

Healthcare Service Landing Page Brief

A concise overview for designing a landing page that encourages and supports patient enrollment in healthcare services.

1. Objective

To create a clear, user-friendly landing page that communicates the benefits of our healthcare service and guides patients through a streamlined enrollment process.

2. Target Audience

- Prospective patients seeking healthcare services
- Individuals looking for easy enrollment and accessible care
- Family members and caregivers enrolling on behalf of a patient

3. Key Content Sections

1. **Service Introduction:** Quick overview of the service and its value proposition.
2. **Core Benefits:** Bulleted or brief statements describing key features and benefits.
3. **How It Works:** Simple step-by-step explanation of the enrollment process.
4. **Testimonials or Patient Stories:** Optional section for building trust.
5. **FAQs:** Answers to common questions about the enrollment process.
6. **Contact Information:** Phone, email, or chat details for assistance.
7. **Enrollment Form:** Simple, accessible form to collect essential patient details.

4. Design & UX Recommendations

- Minimalist layout with clear headings and space between sections
- Mobile-friendly and responsive for all devices
- Straightforward navigation, preferably scroll-based
- Consistent font family and sizing
- Accessible form fields with descriptive placeholders

5. Sample Enrollment Form (Fields)

- Full Name
- Date of Birth
- Phone Number
- Email Address
- Preferred Contact Method
- Healthcare Need/Service Interest

