

October 5, 2021



Medical Home Portal

FFY2021 Q4 REPORT

1. FEATURE UPDATES

Features that have been significantly reworked or updated during the Quarter ending September 30, 2021.

A. SEO Improvements

- i. Worked with an outside consultant to improve the Portal's Search Engine Optimization. These changes will allow Portal pages to come up more frequently and with higher priority in general search engine results. Changes include:
 1. *Adding key search terms and phrases to all pages.*
 2. *Increasing load times for pages.*
 3. *Ensuring pages meet accessibility requirements.*
 4. *Adding original photos of children and youth with special health care needs and their families.*

B. New Editorial Board

- i. Organized an Editorial Review Board which will advise the Portal on editorial policies, scope, and content. The Board will allow the Portal to offer broader content development, expand contributing authors, and promote the Portal all while maintaining our commitment to be a high-quality and peer-reviewed source of information. We are working toward having the Portal indexed in a National Libraries of Medicine (NLM) database.

2. CONTENT UPDATES

Content that has been published or updated during the Quarter ending September 30, 2021.

A. New Content

- i. Clinical
 1. *Obsessive-Compulsive Disorder (OCD) module*

2. *Neonatal Opioid Withdrawal Syndrome page*
3. *Somatic Symptom Disorder & Functional Neurologic Disorders page*
4. *Specific Learning Disability page*

B. Updated Content

- i. Clinical
 1. *Cerebral Palsy module*
 2. *Classic Homocystinura newborn disorders page*
 3. *Foster Care module*
 4. *Neurofibromatosis Type 1 module*
 5. *Sickle Cell Disease module*
 6. *Spinal Muscular Atrophy module*
 7. *Tuberous Sclerosis Complex module*
- ii. For Families
 1. *Care Notebook page and downloadable PDF*

3. GOOGLE ANALYTICS

Google Analytics July 1-September 30, 2021. Traffic Refined for Quality Segment.

(Percentage change from previous quarter.) [Percentage change from previous year.]

A. Aggregated Subdomains

- i. Users: 123,556 (+3.79) [+2.18%]
- ii. Sessions: 141,557 (+3.89%) [+3.47%]
- iii. Pageviews: 447,570 (+110.85%) [+114.71%]

B. Nationwide

- i. Users: 43,195 (-7.80%) [-17.74%]
- ii. Sessions: 49,215 (-7.71%) [-16.58%]
- iii. Pageviews: 136,614 (+94.93%) [+80.21%]

C. Nevada

- i. Users: 9,775 (+81.15%) [+67.97%]
- ii. Sessions: 10,974 (+78.73%) [+62.19%]
- iii. Pageviews: 37,702 (+246.91%) [+220.62%]

*NV ran a social media campaign in August 2021, which largely accounts for the percent increases shown here compared to the previous quarter and previous year.