pages



PRE
(1Nov'21-13Feb'22)

Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
00:00:49 Avg for View: 00:00:49 (0.00%)	11,548,255 % of Total: 100.00% (11,548,255)	62.62% Avg for View: 62.62% (0.00%)	33.34% Avg for View: 33.34% (0.00%)
Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
00:01:49 Avg for View: 00:01:49 (0.00%)	16,817,401 % of Total: 100.00% (16,817,401)	79.51% Avg for View: 79.51% (0.00%)	63.16% Avg for View: 63.16% (0.00%)

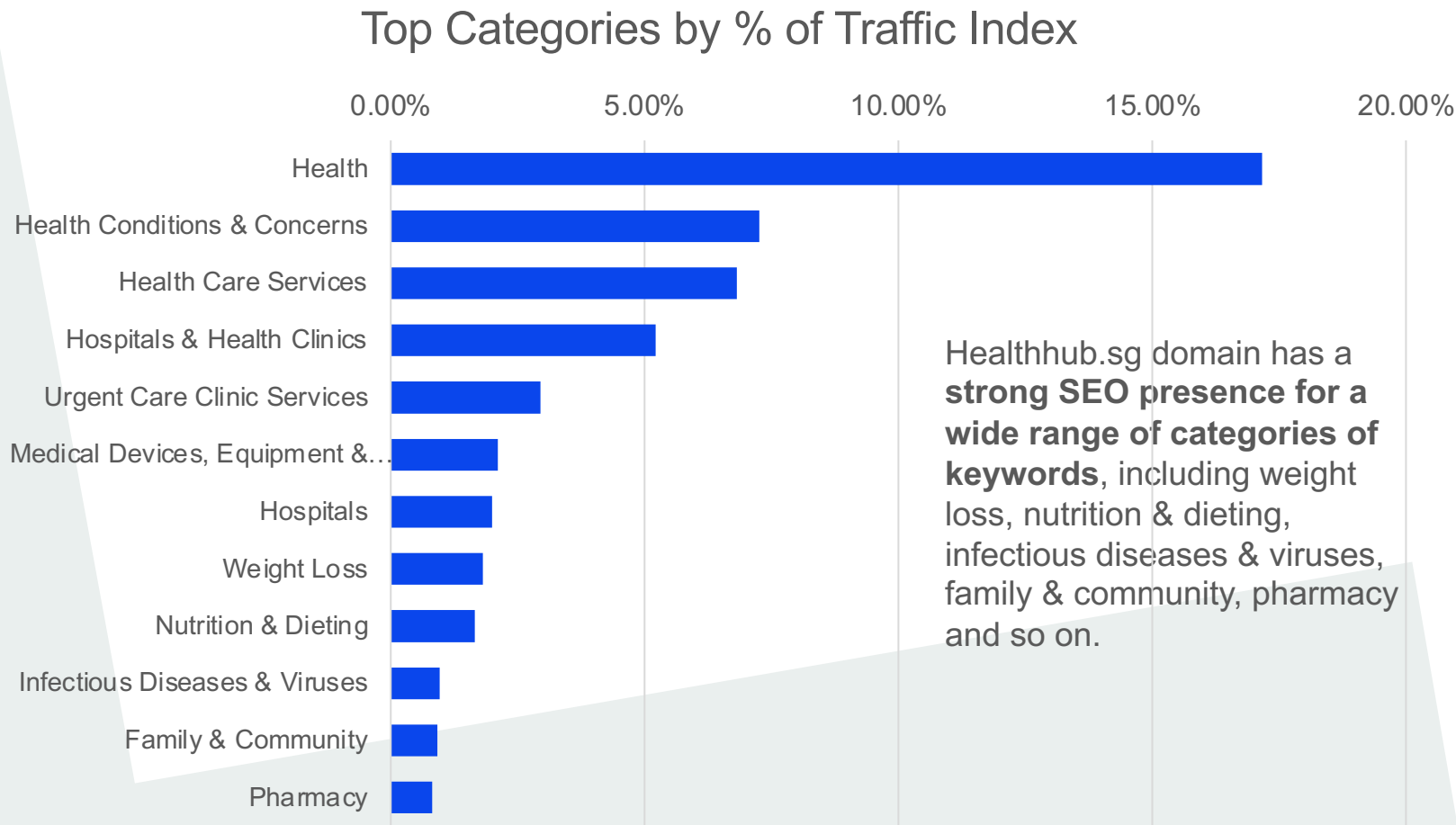
POST
(14Feb'22 – 31Oct'22)



Extend sessions on website by improving interlinking of pages.

INSIGHT 3: CONTENT NAVIGATION & READERSHIP

Top keyword categories need to be adequately represented in the website navigation, content pieces, and IA.



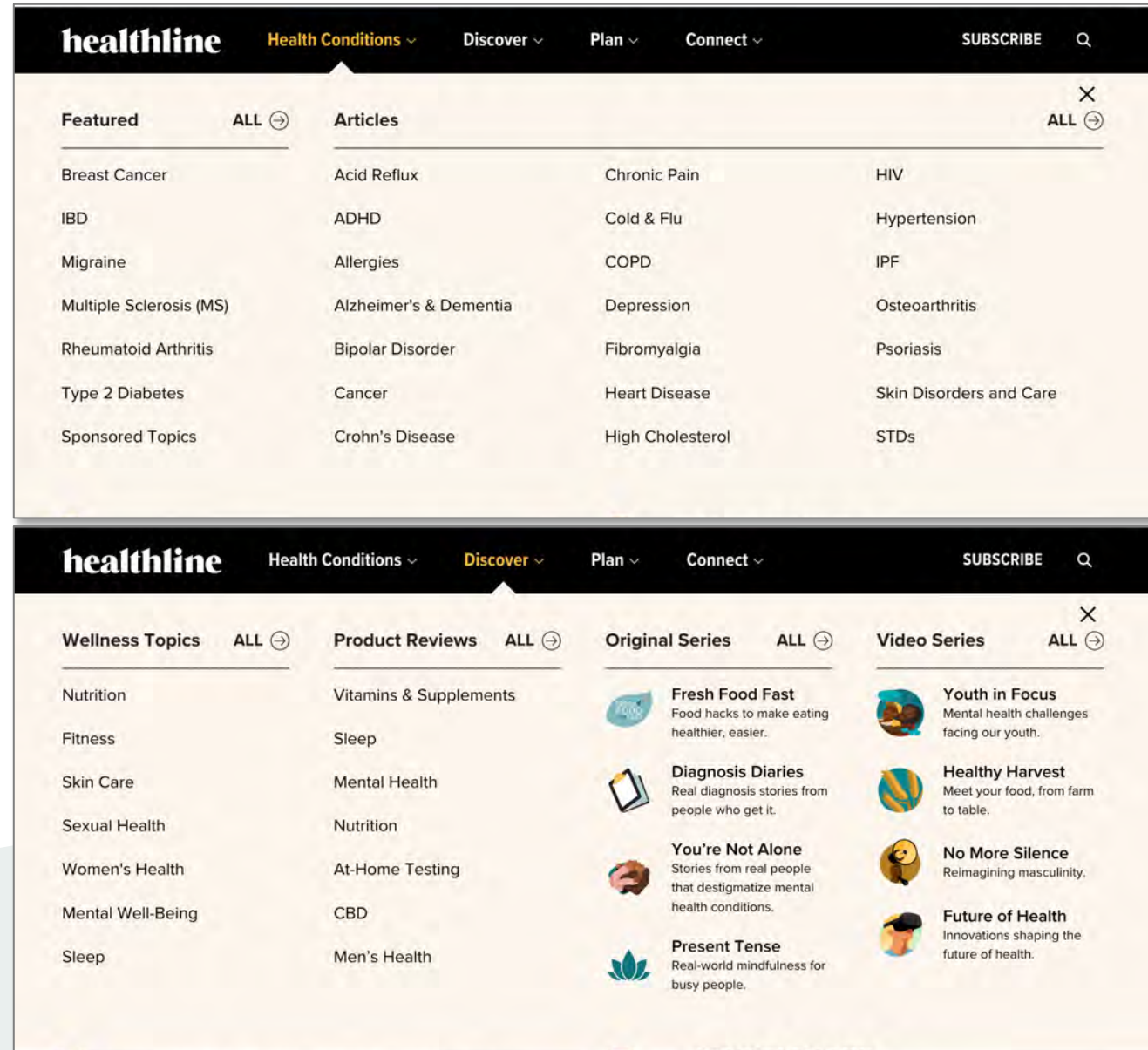
Opportunity to improve IA, website content, and website prioritization

INSIGHT 3: CONTENT NAVIGATION & READERSHIP



Flat hierarchy in Information Architecture

Mega menu allows users to access contents with lesser clicks.



INSIGHT 3: CONTENT NAVIGATION & READERSHIP



Persistent component:

suggested readings as the users read the page



End of the article:

Suggested readings at the end of the articles

discussion on the many steps you can take to bolster your cardiovascular health. This discussion is known as Getting to Know #OurHearts.

You can join the [Getting to Know #OurHearts](#) initiative on [Facebook Live](#) or through the [National Institutes of Health's](#) videocasting site.

In addition to discussing general heart disease prevention strategies, medical experts will also help attendees understand their individual risk factors and how best to manage them.

2. Commit to a heart-healthy lifestyle

If you're getting a late start on your New Year's resolutions, you can always use American Heart Month as your springboard to a [heart-healthy lifestyle](#). Some keys to cardiovascular health include:

READ THIS NEXT



Can You Outgrow Allergies?

Medically reviewed by [Graham Rogers, M.D.](#)

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Can Allergies Make You Tired?

Medically reviewed by [Elaine K. Luo, M.D.](#)

Most of the time, allergens simply cause mildly uncomfortable symptoms such as coughing, itching, sneezing, skin irritation, an...

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Can Allergies Cause Wheezing?

Medically reviewed by [Judith Marcia, M.D.](#)

Allergies and asthma share some symptoms and often occur together. The same substances that cause allergies can trigger...

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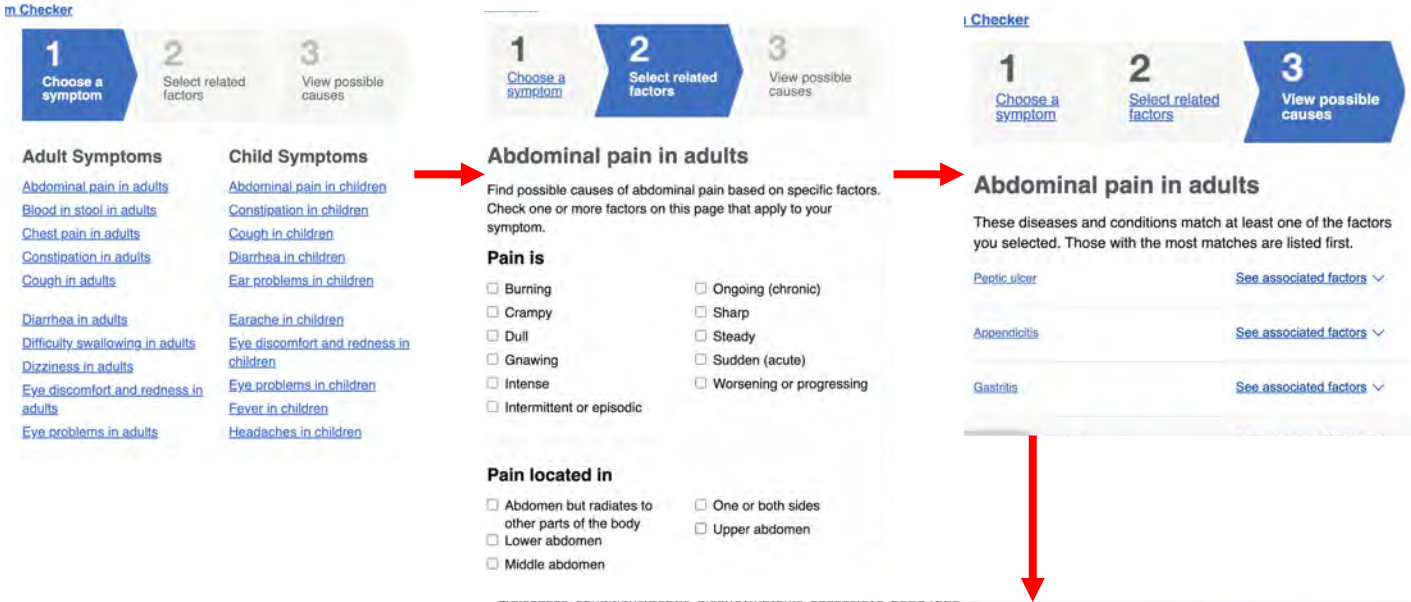
Wondering how much payout you can get from CPF?
Sponsored by CPE Board



INSIGHT 3: CONTENT NAVIGATION & READERSHIP



Interactive tool to discover content: Symptoms checker, quizzes



Patient Care & Health Information > Diseases & Conditions

Peptic ulcer

[Request an Appointment](#)

[Symptoms & causes](#) [Diagnosis & treatment](#) [Doctors & departments](#) [Care at Mayo Clinic](#)

Overview

Peptic ulcers are open sores that develop on the inside lining of your stomach and the upper portion of your small intestine. The most common symptom of a peptic ulcer is stomach pain.

Peptic ulcers include:

- **Gastric ulcers** that occur on the inside of the stomach
- **Duodenal ulcers** that occur on the inside of the upper portion of your small intestine (duodenum)

The most common causes of peptic ulcers are infection with the bacterium *Helicobacter pylori* (*H. pylori*) and long-term use of nonsteroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen (Advil, Motrin IB, others) and naproxen sodium (Aleve). Stress and

[Print](#)

Ulcers

Advertisement

TIME TO TRADE

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INSIGHT 3: CONTENT NAVIGATION & READERSHIP



Interactive tool to discover content:
Symptoms checker, quizzes

MULTIVITAMINS + IRON
IBERET® - FOLIC 500

HOME PRODUCTS GRADUMET® TECHNOLOGY WHAT IS ANEMIA IRON DEFICIENCY ANEMIA (IDA) IDA DURING PREGNANCY BLOOD HEALTH TIPS FAQ WHERE TO BUY Abbott

ASSESS YOUR RISK OF IRON DEFICIENCY ANEMIA

This tool* helps you discover if you are at risk of having iron deficiency in four easy steps

Step 1 – Tell us about yourself

Step 2 – Tell us more about you

Step 3 – Tell us your symptoms

Step 4 – View your results

**This tool is for informational purposes and is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health providers with any questions you may have regarding a medical condition.*

Tell us about your lifestyle.

Select all that apply

Planning for a baby Not planning for a baby

Pregnant Not Pregnant

Active/Into Fitness Career Woman

On a specific diet Not on a specific diet

With monthly period problems With normal monthly periods

Buy Now ▲

<https://iberet.ph/>

WT will showcase and demo this interactive tool that we have created for Abbott Iberet during the presentation

Insight 4: **Mobile-first Experience**

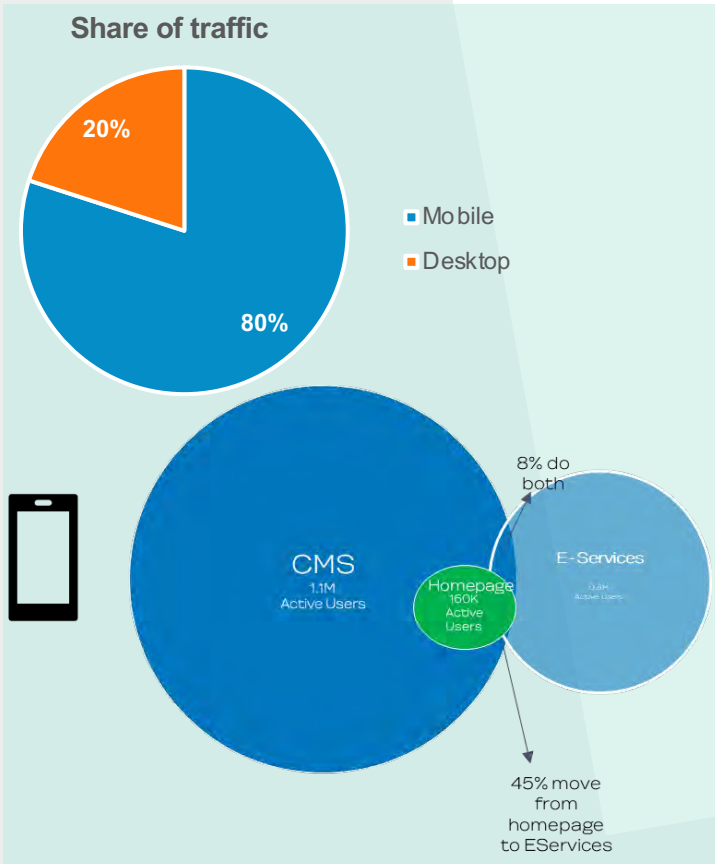
INSIGHT 4: MOBILE-FIRST EXPERIENCE







Make HealthHub optimized for a mobile-first experience.

A majority of HealthHub visitors access through their mobile. We must ensure to make it a delightful mobile-first experience, where they are encouraged to stay longer on our channels and access content.

INSIGHT 4: MOBILE-FIRST EXPERIENCE

High traffic from mobile device but lower session duration and lesser pages per session indicate opportunity for optimizing mobile experience.



Avg. Session Duration		Bounce Rate		Pages / Session		Return Visitor Rate %
	Mobile Traffic 00:00:53		Mobile Traffic 81.45%		Mobile Traffic 1.34	
	Desktop Traffic 00:01:44		Desktop Traffic 73.22%		Desktop Traffic 2.34	

- High* overall bounce rate across both the device categories
- Better engagement on desktop, with 2+ pages seen per session
- 1 in 4 users on the site are currently repeat users

*Note – bounced traffic maybe incomplete as it may consider people moving to “eservices” as bounces as it is not a part of the same UA property
**Return Visitor Rate = Returning Visitors / Total Visitors (Taken from HPB GA Container as new vs. returning user tracking is more accurate with a legacy set-up)


Improve visibility of related content to encourage deeper navigation

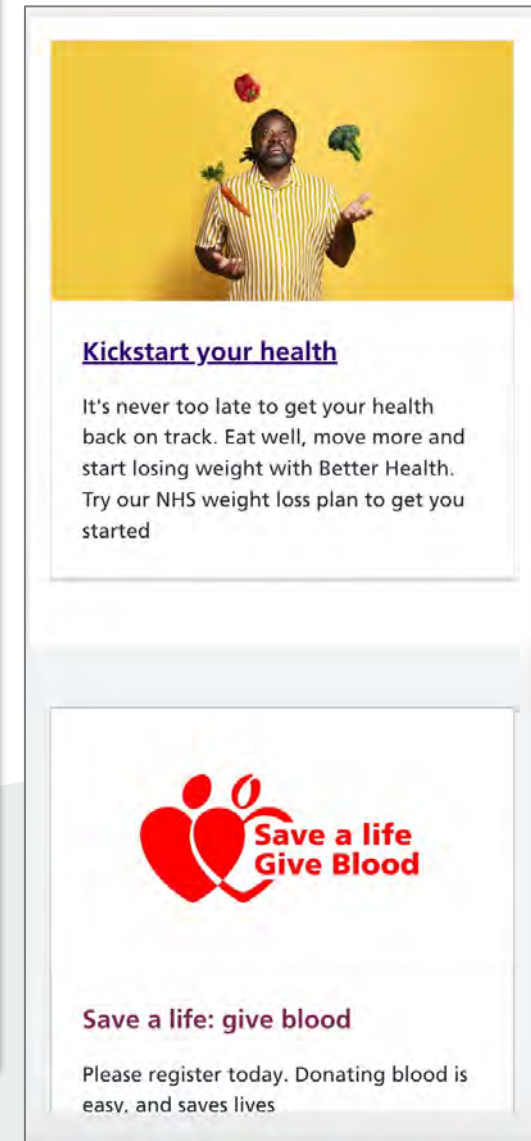
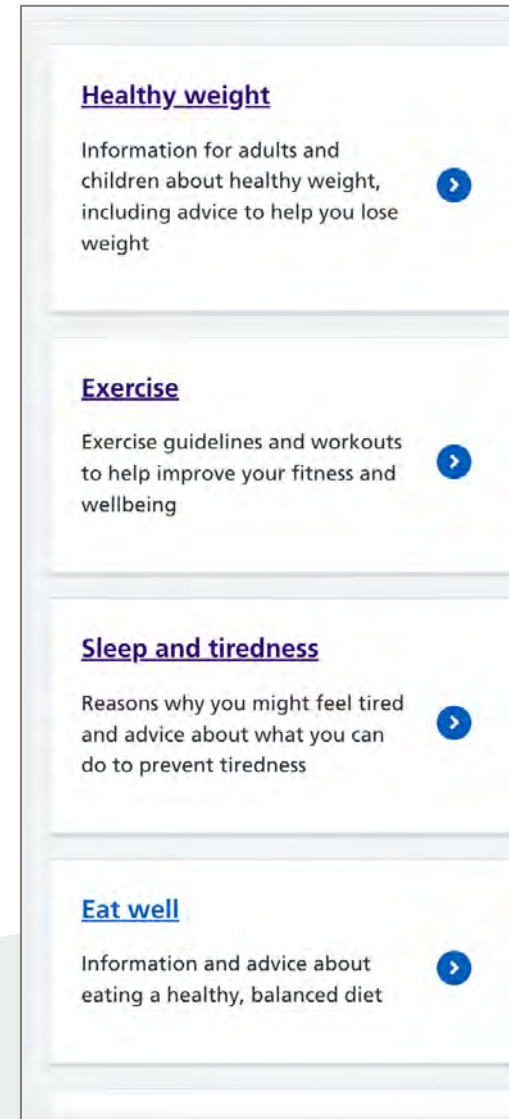
INSIGHT 4: MOBILE-FIRST EXPERIENCE



Fitt's Law (big touch targets)

Touch targets on the website should be large enough for users to accurately select them. This is very useful for **mobile devices**.

nhs.uk's signature component for page navigation are the big CTA cards.

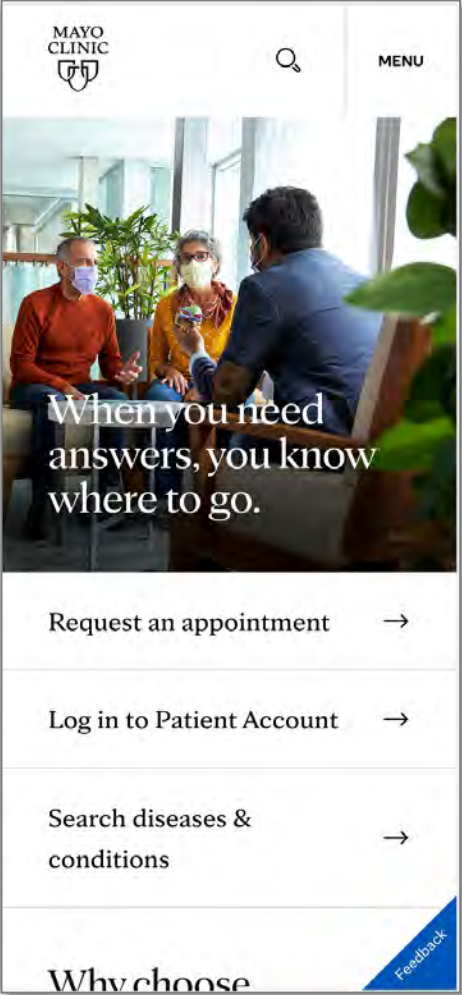
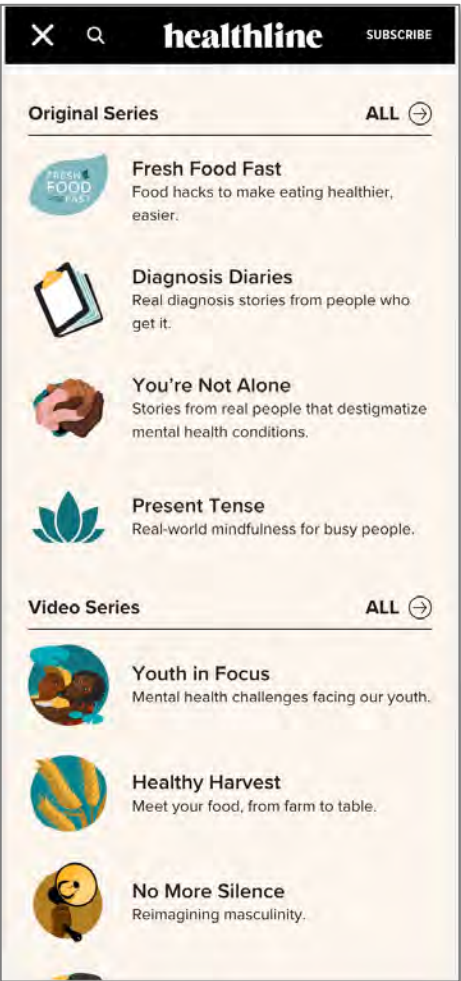
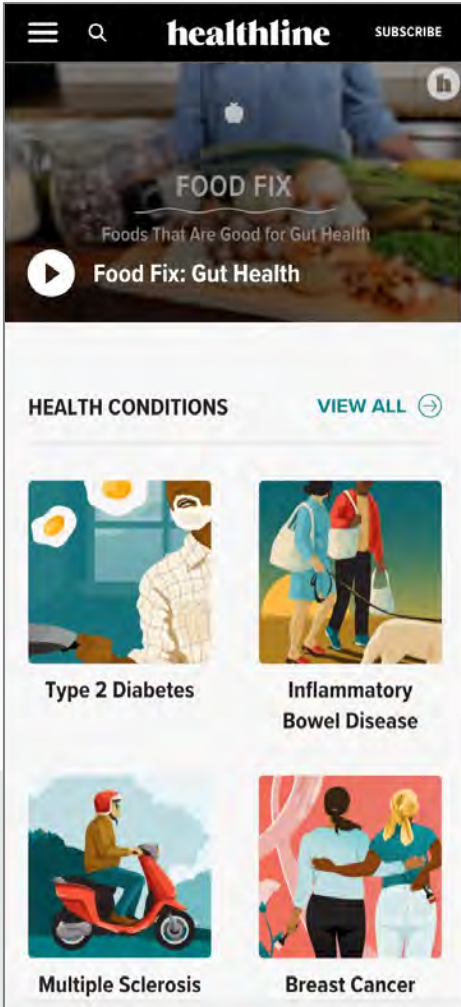
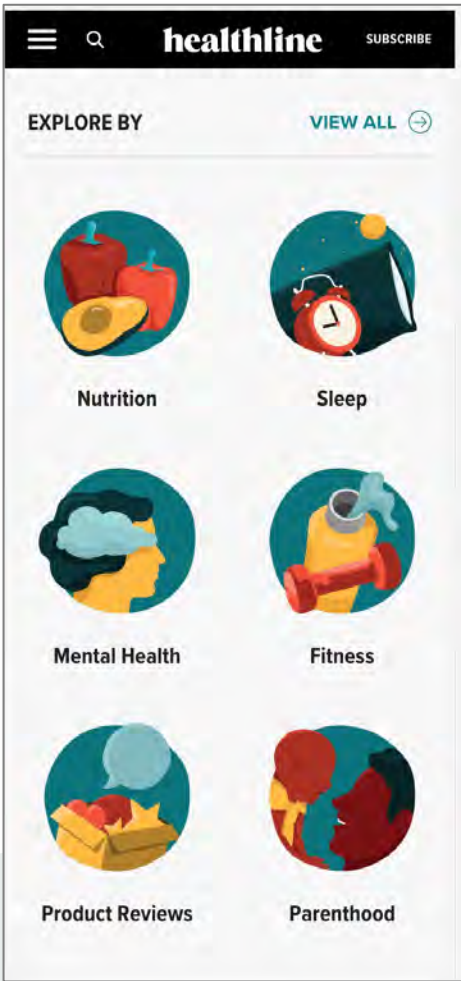




App-like experience

Big buttons and icons are well-suited for tapping.

Intuitive use of icons and imagery.



Insight 7

x

Insight 5: UX-led Engagement

INSIGHT 5: UX-LED ENGAGEMENT

Improve HealthHub engagement by enhancing the user experience.

Delightful UX – making the website visually engaging, aesthetically pleasing, and encouraging long scrolling – will not only give a perception of usability, but it will also encourage engagement.

INSIGHT 5: UX-LED ENGAGEMENT

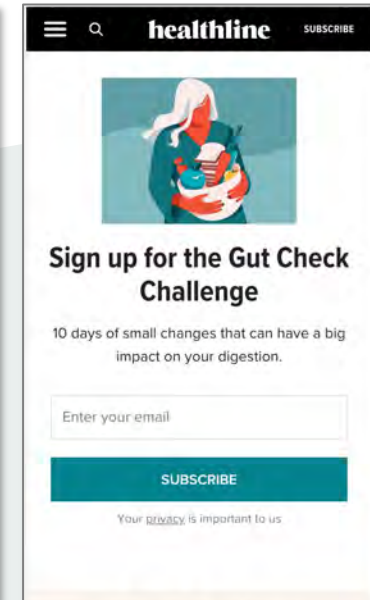
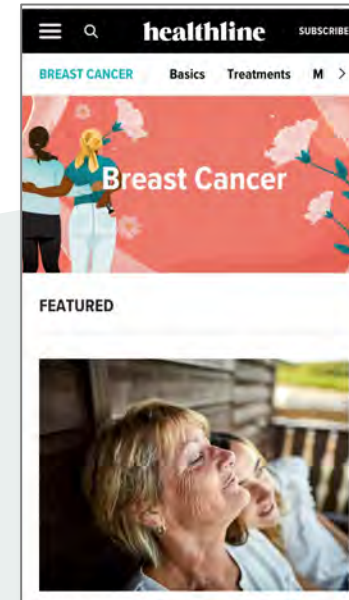
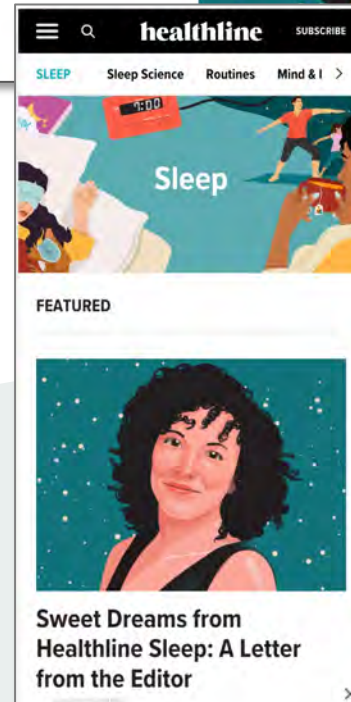
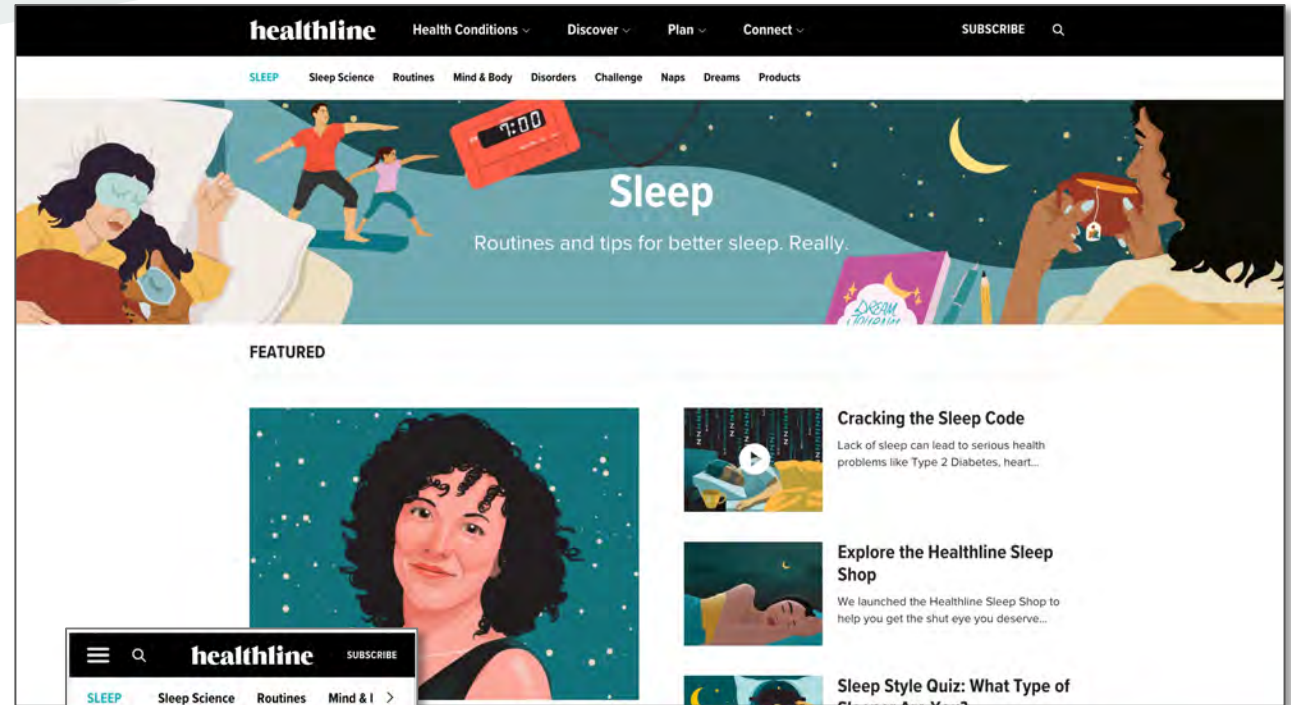


Aesthetic usability effect

Users often perceive aesthetically pleasing design as design that's more usable. Website meets usability standards such as learnability, efficiency, memorability, and satisfaction.



Healthline website is visually pleasing, demonstrating usage of high-quality visuals.



INSIGHT 5: UX-LED ENGAGEMENT



Imagery as a key UX component

Imagery is at the center of the user experience.

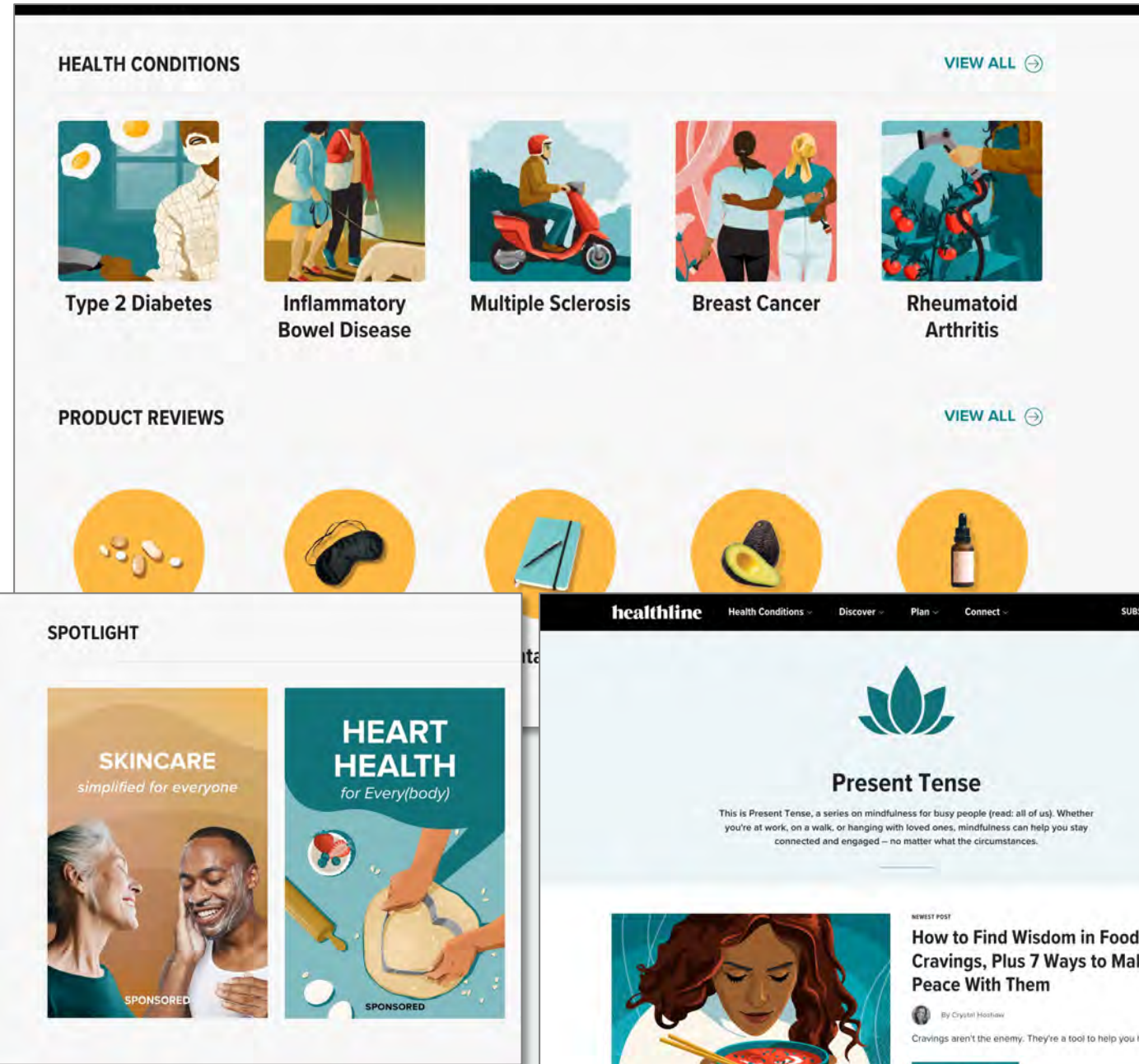
High-quality and engaging visual cues serve as clickable components to encourage users to click content.



All clickable components comes with rich visual cues:

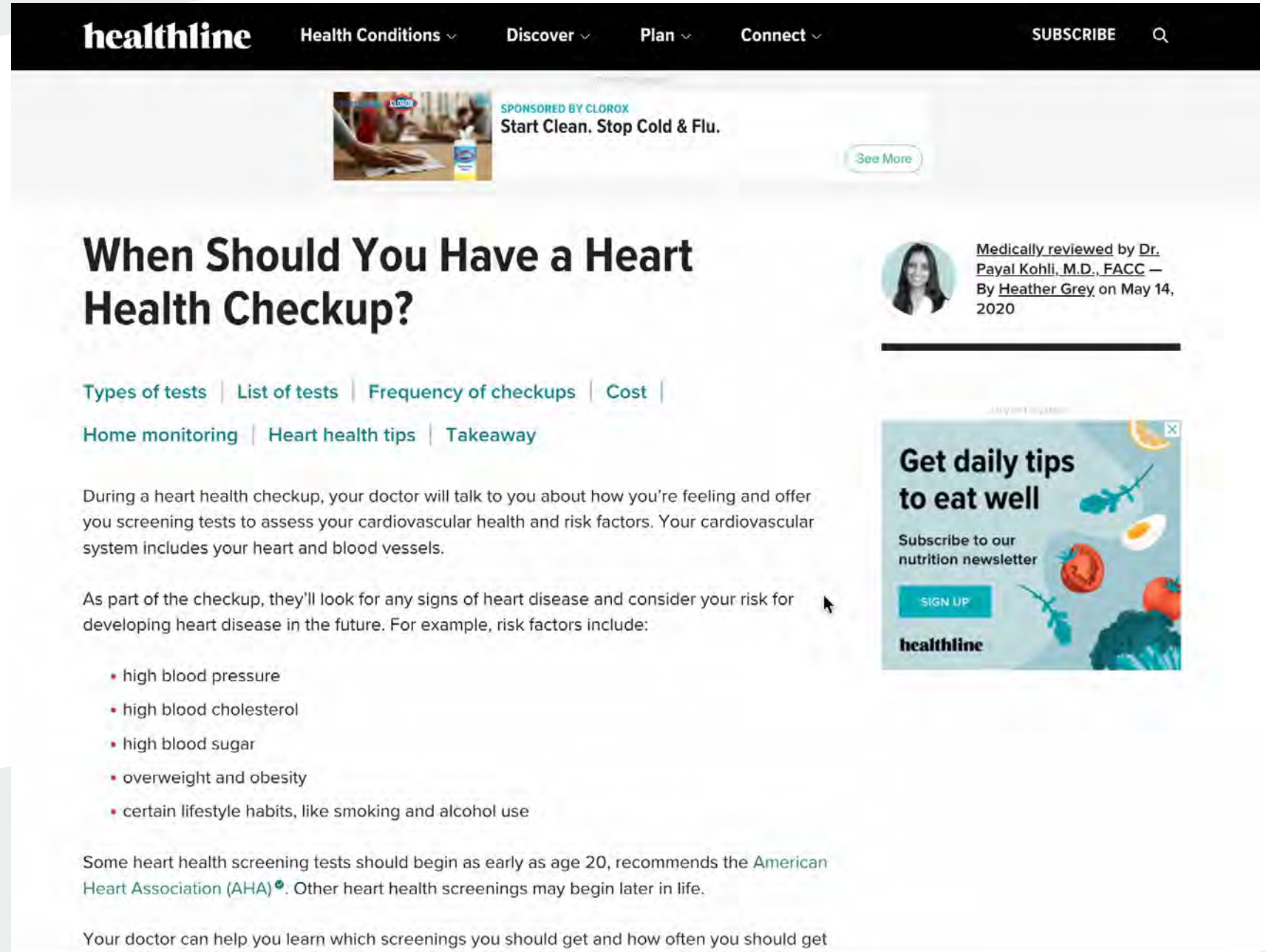
Big imagery, illustrations, and iconography.

Subtle hover effects are evident in each user click – providing rich affordance to users.



INSIGHT 5: UX-LED ENGAGEMENT

✓ **Long scrolling feature** on article pages allows users to continuously read 5 related articles without “leaving” the page.



The screenshot shows the Healthline website interface. At the top is a black navigation bar with the Healthline logo and links for Health Conditions, Discover, Plan, Connect, SUBSCRIBE, and a search icon. Below the navigation bar is a sponsored advertisement for Clorox with the text 'SPONSORED BY CLOROX Start Clean. Stop Cold & Flu.' and a 'See More' button. The main article is titled 'When Should You Have a Heart Health Checkup?' and is medically reviewed by Dr. Payal Kohli, M.D., FACC, by Heather Grey on May 14, 2020. The article includes a list of related topics: Types of tests, List of tests, Frequency of checkups, Cost, Home monitoring, Heart health tips, and Takeaway. The article text states: 'During a heart health checkup, your doctor will talk to you about how you're feeling and offer you screening tests to assess your cardiovascular health and risk factors. Your cardiovascular system includes your heart and blood vessels. As part of the checkup, they'll look for any signs of heart disease and consider your risk for developing heart disease in the future. For example, risk factors include: high blood pressure, high blood cholesterol, high blood sugar, overweight and obesity, and certain lifestyle habits, like smoking and alcohol use.' The article also mentions that some heart health screening tests should begin as early as age 20, recommends the American Heart Association (AHA), and that other heart health screenings may begin later in life. The article concludes with the sentence: 'Your doctor can help you learn which screenings you should get and how often you should get'.

Insight 6: **Credibility & Trust**

INSIGHT 6: CREDIBILITY & TRUST

Improve cues of credibility & trust.

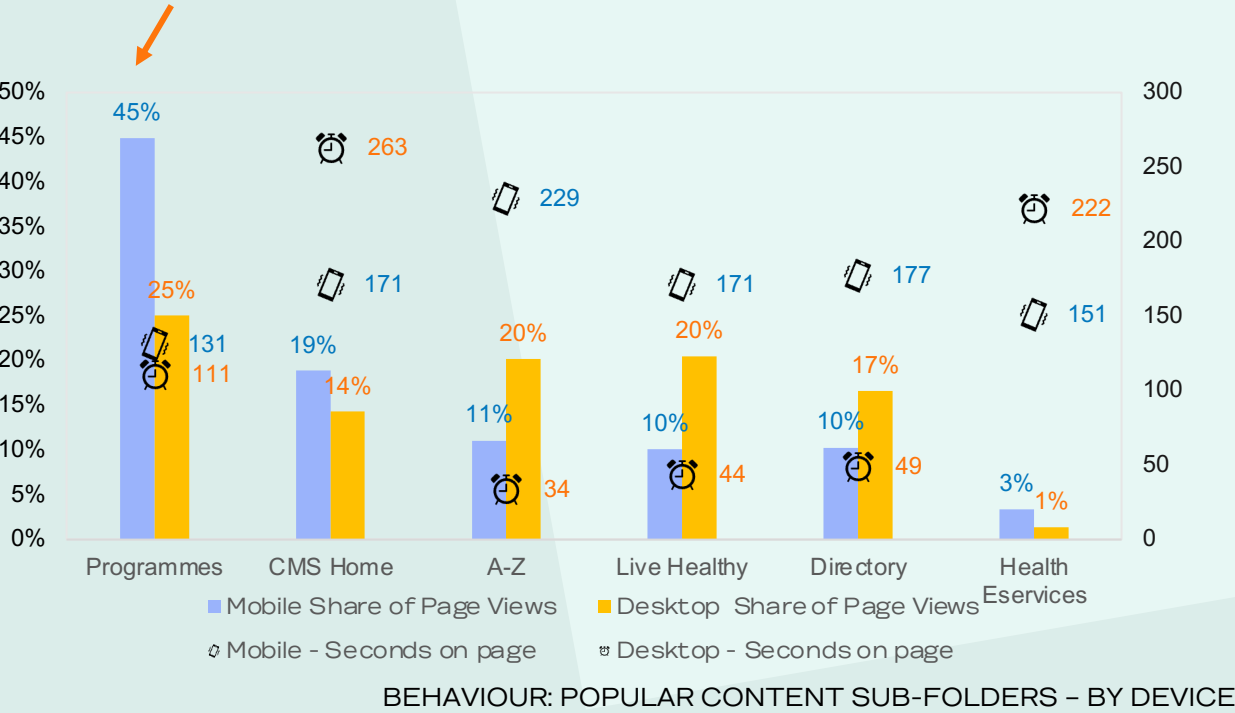
HealthHub is more associated with incentives and convenience, and less with trusted content.

There is opportunity to ensure HealthHub features and content communicate to users that it is a trustworthy health resource.

INSIGHT 6: CREDIBILITY & TRUST

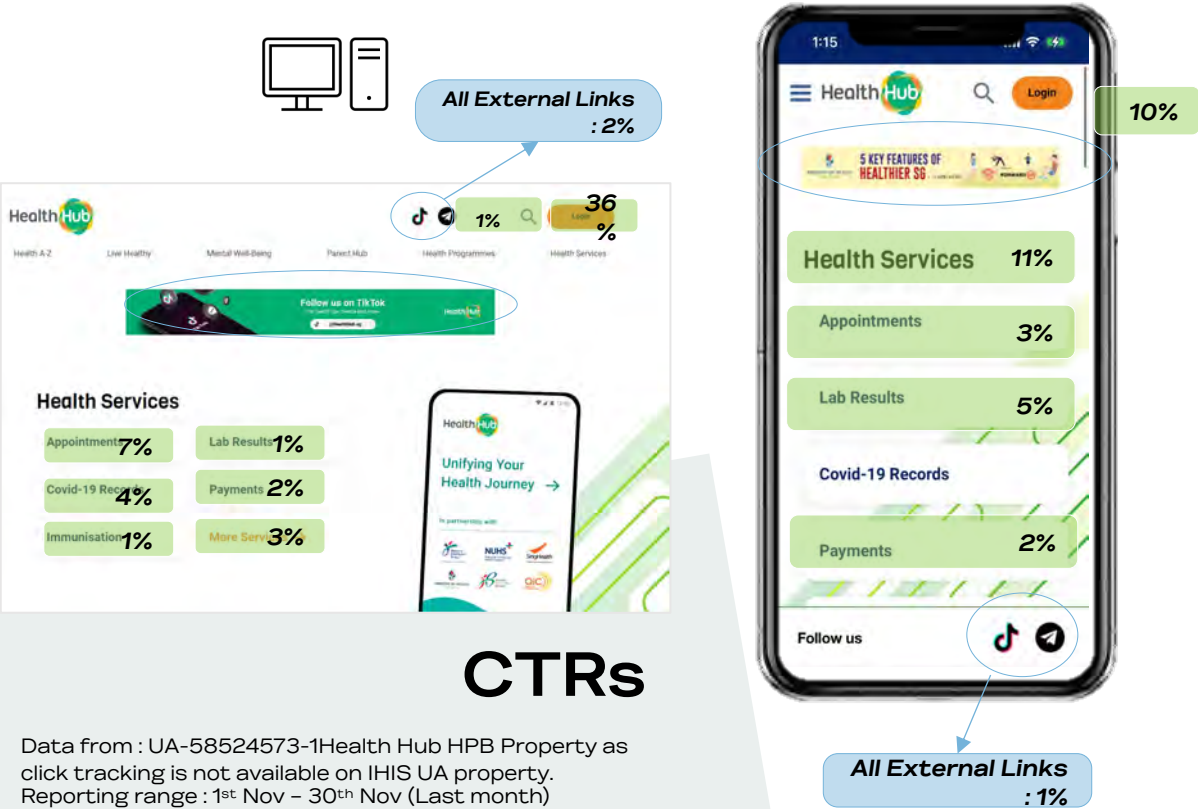
Visitors come for promoted content on HealthHub.

- Programmes is the most consumed folder
- Mobile traffic over-indexes on the programmes particularly while desktop exposes users to all folders similarly



They also come for convenience.

- Top clicked elements on the homepage are the ones that navigate people away from the CMS site
- On the homepage currently, the primary focus and real-estate is provided to “Health E-Services”
- All other modules (including navigation) get ~0% clicks

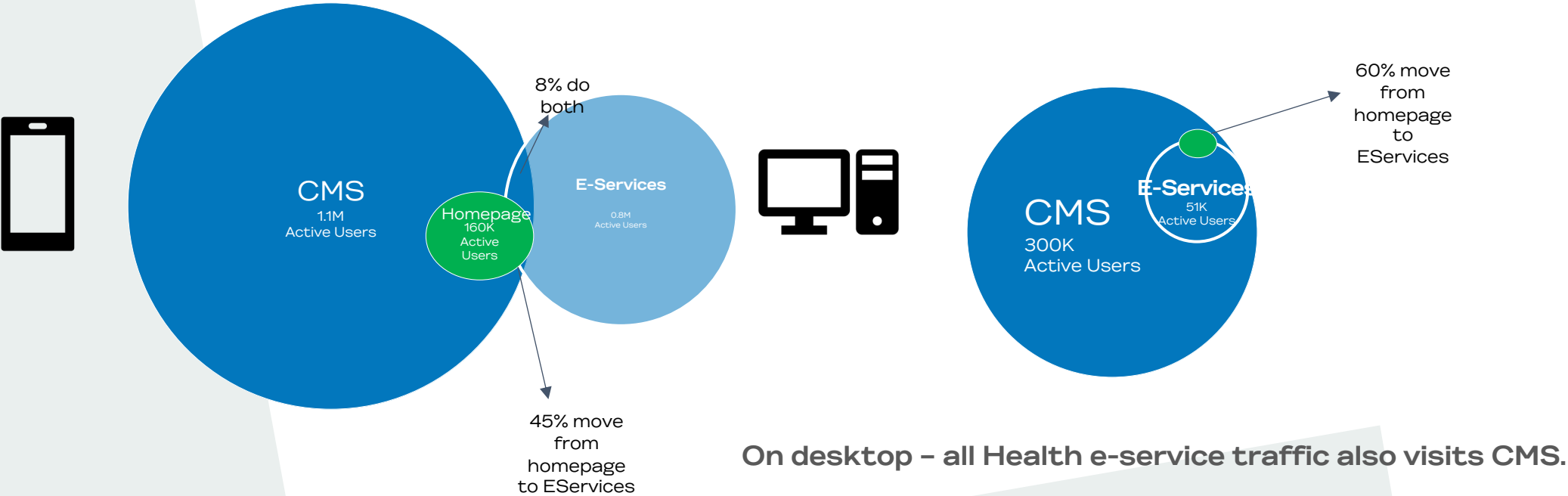


Data from : UA-58524573-1Health Hub HPB Property as click tracking is not available on IHIS UA property. Reporting range : 1st Nov – 30th Nov (Last month)

INSIGHT 6: CREDIBILITY & TRUST

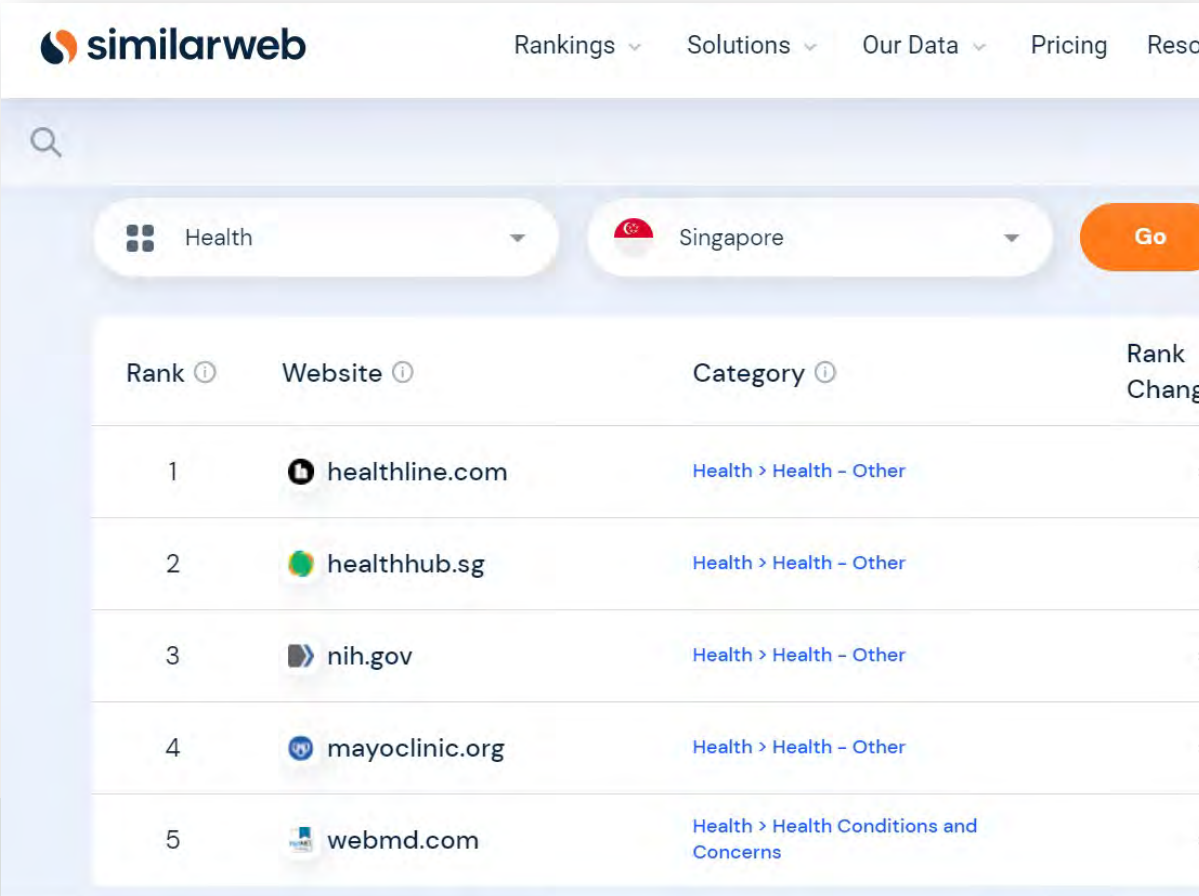
HealthHub is associated more with convenience & incentives, less with trusted content.

- Share of e-service traffic is significant compared to CMS traffic



INSIGHT 6: CREDIBILITY & TRUST

Healthline does not provide incentives or offer convenience regarding access to medical services, yet it enjoys higher readership in Singapore in the health sector, compared to HealthHub.



The screenshot shows the Similarweb website interface. At the top, there's a navigation bar with links: Rankings, Solutions, Our Data, Pricing, and Resources. Below this is a search bar with a magnifying glass icon. The search filters are set to 'Health' and 'Singapore'. A 'Go' button is to the right of the filters. The results are displayed in a table with columns: Rank, Website, Category, and Rank Change.

Rank	Website	Category	Rank Change
1	healthline.com	Health > Health - Other	
2	healthhub.sg	Health > Health - Other	
3	nih.gov	Health > Health - Other	
4	mayoclinic.org	Health > Health - Other	
5	webmd.com	Health > Health Conditions and Concerns	

INSIGHT 6: CREDIBILITY & TRUST

How to Skip the Beauty Buzzwords, Plus 12 Ingredients Derms Swear By

[Buzz v. facts](#) | [When to save your money](#) | [Ingredient criteria](#) |
[Derm-approved ingredients](#) | [What to skip](#) | [Safety](#) | [Takeaway](#)



Medically reviewed by
Amanda Caldwell, MSN,
APRN-C — By Beth Ann
Mayer on September 1,
2022



The “medically reviewed by” feature helps to increase user’s confidence in the article and brand.

How we reviewed this article:

[SOURCES](#) | [HISTORY](#)

Our experts continually monitor the health and wellness space, and we update our articles when new information becomes available.

Current Version

Oct 6, 2021

Written By

Ami Flanagan

Edited By

Yvonne Bissell

Copy Edited By

Copy Editor

Nov 6, 2020

Written By

Auli Phouadong

Edited By

Christine Clark

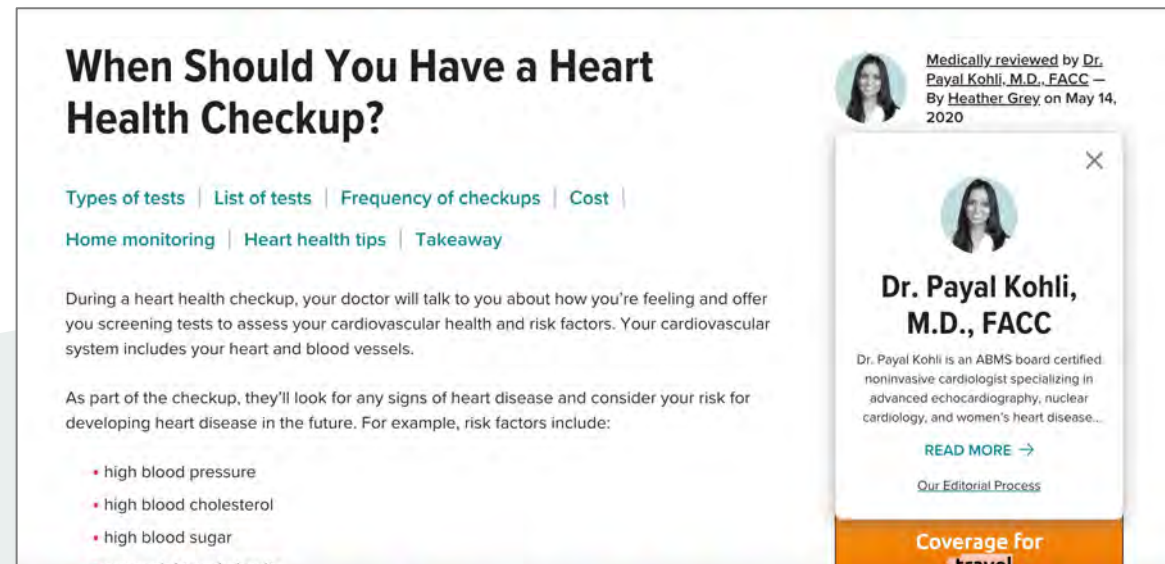
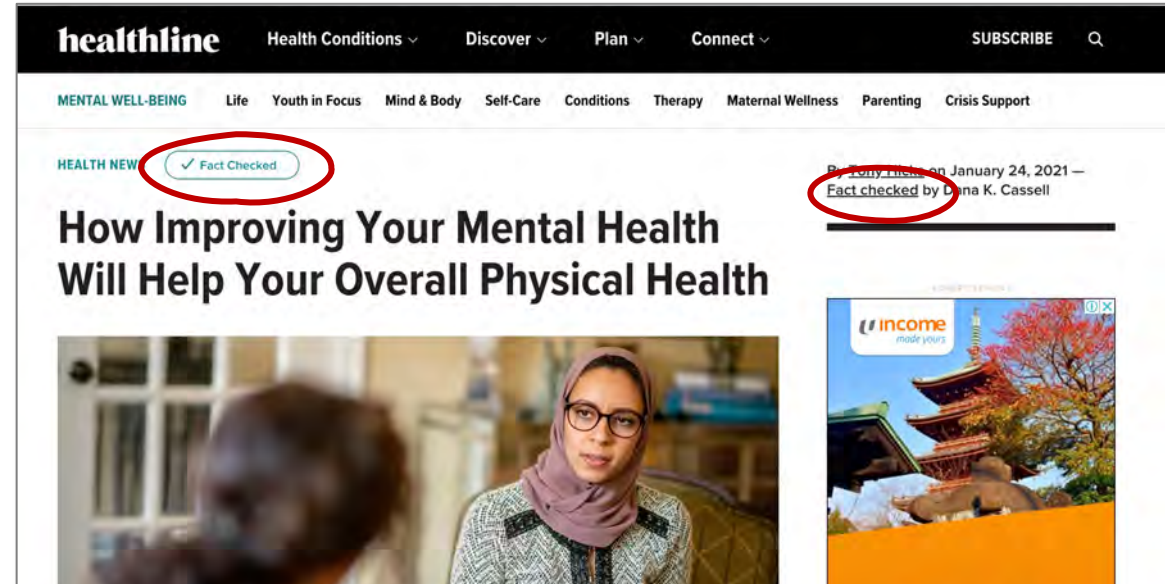


Citing the **creation and review processes** give credibility to the article to show that it’s updated, recent and reviewed by trusted professionals.

INSIGHT 6: CREDIBILITY & TRUST

✓ **Visual cues** that reassures users of the validity and credibility of the health articles
- “fact checked” visual indicator.

✓ Easy access to **writer's profile** and credentials (authorship).





INSIGHT 6: CREDIBILITY & TRUST

✓ Dedicated module at the bottom of each article





✓ Shows a visual timeline of the review process

How we reviewed this article:

 SOURCES

 HISTORY

Share this article



Our experts continually monitor the health and wellness space, and we update our articles when new information becomes available.

● Current Version

○ Sep 3, 2018

○ May 16, 2017

Written By

Erica Cirino

Edited By

Frank Crooks

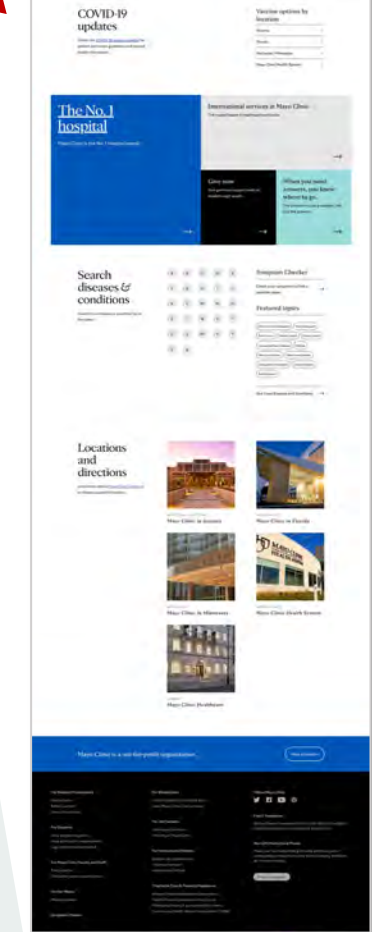
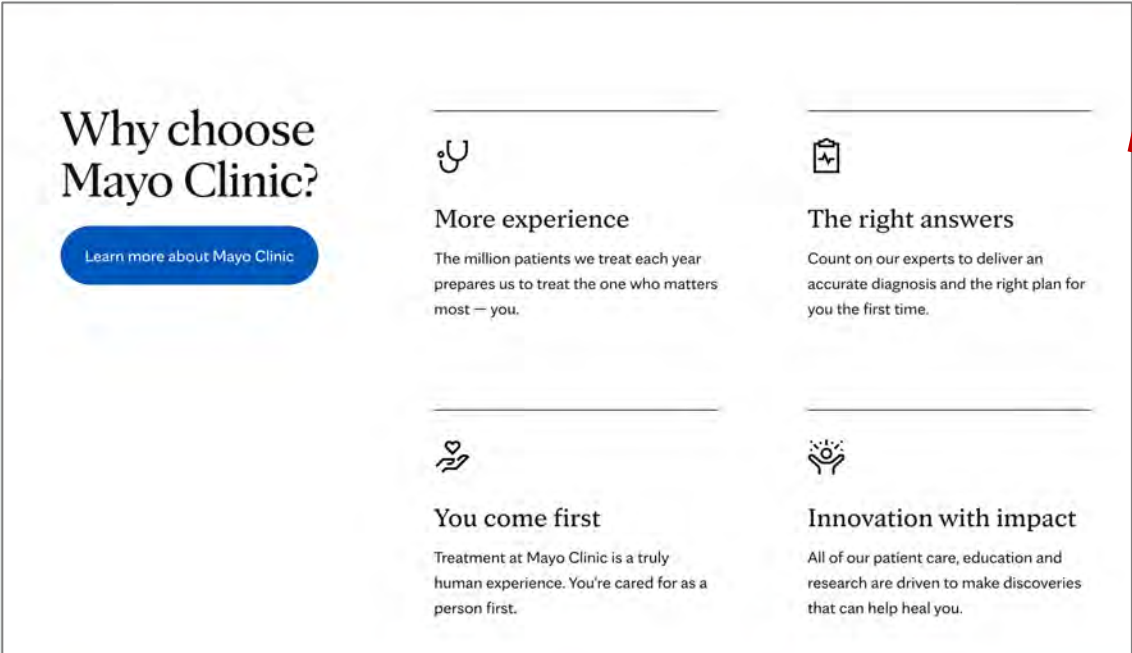
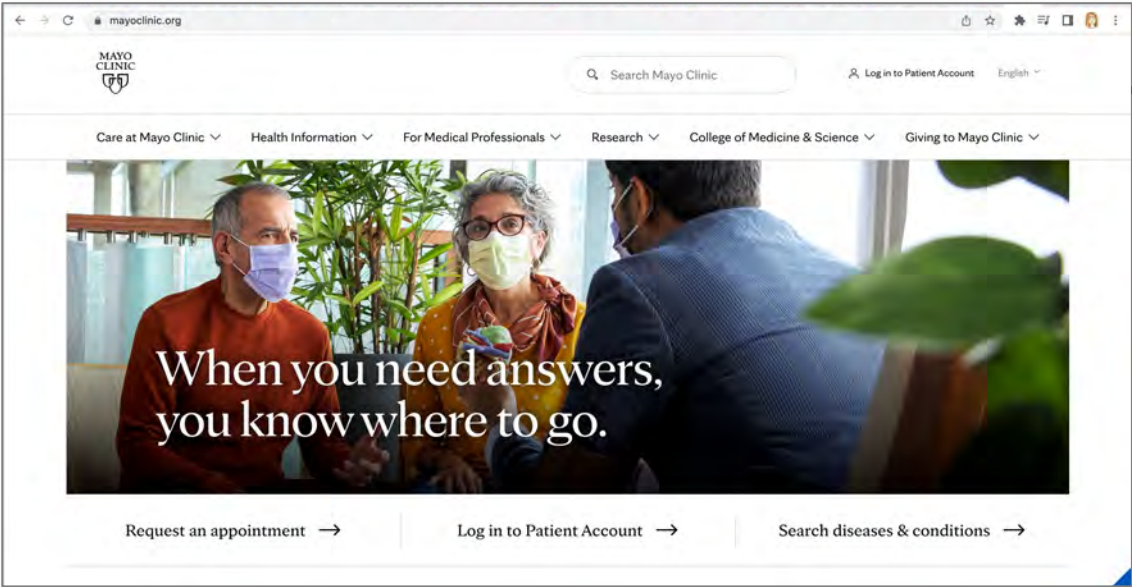
Medically Reviewed By

Deborah Weatherspoon, Ph.D., MSN



INSIGHT 6: CREDIBILITY & TRUST

✓ A big section of the homepage feature components that elicit trust among users – takes up the first two sections from the top of the page.



Insight 7: User Feedback

INSIGHT 7: USER FEEDBACK

Engage users in conversation.

The best brands engage in a two-way conversation between them and their customers. It allows them to get feedback, resolve failings, optimize offerings, ensure relevancy, and improve overall brand experience.

INSIGHT 8: USER FEEDBACK OPPORTUNITY

healthline.com

Feedback module to gather user feedback.

“Was this article helpful”?

Simple and intuitive feedback form.

Was this article helpful?

Yes

No

INSIGHT 7: USER FEEDBACK



Insight 8

x

Insight 8: Return Visits

INSIGHT 8: RETURN VISITS


Build brand loyalty.

To achieve our ambition of being Singapore's trusted, go-to health portal, we need to encourage our users to keep on returning to HealthHub.

INSIGHT 8: RETURN VISITS



HealthHub's vision for user continuity and retention is **collecting emails and having users sign up for newsletters.**

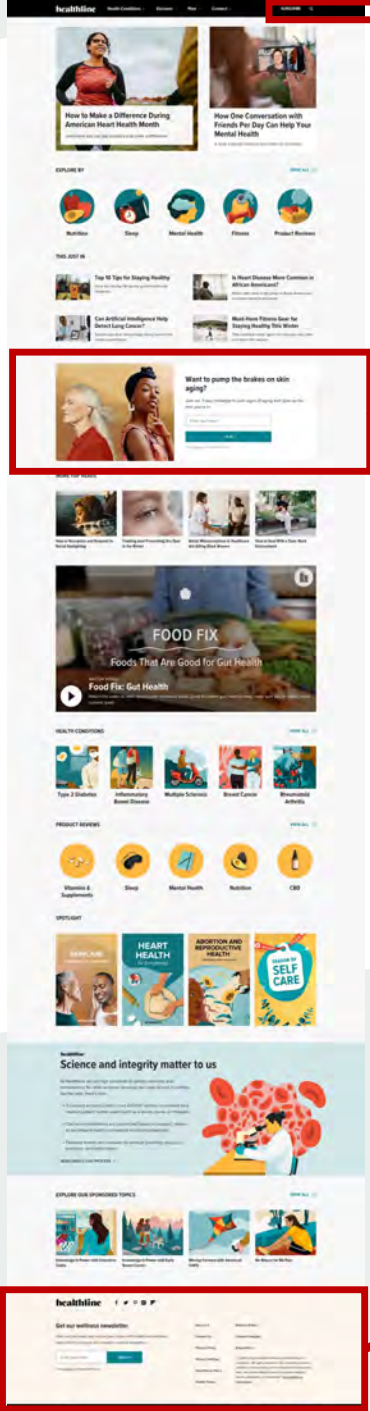


Content format
HealthHub would like to have in the future:
Newsletter

UNCOVERING INSIGHTS TO ENSURE HEALTHHUB BECOMES SINGAPORE'S LEADING HEALTH RESOURCE

INSIGHT 9: RETURN VISITS

- ✓ Visible sign-up section to receive newsletters
- ✓ Multiple placement of sign-up triggers in the website
- ✓ Highlight the benefits of signing-up for newsletters



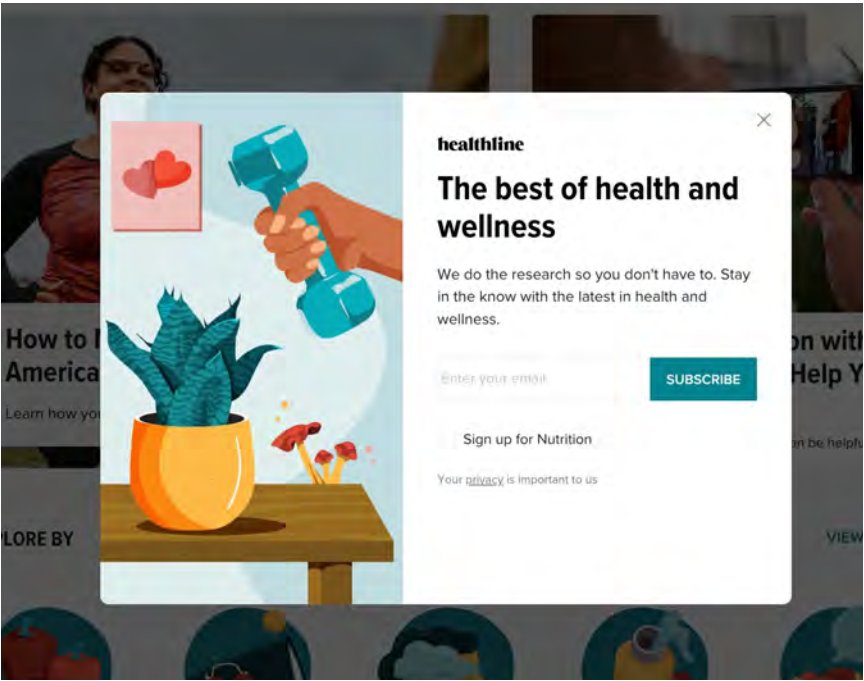
BEST-IN-CLASS AUDIT:
HEALTHLINE

“SUBSCRIBE”
button on the
global
navigation

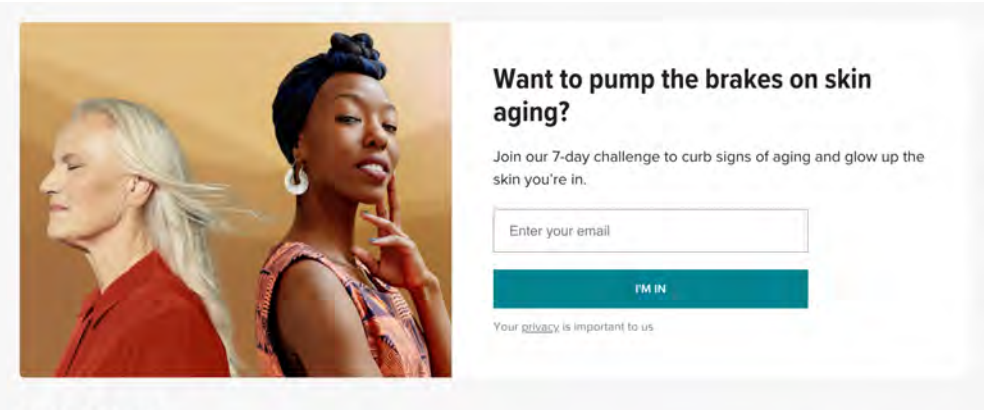
“Sign-up form”
after 2 page scrolls

Final
encouragement/
trigger to sign-up
(for homepage)

INSIGHT 9: RETURN VISITS

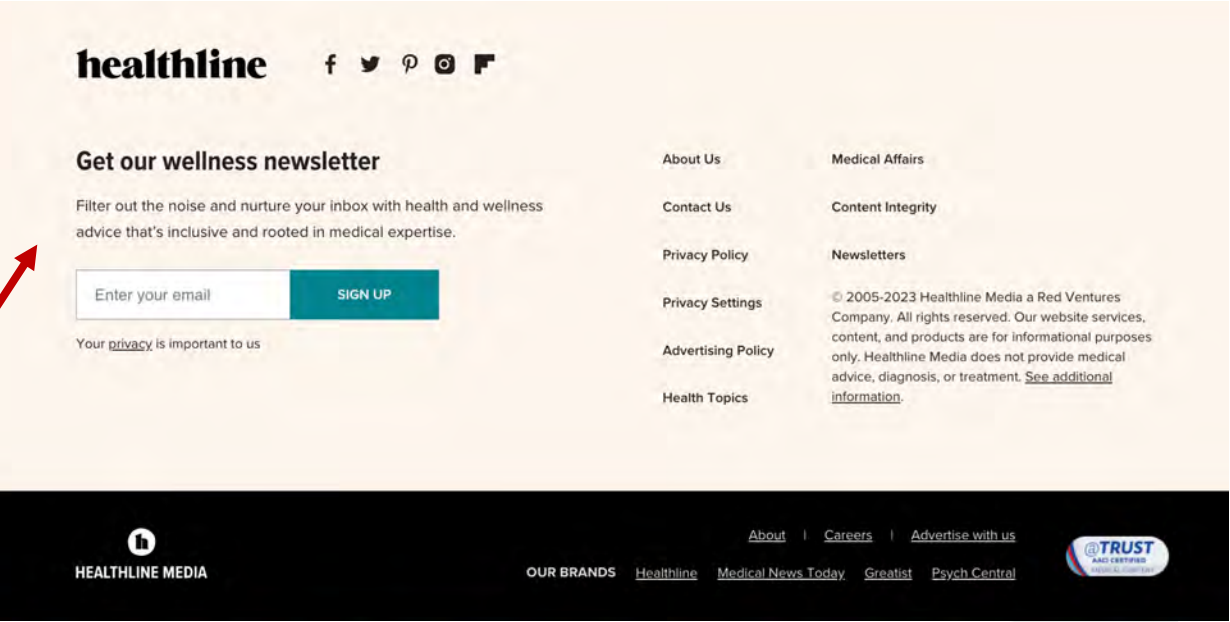


Modal format



Embedded within the page

INSIGHT 9: RETURN VISITS



Strategically placed beside the footer

INSIGHT 9: RETURN VISITS

Sign-up CTA placed within the article, halfway through the article



boost their own heart health.

Though American Heart Month is just 1 month out of the year, the AHA and other medical organizations want to encourage people to adopt a heart-healthy lifestyle and show some self-care for their hearts all year-round.



What meaningful things can you do during American Heart Month?

American Heart Month campaigns and events provide many opportunities to help others in their journey with heart disease. They can also help you become "heart smart" yourself.

Below, we outline seven meaningful ways you can participate and make a difference.

1. Check out Getting to Know #OurHearts

On February 17, leading medical experts from the National Heart, Lung, and Blood Institute (NHLBI) and the Centers for Disease Control and Prevention (CDC) are teaming up for a discussion on the many steps you can take to bolster your cardiovascular health. This discussion is known as Getting to Know #OurHearts.

You can join the [Getting to Know #OurHearts](#) initiative on [Facebook Live](#) or through the [National Institutes of Health's](#) videocasting site.

In addition to discussing general heart disease prevention strategies, medical experts will also



Persistent CTA sign-up at the right-hand section of article pages



INSIGHT 8: RETURN VISITS

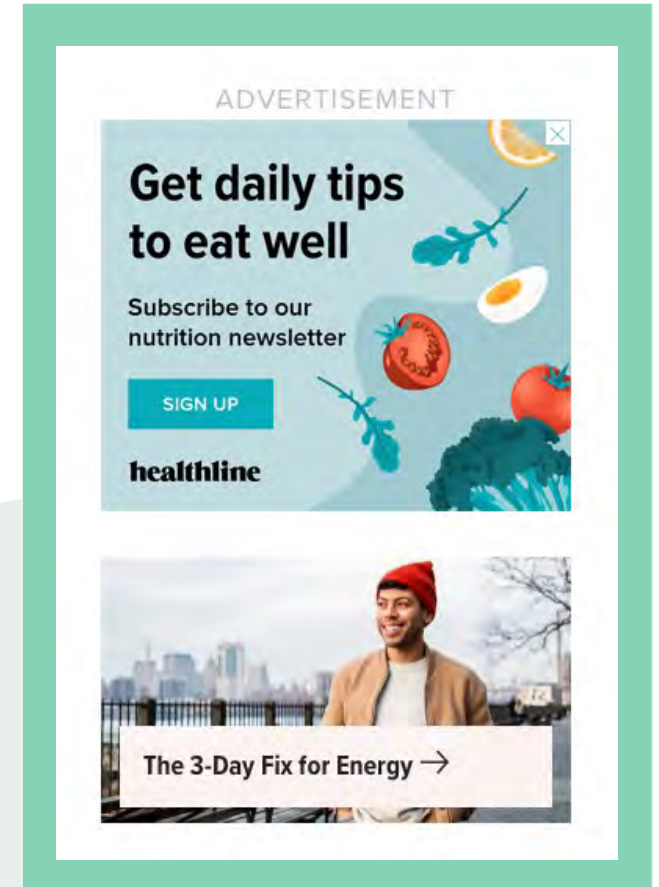


Opportunity for **consistent content creation to be repurposed for marketing automation for evergreen content and ad hoc campaign promotions.**



CONTENT WORKSHOP:

- Wants users to sign up for newsletter, leave email
- Take action – book appointment, read other related content
- Enrol into programmes and health screenings



Thank you!