



PCN Website Template Toolkit

A Guide for PCNs

Revised May 2010

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1. Overview

1.1 Audience

This document is intended for the following audiences:

- PCN staff involved in the decision making process for the development of a PCN website, and
- PCI staff.

1.2 PCN Website Template Program Overview

The PCN Website Template program is intended to standardize the visioning and creation of PCN websites using a website template supplied and hosted by PCI. The development and design of the PCN website template was arrived at by a lengthy review process that included consultations with representatives of PCI, AMA, health regions (now AHS) and numerous PCNs.

Several PCNs have launched websites using these templates, and numerous other websites are currently in various stages of development. Refer to Section 4.2 for a list of PCNs using the templates.

1.3 Program Description

As part of the PCI's mandate to support PCNs throughout their planning, development and operational phases, the PCI Office is now offering standard website templates, design, content and website hosting to PCNs throughout Alberta. This is a value-add service. Adoption by PCNs is voluntary.

2. Background

In developing the PCN Website Template Program, representatives from numerous PCNs, AHW, the health regions (now AHS), and PCI were consulted. (Refer to Appendix A for a more detailed summary.)

2.1 Summary of Consultations

PCN Website Audiences

- Public Site
 - PCN patients and local residents
 - Facility/clinic locations, staff listings, program/service offerings, health information, physicians accepting new patients, etc.
- Secure Site (optional)
 - PCN staff
 - Documents, agendas, collaboration areas
 - PCN physicians
 - Documents, agendas, collaboration areas

Priorities

- Focus on PCN-specific content
 - Physician and staff listings
 - Program and/or service information
 - Employment listings
 - Links to validated sources of patient information (e.g. Cdn Diabetes Assoc., Health Link Alberta, RHA sites)
- Secure, collaborative Area for PCN physicians and staff (optional)
 - Meeting minutes
 - Online discussions
 - Communicate with colleagues who work in a different location, town
 - Designed for operational and administrative information only. Use for patient or health information is not sanctioned.

Benefits

- No hardware/software investments are required by PCN
- Scalable solution – can grow with the PCN
- Enterprise-level content management system (workflow, revision history, security)
- Future expansion and flexibility
- Site analytics

3. Why PCN website templates?

Advantages to PCNs

- Reduced costs and effort for establishing and maintaining a PCN website
 - PCI has documented requirements, developed the templates, hosts the websites
 - PCNs populate existing templates with PCN-specific content (i.e. physician and staff listings, locations, program descriptions)
- No need to worry about provincial PCI content – standard PCI content is shared among all hosted PCN websites
- Access to a PCI project manager (PCI Website Lead) to assist with the planning and execution of the website development
- Scalable solution
 - Minimum effort required for a site with basic information
 - More sophisticated sites available for PCNs interested in providing more content or setting up a secure PCN site / collaboration area for administrative / operational purposes

Advantages to PCI

- Standardized look and feel for all PCNs in Alberta
- Standardized content about PCI and general PCN information (statistics, etc.) for ease of maintenance for PCNs (and consistency throughout)
- Value-add service that supports PCNs

4. Detailed Program Offering

The PCI website infrastructure is based on Microsoft Office SharePoint 2007 (MOSS), which provides a secure framework within which PCN-based collaboration can occur, and centralized user account management can take place. This infrastructure is leveraged to manage and host the PCN website templates. Content is entered by distributed content authors using standardized templates to ensure that content presentation is consistent. Workflow/approvals can be built into the system depending on specific PCN requirements. The websites are hosted at the Alberta Medical Association (AMA) on PCI's behalf.

PCNs vary in size, structure and operational models; no PCN is the same as another PCN. As such, the requirements for every PCN website may vary. In order to accommodate the variation in PCN size, the availability of PCN resources to be involved in website creation and maintenance, and the readiness of PCN staff and physicians for online collaborative tools, the PCN Website Template Program is offered in two parts.

During the initial phase of the project, the PCN would confirm which Part of the project would be created:

- Part 1 – a website targeted to the general public with information about the PCN, services, physicians, etc.; or
- Part 1 AND Part 2 – the public website as well as a secure collaboration area for PCN staff and physicians.

Refer to Section 4.2 for a more detailed explanation of each Part.

Part 2 builds on Part 1, so PCNs that choose to initially implement Part 1 would be able to *upgrade* at a future date to include Part 2. Selecting Part 2 only is NOT an option.

4.1 PCNs using the Templates

Several PCNs have launched websites using these templates. The public versions of these websites are available for previewing:

PCN	url	Part 2 (secure site)
Palliser PCN	www.palliserpcn.ca	Yes
Leduc Beaumont Devon PCN	www.lbdpcn.com	Yes
Edmonton Southside PCN	www.edmontonsouthsidepcn.ca	Yes
Calgary Rural PCN	www.crpcn.ca	

Highland PCN	www.hpcn.ca	
Northwest PCN	www.nwpcn.albertapci.ca	
Big Country PCN	www.bigcountrypcn.ca	Yes

In order to preview the collaborative areas (Part 2) of these sites, contact the PCN Leads at the respective PCNs or the PCI Website Lead for access to a sample collaboration site set up for previewing purposes only.

Numerous other websites are currently in various stages of development.

Refer to the following Table for a more detailed explanation of each Part.

4.2 Options

	Part 1 – Public Website	Part 2 – Secure Website with Collaborative Features
Audiences	<ul style="list-style-type: none"> • A PCN website for the public 	<ul style="list-style-type: none"> • PCN website for the public • PCN Stakeholders, Staff, Physicians
Design	<ul style="list-style-type: none"> • Automatic inclusion of basic PCI content (statistics, PCI program description) • Common design and site architecture provided by PCI 	<ul style="list-style-type: none"> • Automatic inclusion of basic PCI content (statistics, PCI program description) • Common design and site architecture provided by PCI
Content & Features	<ul style="list-style-type: none"> • Content updatable by PCN staff • Could include one or all of the following: <ul style="list-style-type: none"> • Program descriptions • Clinical resources (if available) • Clinic, physician and staff information (including identification of clinics/physicians accepting new patients) • News (news & events section, news on the homepage) • Employment (careers listings) • Events (news & events section, events on the homepage) 	<ul style="list-style-type: none"> • Enhanced content updatable by PCN staff • Could include one or all of the following: <ul style="list-style-type: none"> • Program descriptions • Clinical resources (if available) • Clinic, physician and staff information (including identification of clinics/physicians accepting new patients) • News (news & events section, news on the homepage) • Employment (careers listings) • Events (news & events section, events on the homepage) <ul style="list-style-type: none"> • Secure Collaborative area for the PCN interested in engaging staff, physicians and

		<p>stakeholders in an online collaborative site for operational and administrative information only. Use of the collaborative site for patient or health information is not sanctioned.</p> <ul style="list-style-type: none"> • Advanced content management could include (collaboration area): <ul style="list-style-type: none"> • Enhanced program and services directory listings (to act as a directory for physicians and staff) – links to community and non-PCN agencies and services • Advanced secure collaboration features could include: <ul style="list-style-type: none"> • Document sharing • Calendars • Discussion forums • Collaborative area to be structured according to PCN requirements (i.e. by community of practice, Board of Directors, Staff Meetings, etc.)
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<p>Maintenance</p>	<ul style="list-style-type: none"> • Maintenance of PCN-specific website content is completed by PCN staff (i.e. project: 80 h; ongoing 1-4 h per week) • Maintenance of more timely information requires a larger PCN resource commitment 	<ul style="list-style-type: none"> • Maintenance of PCN-specific website content is completed by PCN staff (i.e. project: 120 h; ongoing 4-6 h per week, although this depends on the number of collaborative features and how widely they are being used and promoted) • Maintenance of more timely information requires a larger PCN resource commitment • Maintenance of secure website user accounts and management of account requests • Maintenance and monitoring of activity in the secure collaborative areas (i.e. discussion boards, document sharing)
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5. Project Approach, Deliverables & Schedule

Approximate task duration is included in the table below to illustrate the amount of effort required of the PCN and PCI in order to complete the task or create the deliverable. AMA hosts the PCI and PCN websites and is thus responsible for some technical configuration tasks as outlined below. Durations are estimates only and do not necessarily reflect the total time required to complete the project as some overlapping of tasks may occur.

Phase/Task	Role	Expected Duration 85-100 days
Initiation		
Request a PCN website from PCI Office – project initiation	PCN	5 days
Requirements Confirmation		
Review resourcing requirements and service offering	PCN	2 days
Identify PCN site owners and administrators	PCN	2 days
Based on guidelines from PCI, identify PCN-specific content <ul style="list-style-type: none"> • Photos • Program descriptions • Links • Contact lists 	PCN	4 days
Information architecture review (site map, structure)	PCI	4 days
Identify requirements for secure, collaborative areas for the PCN site (decision re: Part 1 or Part and Part 2)	PCN	10 days
Domain confirmation and registration	PCN/PCI/ AMA	4 days
User account confirmation (web authors and administrators)	PCN	5 days
Confirm workflow/approval processes	PCN/PCI	5 days
Confirm timelines	PCN/PCI	2 days
Content Development		

Phase/Task	Role	Expected Duration 85-100 days
Develop PCN-specific content as outlined above	PCN	15 days
Site Creation		
Site template creation	AMA	5 days
Creation and assignment of web authors and administrators	PCI/AMA	5 days
Apply DNS Settings; SSL certificates	AMA	2 days
Collaborative Sites and Features (for Part 2)		
Confirmation of collaborative site structure (based on planned use – community of practice, structure, management)	PCN/PCI	5 days
Create Collaborative Sites	PCI/AMA	5 days
User account confirmation (all users who access the secure area(s))	PCN	5 days
Site user creation	AMA	2 days
Training and Site Population		
Training	PCN/PCI	4 days
Content population/migration	PCN	15 days
Site Review	PCN/PCI	5 days
Communications	PCI	2 days
Site Launch		
Activate site	PCN/PCI	3 days
Site promotion	PCN	10 days
Link to new site added to PCI website	PCI	2 days
Configuration of site usage statistics reports	PCI	2 days
Ongoing Tasks		

Phase/Task	Role	Expected Duration 85-100 days
Bi-weekly status meetings (project)	PCN/PCI	Ongoing (project)
Ongoing site administration and maintenance	PCN	Ongoing
Ongoing review of PCI content	PCI	Ongoing
Ongoing support (see details)	PCI	Ongoing

6. How to Begin

What is required from a PCN?

While making use of the PCN website template reduces many of the upfront activities required, there are still a number of activities that a PCN must undertake in order to build and maintain the website.

Initial Activities

If your PCN is interested in developing a PCN website using the PCN Website Templates offered by PCI, contact Johanna Dietrich, PCI Website Lead, at johanna.dietrich@albertapci.ca

Resourcing

The following table outlines the roles required for the project phase and ongoing operations of a PCN website, including the typical responsibilities/activities, and an estimated allocation of hours. PCNs interested in initiating a PCN Website Template project must make appropriate staffing available in order to ensure successful completion of the website.

Phase	Roles	Responsibilities/Activities	Allocation (hours)
Project			
	PCN Project Lead/ Sponsor	<ul style="list-style-type: none"> Decision-making re: site structure, business requirements, content approvals General coordination of PCN staff for the project and ongoing Attendance at regular status meetings 	20 h (project)
	PCN Website Administrator	<ul style="list-style-type: none"> Responsible for provision of user account lists Primary page author/creator in the content management system (MOSS) Attendance at regular status meetings 	80-100 h (project)
	PCN Content Authors/ Coordinators (optional)	<ul style="list-style-type: none"> Responsible for content gathering, writing, editing, coordination Ongoing content review Back-up page author/creator in the content management system (MOSS) 	20-40 h (project)
	PCI Website Lead	<ul style="list-style-type: none"> Responsible for overall project coordination Provide MOSS training for PCN Website Administrator and PCN Content Author First point of contact for content/technical issues Coordination with PCN Lead/Sponsor as necessary 	20-40 h (project)

	PCI/AMA technical	<ul style="list-style-type: none"> Responsible for PCN site template creation; DNS settings; url registration and propagation Technical support as required 	8-12 h (project)
Ongoing			
	PCN Project Lead/ Sponsor	<ul style="list-style-type: none"> Decision-making re: site structure, business requirements, content approvals General coordination of PCN staff for the project and ongoing Coordination with PCI Website Lead as necessary 	1 h/month
	PCN Website Administrator	<ul style="list-style-type: none"> Responsible for maintenance of user accounts Primary page author/creator in the content management system (MOSS) – content maintenance 	4 h/month (depends on Part 1 or Part 2 and secure sites)
	PCN Content Authors/ Coordinators	<ul style="list-style-type: none"> Ongoing content review and maintenance Back-up page author/creator in the content management system (MOSS) 	4 h/month
	PCI Website Lead	<ul style="list-style-type: none"> Responsible for overall coordination and website usage analytics / reporting Provide MOSS training for PCN Website Administrator and PCN Content Author First point of contact for content/technical issues Coordination with PCN Lead/Sponsor as necessary 	6 h/month
	PCI/AMA Technical	<ul style="list-style-type: none"> Responsible for server maintenance and upgrades Technical support as required 	1 h/month

Key Contacts

Johanna Dietrich, PCI Website Lead

johanna.dietrich@albertapci.ca

7. Best Practice Recommendations

In order to achieve a consistency and to further develop a standard for PCN website development it is recommended the following practices be strongly considered in the development of new PCN sites.

URL Naming

A common naming standard for PCNs can provide a familiarity amongst the PCN websites and can make it easier for website users to navigate from one site to another. The recommended naming structure for PCN websites should be based on the following template:

www.pcname.albertapci.ca

PCNs with a previously registered domain would be able to use the domain if required.

Refer to the PCN Visual Identity Guidelines for more information.

E-mail Contact Form

PCI has developed a standard e-mail contact form for use on the PCN websites, with a standard auto-response that addresses potential liability issues. This will be reviewed in detail once a project has been initiated. PCI will engage appropriate legal counsel to review and approve this text before being used on a specific PCN website to ensure that it reflects the exact circumstances of each PCN.

Content Standards & Writing for the Web

Refer to Appendix B for best practices relating to Writing for the Web.

Site Content Workflow

MOSS software inherently allows for several levels of security within a given website, allowing users with different permissions to complete different activities.

These will be discussed in detail as part of the PCN Website Template project. Example roles include:

Role	Responsibility
Owner(s)	- are the overall administrator of all aspects of the PCN website. Typical duties could include permissions management, content management, and collaboration site management.
Member(s)	- have the ability to edit content within the site and submit the changes for approval.
Approver(s)	- have the same abilities as members with the added responsibility of reviewing and approving submitted content changes.

The functions of these roles depends on the area of the site to which they are applied: i.e. members of secure collaboration areas could contribute to discussion threads or upload documents, but would not be able to post content on the public view of the website.

Site Architecture

The recommended site architecture is based on best practices and initial consultations with PCNs and stakeholders. By default, it is the site structure available to PCNs through the PCN Website Template Program.

- *Italics indicates pages or sections “hidden” from the public*
- *Yellow highlight indicates potential Part 2 content areas (i.e. can be eliminated from Part 1 implementations)*

Page	Content Source	Notes
Home (including feature photo and content; links to careers; did you know?; links to program pages; news/events)	PCI/PCN	
About Us	PCI/PCN	Base content provided by PCI; update for PCN name required
Career Opportunities	PCN	
Primary Care	PCI	
Primary Care Initiative	PCI	
What is a PCN	PCI	
Clinics	PCN	
Physicians & PCN Staff	PCN	
Physicians Accepting New Patients	PCN	
Contact	PCN	Base content provided by PCI; update for PCN name required
<i>PCN Website Account Mgt</i>	Hidden – PCI	
<i>Request a User Account</i>		
<i>Forgot your Password?</i>		
Clinics	PCN	

After Hours Clinics	PCN	
Health Resources	PCI/PCN	
Accredited Links	PCI	
Other Resources	PCN	Optional
News & Events	PCN	
News Item 1	PCN	
Event 1	PCN	
Featured Program 1	PCN	
Programs & Services	PCN	Intro provided
Program 1	PCN	
Program 2	PCN	
<i>Website Information</i>		
Disclaimer	PCI	Base content provided by PCI; update for PCN name required
Privacy Policy	PCI	Base content provided by PCI; update for PCN name required
Site Map	PCI	Base content provided by PCI; update for PCN name required
Copyright	PCI	Base content provided by PCI; update for PCN name required
Search Results	PCI	
<i>Collaboration</i>	PCN	Intro provided
<i>Collaborative Area 1</i>	PCN	
<i>Collaborative Area 2</i>	PCN	

8. Pre-Existing PCN Websites

PCNs with pre-existing websites are welcome to review the offerings of the PCN Website Template Program. Pre-existing sites and domains (web addresses) can be reviewed and recommendations made for the best way to accommodate re-launch using the PCI infrastructure.

For a list of PCNs that are using the PCI templates, refer to Section 4.2.

Contact Johanna Dietrich at johanna.dietrich@albertapci.ca for more information.

9. Ongoing Support

The PCI Website Lead is available to PCNs for ongoing content and technical support/guidance following the launch of a PCN website.

The PCI Website Lead will engage the following groups as necessary to provide support to PCNs in support of their websites:

- Appropriate PCI Program Office staff
- AMA technical staff
- iomer internet solutions (with which PCI has a contract to provide ongoing website maintenance and development)

The PCN has an ongoing responsibility to provide the necessary PCN staff resources to ensure the website is maintained and that PCI website processes (e.g. user account requests and approvals) are followed. PCI will provide training for PCN staff as required, assisting the PCN in meeting this requirement.

The Collaborative areas of a PCN website (Part 2) are to be used for PCN operational and administrative purposes only. Use for patient or health information is not sanctioned.

10. Project Engagement

10.1 Assumptions

- Appropriate PCN staff are available as required to complete the project and make decisions as outlined in the agreed-upon timelines (reviewed upon project initiation)
- Appropriate PCI and AMA staff are available as required to complete the project as outlined in the timelines.
- The PCI Website Lead will be available to PCNs for ongoing content and technical support/guidance following the launch of a PCN website.
- The PCI Website Lead is not responsible for making content updates or maintenance of the PCN websites during the project or after launch (ongoing).

10.2 Risks & Mitigations

- PCNs are responsible for the accuracy of PCN website content.
 - Mitigation:
 - PCI will provide sample text (as used by the early adopter sites) as a starting point.
 - The PCN will assign appropriate staff to review and update content on a regular basis.
 - PCI will engage legal counsel to review privacy statements and contact form responses to ensure that they meet the specific needs of each PCN and align with PCN-specific and PCI policies.
- Project resourcing is under-estimated and resources are not able to complete their responsibilities on the project.
 - Mitigation:
 - For the duration of the project, regular status meetings (PCN website team and the PCI Website Lead) will ensure identification of resource limitations.

10.3 Change Management

A change control process is very important to ensure that the PCN website is launched on-time. A project change control process is used to manage the changes as they occur. Although change is inevitable, it is the PCI Website Lead's responsibility to ensure that scope creep is avoided or that changes are controlled and approved through a regulated process with the PCN Project Lead/Sponsor.

All changes to the project scope that will be documented to ensure agreement by all parties. Once a change request has been initiated by the PCN, the PCI Website Lead will add the change to the project scope, and work with the PCN to estimate the impact on project timelines and manage expectations.

10.4 Project Management & Reporting

Project Status Reporting

Throughout the project, the PCI Website Lead will maintain a close relationship with PCN team through regularly scheduled (bi-weekly) progress meetings via teleconference.

Recovery Action Plan

The PCI Website Lead will work with the PCN Project Lead/Sponsor to ensure that appropriate PCN resources are available to complete PCN work for the project, ensuring that the project remains on schedule.

By maintaining an open level of communication with the project team at the PCN, the PCI Website Lead will be able to mitigate potential issues that will bring the project timeline off-track.

10.5 Issue Management

Project issues beyond the scope of the PCI Website Lead will be escalated to Lee Hall, Provincial Program Director, Primary Care Initiative.

10.6 Project Costs & Administration

PCI provides the PCN Website Template Program free of charge to PCNs interested in the Program, providing that appropriate PCN resources are engaged and available to complete the necessary work.

If PCN business requirements dictate the necessity for additional technical development effort, the PCI Website Lead will work with the PCN Project Lead/Sponsor, the Provincial Director, PCI, and iomer internet solutions to identify an appropriate course of action. Additional costs may be incurred by the PCN to complete additional technical implementation. It is the responsibility of the PCI Website Lead to ensure all parties are aware of any potential project costs to be incurred by the PCN.

Registration of a website address (domain/url) is the responsibility of the PCN. PCI provides the use of www.PCNname.albertapci.ca free of charge to PCNs interested in this option.

For PCN websites with independent domains/urls (e.g. www.lbdpcn.com or www.edmontonsouthsidepcn.ca), there is a yearly cost of \$408 USD associated with the purchase and maintenance of a secure socket layer (SSL) certificate for the website. PCI PMO purchases the SSL certificates on behalf of the PCNs in order to receive a bulk purchase discount and to ease ongoing technical maintenance. Once your website is launched and the SSL certificate is in place, PCI PMO will contact your PCN to request payment to AMA in the amount of \$408 USD, and on a yearly basis at approximately the same time. You or the designated administrative/technical contact for your PCN can

expect to be contacted by Thawte, the SSL certificate vendor, to confirm that your PCN agrees to having PCI/AMA install a SSL certificate that applies to your domain. When you are contacted, please provide the necessary approval.

For PCNs that use a subdomain of albertapci.ca as their website address (e.g. www.nwpcn.albertapci.ca), there is no need for an additional SSL certificate, and therefore there is no additional cost. (The SSL certificate used by the PCI website is sufficient.)

11. Appendices

Appendix A: PCN Website Consultation Summary

Consultations were completed in spring 2008.

The main goal of each PCN website is to act as a vehicle for information dissemination and provide basic information about the PCN to the general public in the PCN's geographic area, PCN staff, health region managers & professionals in other health sectors, healthcare providers, and finally other PCNs.

Content Priorities

1. What is a PCN and the benefits it provides to the general public
2. Information on the programs/services that are offered and how to gain access to them
3. Basic contact information
 - a. Staff and physician information, optionally including photos
 - b. Clinic information (with several different methods of organizing/viewing the listing)
4. Information on after hours clinics
5. Identify clinics accepting new patients
6. Provide information beneficial to patients and their health
 - a. Links to pre-existing online resources
 - b. Approved information from health regions (Alberta Health Services)

Secondary (more complex) Content Priorities

Information on the activities and happenings at a specific PCN could also be included to foster the development of interaction of the community and the PCN.

1. Events
2. Employment
3. News & Announcements
4. Local success stories
5. Patient contact mechanism (online form or e-mail)

Advanced Interactive Features

PCN stakeholders and staff are often disparately located in various communities. To better facilitate communication between staff, physicians and stakeholders, it would be beneficial to provide a secure online collaborative area. This area could be divided into topics of interest or groups such as Board of Directors, All Staff, Physicians only, or by Communities of Practice.

Functionality could include:

1. Discussion forums
2. Document sharing
 - a. Link to or host forms for staff use (i.e. Claim Forms, Employee Time Sheets)
3. Ability to push alerts/notifications to users for updates
4. Events, News and Announcements
5. Detailed program descriptions (there are programs that aren't meant for patients or for which additional information would be provided via secure access)
6. Information on what PCNs offer to Physicians
7. Referral forms for referrals to PCN programs/services
 - a. Should work with existing EMRs

Appendix B: Writing for the Web

Content is the most important part of a website

If website content does not provide the information needed by users, the website site will provide little value no matter how easy it is to use the site.

Know your users

Jakob Nielsen (www.useit.com) and other usability researchers have identified three website user traits that should govern website content creation and maintenance:

- Users do not read on the Web; instead they scan the pages, trying to pick out a few sentences or even parts of sentences to get the information they want.
- Users do not like long, scrolling pages: they prefer the text to be short and to the point.
- Users detest anything that seems like marketing fluff or overly hyped language ("marketese") and prefer factual information.

Tips

Language

- Use familiar words and avoid the use of jargon. Use words that are familiar to, and used frequently by, typical users. Words that are more frequently seen and heard are better and more quickly recognized.
- If acronyms and abbreviations must be used, ensure that they are clearly understood by typical users and defined on the page. Acronyms and abbreviations should be used sparingly and must be defined in order to be understood by all users. Example: Primary Care Initiative Committee (PCIC).

Length

- Minimize the number of words in a sentence and sentences in a paragraph. Usability.gov (US Dept of Health & Human Services) recommends that to enhance the readability of prose text, a sentence should not contain more than twenty words. A paragraph should not contain more than six sentences. Keep paragraphs focused on one main idea.

Structure

- Make the first sentence (the topic sentence) of each paragraph descriptive of the remainder of the paragraph. Many users will skim only the first sentences of paragraphs before moving on to other content.
- Use an inverted pyramid structure to prose (i.e. start with the main point, use subsequent paragraphs to support the initial statements, in order of diminishing importance.) The format is valued because readers can stop reading at any point and understand the gist of it, even if they don't have all the details.

- Clearly state the logical sequence of instructions.
- Use sentence case for prose text. Reading text is easier when capitalization is used conventionally to start sentences and to indicate proper nouns and acronyms. If an item needs to be highlighted, use bold or italics to draw attention to a short phrase (i.e. do not highlight large blocks of text).

Tone

- Write in an affirmative, active voice. Usability.gov research indicates that users benefit from simple, direct language. Sentences in active voice are typically more concise than sentences in passive voice. Strong verbs help the user know who is acting and what is being acted upon.

Formatting

- Subdivide prose with meaningful sub-headings that help the user skim the content.
- Use numbered lists and bullet lists throughout the prose. Use numbered lists when the order of entries is important. Use unordered lists when sequence is unimportant.
- Limit the number of entries per list to no more than nine or 10. Limit lists to two levels.
- Use hyperlinks to point readers to supplementary sources of content (but not to information that could easily be included on the current page).
- Use a description of the information to be found on the other page or website, rather than “click here”

No: Click here for information about the University of Alberta.

Yes: Visit <http://www.uaberta.ca> for information about how to register at the U of A. Or

Yes: Visit the U of A website for information about visiting Alberta.

Audience

- Identify your target audience(s) and keep them in mind as you write content. Ensure that the content you write is concise and relevant to these audience(s).

Copyright & Sources

- Determine if documents have copyright or other restrictions limiting their use and, where applicable, negotiate for the assignment or license of copyright.
- Credit your sources where applicable. Each writer has his or her own preference for citations, but the most important point is that the source is properly accredited and that source information is found at the bottom of the web page, in footnote style.
- Ensure that all website content is appropriately approved before being posted on the website.

File, Page and Link Naming

Filenames for Word, PDF, PowerPoint, Excel docs should not include any spaces

Yes: AnnualReport2008

No: Annual Report 2008

Document Titles should include spaces

Yes: Annual Report 2008

Site names should be Title or Mixed case

Yes: AboutPCI

No: aboutpci or aboutPCI

Use meaningful link names

Yes: Alberta Health & Wellness website

No: click here

Always precede links to external websites with http://

Yes: <http://www.capitalhealth.ca>

No: www.capitalhealth.ca

If you cut and paste the url from a browser, you will automatically capture the http://

Tables

Do not use Table Autoformatting

Listing Documents

When creating lists of documents within page content, follow the following format:

Document Name

Document description goes here. Document description goes here. Document description goes here.

Document description goes here. Document description goes here.

Document 2 Name

Document description goes here. Document description goes here. Document description goes here.

Document description goes here. Document description goes here.