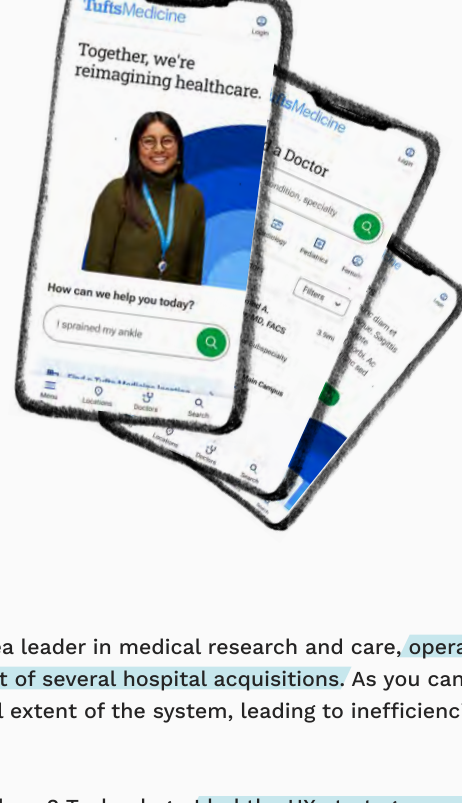




TuftsMedicine

Increasing visibility of care by merging eight websites into one



OVERVIEW

Tufts Medicine, a Boston-area leader in medical research and care, operated eight separate websites as a result of several hospital acquisitions. As you can imagine, patients couldn't see the full extent of the system, leading to inefficiencies in accessing care.

As a Senior UX Designer at Phase2 Technology, I led the UX strategy, research, and foundational product design for the first seven months of a two-year project to unify Tufts Medicine's digital presence. Working with a team of 29, we crafted a vision and action plan for a seamless, user-centered website.

The redesign formally launched in December 2023, but work is ongoing. I'm now part of a small team implementing post-launch enhancements to further improve the patient experience. After all, a digital experience this critical deserves nothing less than continuous care.

MY ROLE

- UX research / Usability Testing / UX strategy /
- Information architecture / Page layout /
- Component design / Interactive prototyping

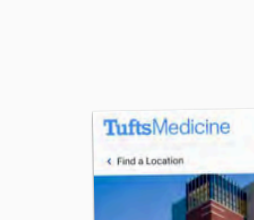
TIMELINE

- MVP discovery—handoff: January 2022–July 2022
- Ongoing support: March 2024–present

TEAM

- Amanda Wright - Associate UX Designer
- Joey Grah - Senior Design Lead
- Marshall Schoenthal - Industry Principal, Healthcare
- Sierra Alvis Robinson - Director, Content
- Jennifer Segalini - VP, Strategy
- Jennifer Shaal - Project Manager
- Caroline Casals - Software Architect
- Danielle Moore - Senior Copywriter
- Daniel Marks - Copywriter
- +19 more

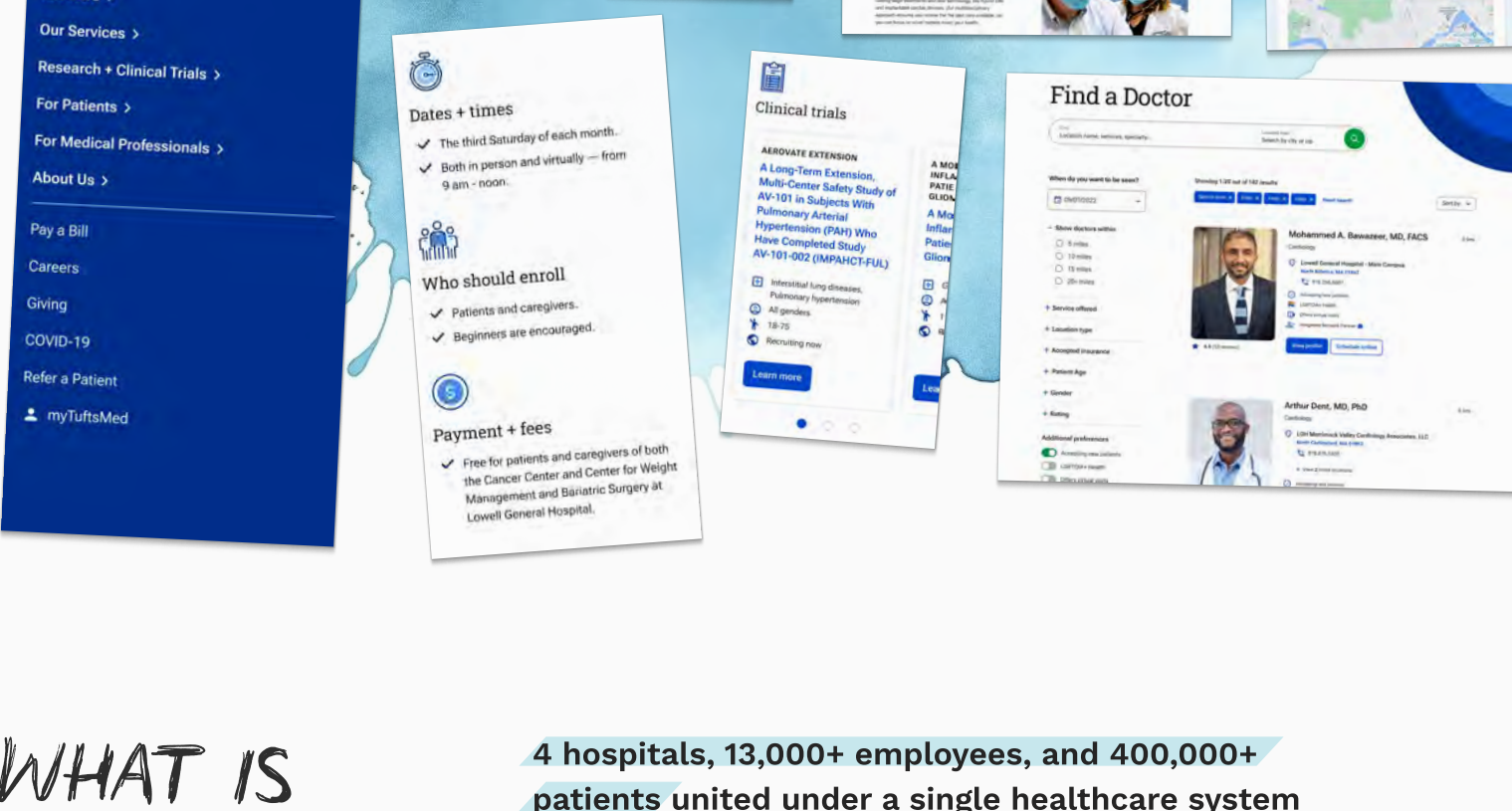
TOOLS



MY CLOSEST COLLABORATORS



SOME HIGHLIGHTS



WHAT IS TUFTS MEDICINE?

4 hospitals, 13,000+ employees, and 400,000+ patients united under a single healthcare system. Tufts Medicine, previously Wellforce, is a leading integrated health system in Massachusetts formed by the merger of four hospitals and an integrated physician network, generating \$2 billion in annual revenue.

CONTEXT

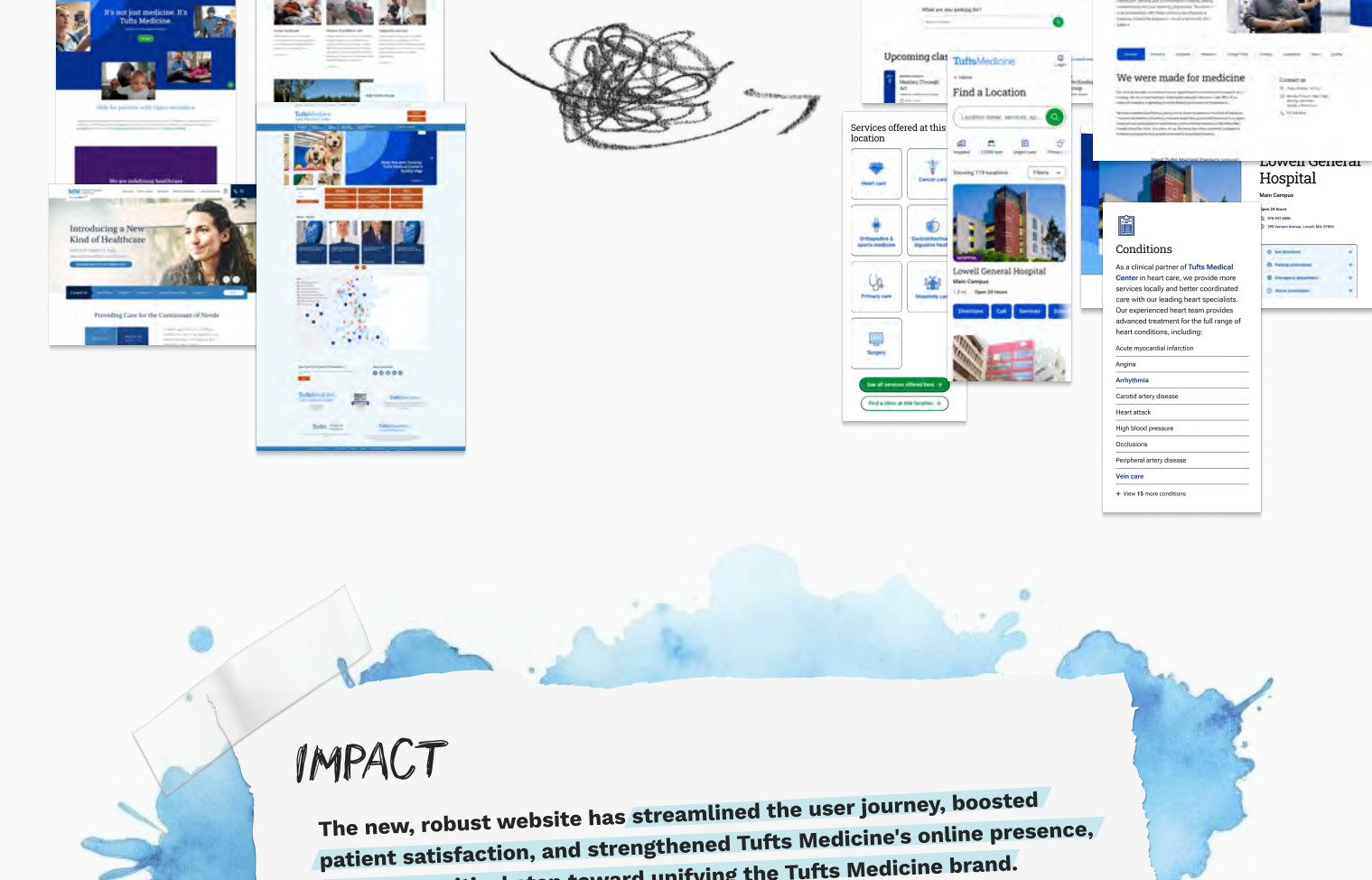
After six years of independent operation, Wellforce rebranded as Tufts Medicine, necessitating a unified digital presence. Their new website aimed to merge all four member groups, delivering a seamless, patient-centered experience under the 'One Tufts Medicine' brand.

The goal was to create a single, robust entry point that enhances patient access, establishing Tufts Medicine as the premier healthcare provider in Eastern Massachusetts.

WE HAD TO CONSOLIDATE:

8 separate websites 100+ component types 40,000+ pages of content

Project vision
Tufts Medicine must create a singular, frictionless web experience that enables consumers to live healthier, happier lives.



IMPACT

The new, robust website has streamlined the user journey, boosted patient satisfaction, and strengthened Tufts Medicine's online presence, marking a critical step toward unifying the Tufts Medicine brand.

While internal processes are still being aligned, the site establishes a cohesive digital presence, positioning Tufts Medicine as a leading healthcare provider and enhancing its ability to deliver integrated care.

From analytics

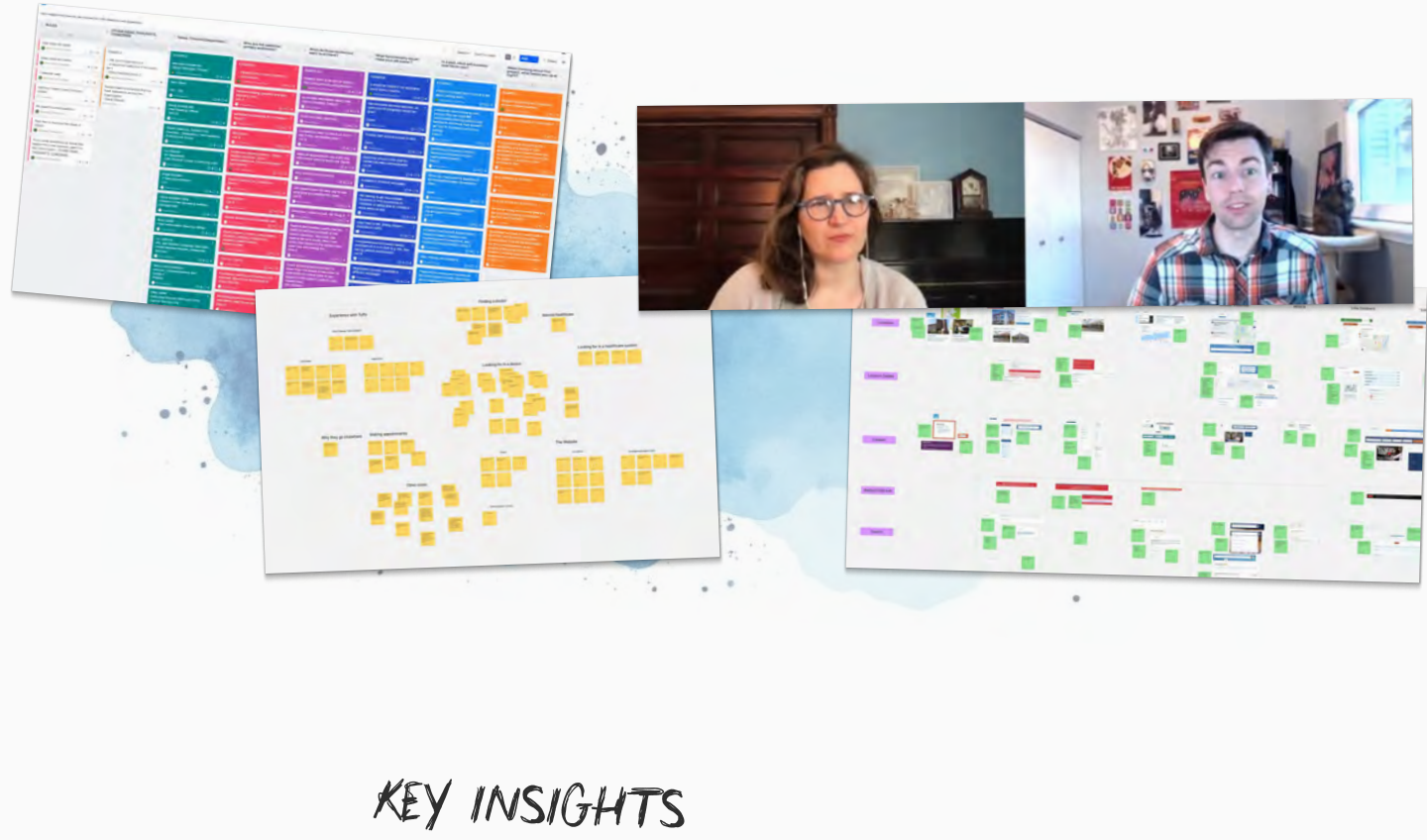
+19% more site visitors YoY +33% more pageviews YoY +9% more sessions YoY +10% more Schedule clicks, 5/24-6/24

Note: Due to complex analytics and divided processes, few quantitative metrics are available. The previous sites had inconsistent analytics and Tufts Medicine is still aligning its internal processes, impacting unified data collection.

WHAT THE RESEARCH TOLD US

Research was critical to helping us understand the precise user problems we needed to solve and align these with the stakeholders' priorities. I conducted comprehensive research, combining patient interviews, a UX analysis, and stakeholder interviews/workshops to gather the insights that would guide our design approach.

2 stakeholder workshops 22 stakeholder interviews 10 patient interviews and tests 100+ component variations analyzed



KEY INSIGHTS



Bring visibility to the full spectrum of available care
Patients: Our research revealed that users needed a single, unified platform to easily find care options near home or work, ensuring access to all Tufts Medicine services.

Stakeholders: They expressed a strong desire to showcase the power of 'One Tufts Medicine'—an integrated network combining local care with academic expertise.



Enhance patient-centric wayfinding and content
Patients: Feedback showed a desire for accessible, focused information that directly addressed their needs, rather than content rehashed on medical professionals.

Stakeholders: It was essential to display a unified brand with consistent messaging while still retaining the unique personality of each hospital within the network.



Showcase what makes Tufts Medicine unique
Patients: They wanted to understand what makes Tufts Medicine stand apart from larger competitors and why they should choose this system for their healthcare needs.

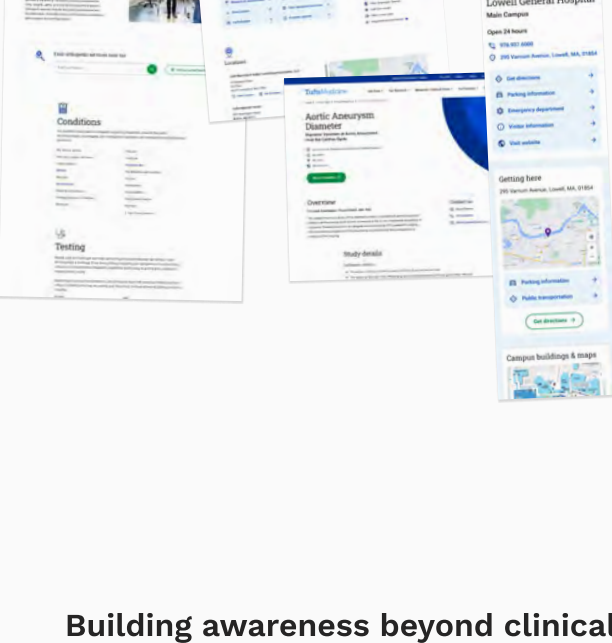
Stakeholders: Highlighting the unique value and distinctive qualities of Tufts Medicine was crucial for engaging and retaining patients, as well as attracting top medical talent.

ACHIEVING THE VISION

Empowering informed healthcare choices

Patients needed a clear understanding of how their care connects across the Tufts Medicine system to make informed decisions. Collaborating with the content team, I integrated a system-wide taxonomy across location, doctor, and service pages, ensuring seamless navigation for both users and search engines.

A significant post-launch change involved reworking the doctor profile page as the original layout wasn't as flexible as I hoped it would be:



Building awareness beyond clinical care

To foster adherence in the information architecture and navigation—twice, the site now balances patient-friendly navigation with the needs of non-patient audiences, supporting researchers, medical students, and referring clinicians. This rework strengthened the brand presence, enhancing connections with the community and satisfying the academic medical center staff.

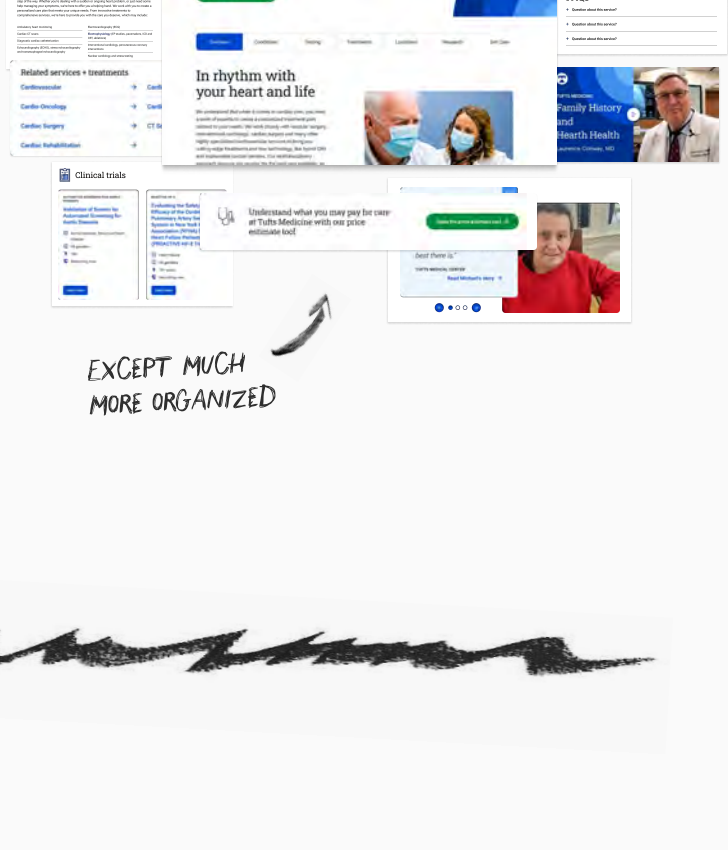
You might be asking yourself, "Why did Justin have to do this work twice?" Here's my answer:

COMING SOON

Design system with templated flexibility

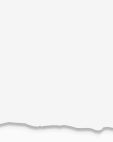
For both the website's users and its SEO strategy, having organized and structured written content was important to extend Tufts Medicine's reach and education efforts. Leveraging the previous websites' migrated content, I crafted templates with short-form copy components for similar pages to follow, such as services, profiles, locations, and giving. With templates and content governance in place, copywriters were able to quickly spin up the site's 5,000+ pages with a stakeholder-aligned, consistent page structure.

Fun fact: These page templates are giving Tufts Medicine a boost in a GenAI search-powered world with content that's well structured, organized, and tagged.



EXCEPT MUCH MORE ORGANIZED

RETROSPECTIVE



Justin made my heart flutter today. He came to the table with all sorts of exciting things.

SUSIE GERMER, SENIOR DIRECTOR OF MARKETING & DIGITAL STRATEGY, TUFTS MEDICINE

Biggest challenge

This was the largest project I've ever been on (cue Michael Scott's "That's what she said!"). Complete with strict scopes and numerous challenges. But the biggest challenge was needing to move at a speed that wouldn't make Sonic the Hedgehog dizzy. Needing to work within my limited, scoped time while producing top-tier strategies and designs meant testing only critical pieces, trusting my gut, and convincing stakeholders to take some risks with me.

What made this fun?

In a project this lengthy and intense, you need to find something to keep yourself going over the months. For me it was being able to deeply collaborate with a small group of people, figuring out how we all work together, creating relationships and processes that carried over into future projects so we can get to high-quality faster.



FINAL THOUGHTS

This project was (and still is) monumental! If you want to dive deeper into specific aspects of this project, don't miss the detailed case studies linked throughout. (Or we could grab a beer over Zoom and chat about it—dealer's choice!)

LIKE WHAT YOU SEE? LET'S GET IN TOUCH

I'm always open to meeting new people. If you're in Baltimore/DC, let's grab a tea or beer. Not local? No problem, let's do it virtually!

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- jkalasky@gmail.com
- <https://www.linkedin.com/in/justin-kalasky/>

