

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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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. HTAMPAYA

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 frontfacing 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



PROJECT 1

Website Use Examples

innovation; resources to support

success in healthcare appointments.

PROJECT 3

Website Use Examples

☐ Disseminate TeamBI Playbook and

implementation & education.

☐ Engage stakeholders in data

other products for systems-level

☐ Disseminate products on "nudge"

Primary Users

Secondary Users

☐ Engage stakeholders in data

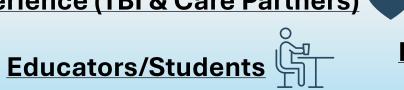
collection.

Primary Users

Secondary Users

collection.

Lived Experience (TBI & Care Partners)



Researchers (**)



Primary Users 🔰

Secondary Users



Website Use Examples

PROJECT 2

- 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 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.

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