

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

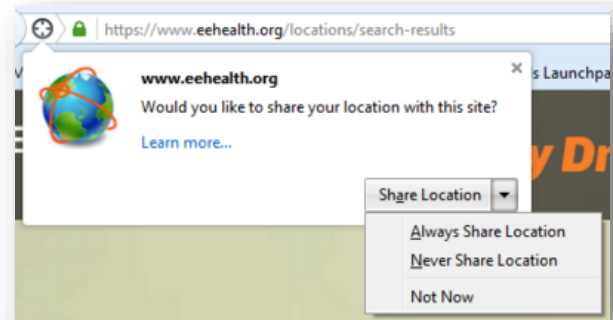
Geo-Located Elements

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

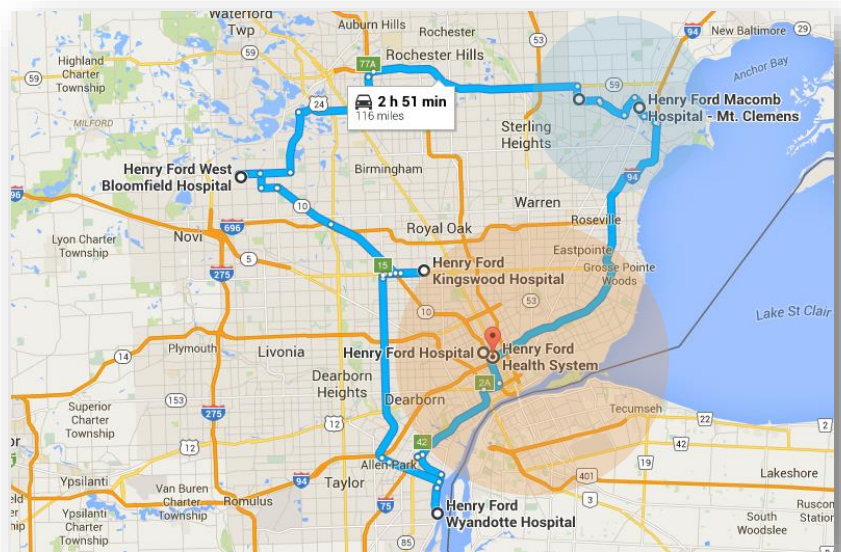
- If the user chooses to set location or the site determines location via browser geolocation, the site will display the user's selected location within appropriate contexts. Examples include:
 - Location Search (prefills zip)
 - Physician Search (prefills zip)
 - Our Team pages, "Related Doctors Near 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)
- The user may change their location in context where it is displayed by entering a new zip
- Behavior will be tracked via Google Analytics

Clearing/Re-setting a Location

- A user can clear their geolocation within the browser or cookie setting
- ZIP code within the modules can be overwritten during the user's search
- Behavior will be tracked via Google Analytics

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 we know location, ZIP is prefilled in the search. Doctor results will 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, ZIP is prefilled in the search. Location results will display how many miles away from current location and sort closest to furthest.

Classes & Events

“Classes & Events” in a global navigation area links to the classes & events search. If we know location, ZIP is prefilled and class results will display how many miles away from current location and sort closest to furthest.

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

Related Providers Near Me

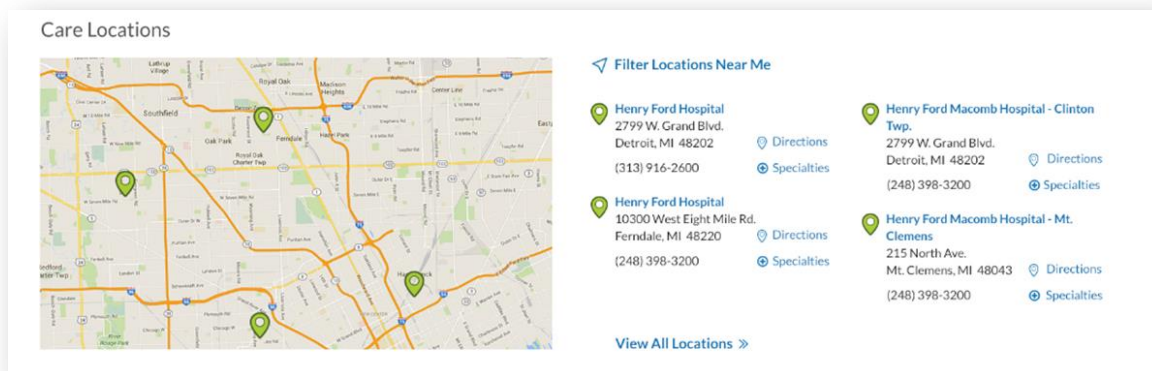
On service line landing pages and service line interiors there will be a control that allows for linking to an “Our Team” page which will display related physicians.

- 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.
- 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.

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.
 - “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.
- If the user’s location is unknown, the control will display related locations in alphabetical order along with a prompt to set location to filter by nearby locations.
 - “View All Locations” takes the user to the location search result page showing 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.
- If geo-location is unknown, classes and events will display based on taxonomy and soonest start date. There is a prompt within the upper right area of the control to “Filter by near me.”

- “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.

