Competitive Analysis

Client Name

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Executive Summary

This competitive analysis was conducted as part of the *client name* website redesign. The goals of this analysis were to identify the content and functionality at competing websites, both to inform the redesign as well as better understand areas of competitive advantage.

The competitor websites examined were:

- *Competitor 1* (regional competitor)

- *Competitor 2* (national competitor)

- *Competitor 3* (national competitor)

- *Competitor 4* (national competitor)

The analysis revealed a core set of content that was covered by all the websites, as well as unique content only available at a single competitor website. Also of note are the audience-specific approaches taken by the competitors; these include content oriented to patients coming from other countries, content oriented to pediatric patients, and content specifically for physicians. The *Website Content* section provides additional details concerning the information available at those competitor websites.

Examining the wide variety of website functionality that is offered by the competitors also raises a number of possibilities for the redesigned website. Notable among that functionality was:

- A variety of ways to contribute financially, including one competitor providing their own VISA card and another selling artwork created by pediatric patients

- Print-friendly versions of every page (offered by all competitors)

- Ability to email pages (such as web addresses for physician bios) to others

- Extensive search options for locating physicians, researchers, and staff

- Numerous ways to access clinical trials information

- Extranets (websites for external audiences requiring login) for bill payment online, for members of fundraising groups, and for educating physicians from affiliate organizations

- Search capability for upcoming events

The analysis documents additional areas of functionality, while providing further details about the items mentioned previously.

Website Content

Content found at multiple competitor websites:

- About the Center (e.g., History, Leadership)
- Bios of Physicians & Researchers / Staff
- Careers / Job Openings
- Clinical Trials
- Directory of Physicians & Researchers / Staff
- Event Calendars
- Fund Raising
- Giving / Contributions
- Glossary (typically adapted from the Federal Government glossary)
- Locations / Directions / Accommodations
- Making an Appointment
- News / Press Releases
- Other Medical Resources on the Web
- Patient Stories
- Prevention
- Publication(s) & Publication Archives
- Research Programs / Departments
- Survivorship & Support Resources
- Types of Illness
- Various FAQs
- Volunteering

Content found at only one competitor website:

- Affiliated Organizations
- Blood Bank
- Children's Art Project
- Donating Blood & Platelets (Donation can be to a specific patient)
- Donor Spotlight
- Postdoctoral Training
- Technologies Available for Licensing
- VISA Card

Audience-specific information (some competitors specifically organized content by audience):

- Caregivers
- Graduate Education
- International (some websites offered translations in various languages)
- New Patients
- Pediatric (pages for kids only, for teens only, and for teachers)
- Physicians

- Survivors

Policies, terms, and statements:

- Accessibility Policy
- Legal Disclaimer / Statements
- Patient Rights & Responsibilities
- Privacy Policy
- Public Information Act

Types of navigational support provided:

- Back to top links (frequently encountered)
- Breadcrumbs (offered by two of the websites)
- Site Index
- Site Map
- Table of Contents

Search Functionality

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Website Search (Keyword)	Y	Y	Y	Y
Website Search (Advanced)			Y	
Physician Search	Y	Y	Y	Y
- Search by Name	Y	Y	Y	Y
- Search by Diagnosis	Y			Y
- Search by Procedure	Y			
- Search by Department	Y		Y	Y
- Search by Clinical Topic	Y	Y		Y
- Search by Basic Research Topic / Program		Y		Y
- Search by Facility			Y	Y
- Search by Team				Y
Researcher/Staff Search	Y	Y	Y	Y
- Search by Name	Y	Y	Y	Y
- Search by Diagnosis				Y
- Search by Department			Y	Y
- Search by Clinical Topic		Y		
- Search by Program				Y
- Search by Facility				Y
- Search by Team				Y
Past Employee (Alumni) Search			Y	
Researcher/Staff Advanced Search			Y	
Clinical Trials Search	Y	Y	Y	Y
- Search by Type	Y[1]	Y[2]	Y	Y
- Search by Keyword		Y		Y
- Search by Study Number		Y	Y	Y
- Search by Phase		Y		Y
- Search by Cooperative Group				Y
- Search by Treatment			Y	
- Search by Physician			Y	
Search Laboratory Research	Y			
- Search by Keyword	Y			
Events Search			Y	Y
- Search by Date Range				Y
- Search by Event Type			Y	Y
- Search by Role			Y[3]	
- Search by Community Events			Y	
- Search by Keyword			Y	
- View today, this week, next week, this month, this year			Y	

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Job Search	Y		Y	
- Search by Keyword	Y		Y	
- Search by Job Category	Y		Y	
- Search by Full-Time/Part-Time			Y	
- Search by Location			Y	
- Search by Shift			Y	

Y = Yes; the website contains that functionality

[1] Divided into 'All Trials' and 'Pediatric Trials'

[2] Divided into 'Adult' and 'Pediatric'

[3] Professional roles include calendars for Physicians, Scientists, Nurses, Students, and Volunteers. Patient and Public Education calendars also exist.

Additional considerations:

- Many of the websites also allow browsing of physician / researcher / staff directory
- Physician search is often separate from researcher and staff search
- Competitor 4 allows clinical trials search to be for closed as well as open trials
- Competitor 1 has a calendar that is not searchable; Competitor 2 has a calendar and event archive that are not searchable
- Competitors 2 and 4 have jobs pages that are not searchable

Giving / Contributions / Fund-Raising

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Online Giving	Y	Y	Y	Y
- General Support	Y	Y	Y	Y
- Program-Specific Support	Y	Y	Y	
- In Memory of Another	Y	Y	Y	Y
- In Honor of Another	Y	Y	Y	Y
- For a Special Event[1]	Y	Y	Y	Y
- Gift Club (based on $ amount)		Y		
Offline Giving (Mail/Fax/Phone)	Y	Y	Y	Y
- General Support	Y	Y	Y	Y
- Program-Specific Support	Y	Y	Y	
- In Memory of Another	Y	Y	Y	Y
- In Honor of Another	Y	Y	Y	Y
- For a Special Event[1]	Y	Y	Y	Y
- Corporate Sponsorship	Y	Y	Y[3]	Y
- Planned Giving[2]	Y	Y	Y	Y
- Major Gifts	Y	Y	Y	Y
- Employer Matching		Y	Y	Y
- Stock		Y	Y	Y
- Endowment		Y	Y	
- Gift Club (based on $ amount)		Y		
Additional Fund-Raising	Y	Y	Y	Y
- Fundraising Events	Y	Y	Y	Y
- Thrift Shop	Y			
- VISA Card				Y
- Donating Items for Auction				Y
- Donating Goods & Services				Y
- Selling Children's Artwork			Y	
- Wedding Scrolls, Invitation Inserts, Recognition Certificates, Holiday Greeting Cards			Y	
- 5 Year Pledge		Y		
- Named Groups / Societies	Y	Y		

Y = Yes; the website contains that functionality

[1] Includes Birthday, Anniversary, Graduation, Wedding, Bar/Bat Mitzvah

[2] Includes Wills, Estates, Charitable Remainder Trusts, Charitable Lead Trusts Gift Annuities, Life Insurance, Real Estate

[3] Competitor 3 allows corporate donations to be made online

Online Forms / Requests

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
eNewsletter Signup	Y		Y	Y
- For Patients	Y		Y	Y
- For Journalists	Y			
- For Caregivers			Y	
- For Researchers			Y	
- For Prior Employees / Alumni[5]		Y		
eNewsletter Unsubscribe			Y	
- For Patients			Y	
- For Caregivers			Y	
- For Researchers			Y	
Contact Us	Y			
Contact Webmaster			Y	
Request Appointment	Y		Y	
- Request by Patient	Y		Y	
- Request by Physician	Y		Y	
- Request by Family/Friend/ Caregiver	Y			
Request Reports/Publications				Y
Survivorship Education Signup				Y
Email a Message to a Patient			Y	
Email Alert Signup			Y	
- New Publication			Y	
- Job Posting			Y	
Request Support Services[1]			Y	
Volunteer Signup			Y	
Request Education Services[2]			Y	
Questions About Treatments and Programs Offered[3]			Y	
Request Brochure			Y	
Request a Tour			Y	
Prayer Request			Y	
Apply for Position Online			Y	
Survey: Online Visit Reason[4]			Y	

Y = Yes; the website contains that functionality

[1] Support Services: Talk to a patient with the same illness, receive information about counseling and support groups, receive information about email support groups, or request support services for a caregiver

[2] Education services are for medical professionals or students and include fellowships, conferences, training programs, seminars, and summer internships

[3] Instructions stated that no responses specific to a patient's condition could be sent via email

[4] Specific to alumni area of website

[5] The format of this information is not clear; could be a periodic email newsletter or occasional emails

Extranets

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Medical Fund Raising	Y			
Online Bill Access & Payment[1]				Y
Grand Rounds / Seminars for Affiliate Organization Physicians				Y
Past Employee (Alumni) Extranet[2]			Y	

Y = Yes; the website contains that functionality

[1] Bill is itemized

[2] Adding and editing an entry is outside the extranet; no login required

Additional Functionality

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Printer-Friendly Version of Pages	Y	Y	Y	Y
Email this Page	Y			Y[2]
Enable/Disable Glossary Terms[1]	Y			
Spanish Version			Y[3]	
Message Boards			Y	
- For Asking the Experts			Y	
- For Survivors			Y	
Virtual Tour[4]			Y	

Y = Yes; the website contains that functionality.

[1] Competitor 1 allows glossary terms to be activated for a given page, which then change appearance and are clickable to view the definition; the other websites have static, standalone glossary pages

[2] Only for physician bio pages

[3] Not available for all pages

[4] Windows Media Player (WMV) format