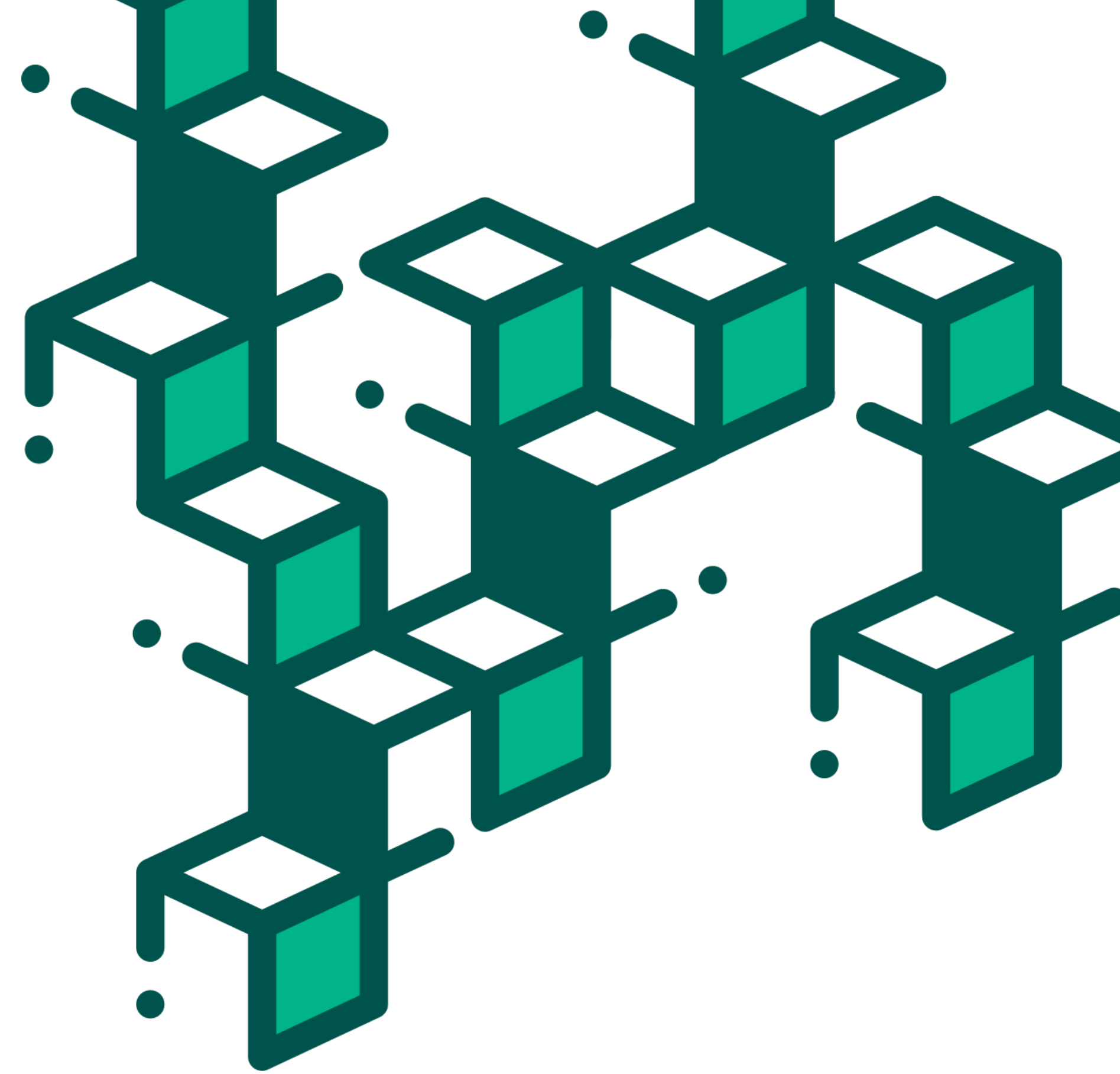


Tools & Workflows

For running a large scale content production

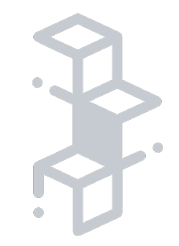


Nico Appel





Team Communication & Collaboration



 **TightOps** + **pagespeed.io**



Project Overview

Content production to attract organic traffic

Mobile app in medical space

High-quality through client QA



Fully remote



1. Internal Team Setup
2. Core Workflows
3. Preparing for Growth
4. Client Communication





Internal Team Setup

Task manager is the main communication channel



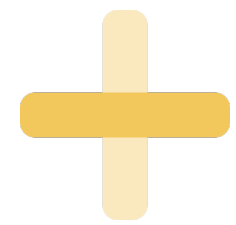
Email for announcements and memos



Team chat for asynchronous conversations



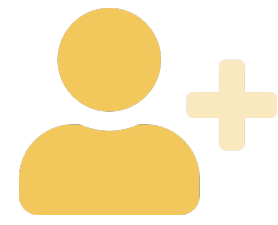
Short-Lived Topic Channels



Create
Channel



Lay Out
Problem



Invite
People



Find
Solution



Document
Result



Close
Channel





Core Workflows

Production project, Kanban board

Linear flow



One task per topic, never closed

Subtasks to track work

Related resources one click away



Tags for additional, column-independent states



app.asana.com/0/372623796340450/board

Content Production

ListBoardTimelineCalendarProgressFormsMore...

Share

Search

Last task completed on 11 Feb

All tasksFilterSortRulesFields

Backlog

In Progress

Review (internal)

Check comments, make edits

QA (client)

Publication

Research best way to create general anxiety page

late lyme disease

surgical complications

Ca

1

colonoscopy

3

Added links to app - Not Upgraded Articles

2

concussion syndrome

Ca

Publication Tracker

3

research and evaluate constipation

2

Fix formatting of FAQs

create a page on "high cholesterol" (hypercholesterolemia)

11

borderline personality disorder

3

burnout

23

herpes

31

research and report

152

Compose job description for medical editor

4

infantile atopic dermatitis

21

childhood asthma

4

laryngitis

1

amyotrophic lateral sclerosis (als)

911

essential tremor

53

foreign body ingestion

12

brain stem infarct

52

Alzheimer's disease

Ca

22

disseminated tuberculosis

72

epstein-barr virus infection

12

gallstones / cholelithiasis

Ca

255

pulmonary embolism

23

legionella infection

22

causes of autism

136

diagnosis of autism

Ca

53

asperger syndrome

Ca

13

is laryngitis contagious

44

food allergy

12

benign paroxysmal positional vertigo (bppv)

Ca

53

bacterial prostatitis

22

immunization

pneumothorax

54

hemorrhagic stroke

63

transient ischemic attack (TIA)

65

hypothermia

13

childhood absence epilepsy

33

graves' disease

Ca

23

gonorrhea infection

43

infective endocarditis

14

Content Production

ListBoardTimelineCalendarProgressForecast

Last task completed on 11 Feb

Backlog

Research best way to create general anxiety page

late lyme disease

surgical complications

colonoscopy

Added links to app - Not Upgraded Articles

concussion syndrome

Publication Tracker

research and evaluate constipation

In Progress

create a page on "h (hypercholesterolen

borderline personali

burnout

herpes

research and report

Compose job descri medical editor

infantile atopic derm

gallstones / cholelithiasis

Assigned To CareyDue Date

Note that we have Symptomatic Cholelithiasis on the website: .../symptomatic-cholelithiasis/

This is condition is also related to cholecystitis

Content ProductionQA (client)

rankingdrug-namein-QAupgrade

set up nephrolithiasis as an upgrade for Kylie

Check + deploy changes [added links to app]

Review

check comments, make edits

Test introducing secondary name

Briefing & text "gallstones / cholelithiasis"

Nico created this task. 30 Apr, 2018

22 more comments

Nico 30 Nov, 2018

We are using a similar approach with keratoconjunctivitis sicca and dry eye syndrome / Keratoconjunctivitis Sicca which Jack is handling. He will coordinate with you, @Carey.

Jack 30 Nov, 2018

Hey @Carey, this page and keratoconjunctivitis sicca, which I've just set up, are similar in terms of having two possible names, the need to merge content, etc. Due to this, @Nico suggested we review each others' pages once they're complete, so we can share ideas on how best to handle pages like these.

Ask a question or post an update...

FollowersFollowing

Share

Search

All tasksFilterSortRulesFields

Publication

pneumothorax

hemorrhagic stroke

transient ischemic attack (TIA)

hypothermia

childhood absence epilepsy

graves' disease

gonorrhea infection

infective endocarditis

Always accessible

Board represents status and what's next



Notifications in Asana inbox



Result: Tight Information Flow





Preparing for Growth

Written documentation & screencast tutorials
Well interlinked



Team reviews each other's work
Feedback: Learning by teaching
Unified voice and tone



Onboarding coach
Gradual introduction



Continuously updating, self-improving





Client Interactions

How can we share the state of production with the client?



pagespeed.io

As of 2019-11-26 13:05

8 topics currently in production and content backlog:

The editors at pagespeed.io are working on creating these at the moment.

- borderline personality disorder
- burnout
- cervical cancer
- dizziness
- febrile seizure
- herpes
- laryngitis
- loss of appetite

21 topics currently being optimized:

The editors at pagespeed.io are working on these optimizations.

- acute pyelonephritis
- bacterial conjunctivitis
- chronic renal failure
- ct angiogram
- cyclothymic disorder
- cystic fibrosis
- diaper rash
- enlarged prostate
- foods to eat during pregnancy
- hay fever
- infantile colic
- irritable bowel syndrome
- keyhole surgery
- mesothelioma
- neonatal jaundice
- pericarditis
- seasonal affective disorder
- signs of dementia
- signs of melanoma
- signs of miscarriage
- viral gastroenteritis

85 topics currently in QA:

These topics are in QA with Ada medical content team.

- signs of diabetes
- Alzheimer's disease
- acute hiv infection
- acute laryngitis
- acute otitis media
- acute varicella zoster (upgrade)
- adjustment disorder
- anal fissure
- anaphylaxis
- arthritis
- asperger syndrome
- atopic dermatitis
- baby eczema
- bacterial prostatitis
- benign paroxysmal positional vertigo (bppv)
- bladder cancer
- brain stem infarct
- causes of autism
- chemotherapy side effects
- cholecystitis
- chronic gastritis
- chronic heart failure
- chronic idiopathic constipation
- chronic pelvic pain
- colorectal cancer
- common wart
- congenital hypothyroidism
- contact dermatitis
- cushing's syndrome
- dengue fever
- diagnosis of autism
- disseminated tuberculosis
- endometrial polyp / uterine polyp
- epstein-barr virus infection
- food allergy
- foreign body aspiration
- foreign body ingestion
- gallbladder cancer
- gallstones / cholelithiasis

185 topics currently have a ranking:

This list is based on our monitoring of rankings. We select topics with a promising development to further optimize and improve them.

- signs of diabetes
- achilles tendinitis
- acne vulgaris
- acute appendicitis
- acute bronchitis
- acute gastritis
- acute heart failure
- acute hiv infection
- acute laryngitis
- acute otitis media
- acute panic attack
- acute pharyngitis
- acute pyelonephritis
- acute stress disorder (acute stress reaction)
- adjustment disorder
- alcohol intoxication
- allergic conjunctivitis
- allergic rhinitis
- anal fissure
- aortic dissection
- aphthous ulcer
- appendix pain
- arthritis
- baby eczema
- bacterial conjunctivitis
- bacterial gastroenteritis
- bacterial meningitis
- bacterial prostatitis
- bacterial sinusitis
- benign mole
- benign paroxysmal positional vertigo (bppv)
- benign prostatic hyperplasia
- bipolar disorder
- blood test results
- brain stem infarct
- candida vulvovaginitis
- cardiovascular disease risk factors
- causes of miscarriage

How can the QA team notify us about edit requests?

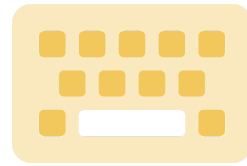


Use existing tools

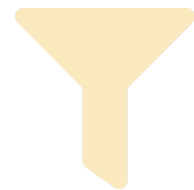
Minimize friction for client team



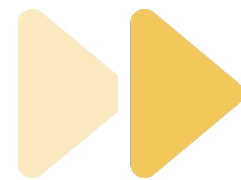
QA Team Notifies Us About Edit Requests



edit [topic]
in subject line



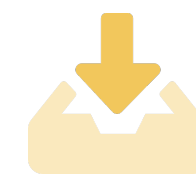
Filter Emails



Forward to Asana
Skip Inbox



Create Task
in Project QA Edits



Notification
in Asana Inbox



Information Flow Design





Summary

Asynchronous Communication
No Interruptions
Tight Information Flow
Consciously Designed Client Communication





Nico Appel

nico@tightops.com