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CLIENT CASE STUDY / HEALTHCARE + PACE

TRU PACE Website Redesign

Healthcare Website Redesign, SEO & Enrollment Experience

Transforming the digital experience for a Colorado PACE program through accessible website design and clearer enrollment pathways.

UX / UI DESIGN
Senior-friendly experience

LOCAL SEO
Colorado communities

WORDPRESS
Healthcare platform

PROJECT OVERVIEW

A dedicated digital experience for program education, accessibility and enrollment.

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

Website: trupace.org

About the Client

TRU PACE (Program of All-Inclusive Care for the Elderly) is a comprehensive healthcare program operated by TRU Community Care, a nonprofit organization serving Colorado communities.

The program provides coordinated medical care, rehabilitation, transportation, home care, social services, and other essential support to eligible adults aged 55 and older who need nursing-home-level care but can continue living safely in their communities.

Serving Boulder and Broomfield counties and designated areas of Adams, Jefferson, and Weld counties, TRU PACE offers an integrated approach to healthcare designed to support independence, well-being, and quality of life.

As a healthcare organization serving older adults and their families, TRU PACE needed a digital platform that communicated its services clearly, simplified the enrollment journey, and met the unique accessibility and regulatory considerations associated with PACE programs.

The Challenge

Creating a More Accessible and Effective Digital Experience for Older Adults and Their Families

PACE programs offer a comprehensive range of healthcare and support services, but understanding eligibility requirements, coverage, and enrollment procedures can be challenging for prospective participants and their caregivers.

TRU PACE needed a modern website that would make this information easier to understand while supporting the organization's enrollment and community outreach objectives.

The existing digital experience presented several important opportunities for improvement.

1. Simplifying a Complex Healthcare Program

Prospective participants needed clear, accessible explanations of how TRU PACE works, what services are available, who qualifies, and how to begin the enrollment process.

The website needed to communicate this information without overwhelming visitors with complex healthcare terminology.

2. Improving the Enrollment and Referral Experience

The organization required clearer pathways for prospective participants, caregivers, healthcare professionals, and community partners to request information or initiate a referral.

Improving the visibility and usability of these pathways was essential to supporting enrollment inquiries and referral opportunities.

3. Designing for an Older Audience

The website needed to accommodate visitors with varying levels of digital experience, visual abilities, and accessibility needs.

This required an emphasis on readable typography, intuitive navigation, clear page structures, responsive layouts, and accessible interactions.

4. Addressing Healthcare Marketing and Regulatory Requirements

As a PACE organization, TRU PACE operates within a regulated healthcare environment.

The website's educational content, promotional messaging, enrollment information, and required disclosures needed to support applicable Centers for Medicare & Medicaid Services (CMS) marketing and communications requirements.

5. Strengthening Search Visibility and Digital Infrastructure

The redesign also required a coordinated approach to search engine optimization, website migration, analytics, and technical performance to preserve existing digital assets while creating a stronger foundation for future growth.

The overall objective was to transform the website into an accessible, informative, and strategically structured digital platform supporting enrollment engagement, regulatory review, and long-term marketing effectiveness.

Our Strategy and Solutions

Vivid Software Solutions approached the TRU PACE redesign as a comprehensive healthcare digital experience project, combining user-centered design, content development, technical implementation, search optimization, and regulatory coordination.

Our strategy focused on connecting the needs of older adults and caregivers with the organization's enrollment and communication objectives.

1. Healthcare Website Strategy and User Experience Design

Creating intuitive digital pathways that help older adults and caregivers find information and take the next step.

We began by evaluating the website's content structure, navigation, audience needs, and key conversion opportunities.

Our user experience strategy centered on making essential information easier to discover while reducing unnecessary steps between initial research and contacting the organization.

Key initiatives included:

Information Architecture and Website Planning: Developed a comprehensive website structure that organized healthcare services, eligibility requirements, enrollment information, and organizational resources into intuitive categories.

Audience-Centered Navigation: Simplified navigation to help prospective participants, family caregivers, and healthcare referral partners quickly locate relevant information.

Enrollment Journey Optimization: Established more prominent pathways for checking eligibility, requesting assistance, and beginning the referral process.

Service Area Clarity: Improved the presentation of geographic coverage to help visitors understand whether they reside within an eligible TRU PACE service area.

Referral Experience Improvements: Streamlined the information-request process to reduce unnecessary complexity and make it easier for users to connect with the enrollment team.

Healthcare Resource Accessibility: Improved access to important documents, provider information, contact details, and participant resources.

By prioritizing the questions and concerns of prospective participants, the website experience became more closely aligned with how individuals research healthcare options and make enrollment decisions.

2. Modern, Accessible, and Responsive Website Design

Developing a welcoming visual experience built around clarity, readability, and confidence.

The redesigned website introduced a modern, people-centered interface intended to reflect TRU PACE's compassionate approach to coordinated senior care.

Vivid created a cohesive visual experience that emphasized simplicity, warmth, and ease of navigation across desktop, tablet, and mobile devices.

Our design approach included:

Senior-Friendly Interface Design: Applied larger, readable typography, generous spacing, and clear visual hierarchy to make information easier to consume.

Responsive Website Design: Developed layouts that adapt across devices, supporting users who access healthcare information through smartphones, tablets, and desktop computers.

Conversion-Oriented Page Layouts: Designed prominent inquiry areas and calls to action that make it easier for visitors to request information and connect with enrollment specialists.

Consistent Visual Identity: Established cohesive design patterns, imagery, navigation elements, and page layouts throughout the website.

Accessible Navigation and Interactions: Incorporated accessibility-minded design practices to support clear navigation and more inclusive user experiences.

Community-Focused Visual Storytelling: Used imagery and content presentation to reinforce the program's connection to older adults, families, and Colorado communities.

The result is a visually consistent healthcare website that balances professional presentation with an approachable, supportive experience for its intended audience.

3. Healthcare Website Development and Digital Infrastructure

Building a flexible, reliable platform designed to support enrollment activity and ongoing organizational needs.

Beyond visual improvements, the project required a dependable technical foundation capable of supporting website functionality, marketing integrations, and future content management.

Vivid developed the redesigned website using WordPress, providing the TRU PACE team with a flexible platform for maintaining information and managing updates.

Development priorities included:

Custom Website Implementation: Translated the approved designs and content architecture into a cohesive, fully responsive website.

Enrollment and Inquiry Functionality: Developed streamlined contact and referral experiences designed to capture essential information and facilitate communication with the enrollment team.

Reliable Communication Systems: Improved website inquiry delivery and supporting communication infrastructure to help ensure that prospective participant requests reach the appropriate team.

Integrated Website Features: Incorporated important user-facing tools, including accessibility support, conversational assistance, and healthcare provider resources.

Cross-Device Quality Assurance: Evaluated website functionality, forms, navigation, and layouts across common screen sizes and devices.

Website Reliability and Security: Strengthened the technical environment through performance improvements, secure configurations, and preventive maintenance practices.

Scalable Content Management: Established a consistent website structure that allows the organization to maintain service information and publish future resources more efficiently.

These improvements created a dependable website foundation supporting TRU PACE's communications, outreach activities, and enrollment-related operations.

4. Healthcare Content Strategy and Regulatory Alignment

Making complex healthcare information easier to understand while supporting CMS marketing and communications review.

Clear and accurate content is especially important for healthcare organizations serving older adults, where prospective participants must understand program eligibility, services, responsibilities, and enrollment requirements.

Vivid collaborated with TRU PACE stakeholders to refine website content and strengthen the consistency of healthcare communications.

Our content strategy focused on:

Plain-Language Healthcare Content: Simplified explanations of PACE services, healthcare coordination, eligibility requirements, and enrollment procedures.

Patient- and Caregiver-Focused Messaging: Developed content addressing common questions and concerns of older adults, family members, and referral sources.

Clear Program Positioning: Improved the presentation of TRU PACE's coordinated care model and the benefits of receiving medical and supportive services through an integrated healthcare program.

Content Consistency: Standardized messaging, terminology, service descriptions, and key information across relevant website pages.

Regulatory Review Support: Evaluated website content against applicable CMS PACE marketing guidance and coordinated revisions with the organization's compliance stakeholders.

Required Disclosures and Participant Information: Supported the accurate presentation of enrollment conditions, participant resources, program information, and required notices.

Content Review and Revision Management: Organized regulatory feedback, coordinated requested updates, and supported subsequent review submissions.

Educational Content Planning: Developed a foundation for future informational resources addressing senior care, healthcare coordination, aging in place, and PACE-related topics.

The project involved a structured review process to address regulatory feedback while maintaining the clarity and effectiveness of the website's messaging.

This approach helped TRU PACE communicate complex program information through a more consistent, approachable, and regulatory-conscious digital experience.

5. Search Engine Optimization and Local Healthcare Visibility

Building a stronger search foundation to help eligible older adults and caregivers discover TRU PACE online.

Organic search represents an important opportunity for PACE organizations to reach individuals researching senior healthcare services, community-based care, and alternatives to nursing home placement.

Vivid integrated search engine optimization into the website redesign to support discoverability, technical quality, and long-term content growth.

Our SEO strategy included:

Healthcare SEO Strategy: Aligned website content and page organization with relevant healthcare topics and search intent.

On-Page SEO Optimization: Developed search-focused page titles, meta descriptions, headings, and content structures.

Technical SEO Improvements: Addressed foundational technical elements supporting search engine discovery, page accessibility, and website performance.

Local SEO and Geographic Relevance: Organized service area information to support searches related to PACE programs and senior healthcare services in eligible Colorado communities.

Website Migration and SEO Preservation: Planned the transition from the previous website environment while accounting for existing URLs, important content, and search engine access.

Search Engine Monitoring: Integrated search performance and website measurement tools to support ongoing visibility and optimization analysis.

Search-Friendly Content Architecture: Structured healthcare services, eligibility information, and enrollment resources into clear, discoverable pages.

Ongoing SEO Opportunities: Identified future content development and optimization opportunities to support the organization's digital outreach objectives.

By incorporating SEO during the planning and development process, the redesign established a more structured foundation for search visibility rather than treating optimization as a separate post-launch activity.

6. Enrollment Conversion Optimization and Marketing Analytics

Improving the connection between website engagement, prospective participant inquiries, and marketing performance.

For PACE programs, the website must do more than communicate information. It should also make it easy for qualified individuals and their caregivers to take the next step toward enrollment.

Vivid refined key conversion pathways and supporting measurement systems to improve the website's role in the enrollment journey.

Our approach focused on:

Eligibility-Focused Conversion Paths: Made it easier for visitors to locate eligibility information and understand the basic qualifications for program participation.

Simplified Inquiry Experiences: Reduced unnecessary complexity in contact and referral forms while maintaining the information required for effective follow-up.

Strategic Calls to Action: Positioned inquiry and referral opportunities throughout the website to support visitors at different stages of their decision-making process.

Lead Tracking and Analytics: Implemented website analytics and conversion measurement tools to support enrollment inquiry reporting.

Inquiry Quality Monitoring: Supported processes for identifying spam and improving the usefulness of website-generated lead data.

Marketing Performance Visibility: Established tracking infrastructure to help the organization evaluate website engagement, inquiry activity, and future optimization opportunities.

These improvements created a clearer connection between the website's informational role and its contribution to enrollment outreach.

7. Website Migration, Quality Assurance, and Ongoing Optimization

Supporting a coordinated transition to the redesigned website while maintaining technical quality and marketing continuity.

Launching a new healthcare website requires careful coordination across design, development, compliance, content, analytics, and search optimization.

Vivid managed the technical transition with a structured quality assurance and launch process designed to reduce disruption and support a reliable visitor experience.

Key activities included:

Website Migration Planning: Coordinated the transition to the updated website environment while accounting for content, URLs, integrations, and operational requirements.

Search Visibility Protection: Reviewed important SEO elements and redirection requirements to support continuity during the website transition.

Website Functionality Testing: Validated contact forms, referral experiences, navigation, internal links, and important visitor interactions.

Cross-Device and Performance Testing: Evaluated responsive layouts, usability, and loading performance across common devices.

Analytics Validation: Reviewed website tracking and conversion measurement functionality following deployment.

Healthcare Content Quality Assurance: Conducted structured reviews of content accuracy, required information, and consistency across the website.

Post-Launch Support: Provided ongoing technical oversight and optimization recommendations to maintain website functionality and support future improvements.

This coordinated process helped establish a stable foundation for the organization's redesigned digital presence.

PROJECT OUTCOMES AT A GLANCE

Senior-friendly website	**Enrollment & referral journeys**	**CMS review coordination**

Results and Business Impact

The TRU PACE website redesign delivered a more cohesive digital platform designed around the needs of older adults, caregivers, healthcare professionals, and enrollment teams.

The project combined improved user experience, regulatory-focused content development, technical optimization, and enrollment-oriented website functionality.

Key Project Outcomes

A Modern, Senior-Friendly Website Experience

Delivered a redesigned digital experience with clearer navigation, improved readability, responsive page layouts, and more accessible presentation of essential healthcare information.

Simplified Eligibility and Enrollment Pathways

Created more prominent and intuitive ways for prospective participants and caregivers to review eligibility requirements, explore the enrollment process, and contact TRU PACE.

Improved Healthcare Content Clarity

Strengthened the presentation of PACE services, program qualifications, geographic coverage, and participant resources through clearer, more consistent messaging.

Structured CMS Review and Revision Support

Coordinated compliance-focused content reviews, organized regulatory feedback, and implemented requested revisions to support the organization's review process.

A Stronger SEO Foundation

Implemented a structured search optimization approach covering on-page content, technical SEO, local relevance, website migration planning, and search performance monitoring.

Enhanced Lead Measurement Infrastructure

Established website analytics and inquiry tracking capabilities to support clearer reporting and ongoing evaluation of enrollment-related website activity.

A More Maintainable Digital Platform

Developed a consistent and scalable website architecture supporting future content updates, ongoing technical improvements, and digital marketing initiatives.

The Value of a Specialized PACE Website Strategy

The TRU PACE project demonstrates why healthcare organizations benefit from digital solutions that address more than visual design.

PACE websites must clearly explain a specialized healthcare model, communicate eligibility requirements, serve older audiences, support enrollment inquiries, and accommodate regulatory review.

By combining healthcare-focused UX/UI design, accessible content, technical SEO, website development, and compliance coordination, Vivid Software Solutions created a digital platform designed to support these connected priorities.

The redesigned website provides TRU PACE with a clearer way to communicate its services, guide prospective participants, and support the organization's continued outreach efforts.

Services Delivered

Service	Strategic Focus
Healthcare Website Strategy	Digital experience planning, audience needs, and enrollment objectives
UX/UI Design	Senior-friendly interfaces, accessible design practices, and responsive layouts
Website Redesign & Development	WordPress development, functionality, integrations, and content management
Content Strategy & Copywriting	Plain-language healthcare content, service descriptions, and educational resources
CMS Compliance Support	Regulatory-focused messaging, content review coordination, and revision management
Healthcare SEO	On-page optimization, keyword relevance, and healthcare content structure
Local SEO	Geographic service area presentation and local search relevance
Technical SEO	Website migration planning, indexing, metadata, and technical quality
Conversion Rate Optimization	Eligibility pathways, referral experiences, and inquiry form improvements
Analytics & Conversion Tracking	Website engagement measurement and enrollment inquiry reporting
Website Maintenance	Technical reliability, quality assurance, and ongoing optimization

Building a Better Digital Experience for Your PACE Program

PACE organizations need websites that do more than look professional. They need digital platforms that communicate complex healthcare services clearly, support regulatory requirements, and help prospective participants and caregivers take the next step.

At Vivid Software Solutions, we specialize in website design, SEO, and digital marketing strategies for PACE programs, senior care providers, and healthcare organizations.

Whether you're launching a new PACE website, redesigning an existing platform, or improving enrollment-focused digital marketing, our team can help you build a more accessible and effective online presence.

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