

Geolocation Strategy

Goal

Provide localized information about doctors, locations, and events in a clear, usable manner while leveraging the scope of offerings of the entire Henry Ford Health System.

High Level Overview

One approach to geolocation is to personalize in the appropriate “setting.” This strategy will present the ability to personalize content closest to you within context to what would be personalized. We recommend this approach over a global navigation element found on ecommerce sites such as Target or Home Depot. We do not recommend a global setting for Henry Ford Health System because:

- All Henry Ford Health System locations are within a relatively small radius, thus site visitors would likely be willing to travel to a more distant location if that location was best able to serve their need.
- The ecommerce model assumes the primary goal of the site visitor is to find a location nearby to go purchase a commodity item and most likely not willing to drive.

For Henry Ford Health System we recommend a geolocation strategy that always connects to a specific digital task or piece of information. This means the geolocation across the site happens in context of the moment where it is most needed rather than as a global site wide control.

- On a healthcare site, visitors arrive with a variety of needs related to location and are best served by opportunities to see the closest location while looking for specific information or performing a specific task.
- Content will be rewritten to tell the story of Henry Ford Health System, and related physicians, locations, and events will dynamically surface in the context of the overarching system experience.
- Research shows that users are hesitant to provide personal information unless they see a benefit. Presenting this globally removes the context and could reduce interaction with the feature.

Implementation

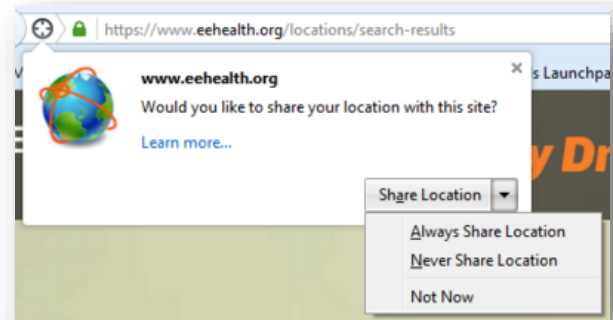
Geo-Located Elements

The following include geo-location functionality

- Location and physician search
 - Prefilled ZIP code with the ZIP code of the visitor's location
 - "Find Near Me" function
- Location search result pages display miles away information if we know the user's location
- Related providers near me
- Related locations near me
- Related upcoming events near me

Location Detection

- Your site uses HTML5 device/browser location detection for explicit location information given by the user. In a usability test data of this behavior:
 - Most participants allowed the site to use their location when a user interaction triggered the prompt
 - Two-thirds of participants allowed the site to use their location data when it was automatically prompted
 - Popular sites like Facebook, Google, and Foursquare etc. obtain geolocation of the user only when the user clicks a button which triggers an event. Some of these sites make an extra prompt to allow the site to access their geolocation data in the next visit and thereafter
 - The location interaction sets a cookie on the user's machine.
 - Users that cross devices will need to set their location at each device
 - Recommendation: confirm your privacy policy is current for this activity



Once a user has a set location

- The site will set a user's location if they have used the browser geolocation link "use my current location" or if the user enters their ZIP and selects "save." When a location is set, the site will display the user's selected location within appropriate contexts. Examples include:
 - Location Search (prefills ZIP)
 - Physician Search (prefills ZIP)
 - Our Team pages, "Related Doctors Near Me" (filters results by closest to furthest)
 - Related Classes & Events Near Me (filters results closest to furthest)
 - Related Locations Near Me (filters locations closest to furthest)

- If a user has not shared or set their ZIP, the ZIP field in module search will be open when the page loads. The user may save their location in context where it is displayed by entering a ZIP Code and clicking “Save” or clicking “Use My Current Location.”
 - If user hovers over the “Save” link a tooltip appears describing what happens
- If the user has already saved or shared their location, the ZIP field will show collapsed with the text “Results will filter from ZIP . Change or clear my location”
- The user may change their location in context where it is displayed by clicking “Change or clear my location” and entering a new ZIP Code and clicking “Save” or clicking “Use My Current Location”
 - If user hovers over the “Clear” or “Save” link a tooltip appears describing what happens
 - When a user clicks “Clear” from this screen they will see the initial state with exposed ZIP Code input and “Save” link appear
 - When a user clicks “Use My Current Location” geolocation is set to the new location.
- Behavior will be tracked via Google Analytics

Clearing Location

- A user can clear their geolocation within the “set my location” control on module results pages by clicking “Clear”
- Behavior will be tracked via Google Analytics

ZIP Code

Save

[Use My Current Location](#)

ZIP Code

Results will filter from **52246**. [Change or clear my location.](#) ▼

ZIP Code

Results will filter from **52246**. [Change or clear my location.](#) ^

Clear

[Use My Current Location](#)

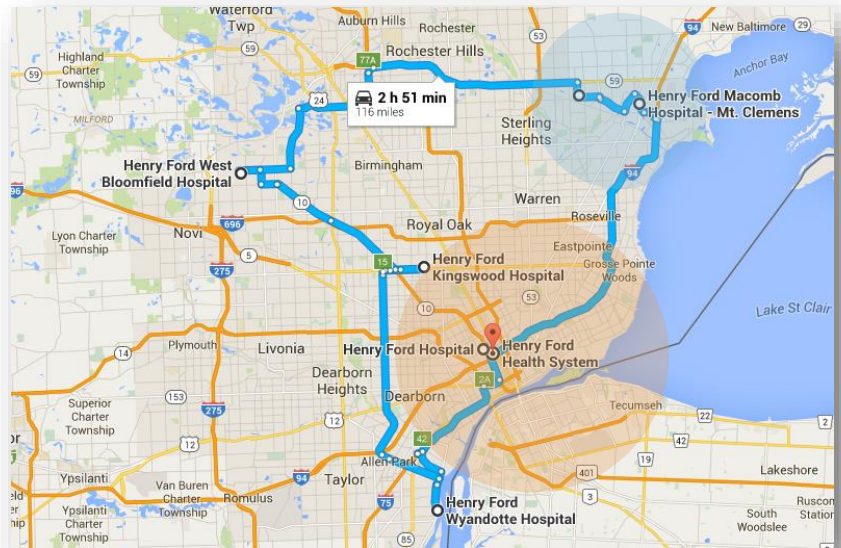
ZIP Code

Clear

[Use My Current Location](#)

Establishing Distance Priorities

- By default, the locations, physicians and events will show closest first. If the closest location is 50 miles, it will show that one first.
- The number of locations, physician and events to display are determined within the design.
- “View all” shows within each related control and will take the user to the search results page showing all applicable results sorted by closest to farthest.
- A user can set their location via the follow interactions:
 - Browser detection
 - ZIP entry within a Find a Doctor, Find a Location or Classes & Events search



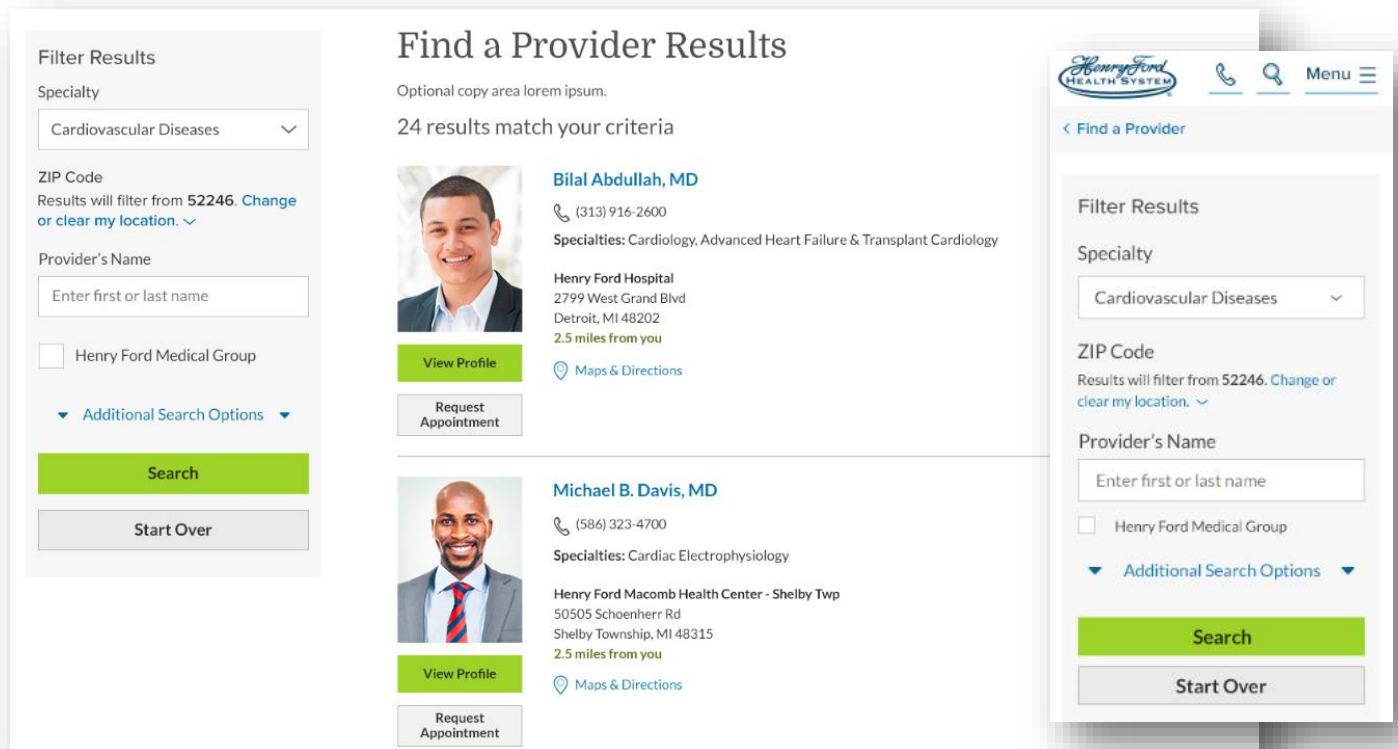
Module Search Functionality

Our Doctors

“Our Doctors” in a global navigation area links to the physician search.

If location has been set or shared,

- The ZIP code of the location appears under the ZIP Code field heading, with a link to “Change or clear my location”



Find a Provider Results

Optional copy area lorem ipsum.

24 results match your criteria

Filter Results

Specialty
Cardiovascular Diseases

ZIP Code
Results will filter from 52246. [Change or clear my location.](#)

Provider's Name
Enter first or last name

☐ Henry Ford Medical Group

[Additional Search Options](#)

[Search](#)

[Start Over](#)

Provider 1: Bilal Abdullah, MD

 (313) 916-2600
Specialties: Cardiology, Advanced Heart Failure & Transplant Cardiology
Henry Ford Hospital
2799 West Grand Blvd
Detroit, MI 48202
2.5 miles from you
[Maps & Directions](#)

[View Profile](#)

[Request Appointment](#)

Provider 2: Michael B. Davis, MD

 (586) 323-4700
Specialties: Cardiac Electrophysiology
Henry Ford Macomb Health Center - Shelby Twp
50505 Schoenherr Rd
Shelby Township, MI 48315
2.5 miles from you
[Maps & Directions](#)

[View Profile](#)

[Request Appointment](#)

Henry Ford Health System

[Find a Provider](#)

Filter Results

Specialty
Cardiovascular Diseases

ZIP Code
Results will filter from 52246. [Change or clear my location.](#)

Provider's Name
Enter first or last name

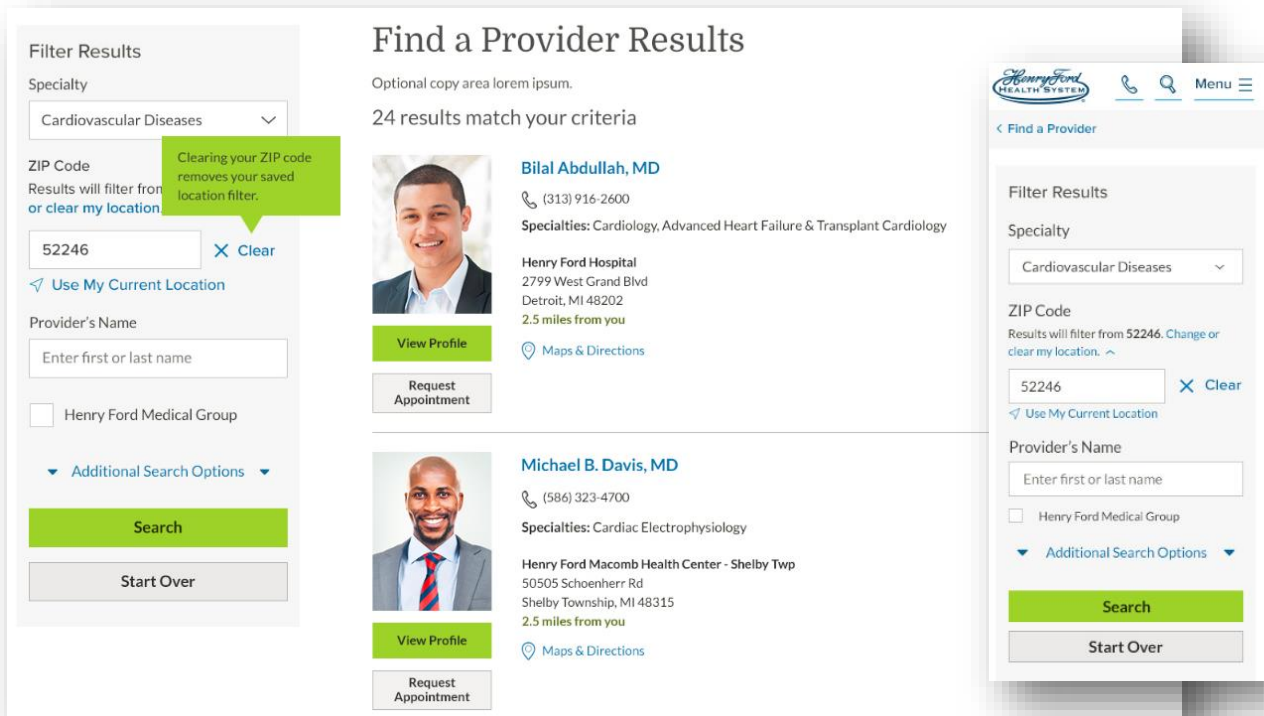
☐ Henry Ford Medical Group

[Additional Search Options](#)

[Search](#)

[Start Over](#)

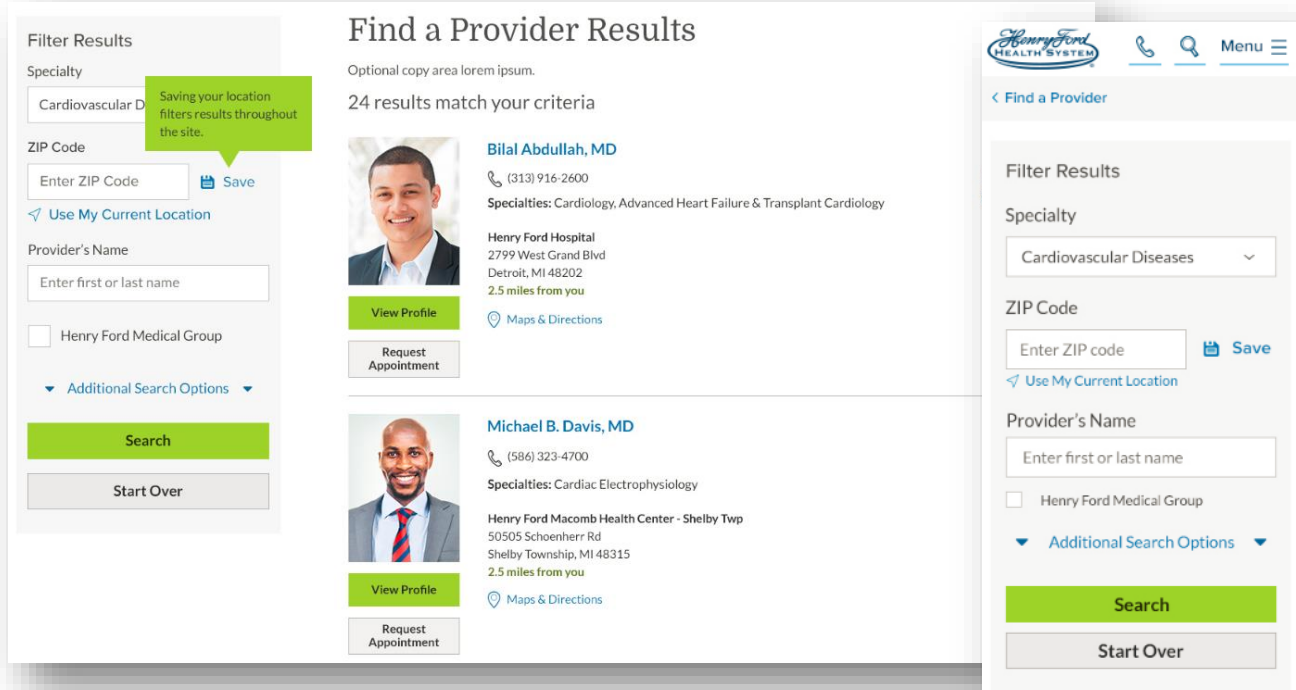
- User must click link to expose ZIP Code input field
- User clicks “Clear” to remove geolocation data, then the ZIP Code field and Save link appear
 - If user hovers over the “Clear” or “Save” link a tooltip appears describing what happens



- Doctor results will display how many miles away from current location and sort closest to furthest

If we do not know location,

- ZIP is is not prefilled in the search and the ZIP field is open
 - User can set location by entering a ZIP and clicking “Save” or “Use My Current Location”
 - If user hovers over the “Save” link a tooltip appears describing what happens



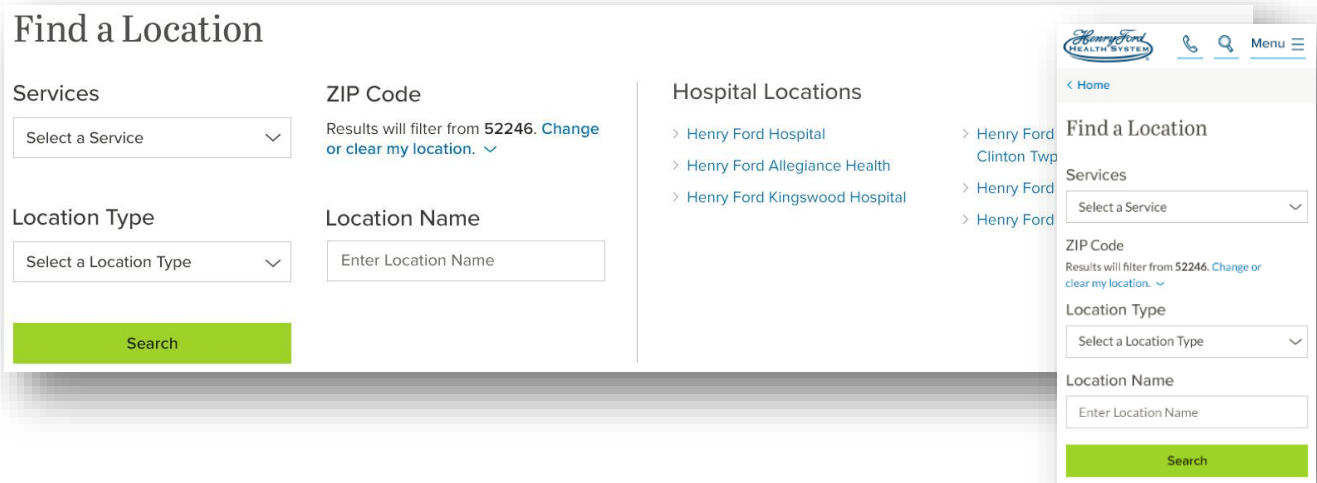
- Doctor results sort alphabetically unless a ZIP has been entered then results display how many miles away from current location and sort closest to furthest

Our Locations

“Our Locations” in a global navigation area links to the location search.

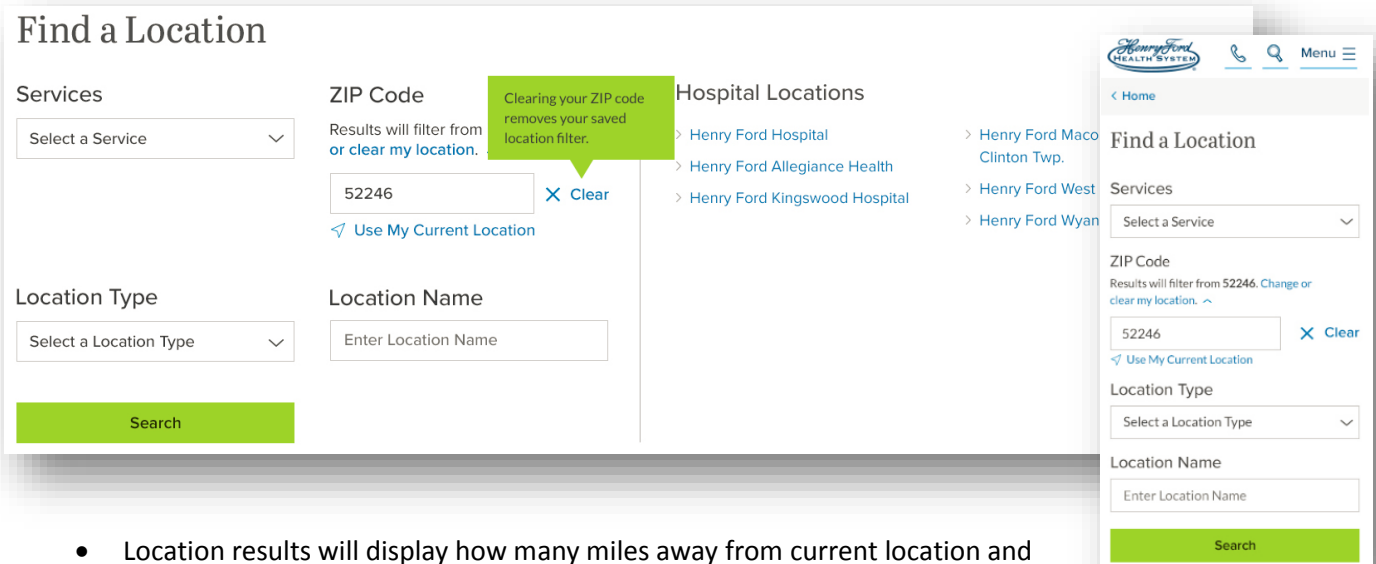
If we know location,

- The ZIP code of the location appears under the ZIP code field heading, with a link to change or clear my location



The screenshot shows the 'Find a Location' form. It has a header with the Henry Ford Health System logo and navigation links. The form is divided into three main sections: Services, ZIP Code, and Hospital Locations. The Services section has a dropdown menu labeled 'Select a Service'. The ZIP Code section has a text input field containing '52246', a 'Change or clear my location.' link, and a 'Use My Current Location' link. The Hospital Locations section has a list of hospitals: Henry Ford Hospital, Henry Ford Allegiance Health, and Henry Ford Kingswood Hospital. There is also a 'Location Type' dropdown menu labeled 'Select a Location Type' and a 'Location Name' text input field labeled 'Enter Location Name'. A green 'Search' button is at the bottom.

- User must click link to expose ZIP code input field
- User clicks “Clear” to remove the ZIP code, then the ZIP Code field and Save link appear
 - If user hovers over the “Clear” or “Save” link a tooltip appears describing what happens



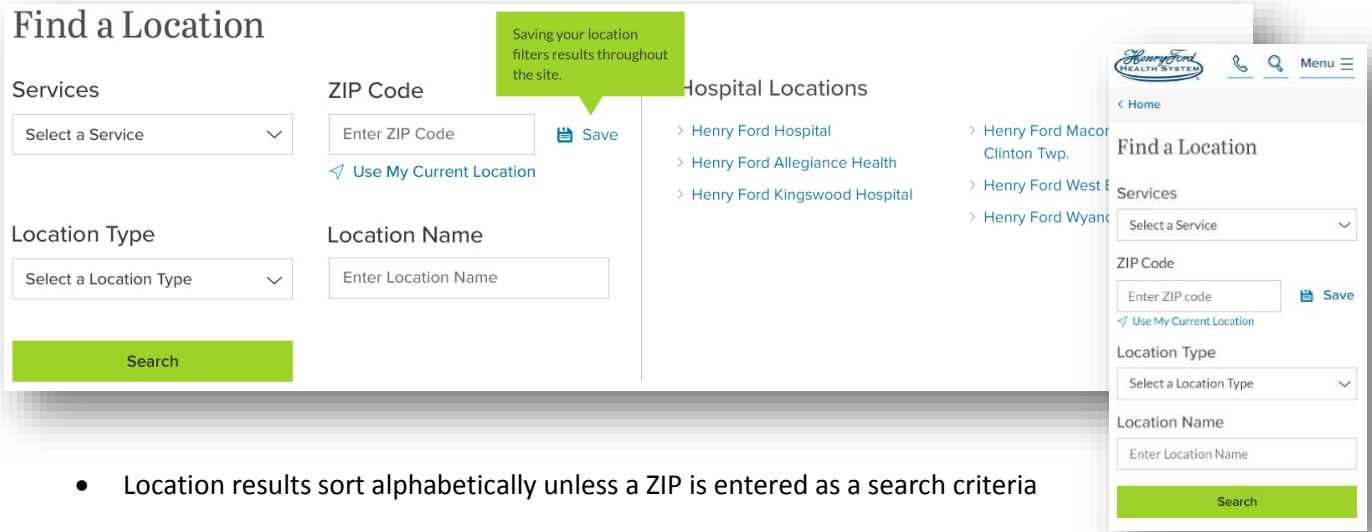
This screenshot shows the 'Find a Location' form after the 'Clear' link has been clicked. A green tooltip points to the 'Clear' link, stating: 'Clearing your ZIP code removes your saved location filter.' The ZIP Code section now shows the '52246' input field with a blue 'X Clear' button next to it. The 'Change or clear my location.' link is still present. The 'Use My Current Location' link is also visible. The rest of the form, including the Services dropdown, Location Type dropdown, Location Name input, and the green 'Search' button, remains the same.

- Location results will display how many miles away from current location and sort closest to furthest

If location is not known,

- ZIP is is not prefilled in the search

- User can set location by clicking “Save” or “Use My Current Location”
- If user hovers over the “Save” link a tooltip appears describing what happens



Find a Location

Services: Select a Service

ZIP Code: Enter ZIP Code [Save](#) [Use My Current Location](#)

Location Type: Select a Location Type

Location Name: Enter Location Name

[Search](#)

Henry Ford Hospital
Henry Ford Allegiance Health
Henry Ford Kingswood Hospital
Henry Ford Macomb Clinton Twp.
Henry Ford West Branch
Henry Ford Wyandotte

Tooltip: Saving your location filters results throughout the site.

- Location results sort alphabetically unless a ZIP is entered as a search criteria

Classes & Events

“Classes & Events” in a global navigation area links to the classes & events search.

If we know location,

- Class results will display how many miles away from current location and sort closest to furthest
- The ZIP code of the location appears under the ZIP Code field heading, with links to change or clear location.

Classes & Events

Keyword

Enter keywords(s)

Category

All

Location

All

Date

Date from

Date to

ZIP Code

Results will filter from 52246. [Change or clear my location.](#)

Show Results Within

Any radius

[Search](#)

- If expanded, the ZIP field opens allowing the user to clear their location, enter a new location and save, or use the browser geolocation link “use my current location” to update.

Classes & Events

Keyword

Category

All

Location

All

Date

Date from

Date to

ZIP Code

Results will filter from 52246. [Change or clear my location.](#)

52246

X Clear

[Use My Current Location](#)

Show Results Within

Any radius

Search

If we do not know location,

- ZIP is is not prefilled in the search
 - User can set location by clicking “Save” or “Use My Current Location”
 - If user hovers over the “Save” link a tooltip appears describing what happens

Classes & Events

Keyword

Category

All

Location

All

Date

Date from

Date to

ZIP Code

Save

[Use My Current Location](#)

Show Results Within

Any radius

Search

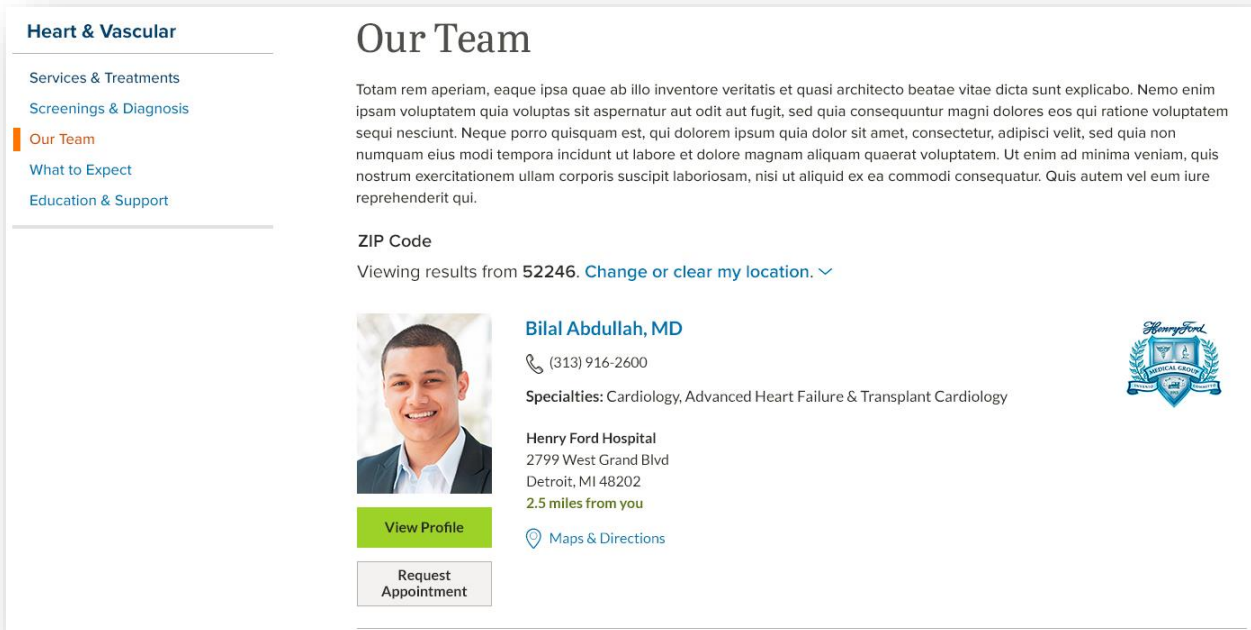
- Class results sort in chronological order unless ZIP is entered as a search criteria

Module Controls: Related Providers, Locations and Events “Near Me”

Related Providers Near Me

On service line landing pages and service line interiors there will be a control that allows for linking to an “Our Team” page which will display related physicians.

- If the user’s geo-location is known,
 - Related (via taxonomy) physicians display in order from closest to farthest away.
 - There are no special ordering rules such as:
 - Primary location
 - Physician title
 - If all physicians are the within same distance, they will sort alphabetically.
- The ZIP Code appears above the providers.
 - User must click “Change or clear my location” to change location



Heart & Vascular

Services & Treatments
Screenings & Diagnosis
Our Team
What to Expect
Education & Support

Our Team

Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis autem vel eum iure reprehenderit qui.

ZIP Code
Viewing results from **52246**. [Change or clear my location.](#) ✓



Bilal Abdullah, MD
(313) 916-2600
Specialties: Cardiology, Advanced Heart Failure & Transplant Cardiology
Henry Ford Hospital
2799 West Grand Blvd
Detroit, MI 48202
2.5 miles from you
[Maps & Directions](#)

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- Then, the ZIP code of the location appears, with a link to change or clear location
- Clicking “Clear” from the ZIP code entry screen will expose the initial non-geolocated state again

Heart & Vascular

Services & Treatments

Screenings & Diagnosis

Our Team

What to Expect

Education & Support

Our Team

Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis autem vel eum iure reprehenderit qui.

ZIP Code

Viewing results from 52246. [Change or clear my location.](#)

[Clear](#)

[Use My Current Location](#)



Bilal Abdullah, MD

(313) 916-2600

Specialties: Cardiology, Advanced Heart Failure & Transplant Cardiology

Henry Ford Hospital

2799 West Grand Blvd

Detroit, MI 48202

2.5 miles from you

[View Profile](#)

[Request Appointment](#)



- If the user's location is unknown,
 - The "Our Team" page will display related physicians in alphabetical order. The user may sort by distance on this page by sharing or entering their location.
 - The taxonomy relationship with physicians is determined by the Find a Doctor specialty taxonomy field tagging.

Heart & Vascular

Services & Treatments

Screenings & Diagnosis

Our Team

What to Expect

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Our Team

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To view results near me, [set my location.](#)



Bilal Abdullah, MD

(313) 916-2600

Specialties: Cardiology, Advanced Heart Failure & Transplant Cardiology

Henry Ford Hospital

2799 West Grand Blvd

Detroit, MI 48202

2.5 miles from you

[View Profile](#)

[Request Appointment](#)



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Discover Potential | Deliver Results

- When a user clicks “set my location” additional fields are exposed that allow a user to enter ZIP code and “Save” or “Use My Current Location” to set location

Heart & Vascular

- Services & Treatments
- Screenings & Diagnosis
- Our Team**
- What to Expect
- Education & Support

Our Team

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ZIP Code

[Save](#)

[Use My Current Location](#)



Bilal Abdullah, MD

(313) 916-2600

Specialties: Cardiology, Advanced Heart Failure & Transplant Cardiology

Henry Ford Hospital
2799 West Grand Blvd
Detroit, MI 48202
2.5 miles from you

[Maps & Directions](#)

[View Profile](#)
[Request Appointment](#)



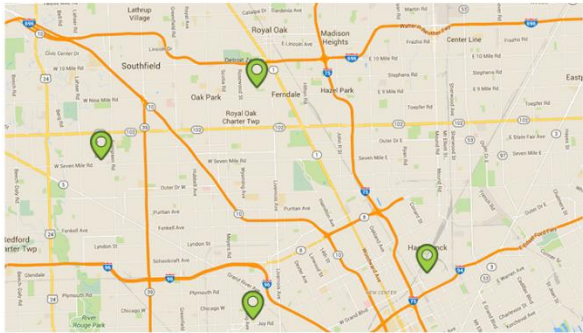
Related Locations Near Me

On landing and interior pages, there the “Care Locations” control allows for linking to or displaying related locations.

If the user’s geolocation known,

- The control shows up to four nearby related (via taxonomy) locations. The user can see the ZIP setting and a link to “change or clear my location” within the control.
- “View All Locations” takes the user to the location search result page showing all related locations sorted closest to furthest from the user’s location.

Care Locations



ZIP Code

Viewing results from 52246. [Change or clear my location.](#)



Henry Ford Hospital
2799 W. Grand Blvd.
Detroit, MI 48202
(313) 916-2600

[Directions](#)

[Specialties](#)



Henry Ford Hospital
10300 West Eight Mile Rd.
Ferndale, MI 48220
(248) 398-3200

[Directions](#)

[Specialties](#)



Henry Ford Macomb Hospital - Clinton Twp.
2799 W. Grand Blvd.
Detroit, MI 48202
(248) 398-3200

[Directions](#)

[Specialties](#)



Henry Ford Macomb Hospital - Mt. Clemens
215 North Ave.
Mt. Clemens, MI 48043
(248) 398-3200

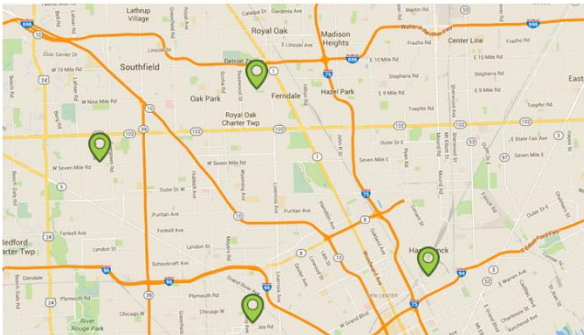
[Directions](#)

[Specialties](#)

[View All Locations >>](#)

- If the user opens “Change or clear my location,” the ZIP code of the location appears, with a link to clear location or “use my current location” to update the browser setting.
 - Clicking “Clear” from the ZIP field will clear the saved ZIP and allow the user to manually add and save a zip or select the “Use My Current Location” link to prefill.

Care Locations



ZIP Code
Viewing results from 52246. [Change or clear my location.](#) ✓

52246 [Clear](#)

[Use My Current Location](#)

Henry Ford Hospital
2799 W. Grand Blvd.
Detroit, MI 48202
(313) 916-2600

[Directions](#)
[Specialties](#)

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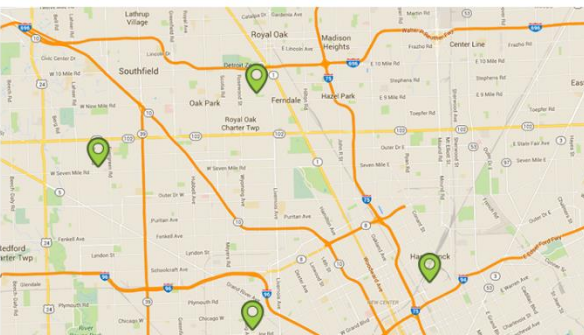
[Directions](#)
[Specialties](#)

[View All Locations](#) »

If the user's location is unknown,

- The control will display related locations in alphabetical order along with a prompt to “set my location.”

Care Locations



To view results near me, [set my location.](#) ✓

Henry Ford Hospital
2799 W. Grand Blvd.
Detroit, MI 48202
(313) 916-2600

[Directions](#)
[Specialties](#)

Henry Ford Macomb Hospital - Clinton Twp.
2799 W. Grand Blvd.
Detroit, MI 48202
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[Directions](#)
[Specialties](#)

Henry Ford Hospital
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(248) 398-3200

[Directions](#)
[Specialties](#)

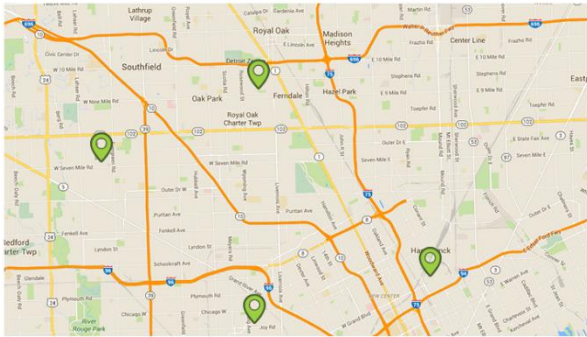
Henry Ford Macomb Hospital - Mt. Clemens
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Mt. Clemens, MI 48043
(248) 398-3200

[Directions](#)
[Specialties](#)

[View All Locations](#) »

- When a user clicks “set my location” additional fields are exposed that allow a user to enter ZIP code and “Save” or “Use My Current Location” to set location.

Care Locations



ZIP Code

[Save](#)

[Use My Current Location](#)

Henry Ford Hospital
 2799 W. Grand Blvd.
 Detroit, MI 48202
 (313) 916-2600

[Directions](#)
[Specialties](#)

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[Specialties](#)

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[Directions](#)
[Specialties](#)

[View All Locations »](#)

Related Events Near Me

On all page templates, in the “Show Me” control, there is a space reserved for 1-4 events, which can be display according to geolocation rules.

- If a user’s location is known,
 - Features will display based on related (taxonomy), soonest start date, and distance from the user.
 - “View All Classes & Events” takes the user to the classes and event search result page showing all related classes and events sorted by soonest start date and location closest to furthest from the user’s location.
- The ZIP Code appears above the events.
 - User must click “Change or clear my location” to change location

Show Me:

- [Instagram](#)
- [Blog Posts](#)
- [Latest News](#)
- [Events](#)**

ZIP Code

Viewing results from 52246. [Change or clear my location.](#)

March 3, 2016

Childbirth Preparation Class

This two-week series of classes helps women and partners better understand pregnancy and the birthing process.

March 16, 2016

Around the World Cooking Series - Middle Eastern

National Nutrition Month: Around the World Cooking Series - Middle Eastern Favorites.

March 17, 2016

Relaxation Yoga

This class combines gentle stretching with breathing and relaxation techniques.

March 17, 2016

Winter Walking Program

This free walking program is offered to all individuals with a Henry Ford Physician.

[View All Classes & Events »](#)

Show Me:

[Classes & Events](#)

ZIP Code

Results will filter from 52246. [Change or clear my location.](#)

March 3, 2016

Joint Replacement Seminar

Explore surgical options available through the Henry Ford Wyandotte Center for Joint Replacement. An orthopedic surgeon leads the discussion.

March 16, 2016

Around the World Cooking Series - Middle Eastern

National Nutrition Month: Around the World Cooking Series - Middle Eastern Favorites.

March 17, 2016

Relaxation Yoga

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[View All Classes & Events »](#)

- The user can select “Use My Current Location” to update the browser geolocation or select “Clear” to clear their ZIP from the site and continue browsing or reset by manually entering a ZIP and clicking “Save.”

Show Me:

Instagram
Blog Posts
Latest News
Events

ZIP Code

Viewing results from 52246. [Change or clear my location.](#)

52246
Clear

Use My Current Location

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View All Classes & Events

March 17, 2016
Relaxation Yoga

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March 17, 2016
Winter Walking Program

This free walking program is offered to all individuals with a Henry Ford Physician.

- If geo-location is unknown,
 - Classes and events will display based on taxonomy and soonest start date. There is a prompt within the upper left area of the control to “set my location” and expose ZIP.

Show Me:

Instagram
Blog Posts
Latest News
Events

To view results near me, [set my location](#)

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Around the World Cooking Series - Middle Eastern

National Nutrition Month: Around the World Cooking Series - Middle Eastern Favorites.

March 17, 2016
Relaxation Yoga

This class combines gentle stretching with breathing and relaxation techniques.

March 17, 2016
Winter Walking Program

This free walking program is offered to all individuals with a Henry Ford Physician.

View All Classes & Events

- User may enter a ZIP code and click “Save” or “Use My Current Location” to set.

Show Me:

Instagram
Blog Posts
Latest News
Events

ZIP Code

Enter ZIP Code
Save

Use My Current Location

March 3, 2016
Childbirth Preparation Class

This two-week series of classes helps women and partners better understand pregnancy and the birthing process.

March 16, 2016
Around the World Cooking Series - Middle Eastern

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View All Classes & Events

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- “View All Classes & Events” takes the user to the classes and event search result page showing all classes and events sorted by soonest start date.