

Skin Health Microsite

Content Architecture, Copywriting & UX Design | halyardhealth.com/skin-health

HALYARD* | Owens & Minor | 2025–2026 (ongoing)

Role: Content Strategy, Information Architecture, Copywriting, UX Concept

Deliverables: 7-Page Microsite (1 Hub + 6 Category Pages), Ongoing Content Development

The problem

HALYARD* has a broad skin health portfolio that spans six distinct categories: Traditional Wound Care, Advanced Wound Care, Pressure Injury Prevention, Incontinence Care, Patient Cleansing, and Skin & Ostomy Care. But on the website, these product lines existed as scattered pages with no unifying structure. A clinician looking for wound care dressings had no easy way to see how they fit into a larger skin health ecosystem or to discover that HALYARD* offered solutions across the full continuum. The products were there but the story connecting them wasn't.

What I built

The hub page. I created a central Skin Health landing page at halyardhealth.com/skin-health that positions the full portfolio under an “Integrated Skin Health Solutions” framework. The page introduces a “head-to-toe” concept — the idea that HALYARD* offers a single-source solution for the full range of skin conditions a clinician encounters, from wound care to incontinence to ostomy care. Six icon-based navigation tiles give the user an immediate visual map of the portfolio and link to dedicated subpages for each category. The hub page also includes a contact form for lead capture and establishes the brand positioning: prevention, protection, and peace of mind.

The category pages. Each of the six subpages follows a consistent structure: category-specific positioning copy, product portfolio details, clinical context, and a CTA (contact form, sample request, or link to the product catalog). The same icon navigation bar appears at the top of every subpage, with the active category highlighted, so the user always knows where they are and can move between categories without returning to the hub. I wrote the copy and designed the layout and content hierarchy for each page. The Advanced Wound Care subpage also connects to an Amazon storefront and a sample request flow — the same flow that feeds the AWC nurture email campaign I built.

The navigation system. I designed the concept for the icon-based navigation that ties the microsite together. Each of the six categories has its own icon tile that appears on every page in the system, creating a persistent visual map of the portfolio. It's a small design choice with a big impact on usability. It turns six separate product pages into an integrated experience where the

user can browse the full portfolio without feeling lost. I designed the concept and a developer executed the build.

How it connects to the larger ecosystem

This microsite doesn't exist in isolation. The Advanced Wound Care subpage is the destination for prospects who come in through the AWC nurture email campaign — the same 5-email sequence I built in Salesforce and Pardot. When a prospect clicks through from one of those emails, they land on a page that's been designed to continue the conversation the email started. The sample request form on the AWC page is also one of the triggers that initiates the email sequence, creating a loop: the site generates leads, the emails nurture them, and the emails drive traffic back to the site for deeper engagement.

As the Skin Health Continuum of Care email campaign expands beyond AWC to cover the full category, the other five subpages will serve as landing destinations for those emails as well. The microsite is the content infrastructure that makes the broader marketing strategy possible.

What's still in progress

The microsite is live but still expanding. I'm actively adding content and resources to each subpage such as clinical evidence, educational materials, product comparison guides, and video content based on what I learned from the AWC email campaign (where the video email more than doubled the company's average click-to-open rate). The goal is for this microsite to become the go-to digital hub for HALYARD* Skin Health, serving both as a marketing destination and a clinical resource.

Why this project matters

This is a different kind of content work than writing a blog post or an email. It required thinking about information architecture — how six product categories relate to each other, how a clinician would navigate between them, and how to make a broad portfolio feel cohesive rather than scattered. It required designing a user experience concept (the icon navigation system) and translating it into a spec a developer could build. And it required writing copy that works in a web context, making sure it is scannable, benefit-driven, and structured for how people actually read on screens.

Most importantly, this microsite is the connective tissue for the broader HALYARD* Skin Health marketing strategy. The email campaigns, the social content, the sales conversations — they all need somewhere to send people. This is where they go. Building the destination is a different skill than building the content that drives traffic to it, and this project demonstrates both.

Live site: halyardhealth.com/skin-health | Screenshots available upon request

**Registered Trademark or Trademark of O&M Halyard or its affiliates. ©2026. All rights reserved.*