

Fraser Health Website Review Backgrounder

Vision: develop a website that sets the bar for British Columbia and Canada and takes full advantage of new and emerging technologies and new models in electronic delivery of health information.

We have determined that the current Fraser Health Internet website (fraserhealth.ca) no longer meets the needs of our audiences. Some considerations include:

- The website is 8+ years old (industry standard varies but redesign should be considered every 2 years, according to [AI Virtual Solutions](#)) and reflects outdated content design and technology. Users must have knowledge of the way services are delivered in order to access content, which our research indicates is often not the case.
- Missed opportunities to use web technologies and content to support our business processes. The way our audiences are interacting with web content has changed significantly. Modern audiences expect two way dialogues (rating and commenting on content), online commerce, online appointment bookings, ask an expert and delivery of healthcare education on demand.
- By taking full advantage of newer technologies, web applications have the potential to markedly improve healthcare customer service as well as reduce clerical and administrative expenses. Web can help replace brick and mortar-based administrative and clerical processes with digital processes that are more responsive and transparent.
- The highest and best use of our website is not to “market” our services, but to make the use our services easier and more transparent to healthcare consumers.

Potential new opportunities:

The outdated and limiting technology inherent in our current web platform has prevented us from taking full advantage of emerging technologies in web and digital communications such as:

- Mobile optimized web
- Social and heuristic web
- Targeted and task oriented content that meets the needs of specific end user groups (seniors, mothers, etc.)
- Interactive content (gamification, data driven interactive content, social bookmarking, online help centers, digitally delivered health care services, online access to clinic and appointment bookings, e-commerce, video and e-learning, etc.)
- Web accessible dashboards that enable families to control relationship with the health system through a personal web page. The personal web page enables the family to connect to hospital clinics, the ER and other care givers electronically, as well as schedule appointments, supply medical and financial information, and receive logistical information related to the clinical encounter, and structured feedback, including test results, patient education information and disease management program content.
- “One-stop shopping” for health information to reduce reliance on traditional methods of communication such as switchboard, feedback email and face-to-face queries.
- “Virtual” services (virtual maternity tours, online Q&As with health professionals, your health record reminders of annual preventative care, etc.)