Below are the instructions for the website redesign project for CityMed Health:

**Website Design Review**

* **Color Scheme**: Maintain the clean and professional Red and White color theme.
* **Layout**: Ensure the layout is straightforward and user-friendly.
* **Typography**: Use modern and easy-to-read font choices.
* **Mobile Optimization**: Ensure the website is fully optimized for mobile devices.

**Design Requirements**

* **Clean, Minimalistic, and Responsive Design**:
  + The design should be clean, easy to navigate, and modern.
  + The primary user base consists of seniors, so accessibility and simplicity are key.
* **Location-Based Pages**:
  + Develop pages for each medical clinic and pharmacy location to provide a unique digital presence for each branch.
* **Current Content**:
  + The current content is good but needs to be more efficient and user-friendly for patients.
* **Doctor and Staff Introductions**:
  + Include an introduction section for our doctors and staff to build trust with visitors.
* **Custom Design**:
  + Please avoid using ready-made themes. The preferred design source is a Figma file for development with Elementor.
* **Logo**:
  + See the attached logo for reference.

**Key Sections to Enhance**

* **My Team Section**: Enhance this section to highlight healthcare professionals and build trust with visitors.
* **Footer Section**: Improve the footer by including more links to important sections and social media icons. Ensure the MediMap Logo is included on all footers.
* **Contact Us Page**: Enhance the Contact Us page to include options to upload documents and select specific locations or services.
* **Intake Form Page**: Improve the Intake Form page by implementing user-friendly and accessible forms.
* **Patient Consent Forms**: Implement patient consent forms for marketing purposes that are integrated with our database and software.

**Websites for Design Inspiration**

**1.** CVS Health: <https://www.cvshealth.com/?form=MG0AV3>

* **What We Like**: The overall theme, font choices, and the look and feel of the website.

**2.** PocketPills: <https://www.pocketpills.com/>

* **What We Like**: The clean and intuitive layout.

**3.** WellClinics: <https://wellclinics.ca/>

* **What We Like**: Everything about the design, including aesthetics, usability, and functionality.

**Color and Theme Ideas**

* Clinic Red, Pharmacy Green, Blue Branding:
  + <https://www.cvshealth.com/?form=MG0AV3>
  + <https://citymd.com/>
  + <https://www.bdc.ca/en/financing?form=MG0AV3>
  + <https://virtualtravelclinic.ca/>

**Design Inspirations**

* <https://wellclinics.ca/>
* <https://www.pocketpills.com/>
* <https://www.boots.com/online/pharmacy/>
* <https://pharmacy.amazon.com/>
* <https://www.pillpack.com/how-it-works>
* <https://telemedmd.ca/>

**Pages to Design**

1. **Landing Page (Clinic)**: <https://citymedhealth.ca/>
2. **Medical Clinic Intake Instructions**: <https://citymedhealth.ca/medical-clinic-intake-form/>
3. **My Team Page and Introduction for Each Team Member**
4. **Book Appointment**: <https://citymedhealth.ca/book-appointment/>
   * Dropdown/Options on the page:
     1. Family Practice
     2. Walk-In Telehealth
     3. Travel Consultation – Telehealth
     4. Private Consult with Nurse Practitioner
5. **Pharmacy**: <https://citymedhealth.ca/pharmacy/> (Pay attention to Pop-up Design)
6. **Home Monitoring**: <https://citymedhealth.ca/home-monitoring-program/>
7. **Home Health Care**: <https://citymedhealth.ca/home-healthcare/> Change this page to Travel Vaccination:

**See examples**

* + 1. <https://www.shoppersdrugmart.ca/health/pharmacist-vaccinations-injections/book-travel-clinic-vaccine-appointment-near-me>
    2. <https://www.tmvc.com/>

1. **Contact Us**: <https://citymedhealth.ca/contact/>
2. **Resources**: <https://citymedhealth.ca/resources/> (We need Blog and News)
3. **Blog Template**: <https://citymedhealth.ca/2025/02/14/find-doctor-surrey/> (Need massive improvement and responsiveness)
4. **Join My Team**: <https://citymedhealth.ca/career/>

**Additional Improvements**

* **Header, Footer, and Banners**: Massive improvement needed (Video integration would be great).
* **Privacy Policy | Cookies | Terms and Conditions**: Improvements needed.

**Comments for Amit**

* **Footer**: We need a footer like PocketPills.
* **Mobile Design**: Ensure mobile design is similar to PocketPills.
* **Social Media and Blogs**: Integration needed.
* **Email/Marketing List Sign-Up**: Implement a sign-up option for patients/visitors.
* **Google Reviews**: Integrate Google reviews.
* **Clinic Videos and Pictures**: Include multimedia content.
* **Keyword Optimization**: Content will be rephrased for keyword optimization (keywords list provided).
* **Keywords**: I will ask that certain keywords [e.g. from blog] to link certain website page automatically
* **MediMap Logo**: Include MediMap logo at the bottom.
* **Online Appointment Dropdown**: Add dropdown options for different appointment types.

Please proceed with the necessary updates and preparations. Once you have the revised design ready in Figma, kindly send it over for approval.

Looking forward to seeing the improvements!