

## 50 milliseconds

That's how long it takes visitors to form an opinion of your website. And that website view very likely may be their first impression of your organization. Your doctors, nurses, services, facilities and more are all being judged in those 50 milliseconds — and your bottom line depends on it. Does your site pass the 50-millisecond test?



### We can help.

With patients enjoying more options than ever, a smooth, useful and eye-catching website is a necessity when it comes to attracting and retaining patients. We work with you step-by-step to write, design, build and launch your new or updated web presence.

## The Big Three

Not all web projects are created equal. Some call for just a single landing page, while others are the anchor digital presence for your brand. We do them all, including:

### LANDING PAGE

Usually related to a limited campaign or service line, this is the page users reach when they click your ad or type in your vanity URL. A landing page typically has one or two actionable items, such as a form.

### MICROSITE

This is a small website dedicated to one topic or service line. It will generally have several pages with some navigation but will be fairly contained. Many organizations use these for recruiting, issue campaigns or other specific programs.

### FULL WEBSITE

From home pages to service lines to job postings, your full website is the repository for, well, everything. To make sure no detail gets overlooked, we take you through our comprehensive website development process, which includes:

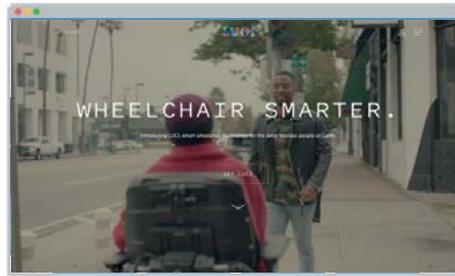
- » Discovery
- » Architecture
- » Creative Development
- » Content Audit & Creation
- » Optimization
- » Website Build
- » Testing & Launch
- » Training
- » Ongoing Support

## Optimization

Sure, it's nice to have a great website—unless nobody can find it. Search engine optimization, or SEO, is the process of improving your website's visibility on search engines like Google. Through a series of front and back-end improvements, we ensure your site scores high in relevant searches, showing off your organization to exactly the right people.

# Who We've Helped

We work hand-in-hand with all kinds of healthcare providers — innovative health services companies, academic medical centers, regional hospitals. Here's a sample of our recent work. Chances are, you'll see an organization (or a project) just like yours.



## About Us

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms.



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