# Website Operations Content Template: Service

The primary goal of a service page is navigational: to direct users to relevant locations or caregivers. Service pages are global content that apply to any service or location throughout the organization. Content is concise and high level. Specific information regarding equipment, caregivers and facilities should be applied to location and department pages.

Content should be written for patients and should be directly aligned with the patient experience. Language should be simple and topics should be aligned with patient concerns, anxieties and questions. The content should be helpful and clear, not overly encyclopedic or academic. Content should convey expertise, authority, empathy and trustworthiness. See page example.

## Service Data

|  |  |
| --- | --- |
| Service name |  |
| Locations or departments offering this service |  |
| Related services and procedures |  |

Content   
*Limit to 150-550 words. Sections should be used depending on information available.*

|  |  |
| --- | --- |
| Our Approach *Care philosophy, differentiators* |  |
| Description of Service  *Overview of the service, types of providers that treat it, any considerations for the patient* |  |
| Our Services or Treatments *Overview or list of the type of services and care provided* |  |
| Conditions Treated *Overview or list of common conditions* |  |

|  |  |
| --- | --- |
| Intro paragraph: | *What are 2-3 key takeaways for the the intro? This may include the unique selling points from your campaign.* |
| Tabs: | *When there is an existing landing page, what thumbnails/tabs need to remain? We will make a recommendation for up to 6 tabs.* |
| Call-to-action (CTA): | *Primary CTA: What is the key action you want readers to take? For example, take a health risk assessment, schedule an appointment, etc. Are there other secondary CTAs?* |
| Assets | *What existing assets can you provide, i.e. videos, blogs, assessments, patient stories, etc.) that could be included in the Assets section (below tabs)?*  *Are there new assets you’d like created?*  *Note: Content writer will also search for assets and make recommendations for new asset creation, but we like to start with what we have.* |
| SEO strategy/keywords: | *Please provide keywords and phrases to be included in copy.* |

Family Medicine

## Personalized Relationships, Personalized Care

At Providence St. Joseph Health, our family medicine physicians establish personal relationships with each of their patients in order to proactively assist them in their wellbeing. This dedication to complete care is one of our greatest strengths and our greatest satisfaction.

## Our Approach: Commitment to You and Your Loved Ones

Our family medicine specialists and associates are committed to the complete care and wellness of your family. Each family medicine clinic in our system ensures you and your loved ones receive appropriate screenings and access to more complex care based on the conditions that affect each individual.

## Advocating for Your Family’s Overall Health

The benefits of a family medicine physician are many, beginning with their role as your healthcare advocate. Our family medicine centers devote their time and energy to seeing and treating patients of all ages, which can be a big help to families who may have someone navigating a particular health condition. We also help in establishing new nutritional goals for families and maintaining their health through regular screenings.

## Family-centered Care

Being on the leading edge of pediatric and medical treatments, our primary care physicians and pediatricians take an active role in your family’s wellbeing. With this family-centered approach, our family medicine caregivers treat your loved ones in an empathetic, mindful and holistic manner - medically, psychologically, nutritionally and emotionally.

## Family Medicine Services

Our specially designed and personalized family medicine services include:

* Preventive care, screenings and immunizations
* Sick and urgent visits
* Physicals
* Care of skin disorders
* Heart health (hypertension, blood pressure management, cholesterol management)
* Respiratory care (asthma, bronchitis, emphysema)
* Back and joint problems
* Diet, exercise, and nutrition
* Anxiety and depression