



# MAYO CLINIC



Ada Burch

# Mayo Clinic

## Situation

Mayo Clinic wanted a complete redesign of their website and redefine the narrative. They wanted to tell the story of the world's best hospital focusing on patient care and the story of how Mayo Clinic became the best hospital for the toughest cases. They needed a skilled UX writer and strategist to work with their internal teams for extensive requirements, presentations to stakeholders, and tight deadlines.

## Solution

I was chosen as the UX writer tasks with creating the new story of Mayo Clinic, telling the history of the hospital, highlighting how they treat the patient as a whole person, and that the extensive research they do saves many lives.

## Result:

The result was the successful redesign of a completely different narrative that increased patient engagement and satisfaction. The content also increased page views and user satisfaction on the site. Research showed that users thought the navigation was easier, they had more confidence in the brand and more confidence in the quality of care they would receive at Mayo.

## Achievements | Lessons learned

### Achievements:

- Successfully content and strategy for the redesign and working under many tight deadlines
- Presenting to Mayo leadership and turning vague instructions into tangible results that engaged patients and increased page views.
- Working with a large team of incredibly talented designers, researchers, developers, analysts, and senior UX leaders.
- **Created UX copy for Mayo Clinic's most viewed pages: [Home Page](#), [About Mayo](#), [Patient Centered Care](#), and [Rankings](#)**

### Lessons Learned:

- Sleep is a good thing.
- Always have back up designs and copy to present at meetings
- Always defer to best practices and user data to support content.

## Wireframes:



Log in



[Home](#)

About Mayo Clinic

Solving the world's toughest medical problems —  
**one person at a time**



Long-distance runner Yasmin Mullings is back in running shoes after a "gift heart" transplant. [>](#)

Who we are

## Transforming health care — yesterday, today, always

Each day, **we're building a future** where the best possible care is available to everyone — and more people can heal at home. Our relentless research turns into earlier diagnoses and new cures.

[Read less about who we are](#) ^

### A legacy of innovation

Our history of innovation started in 1864, when brothers Will and Charlie Mayo pioneered an integrated, team-based approach to medicine. That core value still pushes our pace of discovery. Here, our experts partner to solve the most challenging unmet needs of our patients.

### Top rankings for quality care

Our unwavering drive to create better medicine has earned Mayo Clinic more top rankings for high-quality patient care than any other health care organization. In fact, U.S. News & World Report has again recognized Mayo Clinic as the No. 1 hospital overall and top ranked in 14 specialties.



Our impact

## Building healthy communities where everyone belongs

**Vibrant, healthy, safe communities** are best for our patients and our employees. That's why we work with hundreds of local partners on novel solutions that improve quality of life.

[Explore our community engagement](#)

[Read less about our impact](#) ^



### Partnering with our communities

We collaborate with community programs to provide health care to the uninsured, underinsured, underserved, and unhoused. We advocate for public policy. And we support emerging businesses, meal programs, and educational programs that advance student achievement in science, technology, engineering, and math (STEM).



### Eliminating health disparities

We're working to end health disparities in our communities. We strive to reduce illness and premature death in minority groups through education programs, personalized health care, and community-engaged research.

## People & culture

# Our people make progress happen

**Our staff is on a mission** to provide compassionate, world-class care to 1.4 million patients from 130 countries each year. We're also training the next generation of health leaders.

[Read less about our people](#) ^

We're the largest integrated, not-for-profit medical group practice in the world. Behind our top rankings, you'll find a diverse, inclusive culture of teamwork, professionalism, mutual respect, and dedication to putting patients first.

[Explore careers at Mayo Clinic](#)

[Connect on LinkedIn](#)

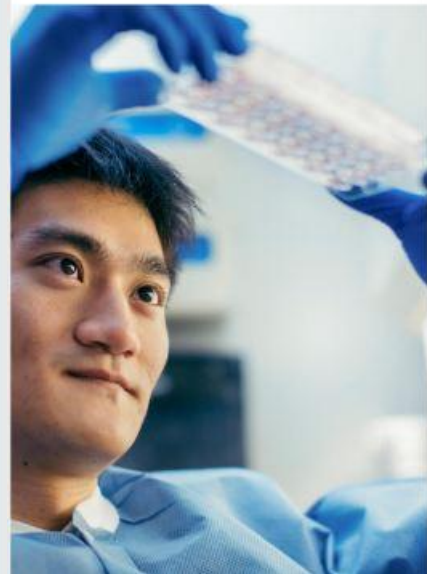
A diverse staff makes every single aspect of our organization better. At Mayo Clinic, we work to create the right environment for our staff to thrive, feel valued, enjoy their work, and provide an unparalleled patient experience.

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A diverse staff makes every single aspect of our organization better. At Mayo Clinic, we work to create the right environment for our staff to thrive, feel valued, enjoy their work, and provide an unparalleled patient experience.

Gianrico Farrugia, M.D.,  
President & CEO, Mayo Clinic



## Early Content

Condensed	V3
<h3>About Mayo Clinic</h3> <h4>Hero</h4> <p>Headline options:</p> <ul style="list-style-type: none"><li>Solving the world's toughest medical problems — one person at a time.</li></ul> <h4>Introduction Section</h4> <p>Eyebrow: Who we are</p> <p>Headline options: We believe there's a better way deliver health care. That's why we're transforming it.</p> <p>Body Copy: For over 150 years, Mayo Clinic has worked tirelessly to put the needs of our patients first, advance medicine with the most innovative treatments, and improve health and wellness around the world. Because we believe there's a better way to deliver healthcare and inspire hope in those who need it most.</p> <p>Headline (options): Our history</p> <p>Body Copy: In 1864, a pair of brothers set out to change the face of health care. Learn how they became beacons for hope, healing, and acceptance for patients from all walks of life.</p> <p>CTA: &lt;Learn more about our history&gt; <a href="https://history.mayoclinic.org/">https://history.mayoclinic.org/</a></p> <p>Card 1 Copy: 150+ years advancing medicine and providing world class care.</p> <p>Ken Burns documentary</p> <p>Headline: Quality and rankings</p>	<h3>About Mayo Clinic</h3> <h4>Hero</h4> <p>Headline options:</p> <ul style="list-style-type: none"><li>Solving the world's toughest medical problems — one person at a time.</li><li>Mayo cures, connects and transforms</li></ul> <p><i>Patient Story Intro:</i> Andy: A New face for a new life</p> <p>CTA Read my story: <a href="https://newsnetwork.mayoclinic.org/discussion/andys-smile-shows-his-progress-two-years-after-face-transplant/">https://newsnetwork.mayoclinic.org/discussion/andys-smile-shows-his-progress-two-years-after-face-transplant/</a></p> <p><i>Patient Story Intro:</i> Dawn: Overcoming Net Zero Odds</p> <p>CTA: Read my story: <a href="https://newsnetwork.mayoclinic.org/discussion/dawns-journey-overcoming-a-near-zero-survival-rate/">https://newsnetwork.mayoclinic.org/discussion/dawns-journey-overcoming-a-near-zero-survival-rate/</a></p> <h4>Introduction Section</h4> <p>Eyebrow: Who we are</p> <p>Headline options: We believe there is a better way to deliver health care</p> <p>Body Copy: For over 150 years, Mayo Clinic has worked tirelessly to put the needs of our patients first, because we believe there's a better way to deliver health care and inspire hope in those who need it most.</p> <h3>PROOF POINTS</h3> <ul style="list-style-type: none"><li>Our history In 1864, a pair of brothers set out to change the face of health care. Learn how they became</li></ul>



Rare is not rare to us

#### Body Copy:

U.S. News & World Report has again recognized Mayo Clinic as the No. 1 hospital overall and top ranked in fourteen specialties.

#### CTA:

<Learn about our quality and rankings>

#### Headline:

Stories: Mayo Clinic patients and doctors

#### Body Copy:

Our patients, doctors and teams of healthcare professionals are passionate about what makes Mayo so special.

#### Card 1 Story:

Mother finds second chance at Mayo Clinic

#### CTA:

Read her story

#### Card 2 Story:

A new life with a new face.

#### CTA:

Read his story.

#### Card 3 Story:

From patient to doctor: The art of science and never giving up

CTA: Read the story

#### Headline

Join the conversation

#### CTA:

[Learn about care at Mayo Clinic](#)

#### Headline:

Join the conversation

#### Body:

Stay up-to-date on the latest research, innovations, news, <sup>[1]</sup><sub>SEP</sub> and stories from Mayo Clinic.

#### Eyebrow:

Our impact

#### Headline:

Committed to social responsibility and environmental sustainability

#### Body Copy:

We believe health care is more than what happens inside our walls. Improving our communities, grants, global impact in research makes impact.

beacons for hope, healing, and acceptance for patients from all walks of life. Learn more about our history.

- The Mayo Clinic: Faith Hope Science Filmmaker Ken Burns examines how science inspires faith and hope in our treatments. Learn more about the Ken Burns documentary
- Quality and Rankings  
U.S. News & World Report has again recognized Mayo Clinic as the No. 1 hospital overall and top ranked in fourteen specialties. Learn about our quality and rankings

## Care at Mayo Clinic

#### Headline:

Innovation to treatment

#### Body Copy:

Inspiring hope in those who need it most.

#### Movie

#### Headline:

Join the Conversation

#### Body Copy:

Stay up-to-date on the latest research, innovations, news, <sup>[1]</sup><sub>SEP</sub> and stories from Mayo Clinic.

## Impact

#### Headline:

\$11.5 million

#### Body Copy:

contributed to support hundreds of nonprofit organizations in the communities we serve.

#### Headline

No. 4

#### Body Copy:

in DiversityInc's "Top Hospitals and Health Systems" rankings

#### Headline

\$100 million

#### Body Copy:

committed over next 10 years to improve health equity and eliminate racism within Mayo Clinic.

#### Headline:

- Committed to social responsibility and environmental sustainability commitment to advancing medicine knows no boundaries

#### Body Copy:

We believe health care is more than what happens inside our walls. Improving our communities, grants, global

# Disease and Conditions Landing Page Copy -- NOT FINAL

Page item	Content
D&C Section Description	Find easy-to-understand answers about diseases and conditions that concern you.
Section heading	Search for a disease or condition
Field text	Search for a disease
Instructional text	Find a disease or condition by its first letter
Section heading	Symptom Checker
Instructional text	See what could be causing your symptoms and when to seek care.
Button text	Check symptoms
Section heading	Clinical trials
Section description	Search for clinical trials by disease, treatment or drug name.
Link out	Search clinical trials
Section heading	Mayo Clinic Connect
Section description	Share your experiences and find support from people like you.
Link out	Find a support group
Section heading	<b>TBD</b>
Section description	<b>TBD</b>
Link out	<b>TBD</b>
Section heading	Sign up for free e-newsletter
Section description	Get our free e-newsletter to stay up to date on the latest health information from experts at Mayo Clinic.

## Diseases & Conditions

Find easy-to-understand answers about diseases and conditions that concern you. Our guides are up-to-date and include causes, symptoms, and when to see a doctor.

Search for a disease or condition

Q Search for a disease

Find a disease or condition by its first letter

A	B	C	D	E
F	G	H	I	J
K	L	M	N	O
P	Q	R	S	T
U	V	W	X	Y
Z	#			

## Symptom Checker

Find conditions and treatments related to your symptoms.

Check Symptoms



## Clinical trials

We're dedicated to finding the most advanced treatments available through clinical trials—leading to the best possible outcomes for patients.

About clinical trials



## Mayo Clinic Connect

Getting long-term treatment can be stressful. Mayo Clinic Connect puts patients and family caregivers in touch and creates a supportive environment.

Find a group for you