

Using Design and Information Architecture to Improve Awareness, Access & Enrollment in HIV Care Services

A CASE STUDY OF THE LAS VEGAS TGA WEBSITE REDESIGN





Disclosures

Presenter(s) has no financial interest to disclose.

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PESG, HRSA, and LRG staff has no financial interest to disclose.

WELCOME & INTRODUCTION

Alisha Barrett, Director, Las Vegas TGA Part A program

Daniel Truesdale, true design

AGENDA

- I. Learning Objectives
- II. Digital Presence
- III. Information Architecture
- IV. Design
- V. LVTGA Challenges
- VI. Redesign of LVTGA
- VII. Results/Outcomes
- VIII. How can others enhance /achieve a digital presence
- IX. Q/A

LEARNING OBJECTIVES

- Enhance understanding of the role a digital presence can play in creating and supporting the service delivery system for providers and people living with HIV
- Increase awareness of how graphic design, information architecture and its principles can impact outcomes along the HIV care continuum
- Provide tools, techniques including new media and existing best practices to improve the digital presence of the Ryan White HIV Programs



design



plain
language



information
architecture



new media &
best practices



health
literacy



DIGITAL LEXICON

- Digital Presence
- Information Architecture
- Content Strategy
- Plain language
- Health literacy
- New media
- Responsive web design
- User experience

Responsive web design (or "RWD") is a type of user design that provides a customized viewing experience for different devices, including desktops, tablets, and smartphones. It also takes into account the business goals and objectives of the group managing the project, to address the factors: Communication skills of lay persons and professionals.

It appears one way on a laptop, another way on a tablet and still another way on a smartphone.

DIGITAL PRESENCE BASICS

- What is digital presence?
- Building blocks of a digital presence
- The importance of a digital presence
- What is a digital presence for Ryan White HIV/AIDS Programs?



WHAT IS A DIGITAL PRESENCE?

Your digital presence is the sum of all your online activities across web, mobile, social, and even large screen. In essence, it's your organization, business or program....just online. And having a good or bad digital presence can have material impact on your brand, your revenue, and, most importantly, your long term success.



BUILDING BLOCKS OF A DIGITAL PRESENCE?

1. **Content**
2. **Strategy**
3. **Design/IA**
4. **Technology / Responsive**



THE IMPORTANCE OF A DIGITAL PRESENCE FOR A RWHAP

- **SUPPORTS** Providers by publicly stating eligibility requirements making it easier for clients to access care, thus improving the client experience at Provider sites
- **CONNECTS** people with information and services. This includes connecting individuals with healthcare providers and people living with HIV with one another. New media can also connect the families, friends, and caregivers of people living with HIV and AIDS to resources for their loved ones and themselves.
- **COLLABORATES** with other people—including those within your organization or community.
- **CREATES** new content, services, communities, and channels of communication that help you deliver information and services.
- **EFFECTIVE** management of chronic conditions
- **IDENTIFIES** populations & demographic
 - Unaware of status
 - Newly diagnosed
 - Those engaged in HIV care
 - Service providers
 - Planning council members
 - Caregivers
 - Major stakeholders in the community

THE IMPORTANCE OF A DIGITAL PRESENCE FOR A RWHAP

TABLE 1: AFRICAN AMERICANS AND LATINOS LEAD WHITES IN THEIR USE OF MOBILE DATA APPLICATIONS

	All adults	White, non-Hispanic	Black, non-Hispanic	Hispanic (English-speaking)
Own a cell phone	82%	80%	87%	87%
% of cell owners within each group who do the following on their phones				
Take a picture	76	75	76	83*
Send/receive text messages	72	68	79*	83*
Access the internet	38	33	46*	51*
Send/receive email	34	30	41*	47*
Play a game	34	29	51*	46*
Record a video	34	29	48*	45*
Play music	33	26	52*	49*
Send/receive instant messages	30	23	44*	49*
Use a social networking site	23	19	33*	36*
Watch a video	20	15	27*	33*
Post a photo or video online	15	13	20*	25*
Purchase a product	11	10	13	18
Use a status update service	10	8	13	15
Mean number of cell activities	4.3	3.8	5.4	5.8

Source: Pew Research Center's Internet & American Life Project, April 29 - May 30, 2010 Tracking Survey.

N= 2,252 adults 18 and older, including 1,917 cell phone users

*= statistically significant difference compared with whites

WHAT IS A DIGITAL PRESENCE FOR RWHAP?

**Information Architecture
Design**

INFORMATION ARCHITECTURE





INFORMATION ARCHITECTURE BASICS

- **What is Information Architecture**
- **Why a well thought out IA matters**
- **What you need to know**



WHAT IS INFORMATION ARCHITECTURE

- **The organization, search, and navigation systems that help people to complete tasks, find what they need, and understand what they've found.**



WHY A WELL THOUGHT OUT IA MATTERS

- **Build bridges between:**
 - **Users & Content**
 - **Strategy & Tactics**
 - **Units & Disciplines**
 - **Platforms & Channels**
 - **Research & Practice**

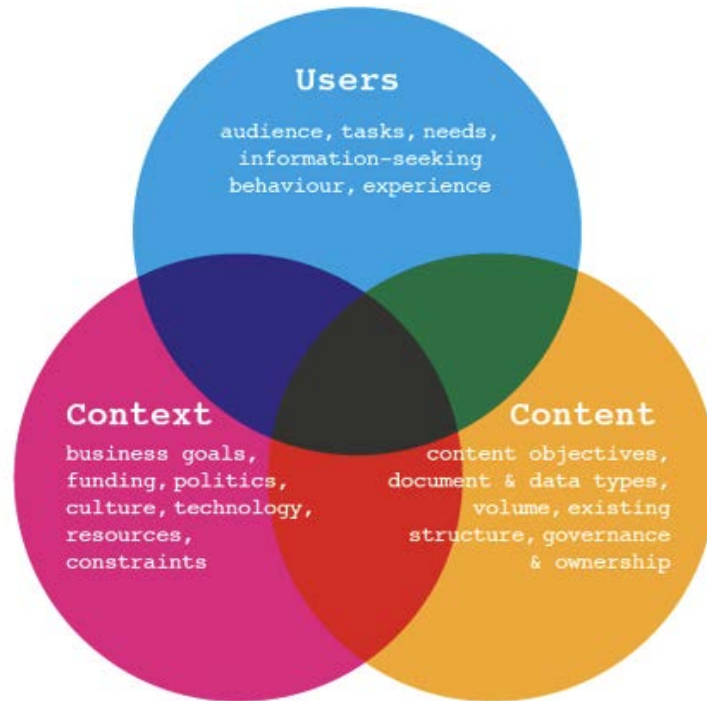


WHAT YOU NEED TO KNOW

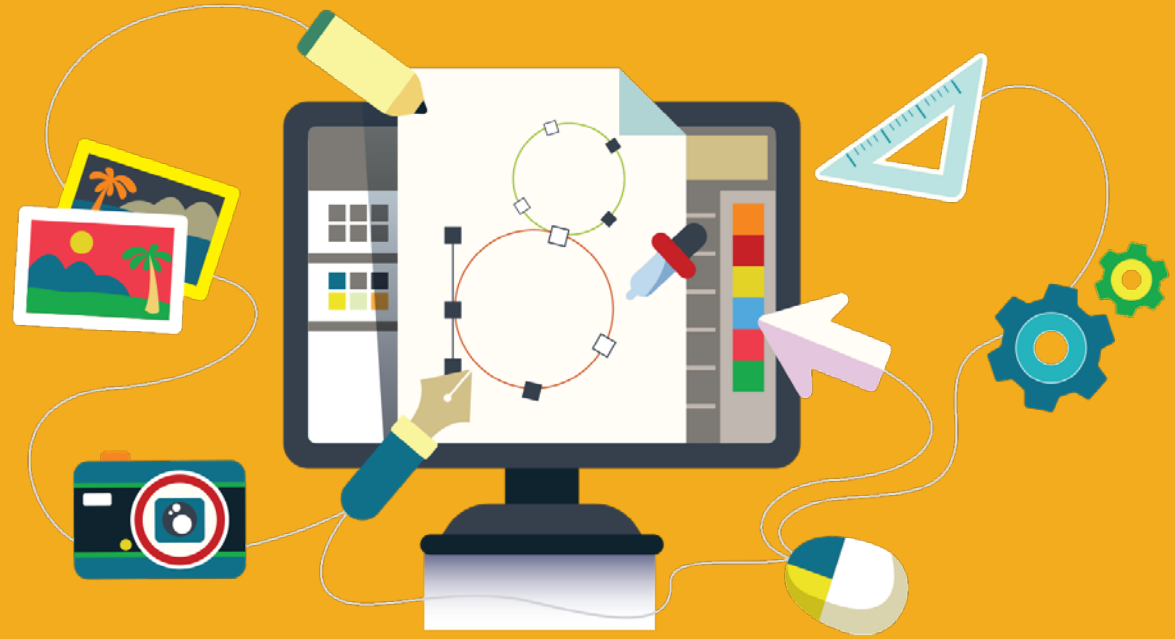
- In order to be successful you need a diverse understanding of industry standards for creating, storing, accessing and presenting information.
 - **Organization Schemes and Structures**
 - **Labeling Systems**
 - **Navigation Systems**
 - **Search Systems**



WHAT YOU NEED TO KNOW



DESIGN AND YOUR DIGITAL PRESENCE



DESIGN BASICS

- **Basic Elements of Visual Design**
- **Principals of Visual Design**
- **Why Visual Design Works**



BASIC ELEMENTS OF VISUAL DESIGN

- **Color palette** choices and combinations
- **Typography**
- **Your organizations brand**

PRINCIPLES FOR CREATING A VISUAL DESIGN

A successful visual design applies the following principles to elements noted above and effectively brings them together in a way that makes sense. When trying to figure out how to use the basic elements consider:

Unity has to do with all elements on a page visually or conceptually appearing to belong together. Visual design must strike a balance between unity and variety to avoid a dull or overwhelming design.

Gestalt, in visual design, helps users perceive the overall design as opposed to individual elements. If the design elements are arranged properly, the Gestalt of the overall design will be very clear.

Space is “defined when something is placed in it”, according to Alex White in his book, *The Elements of Graphic Design*. Incorporating space into a design helps reduce noise, increase readability, and/or create illusion. White space is an important part of your layout strategy.

Hierarchy shows the difference in significance between items. Designers often create hierarchies through different font sizes, colors, and placement on the page. Usually, items at the top are perceived as most important.



PRINCIPLES FOR CREATING A VISUAL DESIGN

Balance creates the perception that there is equal distribution. This does not always imply that there is symmetry.

Contrast focuses on making items stand out by emphasizing differences in size, color, direction, and other characteristics.

Scale identifies a range of sizes; it creates interest and depth by demonstrating how each item relates to each other based on size.

Dominance focuses on having one element as the focal point and others being subordinate. This is often done through scaling and contrasting based on size, color, position, shape, etc.

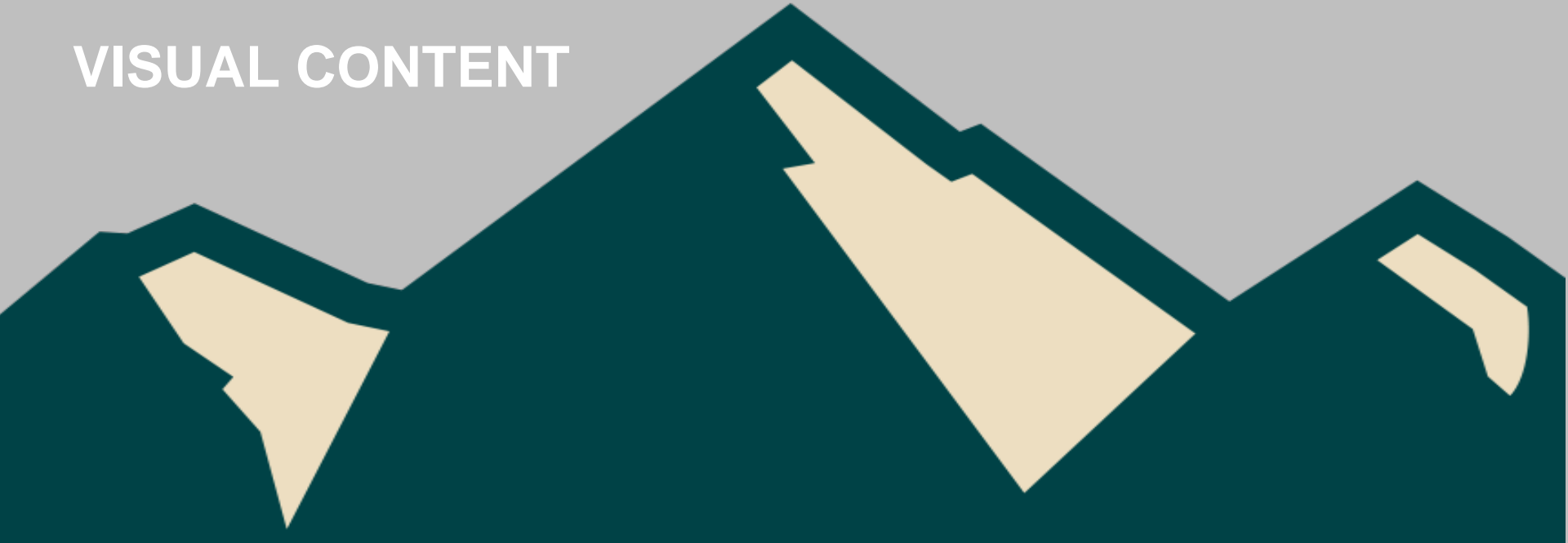
Similarity refers to creating continuity throughout a design without direct duplication. Similarity is used to make pieces work together over an interface and help users learn the interface quicker.

WHY VISUAL CONTENT WORKS

- **Why is visual communication so powerful? It isn't just because of the pretty pictures; it's straight-up science. The brain absorbs and synthesizes visual information faster than any other stimuli, making visual content an incredibly effective medium.**
- **We are now in the age of visual information where visual content plays a role in every part of life. As 65 percent of the population is visual learners, images are clearly key to engaging people.**
- **With faster broadband, cellular networks, and high-resolution screens, high-quality images are playing a bigger part in visual design.**

**WHY
OUR BRAINS
LOVE
VISUAL CONTENT**

VISUAL CONTENT IS ONE OF THE MOST POWERFUL COMMUNICATION MEDIUMS. IT'S SIMPLE: OUR BRAINS PROCESS VISUALS MORE EFFICIENTLY THAN TEXT ALONE, WHICH MAKES VISUAL CONTENT MORE INTERESTING, ENGAGING AND EFFECTIVE



WHY IT WORKS

VISUAL CONTENT IS EFFECTIVE BECAUSE IT'S THE TYPE OF COMMUNICATION OUR BRAINS CRAVE



Time it takes for our brains to process visual cues:

$\frac{1}{4}$ second

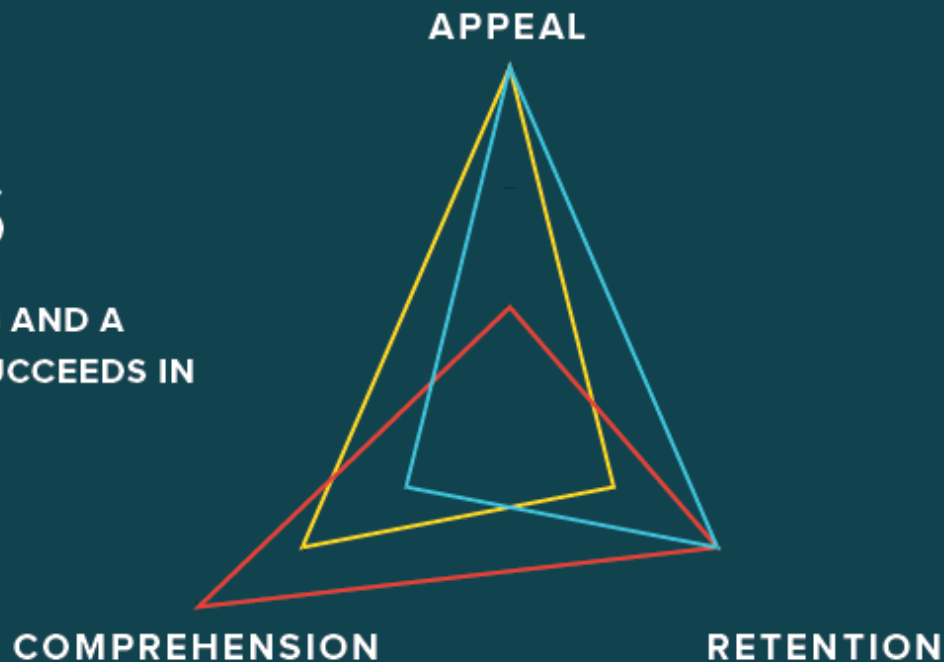


Average user attention span:

8 seconds

HOW IT WORKS

CRAFTED WITH INTENT, UNDERSTANDING AND A SOLID FRAMEWORK, VISUAL CONTENT SUCCEEDS IN THREE CORE AREAS OF VALUE: APPEAL, COMPREHENSION AND RETENTION.



— APPEAL

Visually engaging content is more attractive. Well-designed information piques interest before information is actually processed.

VIEWER ATTENTION SPAN



Black-and-white Images
2/3 second



Color Images
2+ seconds

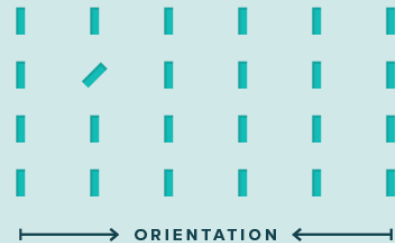
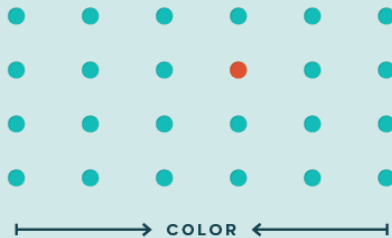
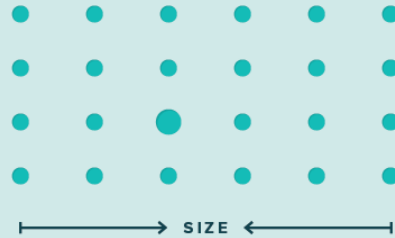
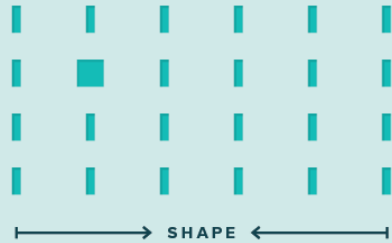


According to a University of Saskatchewan study, participants who viewed a visually embellished chart found it more attractive and more memorable than a plain chart.

COMPREHENSION

Our brains are pre-wired to automatically interpret relationships between objects, allowing for almost instant comprehension with minimal effort.

Notice how quickly your eye finds variations in these attributes!



The brain also interprets visuals faster than it can process the language associated with them.

Which sign below is easier to process?





RETENTION

Our visual system is able to make rapid connections to already-stored information in our memories, helping cement concepts in our brains.

Design devices facilitate this connection and retention



VISUAL
METAPHOR



DECORATIVE
FRAMING

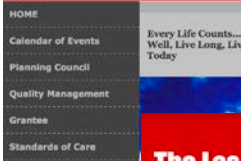


SYMBOLS
AND ICONOGRAPHY

LVTGA REDESIGN CHALLENGES

The Las Vegas TGA Ryan

The Las Vegas TGA Ryan White Part A HIV/AIDS Program



The Las Vegas TGA Ryan White Part A HIV/AIDS Program

The Las

HOME
Calendar of Events
Every Life Counts...Live Well, Live Long, Live Today

Planning Council
Membership

Quality Management
Agendas and Minutes

Grantee
Supporting Documents

Standards of Care
Bylaws

Forms and Tools
Phase #1

Comprehensive Care Plan
Wednes
1:00pm

CAREWare
Clark Co

Services in Las Vegas
3rd Floor

Las Vegas
1600 P

Blog
To RSVP p

HIV/AIDS Timeline
The Plan

Incidence and Prevalence
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August
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The actual
August

Clark Co
3rd Floor

1600 P
Las Vegas

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RSVP to 70
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The Planning Council..

Use of Part A Ryan White funds is guided by planning, which takes place through the planning council established by the chief elected official (CEO) of each eligible metropolitan area/transitional grant area (EMATGA). The planning council is not advisory. It has legislative authority to carry out its assigned tasks, along with roles recommended by HRSA's HIV/AIDS Bureau (HAB), Division of Service Systems (DSS).

The planning council takes the lead in conducting many of its legislated responsibilities and shares duties with the grantee in some areas. To guarantee that a broad range of ideas are heard, the planning council membership must reflect specific areas of expertise as well as disproportionately affected and historically underserved populations.

Each planning council's responsibilities include the following:

- **Establish operations to make planning tasks function smoothly.** Examples include procedures for membership (e.g., nominations procedures to secure new members), decision making (e.g., open meeting processes, grievance procedures related to funding decisions, conflict of interest), and other tasks.
- **Assess the EMA's/TGA's HIV/AIDS service needs and gaps.** This includes determining the needs of those who know their HIV status but are not receiving HIV-related primary medical care, as well as disparities in access to care across affected groups. This assessment must include a public process to obtain community input on needs and priorities.
- **Establish priorities for the allocation of funds.** Decisions are to be data-based, including consideration of needs assessment results; the cost effectiveness and outcome effectiveness of funded services; priorities in HIV-infected communities within the EMATGA; and the availability of other governmental and nongovernmental resources.
- **Develop a comprehensive plan for the organization and delivery of HIV services that is compatible with existing State and local plans.** As part of the plan, the EMATGA must coordinate use of Ryan White dollars with other programs, including prevention and substance abuse services. Part of this is done through participation in the development of a Statewide Coordinated Statement of Need (SCSN), which is a mechanism Ryan White programs use to address HIV/AIDS care issues and enhance coordination.

To read more about Planning Council's click <http://hiv.hrsa.gov/tools/pccprimer2008.pdf> on the link to the right to view the Planning Council Primer.

In our applications, or appointment, ng about applying familiarity


Monday August 5th 2013 from 9am-4pm.

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About Us...

The Ryan White HIV/AIDS Program, the largest Federal program focused exclusively on HIV/AIDS care, addresses the unmet health needs of persons living with HIV/AIDS (PLWHA) by funding primary health care and support services that enhance access to and retention in care. First enacted by Congress in 1990, it has been amended and reauthorized three times: in 1996, 2000, and 2006. The most recent reauthorization retitled the legislation as the Ryan White HIV/AIDS Treatment Modernization Act of 2006.

Like many health problems, HIV/AIDS disproportionately strikes people in poverty, racial/ethnic populations, and others who are underserved by healthcare and prevention systems. HIV/AIDS often leads to poverty due to costly healthcare or an inability to work that is often accompanied by a loss of employer-related health insurance. Ryan White-funded programs are the "payer of last resort." They fill gaps in care not covered by other resources. Most likely users of Ryan White services include people with no other source of healthcare and those with Medicaid or private insurance whose care needs are not being fully met.

Ryan White services are intended to reduce the use of more costly inpatient care, increase access to care for underserved populations, and improve the quality of life for those affected by the epidemic. Ryan White works toward these goals by funding local and State programs that provide core medical services and support services; healthcare provider training; and technical assistance to help funded programs address implementation and emerging HIV care issues.

Ryan White provides for significant local and State control of HIV/AIDS healthcare planning and service delivery. This has led to many innovative and practical approaches to the delivery of care for PLWHA.

The Health Resources and Services Administration's (HRSA) HIV/AIDS Bureau (HAB) has lead responsibility for implementing the program. HRSA is an agency of the U.S. Department of Health and Human Services (HHS). HRSA/HAB provides funded programs with ongoing policy guidance (including Guiding Principles) to address evolving challenges in HIV care) and technical assistance to enhance their operations.


We are currently recruiting for a Program Management Analyst I/II in the Ryan White Part A Grantee's office in Las Vegas, NV. Please see the job posting below.

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LVTGA REDESIGN CHALLENGES

- **Global Elements**
- **Navigation**
- **Footer**
- **Homepage**
- **Calendar**
- **Agendas & Minutes**

HOW WE CREATED LVTGA'S NEW DIGITAL PRESENCE

WHAT OUTCOMES HAS LVTGA EXPERIENCED?

- **Alignment of Parts A & B**
- **Provider satisfaction**
- **People in care**
- **Health & medical literacy**

**HOW CAN GRANTEES,
PLANNING BODIES ENHANCE
THEIR DIGITAL PRESENCE?**





WORKING WITH DESIGNERS

- Overview | Client Information
- Current Site | Domain Information
- Target Audience | Community
- Website Design, Image and Style
- Website Content, Features and Management
- Functionality
- Other Websites and Competition
- Technical Requirements
- Promotion

ONLINE RESOURCES

WEBSITES

www.aids.gov

www.usability.gov

www.careacttarget.org

www.HHS.gov

www.access-board.gov

www.socialmediatoday.com

www.kff.org/hivaids/

The screenshot shows the TARGET Center website, which is a resource library for the Ryan White community. The page features a navigation bar with links to 'Resource Library', 'News and Events', 'Ryan White Community', and 'Help Desk'. The main content area is titled 'Resource Library' and includes a search bar, a 'Contribute a Resource' section, and a grid of category-based resource lists. The categories include Data & Reporting, Health Care Reform, Medical & Support Services, Program Management, Fiscal Management, Program Parts, Global Programs, Populations, HIV Care Continuum, Consumers/Patients, and Stigma/Legal. A footer contains technical assistance resources and social media links.

TARGET Center
Tools for the Ryan White Community

Sign In | Sign Up

Resource Library | News and Events | Ryan White Community | Help Desk

Resource Library

Browse these topical collections of training and implementation tools for Ryan White programs.

Contribute a Resource

Do you have a great tool, slide deck or other resource that you would like to share with your peers? [Submit it here.](#)

Disponible en español

Recursos online que disfrutan a los programas que prestan servicios de Ryan White para VIH/SIDA a poblaciones necesitadas.

New | Trending

Supporting Health Coverage Enrollment for Ryan White HIV/AIDS Program
09/10/2016

My Health Insurance Works for Me: Renewals Poster Series (Spanish)
09/09/2016

"Covered" Video Series
09/09/2016

"Covered" Video Series - Spanish
09/09/2016

My Health Insurance Works for Me: Renewals Poster Series (Spanish)
09/09/2016

My Health Insurance Works for Me: Renewals Poster Series (Spanish)
09/09/2016

Ryan White HIV/AIDS Program and RHP
09/02/2016

HIV Exchange: HOPWA Resources
09/01/2016

Data & Reporting

Ryan White Services Report (RWR)
ADAP Data Report (ADR)
CAHEnews

Program Management

Program Management
Program Monitoring
Capacity Building
Eligibility
Evaluation
Health IT
Other

Fiscal Management

Auditing
Billing & Reimbursement
Contracting with Health Plans & Provider Networks
Fiscal Planning & Diversification
Program Income

Program Parts

Part A.: Hard to Reach Urban Areas
Part B.: Planning Councils
Part C.: States/Territories
Part C.: Community-Based Early Intervention
Part D.: Women, Infants, Children, Youth
Part E.: HIV/AIDS Clinical Training
Part F.: SENG Models of Care
Part F.: Dental Programs

Global Programs

Global HIV/AIDS Programs

Health Care Reform

Billing & Reimbursement
Contracting with Health Plans & Provider Networks
Enrolling & Accessing ACA Health Coverage
Enrollment Resources for Consumers
Agency Readiness
Assessing Health Plans for Ryan White Clients & ADAP
Planning & ACA

Populations

Cultural Competency
Adolescents & Youth
Immunized
MSM - Men who have Sex with Men
Rural
Transgender
Women

HIV Care Continuum

Antiretroviral Treatment
Linking to Care
Retaining in Care
Achieving Viral Suppression
HIV Testing & Diagnosis

Consumers/Patients

Consumer Advisory Boards
Consumer Involvement
Patient Education
Peer Programs

Stigma/Legal

Stigma/Legal

Medical & Support Services

Adherence
Antiretroviral Treatment
Case Management
Health Literacy
Hepatitis
HIV Testing & Diagnosis
Housing & Homelessness
Mental Health
Nutrition
Oral Health Care
Outpatient Medical Care
Palliative Care
Prevention
Substance Abuse
Tuberculosis

Planning

Comprehensive Planning
Integrated Planning/SC2N
Needs Assessment
Planning Body Operations
Priority Setting and Resource Allocation

Quality Management

Quality

Medical Homes

Engaged Leadership
Assessing PCMH Readiness
Establishing Buy-In
Building Blocks
Documenting "Must Pass" Elements

Technical Assistance Resources, Guidance, Education & Training

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VISUAL CONTENT RESOURCES

Photo sharing sites

Royalty-free stock art sites

Alisha Barrett, Director of Part A LVTGA



Obtaining CME/CE Credit

If you would like to receive continuing education credit for this activity, please visit:

<http://ryanwhite.cds.pesgce.com>