

BURNABY
DIVISION OF
FAMILY
PRACTICE

Communications Services Packages

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SERVICE PACKAGES

01

Clarity

Our patient materials need a refresh

Outcome: Your materials are clear, consistent, and easy to understand.

Your handouts, forms, and posters are outdated, hard to read, or don't look like they come from the same clinic. We can rewrite, redesign, and standardize your materials so they're clear, professional, and easy for patients to understand. We can also set you up with templates that your staff can update and manage on their own in the future.

Offerings Include:

- Plain language rewrites
- Graphic design of handouts, brochures, posters, signage
- Brand consistency review
- Reusable templates for clinic staff
- Wayfinding signage
- Translation-ready copy prep

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02

Functionality

Our website and digital tools aren't working for our patients

Outcome: Patients can find you, reach you, and do what they need to do.

This package is about functionality, and whether patients can actually complete the tasks they need to do online or by phone. Can they find your hours? Book an appointment? Fill out a form without printing it? Get information in their language? We can update your website content, create fillable forms, improve your online booking experience, and make sure your digital presence is easier to use and navigate.

Offerings Include:

- Website content updates/ refresh
- Fillable PDF forms
- Online booking integration
- Email and voicemail templates
- FAQ documents
- Translation support
- Basic SEO adjustments

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SERVICE PACKAGES

03

Accessibility

We're not sure if our communications are reaching everyone effectively

Outcome: Your communications and outreach work for *all* of your patients.

Some of your patients, whether due to language, literacy, disability or access to technology, may not be getting the information they need in a way they can use it or understand. We offer a communications accessibility audit that reviews your materials through both a communications and occupational therapy lens, identifying barriers and giving you a prioritized list of what to fix.

Offerings Include:

- OT-informed communications audit
- Plain language and readability assessment
- Digital accessibility review
- Equity and inclusion review
- Patient communications workflow review
- Prioritized recommendations report

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04

Visual Identity

We want our clinic to look and feel more welcoming and patient-friendly

Outcome: Your clinic feels welcoming, cohesive, and easy to navigate for all patients.

This package is about how your clinic presents itself and whether everything looks like it comes from the same place and creates a welcoming experience for patients. This is the place to start if your materials are functional but look mismatched, dated, or uninviting. We can help with updated branding, waiting room displays, photography, and a more cohesive visual presence across all your touchpoints with patients.

Offerings Include:

- Logo refresh or secondary logo
- Graphics for waiting rooms
- Social media graphics and profile assets
- Business cards and staff materials
- Brand strategy session(s)
- Photography (clinic space, headshots, team)

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05

Custom

We have a bigger/specific project in mind

Outcome: You have a bigger vision and need help seeing it through.

You know what you want to do but you need someone to help plan and execute it. We can take on larger, multi-part projects and see them through from strategy to finished materials.

Offerings include:

- Translation project management
- Communications strategy and roadmap
- Multi-material design and copy projects
- Photography and video (script writing, production coordination)
- Audit of current communications landscape, plus implementation packages
- and more!

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COMMITTMENT LEVELS

Starter - \$500

Best for clinics with one specific, contained problem to solve. At this level we tackle a single focus area and produce one or two clear deliverables.

Includes an intake meeting and one check-in to review progress.

Plus - \$1250

Best for clinics or practitioners ready to address a theme or a connected set of needs. At this level we work through a small project with two to four deliverables that fit together.

Includes an intake meeting, two working check-ins, and a findings or handoff summary.

Comprehensive - \$2500

Best for clinics and practitioners that want to make a meaningful, lasting improvement to their communications. At this level we take on a broader scope and produce a fuller set of deliverables alongside recommendations for future work.

Includes an intake meeting, three working check-ins, and a wrap-up session.

Custom - \$3000+

Best for larger clinics or multi-part projects that need more time, coordination, or specialized services such as photography/videography.

Scope, deliverables, and meetings are defined together at intake.

Clarity

Our patient materials need a refresh

Your handouts, forms, and posters are outdated, hard to read, or don't look like they come from the same clinic. We can rewrite, redesign, and standardize your materials so they're clear, professional, and easy for patients to understand. We can also set you up with templates your staff can update and manage on their own in the future.

	STARTER \$500	PLUS \$1250	COMPREHENSIVE/CUSTOM \$2500+
What you get	Rewrite or redesign of 1–2 existing materials	Refresh of 2-4 connected materials plus reusable templates	Full materials overhaul across handouts, forms, posters, and signage
Meetings	Intake + 1 check-in	Intake + 2 check-ins	Intake + 3 check-ins + wrap-up
Examples	One handout rewritten in plain language / one poster redesigned	New patient package redesigned and rewritten / brand templates created	Complete refresh of patient-facing print materials

*This package focuses on the content and design of physical and printable materials. If your concern is more about your website or digital tools, see **Package 2**. If you're not sure whether your materials are accessible or working well, see **Package 3**.*

Offerings Include:

- Plain language rewrites
- Graphic design of handouts, brochures, posters, signage
- Brand consistency review
- Reusable templates for clinic staff
- Wayfinding signage
- Translation-ready copy prep



Functionality

Our website/ communications tools aren't working for our patients

This package is about functionality, and whether patients can actually complete the tasks they need to do online or by phone. Can they find your hours? Book an appointment? Fill out a form without printing it? Get information in their language? We can update your website content, create fillable forms, improve your online booking experience, and make sure your digital presence is easier to use and navigate.

	STARTER \$500	PLUS \$1250	COMPREHENSIVE/CUSTOM \$2500+
What you get	One focused digital fix	A small set of connected digital improvements	A thorough digital update across your website, forms, and patient-facing communications
Meetings	Intake + 1 check-in	Intake + 2 check-ins	Intake + 3 check-ins + wrap-up
Examples	Updated copy on 1–2 website pages / fillable PDFs / new phone or voicemail script	Website content refresh / fillable forms / email templates / FAQ page	Website content overhaul, fillable forms, email templates, online booking integration, mobile-friendliness review

*This package covers website content updates and digital tool improvements — not website design or builds from scratch. If your materials themselves need a refresh, see **Package 1**. If you want to assess whether your digital presence is accessible to all patients, see **Package 3**.*

Offerings Include:

- Website content updates/ refresh
- Fillable PDF forms
- Online booking integration
- Email and voicemail templates
- FAQ documents
- Translation support
- Basic SEO adjustments



Accessibility

We're not sure if our communications are reaching everyone effectively

Some of your patients, whether due to language, literacy, disability or access to technology, may not be getting the information they need in a way they can use it or understand. We offer a communications accessibility audit that reviews your materials through both a communications and occupational therapy lens*, identifying barriers and giving you a prioritized list of what to fix.

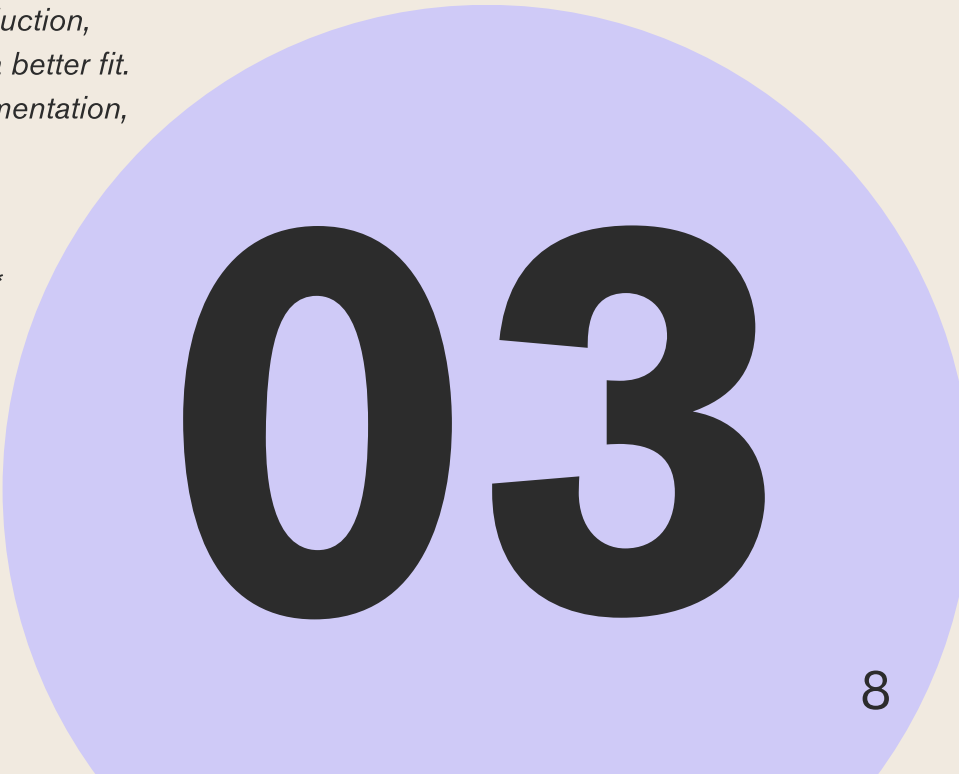
	STARTER \$500	PLUS \$1250	COMPREHENSIVE/CUSTOM \$2500+
What you get	Focused audit of 2–3 materials with a brief written summary of findings	Audit of up to 5 patient-facing materials with a prioritized recommendations report	Full audit plus implementation or recommendations
Meetings	Intake + findings debrief	Intake + 1 check-in + findings debrief	Intake + 3 check-ins + wrap-up
Examples	Review of 2–3 handouts with a written summary of findings	Full review of several patient-facing materials/website with a written report	Audit of all materials and website followed by rewrites and redesign of priority items

**see more on next page*

*This package starts with assessment and recommendations. If you already know what needs fixing and want to move straight to production, **Package 01** or **Package 02** may be a better fit. If you want the audit followed by implementation, the Comprehensive tier covers both.*

Offerings Include:

- OT-informed communications audit*
- Plain language and readability assessment
- Digital accessibility review
- Equity and inclusion review
- Patient communications workflow review
- Prioritized recommendations report



Accessibility Audit

Occupational Therapy Informed

An offering combining communications best practice with an occupational therapy lens that assesses not just whether materials are readable, but whether they are functional for patients across a range of abilities, cognitive states, and life circumstances.

What it can cover:

- Plain language and readability
 - reading level, jargon, sentence structure, logical flow
- Visual design accessibility
 - colour contrast, font legibility, white space, visual hierarchy
- Cognitive load and information chunking
 - is the material manageable for someone with fatigue, anxiety, or low health literacy?
- Motor and physical access
 - ie. are forms fillable digitally, are fields adequately sized, can materials be used without fine motor demands?
- Sensory considerations
 - contrast, visual noise, factors affecting people with visual processing differences
- Digital accessibility
 - alt text, screen reader basics, mobile usability, form field labelling
- Equity and inclusion
 - assumptions about literacy, technology access, cultural inclusivity, available formats

Deliverable: Written audit report with prioritized recommendations

Visual Identity

We want our clinic to look and feel more accessible/patient-friendly

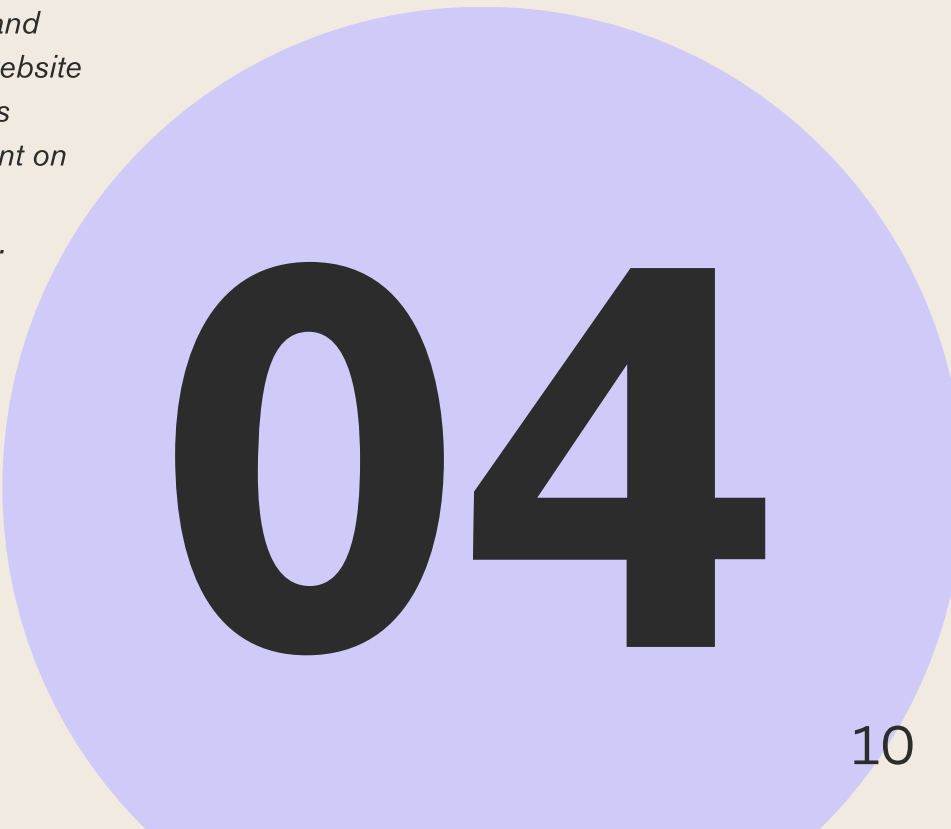
This package is about how your clinic presents itself and whether everything looks like it comes from the same place and creates a welcoming experience for patients. This is the place to start if your materials are functional but look mismatched, dated, or uninviting. We can help with updated branding, waiting room displays, photography, and a more cohesive visual presence across all your touchpoints with patients.

	STARTER \$500	PLUS \$1250	COMPREHENSIVE/CUSTOM \$2500+
What you get	One focused visual asset or a brand consistency review	Selection of cohesive visual materials	Visual refresh of materials across multiple patient touchpoints
Meetings	Intake + 1 check-in	Intake + 2 check-ins	Intake + 3 check-ins + wrap-up
Examples	Logo refresh / waiting room graphic / brand consistency review	Social media graphics / waiting room displays / updated staff photos	Logo, signage, digital displays, social assets, and business cards

This package focuses on visual identity and brand consistency. It does not include website redesign or new website builds, but does include updating the visual look of content on your existing site. If your materials need content or copy refresh, see Package 01.

Offerings Include:

- Logo refresh or secondary logo
- Graphics for waiting rooms
- Social media graphics and profile assets
- Business cards and staff materials
- Brand strategy session(s)
- Photography (clinic space, headshots, team)



Custom

We have a bigger/specific project in mind

You know what you want to do but you need someone to help plan and execute it. We can take on larger, multi-part projects and see them through from strategy to finished materials.

	PLUS \$1250	COMPREHENSIVE \$2500	CUSTOM \$3000+
What you get	A clearly scoped project with 2–3 deliverables across focus areas	A multi-part project spanning two or more focus areas	A complex or large-scale project scoped and built together
Meetings	Intake + 2 check-ins	Intake + 3 check-ins + wrap-up	Scoped at intake
Examples	Translation-ready copy prep / communications strategy session with roadmap	Full new patient experience: forms, handouts, website content, and email templates	Multi-language materials suite / clinic-wide overhaul and brand refresh / photography and digital updates

This package starts at the Plus level, as projects in this category require more in-depth scoping and intake.

Not sure if your project fits here or in another package? Let us know in the intake form and we'll help you figure it out!



ALEX FOX

Alex Fox (she/her) is an Occupational Therapist (MSc OT (R) NL), graphic designer, photographer, and videographer.

She has worked as a freelance artist since 2009, and has travelled and worked for NGO, non-profits, and community organizations and across Canada and abroad, and is currently based in her hometown of St. John's, Newfoundland.

Alex is a graduate of Dalhousie's MSc Occupational Therapy program, and currently works part-time on a community mental health team that provides support to adults with moderate-severe brain injury and/or intellectual disabilities.

Her communications and design practice is grounded in her OT training, and considers not just how materials look but how they function for people across a range of abilities, cognitive states, and life circumstances.

MAX HILL

Max Hill (they/them) is a graphic designer, copywriter, and communications specialist originally from Vancouver, BC.

Max has been working in the communications field for over 15 years in a variety of roles, including business writer, cultural columnist, print layout designer, social media manager, and copy editor. They currently serve as the Social Enterprise Development Coordinator at Stella's Circle, a not-for-profit organization based out of St. John's, NL.

Max is a graduate of Simon Fraser University in Burnaby, BC, with a major in Communications. They are also an award-winning journalist and a freelance writer, designer, and illustrator. Their aim is to use accessible, clear communication strategies to amplify messages centred around sustainability, community growth, and social justice.



Thank You!