



## **All About Co-branded Microsites On Consumer Health Choices**

David Ansley, Consumer Reports

Thank you very much for your interest in distributing our consumer health campaign information within your organization.

This is a short explanation of our “microsites” offer, and of the implementation steps. Please feel free to contact me anytime, at [dansley@consumer.org](mailto:dansley@consumer.org), to explain further or to set up a site for you.

Microsites are offered to a select set of our partners and content distribution collaborators. The goal is simple: To give you a place to send your audience (your employees, subscribers, members, patients, etc.) to read or download a subset of our health campaign materials.

The microsites are designed, hosted and maintained by the Health Impact team at Consumer Reports, and are subject to our No Commercial Use policy.

For reference, here are several examples of existing microsites.

<http://consumerhealthchoices.org/hcgc>  
<http://consumerhealthchoices.org/detroit>  
<http://consumerhealthchoices.org/einstein>  
<http://consumerhealthchoices.org/kp-wa>

To set up your microsite, here’s what we’ll need from you:

- The organization/enterprise name that we’ll attach to this. Usually it’s simply your organization’s name. It will be displayed as “The [organization] Campaign.”
- A copy of your logo, suitable for web display. A reasonably square-format image in a .jpg, .png or .gif format will suffice. We may shrink it for display purposes.
- A punchy “tagline,” such as “Informed patients, making smarter choices.”
- A list of our content that you want included in your microsite, and how you want it grouped – typically by medical category (tests, imaging, drugs, etc.). The complete set of files you can choose from is here:  
<http://consumerhealthchoices.org/patients-and-consumers/> .

- A “contact us” link – either an email address or a web address on your site -- for users to respond to you about the page and its contents.
- Two or three paragraphs of introductory text for the first page of the microsite, so your visitors will know why you’ve sent them there and what they can expect. We will help you edit this for style and length.

You will need to give your intended audience a way to reach the site. Either link to it from your own site or intranet, or distribute the address in emails or newsletters, or promote it any other way you find appropriate.

What we’ll do for you:

- Create a microsite on the ConsumerHealthChoices.org server.
- Install the materials you supply, and the content list you specify.
- Maintain links to all the health information PDFs you have listed.
- Manage the PDF lists as content is added to our inventory.
- Report to you (by arrangement) on traffic volume to your microsite.

Important points about design and navigation:

- This microsite will not be reachable from the rest of our Consumer Health Choices site, and there will be no navigation from your microsite to our site. The only way “in” will be via links that you provide to your audience; the only way “out” will be the user’s back button.
- The address will usually be of this form: [ConsumerHealthChoices.org/your-name/](http://ConsumerHealthChoices.org/your-name/)
- The microsite will not be behind a login screen on our end. The site will not be hidden; anyone on the web who knows the web address will have access. So it should include no proprietary or personal information.
- Aside from the few paragraphs and labels you provide, the core content will be identical to that provided to other microsities. These are catalogs with links to a common set of PDFs.
- We are unable to customize these sites with your organization’s colors, web designs or marketing themes. Your name and logo are provided for labeling only.
- The PDFs are provided free to you and your audience with the understanding that you will not alter them.
- There’s no search function within the microsite.
- The microsite design will change from time to time, in collaboration with you.
- We reserve the right to take these microsities down at any time, if our business or campaign circumstances change.

Consumer Reports’ No Commercial Use policy applies to this microsite and to the places where you link users to this microsite. You may not use CR’s name or logo in any way that implies our endorsement of your organization or your products and services. And our brand may not appear in association with any advertisements.