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CLIENT CASE STUDY / HEALTHCARE + PACE

Vista Community Clinic PACE

Healthcare Website Design, SEO & Enrollment Experience

Building a welcoming, accessible, and enrollment-focused digital presence for a Southern California PACE program.

UX / UI DESIGN
Senior-friendly experience

LOCAL SEO
Los Angeles County

WORDPRESS
Healthcare platform

PROJECT OVERVIEW

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

CLIENT	INDUSTRY	LOCATION
Vista Community Clinic PACE	Healthcare · Senior Care · PACE	Glendale, California

Website: www.vccpace.org

About the Client

Vista Community Clinic PACE (VCC PACE) is a Program of All-Inclusive Care for the Elderly operated by Vista Community Clinic, a nonprofit healthcare organization with more than five decades of experience serving Southern California communities.

VCC PACE provides coordinated healthcare and supportive services for eligible adults aged 55 and older who require a nursing-home level of care and can continue living safely in their communities.

The program brings together primary and specialty medical care, rehabilitation, social services, nutrition support, transportation, and other essential services through an interdisciplinary care model.

With its PACE center in Glendale, California, the organization serves eligible communities throughout designated areas of Los Angeles County.

As VCC expanded its healthcare services through the PACE model, it needed a dedicated digital presence capable of introducing the program, educating prospective participants, supporting referrals, and communicating essential information clearly and accurately.

The Challenge

Establishing an Accessible Digital Presence for a Specialized Senior Healthcare Program

Launching and promoting a PACE program presents unique communication challenges.

Prospective participants and their families must understand a comprehensive healthcare model, evaluate eligibility requirements, review available services, and navigate an enrollment process that may be unfamiliar to them.

At the same time, a PACE website must accommodate the needs of older adults, provide accurate geographic coverage information, and support the regulatory expectations associated with Medicare and

Medicaid programs.

Vista Community Clinic PACE required a digital platform that could address these priorities while creating a strong foundation for community outreach and future enrollment activity.

1. Introducing a Complex Healthcare Program

The organization needed to communicate the PACE model in clear, accessible language, helping visitors understand how coordinated medical and supportive care works and who may qualify.

2. Creating an Intuitive Website Structure

A comprehensive sitemap was needed to organize healthcare services, eligibility information, enrollment resources, geographic coverage, and important participant documents into a logical user experience.

3. Supporting Enrollment and Healthcare Referrals

Prospective participants, caregivers, and healthcare professionals needed straightforward ways to determine eligibility, request information, and refer individuals for consideration.

4. Designing for Older Adults and Diverse Communities

The website needed readable typography, intuitive navigation, mobile-friendly layouts, and clear access to language assistance and accessibility-related information.

5. Addressing CMS Marketing and Communications Requirements

Content and website functionality needed to support applicable Centers for Medicare & Medicaid Services requirements, including accurate program information, participant rights, required notices, and transparent communications.

6. Building Local Search Visibility

As a program serving specific Los Angeles County communities, VCC PACE needed a website architecture that clearly communicated its geographic coverage and supported discovery through relevant local healthcare searches.

The primary objective was to create a comprehensive healthcare website that would help visitors understand VCC PACE, confidently explore their options, and connect with the enrollment team.

Our Strategy and Solutions

Vivid Software Solutions developed an integrated website strategy combining information architecture, senior-friendly design, healthcare content, technical development, local SEO, and regulatory-focused review.

Our approach focused on creating a digital experience that supports three essential goals: educating prospective participants, simplifying the enrollment journey, and strengthening the program's visibility in the communities it serves.

1. Website Strategy and Information Architecture

Building a clear digital foundation around healthcare services, eligibility, and enrollment.

The project began with the development of a structured website architecture designed to accommodate the breadth of services offered through the PACE model.

Rather than organizing the website around internal departments, we focused on the questions prospective participants, caregivers, and healthcare referral partners are most likely to ask.

Our strategy included:

Comprehensive Sitemap Development: Planned the hierarchy of pages covering the PACE program, healthcare services, eligibility, referrals, service areas, organizational information, and participant resources.

Audience-Focused Navigation: Organized information to help older adults, caregivers, and referring professionals quickly identify relevant resources.

Clear Healthcare Service Categories: Established dedicated content pathways for medical care, rehabilitation, home care, social work, behavioral health, nutrition, transportation, and other PACE services.

Eligibility and Enrollment Navigation: Made essential qualification information and referral opportunities prominent throughout the website.

Geographic Content Planning: Developed a location-based content strategy organized around the program's designated Los Angeles County communities.

Scalable Website Architecture: Created a structured foundation capable of supporting future content, service updates, and digital marketing initiatives.

The resulting information architecture connects complex healthcare information through a more intuitive and manageable website experience.

2. Senior-Friendly UX/UI Design

Creating a modern, approachable website designed around clarity, readability, and accessibility.

VCC PACE required a visual experience that reflected both Vista Community Clinic's established healthcare identity and the welcoming, person-centered nature of the PACE model.

Vivid developed the website's visual direction and interactive designs in Figma, working collaboratively with stakeholders through structured reviews and feedback.

Our design approach focused on:

Accessible, Senior-Friendly Design: Used larger typography, thoughtful spacing, clear content hierarchy, and easily identifiable navigation elements.

Responsive Website Layouts: Developed adaptable designs for desktop, tablet, and mobile devices.

Consistent Brand Presentation: Incorporated Vista Community Clinic's visual identity into a cohesive website design system.

Clear Enrollment Calls to Action: Gave greater visibility to eligibility questions, referral opportunities, and contact options.

Simplified Healthcare Information: Used structured content sections, visual service descriptions, and frequently asked questions to improve understanding.

Human-Centered Imagery: Planned the use of facility photography and supportive imagery to create a welcoming, community-oriented presentation.

Collaborative Design Validation: Refined website layouts through feedback from marketing, PACE leadership, and other organizational stakeholders.

The design emphasizes professional credibility without sacrificing warmth or usability, creating an experience better suited to older audiences and their families.

3. Healthcare Content Strategy and Program Education

Turning comprehensive PACE services into clear, understandable information for prospective participants and caregivers.

An effective PACE website must explain much more than individual healthcare services.

It must help visitors understand how the program works, what makes its coordinated care model different, and how eligibility and enrollment are determined.

Vivid developed and organized healthcare-focused content to support these informational needs.

Our work included:

PACE Program Education: Structured content explaining the PACE model, its coordinated care approach, and the populations it serves.

Individual Healthcare Service Pages: Organized educational content for medical care, rehabilitation, behavioral health, social services, home care, transportation, and nutrition support.

Eligibility Information: Clarified program qualifications, geographic requirements, and important considerations for prospective participants.

Referral and Enrollment Messaging: Developed content that guides caregivers, healthcare professionals, and potential participants toward appropriate next steps.

Frequently Asked Questions: Incorporated answers to common questions to help visitors understand services, enrollment, and program participation.

Consistent Healthcare Terminology: Reviewed program descriptions and website messaging to support clarity, consistency, and accuracy.

Trust and Organizational Identity: Connected the program's services with Vista Community Clinic's established healthcare mission and community-focused approach.

This content strategy created an educational foundation designed to support informed decisions and reduce uncertainty for individuals exploring PACE services.

4. Local SEO and Geographic Service Area Strategy

Helping eligible Los Angeles County residents discover relevant PACE information in their communities.

PACE eligibility depends in part on whether an individual resides within an approved geographic service area.

For VCC PACE, accurate location information was therefore essential to both the visitor experience and local search strategy.

Vivid developed a geographic content structure based on the program's designated service areas and ZIP code information.

Our approach included:

Location-Based Website Architecture: Organized service area content into geographically relevant pages covering designated Los Angeles County communities.

Local Search Relevance: Developed page structures intended to support searches related to PACE programs, senior healthcare, and community-based care.

Geographic Eligibility Clarity: Presented coverage information to help visitors understand the relationship between their location and potential program eligibility.

Localized Healthcare Content: Structured service area messaging around the needs of older adults and caregivers researching healthcare options in specific communities.

Technical and On-Page SEO Planning: Incorporated search-friendly headings, relevant page structures, internal linking, and metadata considerations.

Content Accuracy Review: Reviewed location and ZIP code information to support accurate communication of geographic eligibility.

The location strategy covered communities including Glendale and Burbank, Pasadena and the San Gabriel Valley, Downtown and East Los Angeles, Hollywood and Central Los Angeles, and other designated service areas.

By combining geographic accuracy with search-focused content organization, the website established a foundation for localized discovery and community outreach.

5. Enrollment Experience and Conversion Optimization

Helping visitors move from exploring healthcare options to requesting assistance or initiating a referral.

For a PACE program, the website's success depends partly on how effectively it supports the first steps of the enrollment journey.

Vivid designed the experience around the needs of prospective participants, family caregivers, and healthcare professionals who may be helping someone explore available care options.

Our conversion strategy included:

Eligibility-Focused User Journeys: Created prominent pathways for visitors seeking to understand whether they may qualify for the program.

Streamlined Referral Experience: Developed dedicated referral functionality to help connect prospective participants with the enrollment process.

Simplified Inquiry Forms: Organized form experiences around essential contact and referral information, reducing unnecessary complexity.

Clear Calls to Action: Integrated relevant inquiry opportunities across the homepage, service pages, and eligibility-related content.

Reliable Lead Capture: Developed and tested inquiry functionality to support dependable form submissions and follow-up.

Inquiry Source Identification: Incorporated ways to better understand how prospective participants and caregivers discovered the program.

Cross-Device Conversion Testing: Reviewed form functionality and user interactions across desktop and mobile layouts.

These improvements created clearer pathways between learning about VCC PACE and contacting the organization for additional information.

6. CMS Compliance Support and Healthcare Accessibility

Supporting accurate, transparent, and regulatory-conscious healthcare communications.

PACE programs operate within a highly regulated environment, making website content and participant information especially important.

Vivid incorporated CMS-related communication requirements into the website planning, content development, and quality assurance process.

Working with organizational stakeholders, our efforts focused on:

CMS Marketing and Communications Alignment: Reviewed website language and informational content in relation to applicable PACE marketing and communications guidance.

Accurate Program Representation: Refined descriptions of services, participant eligibility, and the PACE model to support clear and appropriate messaging.

Participant Rights and Resources: Organized access to important program information, participant rights, and supporting documents.

Grievances and Appeals Information: Developed and organized content explaining relevant rights and processes, including avenues for submitting grievances and appeals.

Language Assistance and Accessibility Information: Supported the consistent presentation of language assistance, TTY contact information, and other important accessibility-related details.

Privacy and Legal Information: Prepared website content addressing privacy, terms of use, accessibility, nondiscrimination, and related participant information.

Content Quality Assurance: Conducted structured reviews to identify inconsistent language, inaccurate information, and opportunities to improve clarity.

Stakeholder Review Coordination: Incorporated feedback from relevant VCC teams to support the website's regulatory and organizational requirements.

The result was a more structured approach to healthcare communication, with important participant information integrated into the overall website experience rather than treated as an afterthought.

7. WordPress Development, Quality Assurance, and Digital Readiness

Transforming approved designs and content into a dependable, scalable healthcare website.

Following the strategy and design phases, Vivid developed the website in WordPress within a protected staging environment.

The development process focused on delivering responsive functionality, consistent content presentation, reliable inquiry forms, and a manageable platform for future updates.

Key initiatives included:

Custom WordPress Website Development: Translated approved design concepts into functional website pages with consistent layouts, navigation, and interactive elements.

Responsive Implementation: Optimized the presentation of menus, page sections, healthcare service information, and forms across multiple devices.

Referral and Contact Form Development: Implemented functional inquiry systems with input validation, spam-prevention measures, and clear confirmation experiences.

Accessibility-Minded Functionality: Incorporated readable content structures and user interface patterns intended to support more inclusive navigation.

Protected Development Environment: Maintained a controlled staging platform for internal development, stakeholder feedback, and quality assurance.

Content Review and Refinement: Conducted page-by-page reviews covering healthcare terminology, service descriptions, location information, and user-facing messaging.

Cross-Device Testing: Evaluated navigation, accordions, forms, and layout behavior across desktop and mobile experiences.

Technical and Editorial Quality Assurance: Reviewed the website for functionality, presentation consistency, content accuracy, and launch-readiness considerations.

This structured development approach created a flexible digital platform designed to support the program's communication, enrollment, and ongoing content management needs.

PROJECT OUTCOMES AT A GLANCE

Senior-friendly UX/UI	**Enrollment & referral journeys**	**CMS-focused content planning**

Results and Business Impact

The Vista Community Clinic PACE website project established a dedicated digital experience for a specialized senior healthcare program serving eligible Los Angeles County communities.

The project brought together strategic planning, healthcare-focused design, educational content, geographic targeting, enrollment functionality, and regulatory-conscious development.

Key Project Outcomes

A Dedicated Digital Presence for VCC PACE

Developed a cohesive healthcare website experience designed to introduce the program, explain its services, and connect older adults and caregivers with essential information.

A Comprehensive, User-Centered Website Architecture

Created a structured sitemap and content hierarchy organizing healthcare services, eligibility, referrals, geographic service areas, and participant resources.

An Accessible, Senior-Friendly Design Experience

Delivered responsive website designs emphasizing readability, intuitive navigation, clear messaging, and consistent visual presentation.

Clearer Enrollment and Referral Pathways

Developed dedicated eligibility, referral, and contact experiences intended to make it easier for prospective participants and healthcare professionals to take the next step.

A Local Search-Focused Content Foundation

Established geographically organized service area content to support location relevance and improve the clarity of the program's coverage information.

Regulatory-Focused Healthcare Communications

Integrated important CMS-related content considerations, participant information, language assistance details, and healthcare communication reviews into the project workflow.

A Flexible and Maintainable Website Platform

Developed a responsive WordPress website foundation designed to support ongoing content updates, program information, and future digital marketing initiatives.

The Value of a Specialized PACE Website Strategy

The Vista Community Clinic PACE project demonstrates the importance of combining healthcare expertise with user-centered digital strategy.

A PACE website must serve several audiences simultaneously: older adults researching care, family members evaluating options, healthcare professionals making referrals, and individuals seeking accurate program information.

It must also clearly communicate geographic eligibility, explain a specialized healthcare model, and support the regulatory expectations associated with publicly funded healthcare programs.

By bringing together information architecture, accessible web design, healthcare content development, local SEO, enrollment-focused user experiences, and CMS compliance support, Vivid Software Solutions helped establish a digital foundation aligned with these complex needs.

The project reflects Vivid's approach to healthcare website development: creating thoughtful digital experiences that connect organizational objectives with the real needs of patients, caregivers, and

communities.

Services Delivered

Service	Strategic Focus
Healthcare Website Strategy	Program positioning, audience needs, digital planning, and enrollment objectives
Information Architecture	Comprehensive sitemap, navigation planning, and content organization
UX/UI Design	Senior-friendly interfaces, responsive layouts, and accessibility-focused design
Website Redesign & Development	WordPress implementation, interactive functionality, and content management
Healthcare Content Strategy	PACE education, service information, eligibility content, and clear messaging
Local SEO	Community-focused pages, geographic relevance, and service area organization
Technical SEO	Search-friendly architecture, metadata planning, and technical website structure
Conversion Rate Optimization	Eligibility journeys, referral pathways, and contact form experiences
CMS Compliance Support	Regulatory communication review, participant information, and required notices
Website Quality Assurance	Responsive testing, content validation, functionality review, and stakeholder revisions

Build a Better Digital Experience for Your PACE Program

PACE organizations need websites that do more than present healthcare services. They need digital platforms that help prospective participants understand their options, navigate eligibility requirements, access essential information, and connect with the right care teams.

At Vivid Software Solutions, we provide specialized website design, SEO, and digital marketing services for PACE programs, senior care organizations, and healthcare nonprofits.

Whether you're introducing a new PACE program, redesigning an existing website, or improving your digital enrollment experience, our team can help you create a more accessible, informative, and strategically structured online presence.

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