

Link to Presentation:

https://www.canva.com/design/DAGIsHqNDU8/6r04Jzj-qiTLuK60EnD29g/view?utm_content=DAGIsHqNDU8&utm_campaign=designshare&utm_medium=link&utm_source=editor

Attribution for all images used in a references list sorted by slide number:

Blood testing. Embry Health. (2023, January 9). <https://embryhealth.com/bloodtesting/>
(Pages 1-7, 10-15)

Covid-19 testing. Staying Well. (n.d.).
<https://www.bannerhealth.com/staying-well/health-andwellness/wellness/covid/testing>
(Pages 12 and 14)

Sonora quest home page. Sonora Quest. (n.d.).
https://www.sonoraquest.com/patients/my-labrequest/overview/?gad_source=1&gclid=CjwKCAjwx-CyBhAqEiwAeOcTdeosjdAMwSK9c8uGTphCAuMyg25jIAKKcy-d4FEFlvTZuHpwrJRdRoC0n8QAvD_BwE
(Pages 12 and 13)

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.

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.

Trusted Writer Review:

Name: Mike Sopko

Date/time: 6/20/2024 3:45 pm PST

Email address: Mikesopko154@hotmail.com

My questions for the trusted writer goes as follows:

1. Where would you suggest I attach additional visuals effectively?

"I would suggest adding supplemental visuals for the competitive analysis."

2. Would you suggest that I add additional content for the social media section?

"I would compare embryo health social media to banner healths".

3. How would you emphasize a call to action in the presentation?

"I would provide a call to action at the end emphasizing next steps and highlighting areas of improvement."

Reflection of review:

By having a trusted writer review my work, I was able to note specifically on parts that needed improvement. For example, I was unclear on whether to just provide a call to action at the end or if I should also include supporting mentions throughout the presentation on efforts embryo health should make. By having more clarity, I am confident that this presentation does a great job of analyzing embryo health's website and social media initiatives.