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CLIENT CASE STUDY / HOSPICE + HEALTHCARE

TRU COMMUNITY CARE Healthcare Redesign

Healthcare Website Redesign, SEO & Digital Experience

Transforming a Colorado healthcare nonprofit’s digital presence through compassionate design, clear service journeys, and SEO.

UX / UI DESIGN
Compassionate design

LOCAL SEO
Colorado service areas

WORDPRESS
Maintainable platform

PROJECT OVERVIEW

A more compassionate, accessible healthcare digital experience.

CLIENT	INDUSTRY	LOCATION
TRU COMMUNITY CARE	Healthcare · Senior Care · PACE	Lafayette, Colorado

Website: trucare.org

About the Client

TRU Community Care is a Colorado-based nonprofit healthcare organization dedicated to supporting individuals and families through serious illness, aging, and loss.

Founded in 1976, the organization has evolved from one of Colorado's pioneering hospice providers into a comprehensive network of compassionate healthcare and community support services.

Its programs include hospice care, palliative care, TRU PACE, Landmark Memory Care, grief services, community education, and other specialized resources designed to improve quality of life for patients, caregivers, and families.

Serving communities across the Denver metropolitan area and surrounding Colorado counties, TRU Community Care combines clinical expertise with a deeply personal approach to healthcare.

As the organization expanded its programs and community services, it needed a modern digital platform capable of representing its full continuum of care while making it easier for patients, families, healthcare professionals, donors, and volunteers to access information and connect with the organization.

The Challenge

Creating a Unified Digital Experience for a Diverse Healthcare Audience

Healthcare decisions involving serious illness, hospice care, and grief often happen during emotionally challenging moments.

For many visitors, the TRU Community Care website serves as an essential first point of contact when seeking information, evaluating care options, or requesting assistance for a loved one.

The organization needed a digital experience that could communicate compassion and credibility while providing clear pathways to its healthcare services and community resources.

Several challenges shaped the project.

1. Communicating a Broad Range of Healthcare Services

TRU Community Care provides multiple specialized programs serving different audiences and care needs.

The existing website needed a clearer structure to help visitors understand available services, recognize appropriate care options, and navigate between related programs.

2. Improving Patient and Family Experiences

Patients and caregivers needed a website that made important information easy to find, understand, and act upon.

This required intuitive navigation, readable content, supportive messaging, and accessible pathways to contact the organization or initiate a referral.

3. Modernizing the Organization's Digital Identity

The website needed a refreshed visual experience that reflected TRU's reputation for compassionate care while presenting the professionalism and clinical expertise expected from an established healthcare provider.

4. Preserving Search Visibility During Redesign

With years of existing website content and organic search history, the organization needed to modernize its digital presence without unnecessarily disrupting established search visibility.

The project required careful attention to website architecture, content migration, URL preservation, redirects, and technical SEO.

5. Strengthening Digital Engagement and Operational Independence

The organization also needed more effective inquiry and referral pathways, reliable website integrations, and a manageable content platform that its internal marketing team could update independently.

The primary objective was to create a modern, search-optimized healthcare website that simplified access to services, strengthened community engagement, and supported the organization's long-term digital marketing needs.

Our Strategy and Solutions

Vivid Software Solutions developed a comprehensive website redesign strategy combining healthcare-focused UX/UI design, content architecture, technical development, SEO, and conversion optimization.

Our approach focused on creating a seamless connection between TRU Community Care's compassionate mission and the practical information visitors need when exploring healthcare services.

1. Healthcare Website Strategy and User Experience Design

Making complex healthcare services easier to discover, understand, and access.

We began by evaluating the organization's service offerings, website structure, navigation, and the needs of its different visitor groups.

Our strategy prioritized the creation of clear user journeys for patients, family caregivers, referring healthcare professionals, volunteers, donors, and community members.

Key initiatives included:

Information Architecture and Website Planning: Restructured the website to organize healthcare programs, organizational information, community resources, and support opportunities into intuitive navigation categories.

Patient-Centered Navigation: Improved access to essential services, including hospice care, palliative care, grief support, and specialized senior care programs.

Healthcare Referral Pathways: Established clearer routes for healthcare professionals, patients, and families to initiate referrals and connect with the appropriate care teams.

Audience-Specific User Journeys: Created more direct navigation experiences for individuals seeking care, learning about services, exploring volunteer opportunities, or supporting the organization.

Strategic Calls to Action: Improved the placement and visibility of contact, referral, and inquiry opportunities throughout the website.

Content Discoverability: Organized pages and supporting resources to help visitors locate answers without navigating through unnecessary layers of information.

By placing real visitor needs at the center of the experience, the redesigned website offers a clearer path from initial research to meaningful engagement with TRU Community Care.

2. Compassionate, Modern, and Responsive Website Design

Translating TRU Community Care's mission into a welcoming and accessible digital experience.

Healthcare websites must balance professional credibility with empathy, particularly when serving individuals facing illness, caregiving challenges, and grief.

Vivid developed a refreshed visual experience intended to reflect the warmth, dignity, and personal attention associated with TRU Community Care's services.

Our design strategy focused on:

Human-Centered Visual Storytelling: Incorporated warm, authentic healthcare imagery and welcoming visual elements to create a reassuring environment for patients and families.

Modern Website Design: Introduced consistent layouts, contemporary visual elements, clear typography, and a cohesive presentation across the organization's digital content.

Responsive User Experience: Developed layouts that adapt across desktop computers, tablets, and smartphones.

Improved Readability and Accessibility: Applied accessible-design principles, thoughtful spacing, organized content sections, and clear visual hierarchy to make information easier to navigate.

Consistent Service Page Experiences: Established recognizable design patterns across healthcare service pages, informational resources, and organizational content.

Conversion-Oriented Design: Integrated prominent calls to action and inquiry opportunities without compromising the compassionate tone of the website.

Visual Brand Consistency: Strengthened the relationship between the organization's identity, healthcare services, and digital presentation.

The redesigned interface creates a more unified experience, allowing visitors to focus on understanding their care options rather than navigating a complicated website.

3. Custom Healthcare Website Development and Digital Infrastructure

Building a reliable, flexible website designed to support healthcare communication and organizational growth.

A successful healthcare website redesign requires more than an updated appearance.

The underlying platform must support dependable communication, secure operations, responsive performance, and ongoing content management.

Vivid developed the new TRU Community Care website using WordPress, creating a flexible digital platform aligned with the organization's operational and marketing needs.

Our development initiatives included:

Custom Website Development: Implemented the approved visual designs and content architecture into a cohesive, responsive website.

Patient Referral and Inquiry Functionality: Developed structured contact and referral experiences to help connect website visitors with the appropriate healthcare teams.

Streamlined Communication: Improved the reliability of website-generated inquiries and communication integrations.

Integrated Marketing Infrastructure: Connected essential website measurement and digital marketing systems to support performance monitoring.

Responsive Functionality: Optimized navigation, interactive content, imagery, and page layouts for different devices and screen sizes.

Website Performance and Reliability: Improved the technical foundation supporting efficient content delivery and dependable website functionality.

Flexible Content Management: Created reusable page structures and content components that simplify future updates and support new organizational initiatives.

The development strategy emphasized creating a dependable, maintainable digital platform capable of supporting the organization's changing content and communication requirements.

4. Healthcare Content Strategy and Website Content Optimization

Communicating sensitive healthcare information with clarity, empathy, and consistency.

Healthcare content must be informative and accurate while remaining approachable to audiences who may be experiencing stress, uncertainty, or grief.

Vivid collaborated with TRU Community Care's marketing team to review, organize, migrate, and refine content throughout the redesigned website.

Our content strategy focused on improving how the organization communicates its services and connects with the people it serves.

Key activities included:

Healthcare Content Organization: Restructured information to present the organization's services, programs, and support resources more clearly.

Patient- and Family-Focused Messaging: Refined content to address common questions, explain care options, and guide visitors toward appropriate resources.

Clear Service Positioning: Strengthened descriptions of hospice, palliative care, grief support, memory care, and other TRU programs.

Compassionate Brand Messaging: Aligned website language with the organization's mission, values, and commitment to whole-person care.

Content Migration and Quality Assurance: Coordinated the transition of existing website materials while reviewing accuracy, formatting, and consistency.

Educational Resource Optimization: Improved the presentation and readability of informational articles, community stories, and blog content.

Community Engagement Content: Enhanced the organization and presentation of information related to events, volunteer opportunities, and community initiatives.

Ongoing Content Coordination: Worked closely with stakeholders to incorporate updates and maintain consistency between existing and redesigned website content during development.

These efforts helped create a cohesive content experience that supports informed healthcare decisions while reinforcing TRU Community Care's role as a trusted community resource.

5. Search Engine Optimization and Local Healthcare Visibility

Strengthening the website's search foundation while protecting its established online presence.

TRU Community Care serves patients and families across multiple Colorado communities, making organic search visibility an important component of its digital outreach.

Individuals searching for hospice care, palliative services, grief support, and senior healthcare resources often begin their research online.

Vivid integrated SEO throughout the redesign process to support relevant search visibility and preserve important elements of the organization's existing digital presence.

Our strategy included:

Healthcare SEO Strategy: Aligned website structure and content with relevant healthcare topics, services, and audience search intent.

On-Page SEO Optimization: Refined page titles, meta descriptions, headings, internal links, and content organization to improve search relevance.

Technical SEO Improvements: Strengthened essential elements affecting website discoverability, indexing, crawlability, and technical quality.

Local SEO Strategy: Supported the geographic relevance of healthcare service information for communities throughout TRU's Colorado service areas.

Structured Data Implementation: Developed schema markup recommendations and implementation plans to help search engines understand the organization and its services.

Internal Linking Strategy: Improved connections between related services, educational resources, and organizational pages.

Search Performance Measurement: Integrated website analytics and search monitoring tools to support ongoing performance evaluation.

Search-Friendly Content Architecture: Organized major service categories and supporting pages to create clearer topical relationships across the website.

By integrating SEO into website planning, content development, and technical implementation, the project established a stronger foundation for long-term organic search initiatives.

6. Website Migration and Search Visibility Protection

Supporting a coordinated website transition while minimizing disruption to established digital assets.

A full website redesign can create risks for search visibility when existing URLs, content relationships, and technical SEO elements change.

For TRU Community Care, maintaining continuity during the transition was a critical project requirement.

Vivid developed a structured migration and quality assurance process to support the move to the redesigned website.

Our migration strategy included:

Website Content and URL Auditing: Reviewed existing pages, documents, and important URLs to identify content requiring migration or redirection.

SEO Redirect Planning: Mapped legacy website addresses to relevant destinations to support users and search engines following the transition.

Content Preservation: Coordinated the migration of important healthcare service content, informational resources, and historical materials.

Technical SEO Validation: Reviewed indexing directives, canonical URLs, website architecture, and other search-related elements.

Broken Link and Navigation Auditing: Evaluated internal links and redirected resources to reduce navigation problems.

Search Engine Indexing Controls: Protected development environments from unintended search engine indexing during the redesign process.

Pre-Launch and Post-Launch Quality Assurance: Validated critical website functionality, search configurations, forms, and navigation throughout the transition.

Performance Monitoring: Established processes for reviewing website health and identifying potential issues following launch.

This coordinated approach reduced migration-related risks and supported continuity for users accessing the organization's healthcare resources.

7. Referral Optimization, Lead Generation, and Marketing Analytics

Creating clearer connections between website visitors and the healthcare services they need.

For a healthcare nonprofit, successful website engagement includes more than generating traffic.

It means helping patients, families, and healthcare professionals connect with the right services at the right time.

Vivid improved the website's inquiry experiences and supporting analytics infrastructure to strengthen the connection between digital engagement and organizational outreach.

Our initiatives included:

Patient Referral Optimization: Developed clearer and more accessible pathways for healthcare professionals and families seeking to refer individuals for services.

Contact Experience Improvements: Streamlined general inquiry opportunities to help visitors request information and support more easily.

Strategic Conversion Placement: Improved the visibility of relevant calls to action across service pages and other important website sections.

Audience Interest Identification: Enhanced inquiry experiences to help the organization better understand visitors' interests and service needs.

Reliable Inquiry Delivery: Strengthened website communication processes to support consistent handling of submitted forms.

Analytics and Conversion Tracking: Implemented measurement infrastructure to evaluate website engagement and inquiry activity.

Marketing Performance Visibility: Established the foundation for ongoing reporting and future data-informed website optimization.

Together, these improvements help position the website as both an educational resource and a practical channel for connecting people with TRU Community Care.

8. Marketing Team Enablement and Ongoing Website Management

Giving TRU Community Care greater control over its digital content and communication activities.

An important objective of the redesign was to provide the internal marketing team with a website that could be maintained and updated without depending on developers for routine content changes.

Vivid supported the transition through practical training and ongoing website management recommendations.

Our work included:

Website Content Management Training: Provided hands-on guidance to help the marketing team confidently update pages, images, and informational content.

Simplified Publishing Workflows: Established consistent page structures and editing practices to make routine website updates more efficient.

Marketing Team Independence: Equipped internal stakeholders with the knowledge to manage common website content changes.

Website Quality Assurance: Supported review processes to maintain visual consistency, functional reliability, and content quality.

Ongoing Technical Support: Established a foundation for continued website maintenance, troubleshooting, and improvements.

Future Content Scalability: Developed a flexible website structure capable of supporting additional programs, resources, and marketing initiatives.

This approach helped TRU Community Care gain greater operational flexibility while maintaining a professionally developed digital platform.

PROJECT OUTCOMES AT A GLANCE

Clearer service pathways	**Referrals & engagement**	**SEO migration planning**

Results and Business Impact

The TRU Community Care website redesign delivered a modern, more structured digital experience aligned with the organization's mission and the diverse needs of its healthcare audiences.

The project addressed critical areas of digital communication, including service discoverability, patient referral accessibility, content organization, website performance, and search optimization.

Key Project Outcomes

A Modern, Compassionate Healthcare Website

Delivered a redesigned digital experience with welcoming visuals, responsive layouts, consistent branding, and clearer presentation of the organization's healthcare and community services.

Improved Service Discovery and Navigation

Established a more intuitive website structure that helps patients, caregivers, healthcare providers, and community members locate relevant services and resources.

Clearer Patient Referral and Contact Pathways

Introduced more visible and streamlined inquiry experiences to support communication between website visitors and TRU Community Care's teams.

A Stronger SEO and Website Migration Foundation

Implemented structured URL migration planning, redirects, on-page SEO improvements, technical validation, and search performance monitoring to support the transition to the redesigned platform.

More Cohesive Healthcare Content

Improved the presentation of healthcare service information, educational resources, community programs, and organizational messaging throughout the website.

Enhanced Digital Measurement

Established analytics and conversion tracking infrastructure to support ongoing evaluation of website engagement and inquiry activity.

Greater Marketing Team Independence

Provided content management training and a flexible website environment that enables the organization's internal team to manage routine updates more efficiently.

A Scalable Digital Platform

Created a cohesive website structure and technical foundation designed to accommodate future content, outreach initiatives, and organizational growth.

The Value of an Integrated Healthcare Website Strategy

The TRU Community Care project demonstrates how thoughtful website design, content strategy, search optimization, and technical development can work together to strengthen a nonprofit healthcare organization's digital presence.

For organizations serving people through illness, aging, and loss, a website must do more than communicate available services.

It must be welcoming, informative, accessible, and easy to navigate, while creating clear opportunities for people to request the support they need.

By combining compassionate design with healthcare-focused UX, strategic content development, technical SEO, and referral optimization, Vivid Software Solutions created a digital foundation aligned with TRU Community Care's mission and long-term communication objectives.

The resulting website provides a clearer connection between the organization, the communities it serves, and the healthcare resources people depend on.

Services Delivered

Service	Strategic Focus
Healthcare Website Strategy	Audience research, digital planning, and service organization
UX/UI Design	Compassionate visual design, intuitive navigation, and responsive layouts
Website Redesign & Development	WordPress development, custom page structures, and integrated functionality
Healthcare Content Strategy	Service messaging, content organization, resource migration, and editorial consistency
Healthcare SEO	On-page optimization, content relevance, and organic search visibility
Local SEO	Geographic relevance and healthcare service area information
Technical SEO	Website structure, indexing, structured data, and technical improvements
Website Migration	URL mapping, redirect strategy, content preservation, and launch validation
Conversion Rate Optimization	Patient referrals, contact experiences, and strategic calls to action
Analytics & Conversion Tracking	Website measurement, inquiry tracking, and performance monitoring
Website Training & Support	Marketing team enablement, content management, and ongoing optimization

Build a Healthcare Website That Connects People With Care

Your website should reflect the quality of care your organization provides while making it easy for patients, families, and healthcare professionals to find the information and support they need.

At Vivid Software Solutions, we develop healthcare websites and digital marketing strategies for hospice providers, palliative care organizations, senior care communities, PACE programs, and healthcare nonprofits.

From website redesign and healthcare SEO to content strategy and referral optimization, we help organizations build digital experiences that support visibility, engagement, and meaningful connections.

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