

SPOKWISE HEALTHCARE BLOG



Opening the Doors to the New Spok.com

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There is a certain amount of magic in a website go-live. After more than a year of detailed planning, designing, and optimizing every page, it all comes down to one moment. At midnight. Yesterday was the old site, and today is the new one. It's a rebirth of brand, of information, of connection. The seemingly tiny flip of a DNS record that signals the end of our old, trusty site and the beginning of our shiny new one.



We're excited that the new front door of Spok has opened. Welcome to a fresh look at spok.com.

Whether you're a Spok customer, partner, or a healthcare professional evaluating your options for clinical communications, we're happy you've met us here in our virtual home. But this is no ordinary website. That's because what we do every day isn't ordinary. We're helping extraordinary people like doctors and nurses reach one another more easily to coordinate patient care. We give contact center personnel the tools they need to launch critical codes to 25 people simultaneously and track responses. And we help patients reach their nurses faster when they're in pain.

Part of Spok's role in care coordination is also to support our paging customers who send critical pages to their staff via our secure Send a Page site. And of course our customers need to have an easy way to reach our customer support team if needed around the clock. If Spok.com doesn't function as they expect, we can't address their needs properly. Our site has to work just as well for someone who is visiting Spok for the first time as it does for a customer who's been using our solutions for decades. Those looking to join the fast-growing Spok team need to find our Careers page to learn why it's a great place to work, and partners looking for solution information need to find it quickly. And Spok.com is chock full of information.

The Content

One of the best things about websites in general is how quickly new information can be added. At Spok.com, visitors can find the latest on key industry happenings that impact our customers' approach to critical communications. There's also plenty of information to advise customers who are researching how our solutions can help them improve important metrics like code STEMI response times, admit and discharge times, or how long it takes a physician to get a test result from a patient's scan or bloodwork. We've posted our best resources—videos, customer case studies, blog posts, infographics, eBriefs, Spok Skim™ articles, news releases, on-demand webinars—you name it. We also have a new section in our Solutions tab for role-based information for our healthcare customers. Now CIOs, doctors, nurses, and others can find in-depth content to help them think about how they manage clinical communications in their everyday workflows. We have a lot to share with you. Come on in!

The Process

When we sat down to determine our requirements for the site, there were many. First and foremost, it needed to be responsive, which means the content on display resizes to fit the screen of the device you're viewing it on, whether that's a smartphone, tablet, laptop, or desktop computer. We also had to consider the accessibility of our site for visitors with disabilities. We want to help them consume information effectively whether that means elements such as using the right color contrast for text or making pages compatible with assistive technology such as screen readers. We are continually making improvements to comply with U.S. digital accessibility regulations including Section 508 and Title II of the Americans with Disabilities Act (ADA). We also used the analytics on our previous site to understand our most popular pages and how people travel through the site so we could retain the pieces that were working well already. And search engine optimization is always a key element to make sure the site can be found in Google for our key areas of healthcare technology expertise.



Overall, there are a lot of interesting and creative elements to a project like this, such as finding the latest web functionality we thought would make navigating the site more intuitive. We also looked at best practices in site development and how we'd interpret Spok's bright color palette in our new look. We wanted the site to be clean, but bold. Exciting but welcoming. Full of information without walls of text that no one would have time to read.

Websites, like anything rooted in design, are constantly in motion. When working on the user experience (UX) considerations for our site, we talked a lot about what people think will happen when they hover over words here, or click on an image there. (We've got a great blog post on UX, too.) What's enough information without being overwhelming. And how to help people move through the site to the content they want quickly without frustration. Did we achieve this? I hope so, but you be the judge. Drop us a note if there's something on the new Spok.com that you think could be improved.

Looking Back

Although most of us don't sit around marveling at the internet anymore, it's still a truly amazing thing. I'm proud to have been a part of our site launch. We had a very collaborative, knowledgeable team that brought together several different areas of expertise and perspective to make this happen. This was the seventh launch I've worked on in my career, and a lot has changed since the first one in 2000 (Y2K anyone?). But what hasn't changed is that the web provides us with a method to interact with one another in many different ways as we all increase our knowledge about what's possible in this fast-changing space called healthcare.



By Amanda Appleton, Director of Content Marketing, Spok

Amanda Appleton joined Spok in 2009 and leads the company's messaging, web, and branding work. She has spent the past 17 years in integrated marketing and communications roles at technology companies, guiding teams on their quest to explain complicated concepts as simply as possible—and trying to get people to care about the Oxford comma. After six years at The Ohio State University in the '90s, Amanda emerged with bachelor's degrees in Journalism and English, as well as an MBA.