

HealthTech: Value In Motion

Comprehensive Website Strategy and Wix Harmony Build Brief

Prepared from the current site, the supplied executive bio, and the planning notes shared in this conversation.

What this document is for

This brief is designed to help you rebuild the site in Wix Harmony with stronger positioning, clearer service lines, more executive-level messaging, and a better conversion path. It is more comprehensive than a single prompt: it gives strategy, structure, copy direction, and a ready-to-paste build prompt.

Executive summary

The current website communicates mission and credibility, but it undersells the strength of Dr. Thao Tran's market position. The new site should move from general healthcare consulting language to a sharper physician-led advisory narrative centered on CMS transformation, whole-person care, technology-enabled population health, and regulatory-ready execution.

What should change	How the new site should respond
Positioning	Shift from broad consulting language to a physician-led strategic advisory brand for health systems, payers, MSOs, ACOs, provider networks, and public-sector organizations.
Service architecture	Organize offerings into four visible pillars: CMS and regulatory strategy; technology and AI integration; community health and public-private innovation; strategic advisory for risk-bearing entities.
Homepage message	Lead with a concise value proposition tied to clinical quality, financial sustainability, regulatory readiness, and whole-person care.
Trust and authority	Elevate Dr. Tran's executive roles, board leadership, policy expertise, and CMS initiative knowledge as core business proof points, not background details.
Conversion	Make consultation requests easy. Add clear calls to action, better service descriptions, and copy that speaks to buyer

What should change

How the new site should respond

problems rather than internal credentials only.

Recommended brand position

Recommended positioning statement

Physician-led strategic advisory for health systems, payers, provider networks, and public-sector organizations navigating CMS transformation, whole-person care models, regulatory complexity, and technology-enabled population health.

Brand attributes

- Credible, senior, policy-aware, and implementation-oriented.
- Mission-driven and human-centered without sounding soft or vague.
- Modern and premium rather than generic consulting-template healthcare.
- Grounded in measurable outcomes, operational practicality, and financial sustainability.

Primary audiences

- Health systems and integrated delivery organizations.
- Payers, Medicare Advantage organizations, and risk-bearing entities.
- Provider networks, MSOs, ACOs, and specialty-management organizations.
- Government agencies, public-sector health leaders, and cross-sector partnerships.
- Healthcare innovators whose products or programs must align with policy, quality, and reporting requirements.

Messaging framework

Core message themes

- Clinical excellence translated into sustainable financial performance.
- Whole-person care models built for real regulatory and operational environments.
- Value-based care strategy that connects quality, compliance, and implementation.
- Technology enablement with practical data infrastructure, not innovation theater.
- Community-centered care and public-private collaboration as serious operating strategy.

Homepage headline options

- Helping Healthcare Organizations Turn Clinical Quality Into Sustainable Financial Performance
- Physician-Led Advisory for CMS Readiness, Whole-Person Care, and Population Health Transformation
- Strategic Healthcare Advisory at the Intersection of Clinical Quality, Policy, and Innovation

- Designing the Next Generation of Value-Based, Technology-Enabled Care Models

Supporting subheadline options

- HealthTech: Value In Motion advises health systems, payers, provider networks, and public-sector organizations on CMS strategy, behavioral health integration, technology-enabled care models, and community-centered implementation.
- We help organizations align care model design, regulatory readiness, data infrastructure, and operational execution to improve outcomes and build long-term sustainability.

Recommended website architecture

The new site should stay relatively compact but feel more authoritative. The structure below keeps the site focused while leaving room for future expansion into case studies, thought leadership, and partnership content.

Page	Purpose	Must include
Home	Explain value fast and convert interest to inquiry.	Hero, proof points, four service pillars, outcomes, leadership preview, CTA, contact form.
About	Build trust and show advisory depth.	Mission, leadership profile, executive bio highlights, governance experience, policy and regulatory credibility.
Services	Sell the work clearly.	Four service pillars with who it serves, what it solves, and likely outcomes.
CMS and Policy Readiness	Show timely strategic relevance.	ACCESS and related model readiness, operational alignment, reporting readiness, and consultation CTA.
Contact	Reduce friction to engagement.	Warm intro, consultation language, contact details, simple inquiry form, optional intake categories.
Optional: Insights / Impact	Support future growth and SEO.	Case studies, articles, perspectives on CMS evolution, care models, and population health innovation.

Recommended service pillars

1. CMS and Regulatory Strategy

- Outcome-Aligned Payment transition guidance within the ACCESS framework.
- Participation readiness, care model design, and operational alignment for client-prioritized CMS pathways.
- Specialty-track workflow design for CKM, behavioral health, and musculoskeletal programs.
- Original Medicare strategy, including dementia-care and nutrition-oriented model design where relevant.

2. Technology and AI Integration

- FHIR-aware reporting strategy and performance data infrastructure.
- Operational data integration for total cost of care, quality tracking, and outcome visibility.
- AI-enabled coaching, digital engagement, and wearable-supported care programs.
- Revenue, workflow, and reporting modernization framed around compliance and practical implementation.

3. Community Health and Public-Private Innovation

- Community and consortium building across public agencies, health systems, payers, and community organizations.
- Cross-sector care frameworks shaped by health equity, behavioral health, and social drivers of health.
- Regional and community-centered innovation models that can support future CMS-aligned transformation.

4. Strategic Advisory for Risk-Bearing Entities

- Medicare Advantage strategy, feasibility analysis, and quality-focused growth planning.
- Governance and compliance design for ACOs, MSOs, provider networks, and other risk-bearing structures.
- Executive advisory on quality, operations, and specialty-care strategy.

Important review note before publishing

Before launch, confirm exact CMS model names, participation language, dates, and any references to MAHA or ACCESS pathways against the client's latest source materials and public program language. The site should sound current and credible, but specific program naming should be validated before go-live.

Page-by-page content direction

Home page

- Hero with one sharp headline, one concise subheadline, and a primary CTA such as Schedule a Consultation.
- Trust strip or proof row featuring strategic themes: clinical leadership, CMS expertise, regulatory alignment, whole-person care, and technology-enabled implementation.
- Four service-pillar section with concise cards and links to the full Services page.
- Impact section using outcome-oriented language: operational readiness, quality alignment, sustainable care models, and cross-sector implementation.
- Leadership preview focused on Dr. Tran as founder and strategic advisor, supported by selected board and advisory credentials.
- Final CTA section with low-friction contact form and contact details.

About page

- Mission and philosophy centered on innovation, integrity, whole-person care, and measurable impact.
- A stronger executive biography for Dr. Tran that foregrounds physician leadership, medical economics, public health, board service, and regulatory strategy.
- Optional section for selected collaborators or strategic advisors if the firm wants a broader leadership profile.

Services page

- One introduction paragraph that explains the firm helps clients align care design, regulation, quality, and financial sustainability.
- Four pillar sections, each with: what it is, who it serves, typical engagements, and expected business or care impact.
- Embedded CTA after every one or two sections rather than only at the page bottom.

CMS and Policy Readiness page

- This page should feel especially current and strategic.
- Explain why organizations need preparation now: reimbursement evolution, reporting expectations, care-model redesign, and cross-functional coordination.
- Offer a clear readiness assessment CTA.

Contact page

- Warm, credible, straightforward tone.
- A short paragraph that invites health systems, payers, public-sector partners, and innovators to start a conversation.
- Simple form fields plus email and phone.

Design and UX direction

- Use a premium healthcare-advisory aesthetic: sophisticated blues and teals, clean white space, restrained accents, and elegant typography.
- Avoid generic stock-template healthcare visuals. The site should feel senior, strategic, and modern.
- Keep layouts clean and mobile-friendly. Copy should be concise and scannable with strong hierarchy.
- Use subtle motion or section transitions only where they support clarity; avoid flashy animation.
- Feature professional imagery or abstract system-oriented visuals rather than clinical clichés whenever possible.

SEO and content expansion

- Target themes such as healthcare consulting, value-based care strategy, behavioral health integration, CMS readiness, population health, care coordination, regulatory strategy, and digital health transformation.
- Use clear H1/H2 structure and executive-friendly page titles and meta descriptions.
- Plan for an Insights or Perspectives section later to support authority, relevance, and search visibility.

Wix Harmony master prompt

Create a polished, modern, high-trust website for HealthTech: Value In Motion, a physician-led healthcare strategy and innovation advisory firm.

The firm advises health systems, payers, provider networks, risk-bearing entities, and public-sector organizations on value-based care strategy, CMS readiness, behavioral health integration, whole-person care models, digital health enablement, data infrastructure, and community-centered implementation.

The website should feel credible, premium, human-centered, policy-aware, and executive-facing. Avoid generic startup language and avoid template-style healthcare design. Use strong typography, generous white space, refined blues and teals, subtle visual motion, and mobile-first layouts.

Position the business as a strategic partner that helps organizations translate clinical quality, regulatory readiness, and whole-person care into sustainable financial performance.

Build these pages:

- Home
- About / Who We Are
- Services
- CMS and Policy Readiness

- Contact
- Optional future-ready page: Insights / Impact

Home page should include:

- a strong hero headline and concise subheadline
- primary CTA: Schedule a Consultation
- secondary CTA: Explore Services
- trust-building proof points
- a four-pillar services overview
- outcomes / impact section
- leadership preview
- final CTA and contact form

Services page should be organized into four pillars:

1. CMS and Regulatory Strategy
2. Technology and AI Integration
3. Community Health and Public-Private Innovation
4. Strategic Advisory for Risk-Bearing Entities

Within the services content, reflect these themes where appropriate:

- Outcome-Aligned Payment transition support
- CMS model readiness and care-model design
- specialty-track strategy for CKM, behavioral health, and musculoskeletal programs
- FHIR-aware reporting and operational data infrastructure
- AI-enabled coaching, digital engagement, and wearable-supported programs
- governance and compliance advisory for ACOs, MSOs, provider networks, and Medicare Advantage-related initiatives
- community and consortium building across public and private stakeholders

Tone of voice should be:

- expert but approachable
- concise and confident
- strategic, not buzzword-heavy
- grounded in outcomes and implementation
- compassionate and mission-driven

Optimize the site for lead generation, credibility, and SEO around healthcare strategy, value-based care, population health, CMS readiness, behavioral health integration, digital health, regulatory advisory, and care coordination.

Important output requirements:

- Make the site feel custom, not templated
- Keep copy executive-friendly and concise
- Build clear visual hierarchy
- Emphasize trust, clarity, and commercial relevance
- Make the homepage communicate value in the first screen
- Leave room for future case studies and thought leadership
- Include strong consultation CTAs throughout the site

Short backup prompt

Create a premium, modern website for HealthTech: Value In Motion, a physician-led healthcare advisory firm. The firm helps health systems, payers, provider networks, and public-sector organizations with CMS readiness, value-based care strategy, behavioral health integration, technology-enabled population health, data infrastructure, and strategic advisory for risk-bearing entities.

The site should feel credible, high-trust, executive-facing, human-centered, and policy-aware. Build pages for Home, About, Services, CMS and Policy Readiness, and Contact. Organize Services into four pillars: CMS and Regulatory Strategy; Technology and AI Integration; Community Health and Public-Private Innovation; Strategic Advisory for Risk-Bearing Entities. Optimize for lead generation, strong messaging, premium design, and future thought-leadership expansion.

Implementation checklist

- Validate all CMS program names, dates, and participation language before publishing.
- Decide which services are active commercial offerings versus future-facing advisory capabilities.
- Collect one or two proof points, outcomes, or mini-case studies for credibility.
- Prepare final executive headshot and any approved advisor bios or logos.
- Draft SEO titles and meta descriptions after the page copy is finalized.