Analysis of Embry Health Website

https://embryhealth.com/

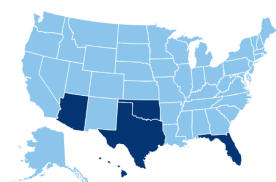Leyna Slivka

Arizona State University

Analysis of Embry Health Website

Statement of Purpose

The purpose of the Embry Health Website is to provide residents residing mostly in Tempe, Arizona information on quality accessible healthcare services pertaining to Covid Testing, Antibody Testing, Sofia Rapid Testing and Flu Vaccines.

Audience

The audience would be anyone in need of quality healthcare services, with or without insurance, located in Arizona, Texas, Florida, and Oklahoma. The age of reader would be an adult ranging from 18-64, who has access to a mobile device. The target audience is men and women aged 24-34. The education level would be at least a high school education. The context would be mainly urban or suburban (5-25 miles away) from an Embry Health testing site. The cultural perspective would be anyone who engages with western medicine practices or is interested in testing and vaccines.

Figure 1: The image above displays the Embry Health testing sites. States include the headquarters (Tempe, Arizona), Texas, Oklahoma, and Florida.

Writing Quality

Effectiveness

The writing voice and tone are effective for the audience and are written in a way to appeal to those who may not have any background in healthcare. The expertise needed for understanding the content would be at least a high school education. On the home page, there is a moving carousel of quick information regarding booking, patient results, fast result information, self-swabbing and attributes to Embry Health. The formatting of the carousel prioritizes speed for its intended users.

- Voice and Tone are effective for intended audience.
- Quick access to information on home page carousel
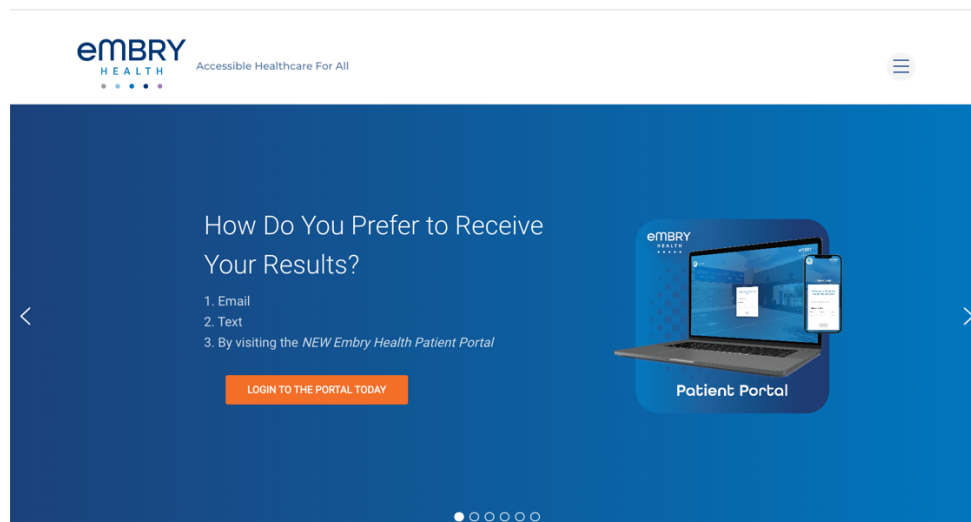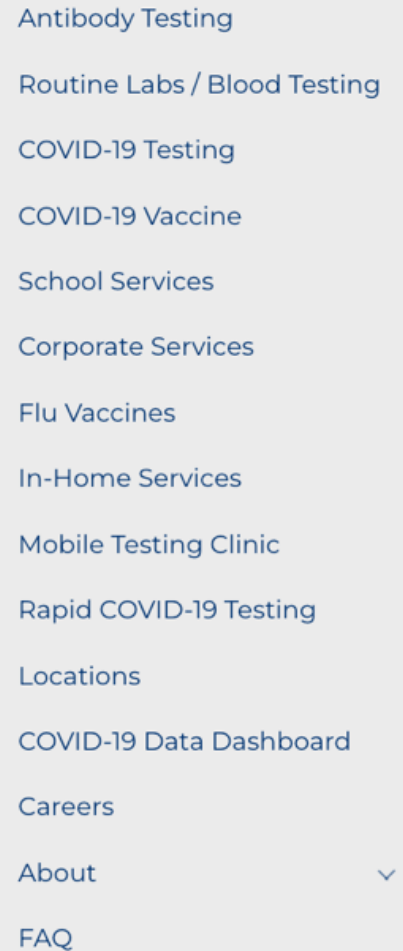- Prioritizes speed for intended users.

Figure 2: The image above displays the Embry Health Carousel of information.

Consistency

Although the writing voice is consistent on the home page, (where majority of intenders will first seek out information) As I navigated through the different drop-down sub menus of information, the writing voice is not consistent on each page. On the "Antibody Testing" page, the headings of text titled "Why you should get tested" and "What your results mean" are straightforward for its intenders. On the "Covid Testing" page, the voice and formatting are not consistent, as it pertains to both the target audience, and includes B2B business information at the bottom. This information should only be included in the "Corporate Services" page. The font family on the home page carousel also changes on the text, and I noticed different text elements/formatting that are different on each page.

- Writing voice is not consistent on other pages.
- Includes unnecessary information that pertains to B2B
- Different fonts and formatting used.

Figure 3: The image above displays drop down menu on the website.

For PCR COVID-19 test, Embry Health uses anterior nares (nasal) swabs or oropharyngeal (oral) swabs. The nasal swab only inserts the nostril at 1cm making COVID-19 testing easy and comfortable for our patients. Upon request, providers will test with the oral swab.

If you need accurate results within 3 hours, Embry Health also offers Accula™ Rapid PCR Tests for $200 and Sofia® Rapid Tests for $50 by nasal swab.
Schedule an appointment today for rapid results! (Payment for Rapids is out of Pocket/ not billed to Insurance)

Accurate Results Within 2 – 3 Days

Recently, Embry Health joined Arizona's leading diagnostic testing lab, **Sonora Quest Laboratories**, to ensure Arizonans receive **accurate test results within 2 – 3 days**. The partnership between Sonora Quest Laboratories and Embry Health makes it easier to access free tests with quick results.

Ready to Reopen?

If you're looking to implement a safe reopening plan for your business, Embry Health offers **convenient and on-site corporate testing**. Your employees' safety is the top priority, which is why rapid testing will alleviate any concern about returning.

Mobile Testing Clinic

Embry Health now offers the convenience of a **Mobile Testing Clinic**. The flexibility and mobility allows Embry Health to rapidly make high-quality COVID-19 and antibody testing available to all Arizonans.

To help curtail the spread of COVID-19, schedule an appointment with Embry Health today!

Figure 4: The to the left displays B2B information on "covid testing" page, that should be included on "corporate services page.

Usability

The usability of the website on the home page, offers its intended audience quick access to any information regarding vaccines and testing, but the moving carousel is too fast to be effective. The speed of the website itself is also very slow, making it unpredictable of when a page is going to land. As many users would need to schedule for a service, there is no scheduling on the drop-down menu, but rather on each page. When clicking on many drop-down pages, I noticed that the button for "scheduling" is misaligned to the formatting of the page, making it distracting for users, as the other pages had correct formatting.

- Visual information for scheduling moves too quickly to be effective.
- Website is slow.
- No dropdown for scheduling

Figure 5: The to the right displays a page where you can schedule for a vaccination but requires a user to go through several pages to find scheduling, rather than a schedule page.

Visuals and Multimedia

The graphics and visuals are incorporated in theory to engage the audience with necessary information, but the inconsistency in writing and visuals distracts the intenders. The visuals either contain too much information or are written in a "salesy" way that doesn't speak to the overarching message and purpose of accessible healthcare. The visual information is also misleading, providing two different pricing for the antigen testing service on the home page.

- Misleading information on promotions.
- Visuals are too "salesy" and don't speak to purpose of accessible healthcare.
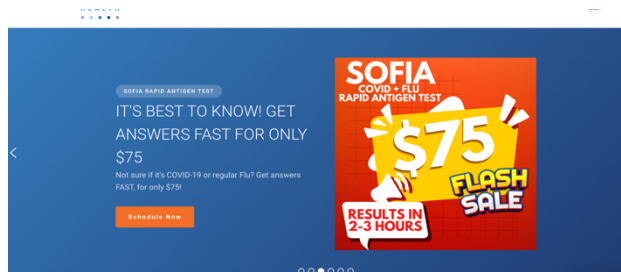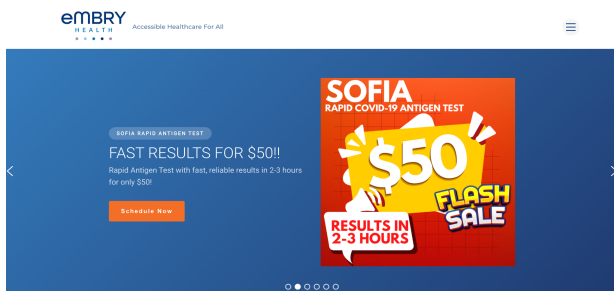- Visuals are not connected to site and are unable to view.

Figure 6 and 7: The two images above promote two different sales on the home page carousel for the same service, which is misleading for the audience.
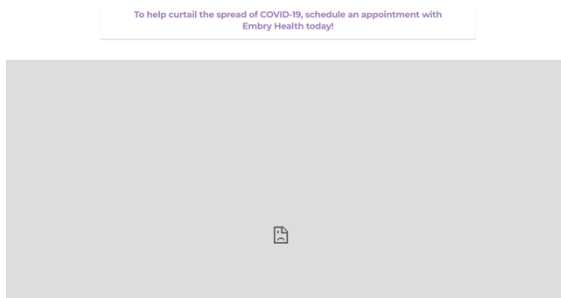

Figure 8: The image to the left is a visual that is not connected and displayed for the audience to view.

Layout and Organization

The Embry Health website showed thought and planning when directing users to sections containing appropriate content, making the page easy to navigate when a user is on the homepage. On the home page, there is a visual clickable element that directs users to more information on testing/vaccines, but it is not easy for a user to predict that these elements are "clickable".

Figure 9: The image to the left is a clickable visual element on the bottom of the home page that directs you to each page

How Users are Currently Scheduling Appointments

1. Click home page

2. Accessing the content through the drop-down menu.

3. Once clicking on a subpage, if they don't find information on scheduling, they would have to return to home page by back pressing.

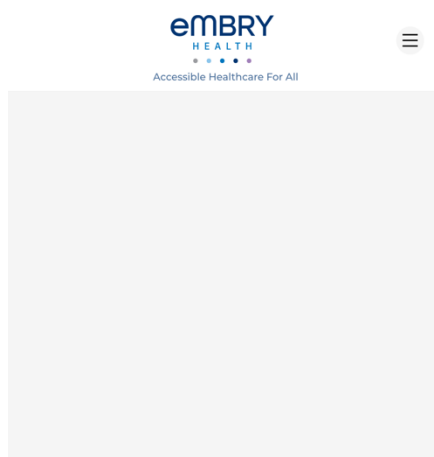4. If they find a schedule here button, once clicking the page is not accessible

Figure 10: The image to the left is where the page directs you after clicking schedule here.

Google Search

When searching "Embry Health" on google, the navigation for scheduling a vaccine would be easier if there was just a schedule and appointment button.

- Difficult to navigate homepage once you click on a different page.

- No patient scheduling on drop-down

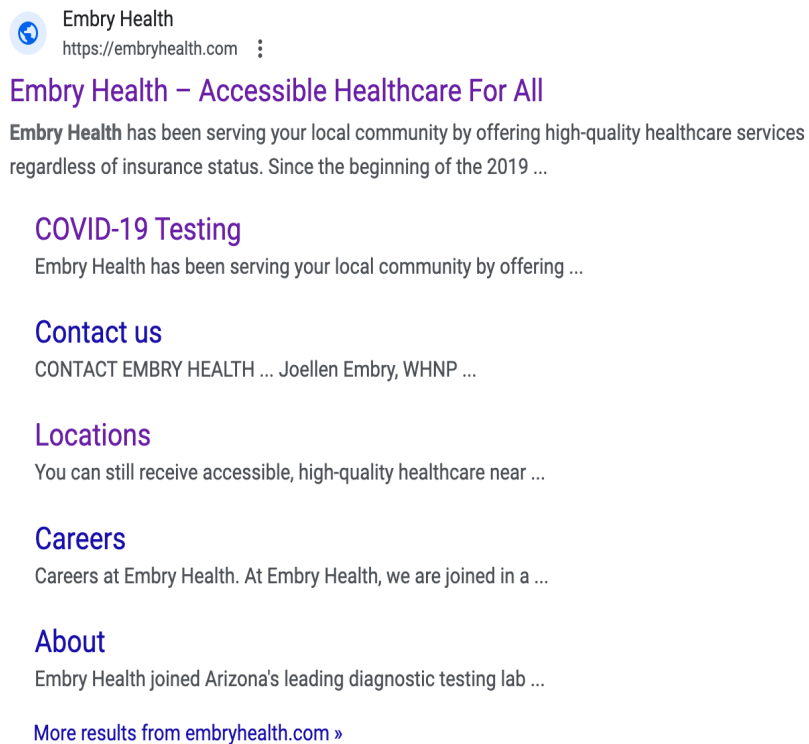- Google menu doesn't offer a scheduling button.

Embry Health
https://embryhealth.com ⋮

Embry Health – Accessible Healthcare For All

Embry Health has been serving your local community by offering high-quality healthcare services regardless of insurance status. Since the beginning of the 2019 ...

COVID-19 Testing
Embry Health has been serving your local community by offering ...

Contact us
CONTACT EMBRY HEALTH ... Joellen Embry, WHNP ...

Locations
You can still receive accessible, high-quality healthcare near ...

Careers
Careers at Embry Health. At Embry Health, we are joined in a ...

About
Embry Health joined Arizona's leading diagnostic testing lab ...

More results from embryhealth.com »

Figure 11: The image above displays thee SEO, which contains no "scheduling here" button.

Social Media Presence

Embry Health on Facebook/Instagram does not contain any current information, (last post was in November 2023) and is difficult for a new user to locate appropriate services. The most effective part of the social media page would be the link tree, with links for booking a service, but in the bio, there is no direction for a user to know about this menu offering without telling the audience what the link is.

- Scheduling is not easy to navigate.

- Only posting updates

- Not posting frequently

@Embryhealth Instagram Page

Figure 12: The image to the right is the Embry Health Instagram, that only posts updates and is effective.
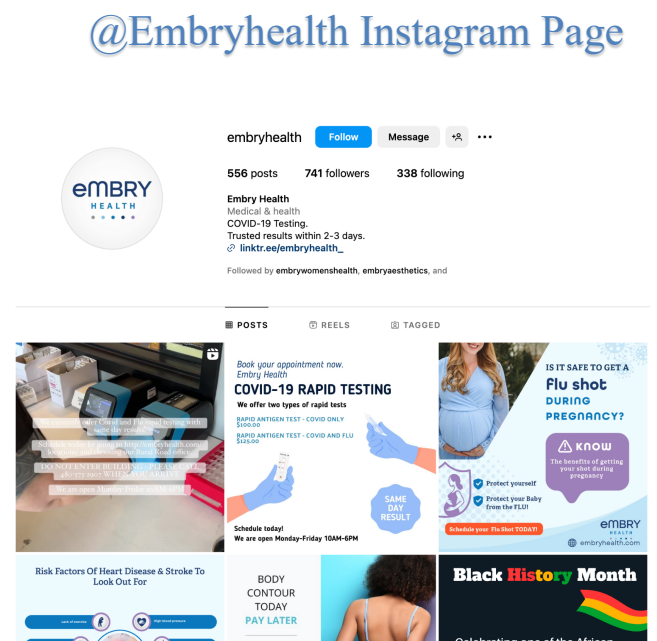
Instagram Bio Audit

- Add "Accessible healthcare/covid testing" in bio

- Add "Learn more information below" in bio (with a link to supporting website/information)

- Add " contact information" button

- Add a highlight sections to organize all relevant information, rather than posting only just updates for posts.

Competitive Analysis

When comparing Embry Health to Banner Health and Sonora Quest Laboratories, which are two healthcare providers with laboratories, the Embry Health website would be in between Banner Health and Sonora Quest Laboratories.

Banner

With Banner Health, users can easily get access to booking an appointment at the home page and there is no confusion when scheduling. The banner page is consistent, has appropriate formatting, passes usability, and is written in the proper voice and tone. The visual elements are supportive to each page and direct users appropriately to their services.
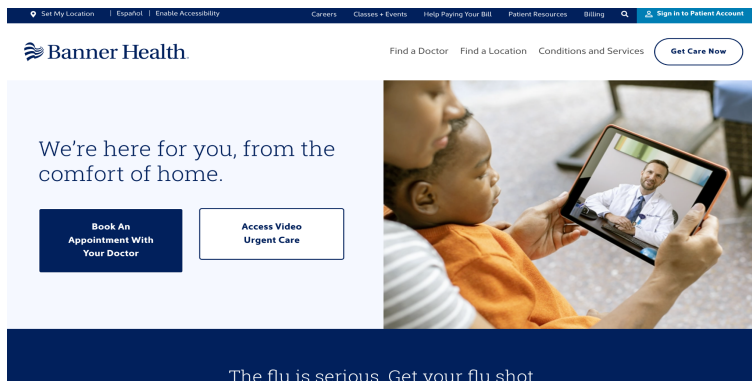
Banner Health Website

- Consistent Formatting
- Scannable
- Easy to Navigate
- Written in proper tone
- Corresponding visual element

Figure 13 and 14: The images to the left show the effectiveness of Banner Health Website
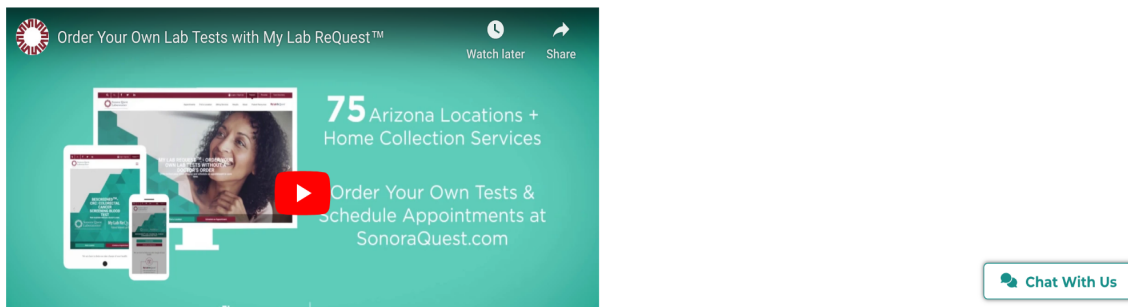
Sonora Quest

Sonora Quest is also formatted consistently and written in proper voice and tone. Scheduling is easy with an appointments tab on the home page. Viewing past results is also easy with a page.
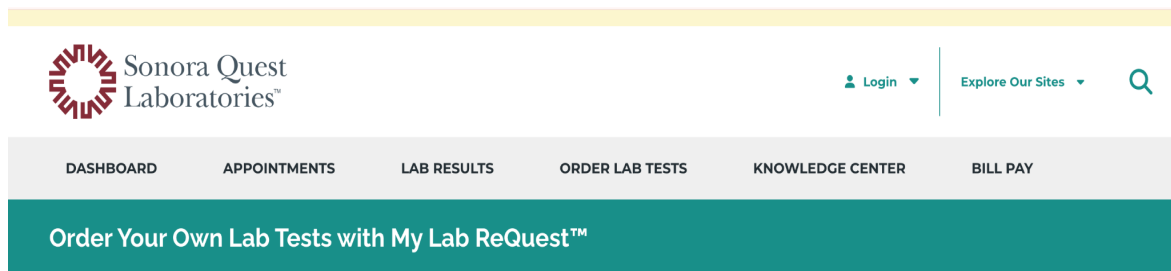
Figure 15: The image above showcases the Sonora Quest website made easy for scheduling.

Sonora Quest Website

- Consistent Formatting
- Viewing results are easy
- Scheduling is easy
- Easy to Navigate
- Written in proper tone
- Corresponding visual element

Embry Health

Embry Health is informative but does not pass usability. Scheduling is difficult and requires extra time to navigate the website. The website is not effective for its intenders.
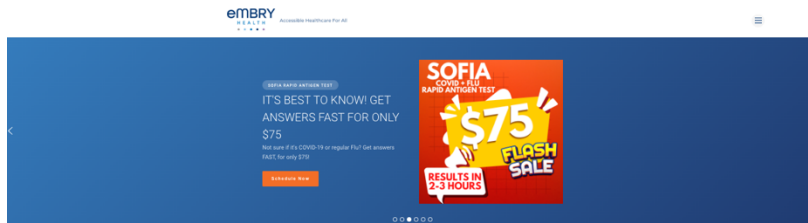
Embry Health Website

- Visual elements need attached.
- Difficult to schedule.
- Layout needs modified to be consistent.
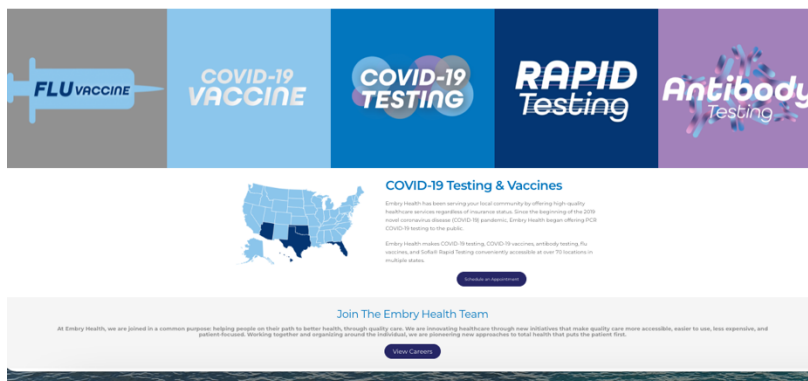- Includes unnecessary information.

Figure 16: The image to the left showcases all of the contents on the home page of the Embry Health website

Conclusion

The Embry Health website is informative and is written well for its intenders, but there's some work to be done for usability and formatting. This would help users navigate through the website more efficiently, as most of the users need scheduling an appointment when visiting the website. My recommended actions would be to:

- Fix visual elements (that are unviewable)
- Make scheduling easier by adding a page dedicated to scheduling.
- Fix the speed of the website.
- Fix the carousel with misleading information.
- Format each page consistently
- Only include relevant information on each page

Interactor Analysis

AGE: The age of reader would be an adult (18-64), who has access to a mobile device.

GENDER: The target audience is men and women

EDUCATION: The education level would be at least a high school education

CONTEXT: The context would be mainly urban or suburban (5-25 miles away) from an Embry Health testing site

CULTURAL PERSPECTIVE: The cultural perspective would be anyone who engages with western medicine practices or is interested in testing and vaccines.

SOCIO-ECONOMIC: The intended interactors do not need insurance as Embry Health offers affordable or free services.

EXPERTISE: The intended interactors are aware of different viruses that can spread and the impact without taking precaution.

ATTITUDES: The audience has an attitude of wanting to participate in receiving a vaccine or testing.

References

Blood testing. Embry Health. (2023, January 9). https://embryhealth.com/bloodtesting/

Covid-19 testing. Staying Well. (n.d.). https://www.bannerhealth.com/staying-well/health-and-wellness/wellness/covid/testing

Sonora quest home page. Sonora Quest. (n.d.). https://www.sonoraquest.com/patients/my-lab-request/overview/?gad_source=1&gclid=CjwKCAjwx-CyBhAqEiwAeOcTdeosjdAMwSK9c8uGTphCAuMyg25jlAKKcy-d-4FEFIvTZuHpwrJRdRoC0n8QAvD_BwE

Trusted Writer Review

Name: Parker Stephens

Date/time: 6/2/2024 3:30 pm PST

Email address: Parkerstephens@gmail.com

My questions for the trusted writer goes as follows:

1. Where would you suggest me to put a pullout quote in my writing to be most effective?

"I would suggest adding a section for your social media audit, and what you found to be most effective.

2. Would you suggest that I change anything about the formatting of this piece?

"I would suggest adding a Embry health section to your competitive analysis and include visuals for readers to see the different websites."

Reflection of review:

By having a trusted writer review my work, I was able to ensure that I was adding essential information in the correct spots and have proper formatting. I am greatly appreciative to have another writer review my work and suggest editing efforts for my final submission.