NATIONAL CANCER GRID
COLLABORATION FOR CANCER CARE

Koita Centre for Digital Oncology

NCG Hospital Website Content Submission Template

For Medium and Large Hospitals | Vendor Handover Document

NCG Website Toolkit: https://websitetoolkit.ncgindia.org/

Purpose of this document

This document is intended to help hospitals prepare and hand over website content to their appointed website vendor after selecting an NCG website template. Hospitals should use the structure below to prepare the text, images, documents, links and other information required for their website.

The overall website information architecture is intended to remain broadly consistent across hospital sizes, while larger hospitals may require additional pages or more detailed content. Word-count ranges are deliberately practical: the aim is to provide enough information for patients, attendants, doctors and other stakeholders without creating long, text-heavy pages.

Important note on toolkit mapping

The live NCG Website Toolkit is a JavaScript-based application and its section labels/content structure are not exposed to the current web reader. Therefore, this document should be treated as a vendor-ready content collection framework rather than a certified transcription of every label in the live toolkit. Before circulation as the final NCG-issued hospital form, the section names should be cross-checked against the toolkit screens/PDF for the selected template.

How hospitals should use this template

- Complete only the sections applicable to the selected website template and hospital type.
- Provide final approved text wherever possible. Do not send raw brochures, annual reports or long paragraphs expecting the vendor to extract all website content.
- Stay within the suggested word-count range. Where the hospital has more information, use a linked document/page rather than expanding the introductory section.
- Provide high-resolution photographs with captions and clear file names. Do not paste images into Word in place of the original files.
- For statistics, accreditations, awards, doctor information, services and facilities, provide the latest verified information and the year/date where relevant.
- Mark content that is pending approval as 'Draft/Pending Approval' rather than leaving the vendor to assume it is final.
- All patient-facing claims, clinical descriptions, doctor profiles and statistics should be reviewed and approved by the hospital before publishing.

Recommended word-count principle

Word counts below refer to visible website copy and generally exclude page titles, button labels, doctor names, department names, contact details, addresses, numerical counters and short captions. A range is preferable to a fixed word count because the vendor will adapt content to the selected visual template.

PART A — MEDIUM HOSPITAL

Recommended content volume: concise institutional information, core clinical services, essential patient information and key contact/appointment pathways.

Section	What the hospital should provide	Suggested content volume
1. Homepage – Hospital Introduction / Hero	A short positioning statement introducing the hospital, its location, broad clinical focus and the key reason patients should consider the hospital. Keep it patient-facing and factual.	40–60 words
2. Homepage – Key Highlights / Counters	Provide 4–6 verified headline statistics or facts, such as beds, years of service, specialties, annual patient volume, consultants, procedures or accreditations.	4–6 counters; 2–8 words each
3. Homepage – About the Hospital	A concise overview of who the hospital is, when it was established, its clinical focus, geographical reach and approach to patient care.	80–120 words
4. Homepage – Key Services / Specialties	List the hospital's major clinical specialties/services that should be visible on the homepage. Provide a one-line description for each.	6–10 services; 15–25 words each
5. Homepage – Facilities / Infrastructure	Highlight important facilities, technology or infrastructure that are relevant to patients. Avoid technical specifications unless they are meaningful to patients.	4–6 highlights; 20–35 words each
6. Homepage – Patient Call-to-Action	Short content directing patients to the most important actions: book appointment, contact hospital, find a doctor, access emergency services or get directions.	10–25 words per CTA
7. About Us	The hospital's fuller institutional profile: history, mission/vision, clinical philosophy, areas of focus and role in the community.	250–400 words
8. Leadership / Key Management	Names, designations and short profiles of key leadership/management personnel included in the selected template.	50–80 words per profile
9. Clinical Services / Specialties	For each major department or specialty: what the department offers, key conditions/services covered, major diagnostic/treatment capabilities and any relevant patient pathway information.	80–150 words per specialty

10. Doctors / Consultants	For each doctor: name, qualification, designation, specialty/sub-specialty, areas of expertise, OPD/clinic information and appointment pathway. Use only verified credentials.	50–80 words per doctor
11. Facilities & Technology	Describe important clinical, diagnostic, treatment, inpatient and patient-support facilities. Mention major technology/equipment only where useful.	250–400 words total, or 40–70 words per facility
12. Patient Information	Practical information patients need before visiting: registration, appointments, admission, visiting hours, billing/payment, reports, insurance/TPA and important patient instructions.	300–500 words total
13. Emergency / Urgent Care	Emergency availability, hours, contact number, location, ambulance information and what patients should do in an emergency.	100–150 words
14. Accreditation / Quality & Safety	Accreditations, certifications and quality/safety initiatives. Include accrediting body, status and validity period where applicable.	100–180 words
15. News / Events / Updates	Short summaries of important hospital announcements, events, achievements or updates. Each item should have a title, date and short description.	40–70 words per item
16. Contact Us	Hospital address, phone numbers, email, emergency number, appointment contact, working hours, directions/map link and relevant social links.	Primarily structured data; 30–60 words of supporting copy

Medium Hospital — Content Checklist

- Approved hospital logo and brand assets
- Hospital exterior and key facility photographs
- 4–8 high-quality interior/clinical photographs
- Department/service photographs where available
- Leadership photographs and approved bios
- Doctor/consultant master list with verified qualifications
- Accreditation certificates/logos and validity details
- Latest hospital statistics and counters
- Emergency and appointment contact details
- Google Maps/location link and parking/access information
- Patient information documents/links
- News/events/achievement material for the initial website launch

PART B — LARGE HOSPITAL

Recommended content volume: a more detailed institutional website with deeper service, doctor, facility, education/research and patient-information content.

Section	What the hospital should provide	Suggested content volume
1. Homepage – Hospital Introduction / Hero	A concise positioning statement introducing the hospital, location, scale, clinical focus and key differentiators.	50–75 words
2. Homepage – Key Highlights / Counters	Provide 5–8 verified headline statistics or facts relevant to the hospital.	5–8 counters; 2–8 words each
3. Homepage – About the Hospital	A concise institutional introduction covering history, scale, clinical focus, patient-centred care and role in the region.	100–150 words
4. Homepage – Major Services / Centres of Excellence	Highlight the hospital's principal clinical specialties, centres of excellence or major service lines, with short descriptions.	8–12 items; 20–30 words each
5. Homepage – Facilities / Technology	Highlight major facilities, advanced technologies, diagnostics, treatment infrastructure and patient-support facilities.	5–8 items; 25–40 words each
6. Homepage – Patient Pathways / Key Actions	Provide clear routes to appointments, finding a doctor, departments, emergency care, diagnostics, patient information and contact.	10–25 words per CTA
7. About the Hospital	Detailed institutional profile covering history, mission/vision, governance, clinical philosophy, areas of excellence and role in the healthcare ecosystem.	400–600 words
8. Leadership & Governance	Profiles of institutional leadership and, where applicable, key clinical/administrative leadership. Include role and relevant institutional responsibilities.	60–100 words per profile
9. Departments / Clinical Services	For each department/service line: overview, conditions managed, key services, diagnostics/treatment, multidisciplinary approach, key clinicians and relevant patient pathway.	120–200 words per department
10. Centres of Excellence / Specialty Programmes	For major centres/programmes, describe the clinical scope, expertise, multidisciplinary care model, major capabilities and what makes the programme distinctive.	150–250 words per centre/programme
11. Doctors / Consultants	Detailed but concise profiles with name, qualifications, designation, specialty/sub-specialty, expertise, affiliations and appointment information.	70–120 words per doctor

12. Facilities & Advanced Technology	Detailed overview of major clinical infrastructure, diagnostic facilities, treatment technology, critical care, surgical facilities and patient-support infrastructure.	400–700 words total, or 60–100 words per facility
13. Patient Information / Patient Journey	Explain appointment, registration, admission, diagnostics, treatment, discharge, billing, insurance/TPA, visiting, reports and other practical patient processes.	500–800 words total
14. Emergency & Critical Care	Emergency service availability, 24/7 information, ambulance, critical care capabilities, contact information and instructions for urgent situations.	150–220 words
15. Quality, Accreditation & Patient Safety	Accreditations, certifications, quality programmes, patient-safety initiatives, infection prevention, clinical governance or other verified quality systems.	180–300 words
16. Research & Innovation	Research focus areas, clinical research/trials where applicable, innovation initiatives, institutional collaborations, publications or research infrastructure.	200–350 words
17. Education & Training	Residency/fellowship/training programmes, CME/CPD activities, academic affiliations, teaching facilities and contact/application information where applicable.	200–350 words
18. Community Outreach / Public Health	Community programmes, screening/outreach activities, awareness initiatives, preventive health work and other public-facing programmes.	150–250 words
19. News / Events / Achievements	Hospital news, announcements, events, awards, publications, leadership updates or milestones. Each item should be concise and dated.	50–90 words per item
20. Resources / Downloads	Patient guides, forms, brochures, policies, reports and other downloadable documents. Provide final PDF/file names, titles and one-line descriptions.	15–30 words per resource
21. Contact / Locations	Main contact details plus department/service contacts, emergency number, appointment contacts, location(s), directions, parking/access and relevant links.	Structured data + 50–80 words of supporting copy

Large Hospital — Additional Content/Asset Checklist

- Complete hospital and campus overview
- Centre of Excellence/service-line list
- Department-wise approved content

- Verified consultant/doctor database and photographs
- Leadership and governance profiles
- Detailed facilities and technology list
- Research, clinical trials and innovation information
- Education/training programme information
- Community outreach/public health programme information
- Quality, accreditation and patient-safety information
- Downloadable patient forms/guides/policies
- Campus/location photographs and maps
- Initial set of news, events and achievements
- All appointment, emergency, ambulance and department contact details

PART C — CONTENT SUBMISSION FORMAT FOR THE HOSPITAL

Hospitals are encouraged to maintain one master content file using the following fields for every website section. This makes review and vendor implementation significantly easier.

Field	What to enter
Section / Page	Exact website section name
Content status	Draft / Under Review / Approved / Not Applicable
Page title	Final approved page/section title
Main copy	Final website-ready text within the suggested word count
Supporting points	Bullets, service lists, statistics or key facts
CTA / Button	Text for action button, if applicable
Images	File name(s) + caption + preferred placement
Documents / Links	Final file name or URL
Contact / Enquiry	Relevant phone/email/contact person where applicable
Last verified	Date on which the information was checked
Content owner	Hospital department/person responsible
Approval	Name/designation of approving authority

Content Writing Guidelines for Hospitals

Write for patients first: Use clear, simple language. Avoid unexplained medical terminology and long institutional descriptions.

Keep introductory copy short: Detailed information can sit on dedicated pages. Homepage sections should help users understand and act quickly.

Use factual claims: Use verified numbers, accreditations, capabilities and achievements. Include dates/years where information may change.

Avoid duplication: Do not repeat the same 300-word hospital profile on the homepage, About page and department pages.

Use structured information: For doctors, services, facilities and contacts, provide information in a consistent format so the vendor can create reusable website components.

Supply original assets: Provide original photographs, logos, certificates and documents separately rather than embedded only in Word/PDF.

Plan for updates: Identify information that will need regular updating, such as doctors, OPD schedules, news, events, accreditations and statistics.

Suggested content-volume summary

Hospital type	Planning guidance
Medium hospital	Approximately 2,000–3,500 words of core website copy, excluding doctor profiles, service lists, counters, FAQs, contact details and downloadable documents.
Large hospital	Approximately 4,000–7,000 words of core website copy, excluding doctor profiles, detailed department pages, service lists, counters, FAQs, contact details and downloadable documents.
Doctor profiles	Use structured profiles rather than long biographies; 50–120 words per doctor depending on hospital/template.
Homepage	Keep total visible homepage copy relatively light; use short cards, counters and CTAs to direct users to detailed pages.

Finalisation note: The word counts in this document are content-planning recommendations, not fixed design specifications. The website vendor should use the selected NCG template and its component limits to make final layout decisions.