How to write for the clinic template

This document explains the features of the clinic template. These features are designed to help you present clinic information clearly and concisely to patients. The features are:

- Title
- Summary line
- Tab headings
- Content [tab or page]
- Referrals
- Finding us
- Quick links [Add a web part]

For an example of a clinic page, please see: http://editorhub.phsa.ca/page-design/template-examples-tips/clinic-example.

Audience & purpose

The audience for a clinic page is patients and their families who are visiting a clinic in person.

The purpose of a clinic page is to explain:

- what the clinic does (or what service it provides)
- who the clinic serves
- how to prepare for the clinic
- how to get referred to the clinic
- where the clinic is

Clinics go into the Our Services channel.

A clinic or service provides a direct service to a patient. Please restrict the content on a clinic page to only what a patient needs to know to use the clinic. Information that is not about a clinic go elsewhere in the site:

- Information about a health topic should go in the Health Info channel.
- Information about the mandate, mission or aims of the related department, or its professional activities or research, should go into the Our Research or Health Professionals channel.

See the **Quick Links [Add a web part]** section for an explanation of how to create cross references (to point users to other parts of the website).

Title

State the specialization of the clinic with a short, descriptive title, using words that will be meaningful to a patient, for example,

- Ear, Nose & Throat
- Osteoporosis
- Psychiatry
- Radiation Therapy

Use title case (capitalize the important words only).

Don't use department names for the title of the page, for example, don't use a phrase such as Division of Pediatric Otolaryngology.

Please use an ampersand (&) instead of "and" in page titles, tab headings, subheadings, accordion panel titles and the headings in web parts, but please do not use an ampersand in body text (spell out "and").

Don't use acronyms unless the specialization is better known by the acronym, for example, HIV/AIDS. If you want to use both the term and the acronym, spell out the term first and follow it with the acronym in brackets (or vice versa) for example, Electroencephalogram (EEG) or EEG (Electroencephalogram).

Note: Synonyms for clinics into the search function have been built into the search function. If a user searches for otolaryngology, for example, the Ear, Nose & Throat clinic will appear in the search results.

Summary line

Explain briefly what the clinic does (or what service it provides), using informal, direct language, for example,

- We provide diagnosis, treatment and education for children and families affected by diabetes and other endocrine conditions.
- We help patients and families who need to make complex and difficult medical decisions.
- We provide sedation and anesthesia for a wide range of surgical and diagnostic procedures.

Use *We* or *This clinic* or *This service*. Or, if you've used a short keyword instead of the clinic name for the page title, you can give the full name of the clinic or service here, for example: *The Antenatal Clinic provides* . . ."

Use complete sentences.

Tab headings

The clinic template has three tabs. The purpose of the tabs is to help you divide your content into subtopics.

Determine how many tabs you need. You can use all three tabs, or only two, or none. If you do not have much content you won't need to divide it into subtopics. In this case, delete the tabs and use the page content box only.

If you divide your content into three subtopics, we recommend using the following headings:

- About
- Prepare
- Follow-up

Please restrict each heading to one word or two short words (don't let the tab heading go over to two lines).

Use sentence case. (Capitalize the first letter of the first word only.)

Content [tab or page]

Structuring your content

Put the most important information at the top of the tab or page. If you have a lot of information, you might want to give a short sentence or two at the top describing the contents of the tab.

If you need to divide content further, for example, to break up a long block of text, use subheadings and accordions.

Please use the active rather than the passive voice whenever possible.

- *Passive*: These materials have been written to help you prepare for your clinic visit.
- *Active*: We've written these materials to help you prepare for your clinic visit. (Or, even better: "These materials will help you prepare for your clinic visit.")
- *Passive*: Classes were in response to the need at that time for a professional curriculum for childbirth education.
- *Active*: We provided these classes in response to the need at that time for a professional curriculum for childbirth education. (Or, even better: "We provided these classes because at that time women and their partners needed professional childbirth education.")

Please do not use "page last updated"–types of sentence. This kind of statement is unnecessary on a web page and emphasizes out-of-date content.

Headings

Use short, scannable headings. Don't use long subheadings or cast subheadings as a question. For example, on a page called Biliary Atresia Home Screening, for example, it is not necessary to cast a subheading about warning signs as a question or to repeat the topic:

- *Poor*: What are the warning signs of biliary atresia?
- *Better*: Warning signs

About

Under About, you can include criteria, if any, for using the clinic. For example:

We accept new patients who:

- Have a cancer diagnosis
- Do not have a regular doctor or other primary care provider
- Have an MSP number
- Live in the greater Vancouver area

Prepare

Under Prepare, you can include instructions, if any, about how to prepare for the clinic visit. Depending on the clinic, the patient might need to bring some paperwork, wear special clothing, fast, arrange for child care if the clinic visit is long, and so on.

Please bring the following to each clinic visit:

- your BC Services Card/CareCard
- your blood glucose meter (if you already have one)

Use sentence case for subheadings and accordions.

Follow-up

Under Follow-up, you can include any information about how your clinic follows up on the patient's visit.

If you have a few resources about the health condition your clinic addresses, you might want to put them in this tab. If you have a lot of this kind of health information, or a lot of information for Health professionals, please move it to the appropriate channel; don't leave it in the clinic page.

Directions & Parking and Your Visit

Many clinics include general information about how to get to the hospital, parking at the hospital, and visits to the hospital on their clinic page. In the new websites, clinics do not need to include this information. This information has been centralized into one page in the Our Services channel: Directions & Parking, and Your Visit.

These pages will maintain up-to-date information that will help patients plan their visit.

On your clinic page, therefore, please do not include any general content that is about Directions & Parking or Your Visit. Please only include information that is specific to your clinic.

Please add links to these two pages. See the **Quick Links [Add a web part]** section in this document for how to add these links.

Patient Handouts

If the information about your clinic is also in a patient handout about the clinic, include the handout as a download on the page.

Make sure that the information is also on the web page, though, for patients who will not want to download the handout. (In other words, don't "force" the patient to have to open the download to read important information about the clinic.)

Frequently Asked Questions (FAQs)

If most of your content is presented as a list of Frequently Asked Questions (FAQs), please restructure and move the content into topics and subtopics. (FAQs should be an additional or supplementary section rather than a main section.)

Referrals

On the top right of the clinic template is a feature called Referrals. This feature must be filled in. The purpose of this feature to let users know how to get referred to the clinic.

If a referral from a doctor is not needed, for example, if a patient can self-refer, or if the service is provided as part of hospital care you can use one of these standard sentences:

- You do not need a referral from a doctor to use this clinic.
- You do not need a referral from a doctor to use this service.
- We provide this service as part of hospital care.

Include instructions for how a patient can access the service.

- If the instructions are very short, you can put them under the statement in the feature.
- If the instructions are longer – two or three sentences – please put them in the About tab.

If a referral from a doctor is needed, you can use one of these standard sentences:

- You need a referral from a doctor to use this clinic.
- You need a referral from a doctor to use this service.

The sentence must include a link to a referral page. (See next section for how to create a referral page.)

Referral pages

Referral pages "live" in Health Professionals > Refer a Patient. Their audience is doctors, and their purpose is:

- to hold any required referral forms that a doctor needs to fill in and submit, as part of the referral process (this kind of referral form "lives" on the referral page for a clinic)
- to describe the referral process to the doctor

For an example of a referral page, see http://editorhub.phsa.ca/page-design/template-examples-tips/referral-example.

Please follow these steps to create and fill in a referral page:

1. Go to the Health Professionals > Refer a Patient section.
2. Open any existing referral page.
3. Add a page, giving your page a title that aligns with your clinic. Title the page with [Name of Clinic] Referral, for example, **Audiology Referral**; this will help with Search results.
4. (A basic page template will be created.) Change the page template to a Referral page template.
5. Under the Referrals form subheading, upload any required referral forms.
6. Under the Referrals process subheading, provide step-by-step instructions on how to refer a patient. Please use the Steps feature (in the editing ribbon, choose Format Text tab > Steps button).
7. On the right-hand side of the page, add two web parts. (For instructions, see http://editorhub.phsa.ca/how-tos/feature-boxes.) WARNING: the Web Part editing ribbon contains items that could break our website. Only choose the options listed in the instructions and follow the instructions exactly.)
8. In the top web part, add the heading Referrals fax number (or phone number). Under this new heading, put the fax number. Please use the xxx-xxx-xxxx format (hyphens).
9. In the bottom web part, add a button linking back to the clinic page.
10. Go back to your clinic page. In the Referrals feature, select the word referral in the sentence and insert an internal link to the referral page you just created.

Finding us

On the right of the clinic template, under Referrals, is a feature called Finding us. This feature must be filled in. The purpose of this feature is to tell patients:

- where the clinic is
- how to contact the clinic
- when the clinic is open (if this is relevant).

Several content editor boxes will appear in the template. Please fill in theses boxes as described below, following the examples for capitalization or lower case, and for punctuation and order of information.

Location name (do not use)

Please do not use Location name box; it is not needed and will eventually be removed from the template.

Street address

Insert the street number and name; spell out street, for example:

> 4480 Oak Street
> 3644 Slocan Street

Address details

Insert address details starting with the biggest unit and ending with the smallest unit. There is no need to repeat the name of the program or the clinic here.

If there is a building name, put this on its own line. Put the following items on the next line separated by commas. Examples:

> 4480 Oak Street
> Children's Ambulatory Care Building
> 2nd floor, area 12, orange section, room K2-125
> Vancouver, BC
> V6H 3V4
> 600 West 10th Avenue

1st floor
Vancouver, BC
V5Z 4E6
4500 Oak Street
Mental Health Building
Entrance #85
Vancouver, BC
V6H 3N1

Phone/Fax

Please use Phone (not Telephone), Fax (not Facsimile); hyphenate Toll-free; separate numbers by hyphens, use ext. (not Local), for example:

Phone: 604-875-2868
Fax: 604-875-3231
Toll-free: 1-888-300-3088 ext. 2868
Email: dcnurse@cw.bc.ca

Special instructions

Use this box if you have additional contact information, clinic hours, or directions that will help the patient find the clinic, for example,

Use the Oak Street entrance.

Do not check the box under Add Google Map and link. Checking the box will make the Google map for the hospital location appear on the clinic page. This feature is not part of the clinic template and will be removed.

After you have finished filling in and saving Finding us, the information will display neatly on the right-hand side of the page. Ignore extra spaces; these will be removed from the template.

Quick links [Add a web part]

Mandatory links

On the bottom right of the clinic template, under Finding us, is an "Add a web part" feature. This feature must be populated with two mandatory links. Please use this feature as follows:

Add the web part. (For instructions, see http://editorhub.phsa.ca/how-tos/feature-boxes. WARNING: the Web Part editing ribbon contains items that could break our website. Only choose the options listed in the instructions and follow the instructions exactly.)

1. Give the web part the title Quick links (use heading 5, sentence case)
2. Add an internal link to Directions & Parking
3. Add an internal link to Your Visit

Optional links

In the same web part, you might want to add additional internal links. For example, if you have created pages in another channel, such as in Health Info > Coping & Support, or Health Professionals > Clinical Resources, you might want to add an internal link to that section help users find the related information.

There is no need to provide much contextual information around links; the link itself is usually enough to signal to the user what they will find if they click on the link.