**MAF Overview for Website Development**

**DRAFT: June 28, 2018**

1. **ABOUT MEDICALERT FOUNDATION INTERNATIONAL (MAF)**

**Vision:** A world where every person is safer and more protected because there is a reliable, 24/7 resource in place to share critical information when you need it.

**Mission**: To save and protect lives by sharing information during our members’ moments of need.

**Who**: MedicAlert International Foundation is a nonprofit, membership organization. We provide Medical IDs, paired with 24/7 life-saving services to millions of people in the United States and around the world.

**What**: In emergencies or times of need, we provide members’ critical health and identification information to first responders. This information exchange empowers first responders to make informed decisions about care and ensures our members have a “voice” in emergency situations and other times of need.

**Why**: We ultimately exist to save and protect lives. We want to provide peace of mind for anyone, anywhere at any time.

* We want to protect some of the most vulnerable populations - whether it’s a child facing a severe food allergy, an individual with a history of cardiac issues, an autistic child or parent with Alzheimer’s at risk for wandering - MedicAlert is a reliable resource in times of need.
* We want to be a dependable resource for families and communities worried about loved ones wandering or getting lost.
* We provide a standardized tool for first responders to help improve their care and results.

**How:** see - <http://www.medicalert.org/how-our-medical-ids-work>; open to re-designing this

As an organization, we provide:

* Internationally recognized Medical IDs
* Electronic health record that members can maintain and access from anywhere, at any time.
* 24/7 Emergency Response Team with access to members’ heath records and trained to provide critical information to first responders.
  + Assess problem, collect and communicate members’ critical information to the caller, including personal identification and emergency contact information to ensure members are quickly reunited with loved ones
  + Share health records with any facility receiving a member so information is available upon arrival
  + Provide follow-up after any incident to ensure ultimate closure and success of the case
* Member Service Center with representatives available to assist members with medical information updates, service upgrades, engraving recommendations, and medical ID purchases.
* Training and education for the first responder community to ensure they understand the benefits of our service.

**Brand values**:

* **Dependability**: we are committed to be there for our members and each other, anywhere and at any time
* **Integrity**: we are real, we are honest, we operate ethically
* **Respect**: we treat all people with dignity, respect and appreciation
* **Excellence**: we are committed to providing outstanding service to individuals and the communities in which we live and work
* **Collaboration**: we stand by the power of sharing information to save and protect individuals, build more connected communities and foster a collegial working community

**Brand personality/ behaviors:**

* **Approachable**: we are friendly, engaging and member-centric
* **Inclusive**: we are non-judgmental and steadfast
* **Genuine**: we are authentic, honest and do not hold pretenses
* **Compassionate**: we are patient, empathetic and understanding

**Core Persona:**

Meet Emily: She is female, in her late 40s, a caretaker in every sense of the word. She lives in the suburbs and has a child with disabilities and an aging parent. She works full-time and is busy, but is super attentive and is a master multi-tasker. She’s friendly, approachable and extremely dependable. Her favorite color is blue (maybe purple!). Her communication style is straightforward, relatable, warm and easy to understand. She oozes hope and helpfulness.

1. **TARGET AUDIENCES**
   1. **The general public:** Our funding comes in part from new memberships and from individuals who hear about us through our marketing channels and want to become a member. While MAF is valuable to the broad public, the largest disease state populations we currently target, include:
      1. Alzheimer’s/ dementia
      2. Autism
      3. Cardiovascular (hypertension, heart disease, stroke)
      4. Diabetes
      5. Allergies (food and drug)
   2. **Members**: Existing members use our website to purchase new jewelry, update their health record, donate and learn more. Our website is their main entry point for these functions.
   3. **Business:** Businesses don’t yet contribute a large percentage to our funding, but we want to strengthen our focus on corporate partnerships and use the website to showcase ways in which we can benefit business, i.e. employee programs, sponsored membership
   4. **Partners:** We will continue to focus on expanding our partner network to other health-focused organizations reaching our target disease-state populations, as well as broadening this to corporations and government bodies.
   5. **First-responder/ healthcare providers:** We want this audience to use our website as both a resource for referrals and as a hub for their education
   6. **Media:** We have not had a strong media presence outside local publications, however, we would like the website to be a more comprehensive resource for media to read about positive member and employees stories, download a press kit and overall attract increased media attention.
   7. **Affiliates:** Headquartered in California, our international network covers nine countries. We will focus on building relationships with our affiliate organizations around the world and want our website to be both the standard for MAF and a useful resource for affiliates
   8. **Employees:** The strength of our efforts relies on the quality of our people. We would like the website to be place existing employees refer people and also attract job applications from qualified individuals. The website should advertise the uniqueness of our offering.
   9. **Accreditation agencies:** We aim to secure accreditation from Charity Navigator. A professional web presence will assist in this evaluation.
2. **WEBSITE ACTIVITIES AND OBJECTIVES**

We would like the general user to engage in the following actions on our website. Items listed in order of importance:

* Become a member and/ or Renew membership
* Update Emergency Health Record
* Donate online
* Buy Medical IDs (additional or replacement or standalone)
* Subscribe to our newsletter/ blog
* Download Medical ID training resources
* Follow us on social media channels like Facebook + Twitter
* Share our member/ partner/ employee stories

This aligns to the key objectives for our website:

* Create brand awareness about our organization
* Generate revenue via memberships, donations and ID sales
* Educate on the uniqueness and value of the organization to partners, media, affiliates, potential employees
* Build a repository for content and materials that showcases the value of MAF in emergency situations and moments of need
* Build an online community (TBD)

1. **DESIGN/ VISUAL ID**

Visual ID elements should include:

* **Logo** to remain the same, though open to modifications in different instances (i.e. wordmark only)
* **Color palette**: our existing brand guidelines include a broad color palette; we will always need to feature some red, but would like to downplay this color and amp up other more vibrant tones from our secondary color palette (i.e. purples/ turquoise)
* **Photography**: we want to increase usage of compelling photography that is not over stylized or stock in nature; think real people in real-life scenarios with an element of rawness and imperfection
* **Iconography**: we would like to explore the use of iconography to ensure a simple, easily accessible member experience (nice-to-have)

1. **WEBSITE FEATURES (Draft)**

The website should contain the following features/ functions.

* Newsletter subscription and HTML mailer
* Blog with comments and RSS
* Animation on homepage / videos
* Online enrollment form with ability to select ID from product catalog and population of health information required to engrave ID
* Renew membership form
* Member login with health record entry/ updates
* Online donation form with ability to pay via EFT, PayPal or credit card (choice between recurring and one-off donation)
* Website keyword search

1. **HEADLINES/ COPY (Examples)**

HOMEPAGE

**Protect yourself and your loved ones.**

With MedicAlert, first responders and health professionals have access to your vital information in any time of need.

**No one should have to face an emergency alone**

More than just a piece of jewelry, MedicAlert provides our members life-saving information services, supported with an internationally recognized Medical ID. With a MedicAlert membership, you receive your personalized ID along with the peace of mind knowing our Emergency Response Team is there for you around the clock – trained and ready to share your medical and identification information with first responders. This critical information exchange empowers first responders to make informed, life-saving decisions about your care, or return you home safely to loved ones.

**ALT headlines/ concepts to incorporate:**

We protect you in an emergency

We allow you to take control of your health records

We allow you to live your life with confidence

Peace of mind for you and your loved ones

When you can’t speak, we are your voice in your time of need