Website Refresh

EPF Secretariat Feedback

February 2020

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| What does EPF's vision look like, is there a brand platform and developed value words? | **[HR/FINANCE]**  We need to update it to Patient Perspective, Value & Voice and then explain each area (RT)  **[PROJECTS]**  We can add something around trusted partner.  **[POLICY]**  No change for now (Strategic Plan revision in progress – will need to update if our vision and mission change.  **[COMMS/EVENTS]**  Patient Perspective, Value & Voice. Strategy 2021-2026 still being developed. (DD) No change but we want to incorporate and visualize the concept of “patient voice, value and perspective” (EB) |
| Are there updates on your graphic profile, your identity? | **[HR/FINANCE]**  No, but it would be appreciated if you could update our bullet points according to organigram, please. (ZS)  Ruth’s profile should include HR, as in the organigram (RT)  **[PROJECTS]**  No. Agree a consistency check is good.  **[POLICY]**  No. Agree a consistency check is good.  **[COMMS/EVENTS]**  Brand identity, colours and typeface remain the same however more consistency is needed across the site. |
| How does EPF want the site to be experienced, focus on impressions and emotions? | **[HR/FINANCE]**  It is very hard to find right information, news not really visible so it may be confusing. (ZS)  The front page of the website could open with a video about EPF (a recent one) and display our main achievements also. We need to boost our image and be louder and prouder! More emphasis on youth activities (RT)  **[PROJECTS]**   * + It should be visually appealing – not only in its presentation (clean cut/ good colour scheme) but also the visual presentation should already give the impression that we are working on a number of projects/ have worked on them.   + The impression should be – wow that’s quite some projects and funding schemes they are present in! They seem to be deeply involved in making patients lives better at EU level!   + The emotions should be – EPF is a trusted and well regarded partner at the EU level, entrusted with representing the patient voice in these massive and highly topical projects that will deliver a huge impact for providers, industry … and patients!     **[POLICY]**   * Better functionality, easier to search, for example in date order, etc. * Events is currently a mess. Need to highlight the most important events and also a proper view of past/upcoming. (Example: EPF Congress – if you look for it under events, you find an outdated page with no links to subsequent communications, presentations or anything really) * Policy: I think we need to re-organise this totally. It should highlight immediately our most important priorities & current activities. I would rather like to call it “Policy AND Advocacy”...   **Emotions**: serious, professional, credible, but also human and approachable. Not too “light” (nothing that could be perceived as too flippant for what are after all very serious issues we are dealing with). I’ll give you an example separately.  **[COMMS/EVENTS]**  Better functionality, easier to search and discover and better layout of our teams and initiatives. (DD)  More visuals: pictures (ie. our Adobe Stock collection, but also pictures from STYPA, Congress and Capacity Building – we will share), videos (embedding our Youtube channel), and social media feed (already there but should be a bit more prominent) (EB) |
| What is the main objective of the EPF with the website?  What is your Team’s main objective on the website? | **[HR/FINANCE]**  It’s a window looking into EPF.  Our team’s objective is to display the admin related info, like staffing/vacancies, financial info/reports and what we have achieved (for sponsors to see where their money has gone! (RT)  **[PROJECTS]**  To clearly communicate who we are, and the scope of our work. Our project work and contributions should be defined.  Place EPF at the forefront of patient representation in the brussels environment - as it was said in the Politico Pro article, we are THE top patients lobby, our page needs to reflect our great reputation. For projects, we should clearly state what we are involved in and with who (Horizon? IMI? Etc); for policy (which I used in previous roles) – our positions and responses to evolving topics should be front and centre on the website.  Something like demonstrating that we are deeply involved in a range of programmes at the European Level (across diff funding schemes), and highlighting that we have a long history of being the patient voice in these large consortiums.  **[POLICY]**  Anyone interested in our work or in patient advocacy generally should be able to find out easily: what EPF is, what it aims to achieve, what it actually does.  Everything to do with a topic should be easily findable on one page (example: Digital health – EPF’s policy briefings and position papers, news or other articles, events we have organised on digital health should all be linked to one page)  **[COMMS/EVENTS]**  Ensure that our vision and mission are recognizable throughout all of our initiatives and that patient perspective, voice and value are seen in each section. (DD)  Easy navigation for all users (EPF and non EPF) and coherent archiving (more info on that, below) (EB) |
| Who are the primary target groups and what do their needs look like? | **[HR/FINANCE]**  Proper contact info. (ZS)  Same as what comms have said. They need info on EPF’s activities past and present, governance, transparency and a credible/reliable source of info on patient perspective and needs (RT)  **[PROJECTS]**  Industry & other project partners. Patients. Institutional stakeholders. Strong emphasis on project partners and institutional stakeholders.  **[POLICY]**  Individual patients, patient organisations (both EPF members and not), policymakers (e.g. MEP assistants, Commission people, national policymakers from member states), industry, researchers…  **[COMMS/EVENTS]**  Patients, patient organisations, members, journalists and policy makers, industry representatives, academia |
| What does EPF offer to its target groups? | **[HR/FINANCE]**  Same as comms. All the info needed to be a transparent, independent and credible organisation (RT)  **[PROJECTS]**  Representation at every level – from policy, to capacity building, to ensuring the patient voice is represented in projects.  **[COMMS/EVENTS]**  News, access to information about our policies, members, training and programmes. Library of toolkits, guidelines and informative materials |
| What features and pages are most frequently used by users today? | Events, About Us, Members, News, Vacancies, Contact |
| What pages, what information and features would need to be added and removed? | **[HR/FINANCE]**  The contact section needs to be updated (phone number is +32 2 274 29 34; we do not need fax number anymore, although I would add [info@eu-patient.eu](mailto:info@eu-patient.eu) address; registration address should be our Belgian one; there is a section ‘Send this message to’ where sender needs to tick a box that is not up to date, because majority of positions does not exist anymore) (ZS)  Update the Cooperation Framework document, Finance & Transparency page, Balance page.  The search function could list the items with a date of publication.  Remove the current job vacancy (Adriana’s)  Add a page for sponsors, where they could go to get all the info they need on EPF, our work plans, our strategic plans, sustainability plan, transparency guidelines, cooperation framework, annual reports etc, to have all the info available to them to ease the process, and enable them to come to us instead! I would need to work on this to ensure the sponsors have all the info they need and usually ask for. Nicola is also putting together a funding document. I also use the website to get info on what we have done that year, in order to report back to sponsors regarding their funding.  Therefore, it would be **wonderful** if the policy, projects and CBP teams could publish a report on each activity with photos, videos and outcomes once that activity has been carried out (wishful thinking perhaps?!). (RT)  **[PROJECTS]**  Current projects – all current projects need to be listed on the website, ensuring clear explanations of our role, why this matters to patients (why EPF is involved); working links.   * Data Saves Lives to be added to the ongoing projects. * PERMIT project to be added to ongoing projects. * *Please see email for more details on individual project links.*   Old Projects – collected in a repository, maintaining only basic information about the project scope, and removing old links and contact details.   * *Please see email for more details on individual project links.*   Page needs to be optimised for use on mobile devices (currently navigation between secondary/tertiary pages is difficult/ cumbersome)  More prominent feature of our twitter and socials.  **[POLICY]**   * Some things can be archived. * “working groups” belongs under “about EPF rather than what we do (I think) * Cooperation section can be reorganised. For example we need a dedicated pate to EMA * I don’t like the separation of policy, campaigns and projects – would prefer a thematic organisation (to be discussed)   **[COMMS]**  Items need to be rearranged plus sections should be succinct with more links and more geared towards each team within the Secretariat.  Need an archive section divided by year and subject. Also inputting information should be easier for admins and we should be able to populate other sections automatically and archive as well. Rearrangement of layout.  Would be nice to have a calendar of events that features everything from EPF and our members calendars (easy to update)  Plus, a pop-up or easy sign up to our newsletter (ie. in footer of homepage?)  “Related news” boxes are outdated – a way to make the news feature automatically. Ie. a categorising or tagging system (EB) |
| What do you feel are the worst attributes about today's website? | **[HR/FINANCE]**  Out of date and not an updated display of what we do! Not good when using the site on your mobile. (RT)  **[PROJECTS]**  Difficult to find information; lay-out needs streamlining.  It would be great to add event pictures  Youth Strategy section needs update & review.  The overall layout –space is lost with the left navigation tool bar – its not as visually attractive and the design feels outdated.  **[POLICY]**  Impossible to search and find anything, dead links and lack of updates (old information).  **[COMMS]**  Search and navigation bar plus design is outdated. Too many old links |
| What do you feel are the best attributes about the website? | **[HR/FINANCE]**  Has a lot of info! Quite like the aesthetics of it (RT)  **[PROJECTS]**  Good presentation about EPF and our work; Policy section & links are well done (in terms of structure). The A-Z section of the site.  Information is generally easy to find and it is where you expect it to be  **[POLICY]**  It’s not so terrible overall  **[COMMS/EVENTS]**  Accessibility, SEO, wealth of information |
| What are your visitors’ feedback on today's website? | **[HR/FINANCE]**  Is it possible to have the staff member’s email addresses indicated on the website? With some of the names there is high risk to spell it wrong on the phone so maybe it would be easier to just let people who call know that they can check a spelling on the website. (ZS)  That it’s good but out of date (RT)  **[PROJECTS]**  Website in need of updating, more simple structure needed, search tool bar not always accurate.  **[MEMBERSHIP]**  **[POLICY]**  Surprisingly positive  **[COMMS]**  Outdated, hard to locate items and tools.  Difficult for some members and partners to understand “what we do” – general confusion between purpose of policy/projects fields |
| Any particular things that you would like to see added on the backend to make your life easier when adding or deleting information? | **[HR/FINANCE]**  **[PROJECTS]**  Can’t answer.  **[POLICY]**  Can’t answer  **[COMMS]** |