Engaging Distinct Groups of End Users to Increase Reach of Online Traumatic Brain Injury Resources for Evidence-Based Clinical Care: An I-HEAL Focused Program Award Project

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Iheal.tbindsc.org

Introduction

- ❑ Improving Health Care Access and Engagement for Veterans and Service Members with TBI Morbidity (I-HEAL) aims to direct **users to traumatic brain injury (TBI), evidence-based resources at provider and system levels** to deliver high-quality care for persons with TBI morbidity (cognitive, physical, and behavioral changes).
- ❑ To increase relevance and usability of I-HEAL curated resources, I-HEAL **engages stakeholders (end-users) in human-centered design processes** to inform development and implementation of products and the marketing plan (e.g. social media, emails).
- ❑ I-HEAL is leveraging **organic search engine optimization (SEO) strategies** to increase website ranking, making evidence-based resources for TBI easier to locate and use**.**

Methods

Stakeholder Engagement for Marketing of Science

First, a web-based survey was conducted with 55 TBI resource users to **identify term familiarity and search goals** for the project.
- ❑ Questions included: Search engine items, communication methods, precision of project and other content terms, and product requests.
- ❑ Survey data was analyzed **to inform efforts to increase traffic and navigation ease of I-HEAL's website**.

Online Engagement: The Soft Science of Organic SEO

Second, we used organic SEO strategies to drive users to the site.
- ❑ Link building: **develop backlinks to site** by connecting channels and mediums to other resources (other websites & social media).
- ❑ Use stakeholder (end user) identified **keywords, phrases, and trends** throughout website elements including front-facing and backend (metatags).
    - ❑ **Diversify language** that couches the optimized terminology.
- ❑ **Refer** users to site **via various mediums** (social media, email).
- ❑ Provide **clear, easy ability to navigate website** with anchors and internal links to raise user experience score.
- ❑ Ensure **ADA compliance** by leveraging tools like WAVE (not just *ethical* – also good for SEO) including photo alt text.

Key Takeaway for Veterans and Service Members

We engaged end users of I-HEAL's evidence-based resources to guide the development of the website and marketing plan. These efforts will connect stakeholders to website resources in support of TBI healthcare.

I-HEAL End Users and Projects

- Practitioners
- Professional Societies
- Lived Experience (TBI & Care Partners)
- Educators/Students
- Researchers
- Policymakers

PROJECT 1

Primary Users

Secondary Users

Website Use Examples
- ❑ Disseminate products on "nudge" innovation; resources to support success in healthcare appointments.
- ❑ Engage stakeholders in data collection.

PROJECT 2

Primary Users

Secondary Users

Website Use Examples
- ❑ Direct users to toolkit on website to benefit from I-HEAL vetted products.
- ❑ Provide resources for further research and training in implementing TBI care.

PROJECT 3

Primary Users

Secondary Users

Website Use Examples
- ❑ Disseminate TeamBI Playbook and other products for systems-level implementation & education.
- ❑ Engage stakeholders in data collection.

PROJECT 4

Primary Users

Secondary Users

Website Use Examples
- ❑ Access policy and practice guidelines for using virtual health technology with persons with TBI.

Results

- ❑ Survey responses identified I-HEAL's audience, needs, and terminology for the SEO strategy for website design and social media campaign, including keywords and phrases for content, titles, metadata, and photo alt text.
- ❑ Using stakeholder terms (I-HEAL n=19, TBI n=25) landed the website as the top Google result.
- ❑ Tracking shows thousands of reach via social media per month, strengthening the I-HEAL brand that helps to drive users to the website.

Discussion

We engaged users to curate key terms, architect the website for usability, and plan for dissemination of evidence-based TBI resources to relevant audiences through a high-impact SEO strategy. As **I-HEAL iteratively releases products based on emerging results**, an evolving SEO campaign is crucial. Current results highlight the strength and necessity of user engagement and brand dissemination to drive new and returning traffic to the website.

Ongoing Efforts
- ❑ Use Google Analytics 4 (GA4) to measure and track website traffic and product downloads.
- ❑ Refresh with new content that includes high impact terminology and resources throughout I-HEAL to drive research and dissemination needs.
- ❑ Leverage social media, email marketing, and other dissemination efforts (conferences, presentations) to drive users to the website & its resources.
- ❑ Collaborate with others to establish backlinks and dissemination of website to potential users.