



# Content Before Code

A D8 Case Study

# Session overview

- + Who We Are
- + The “Content Before Code” Philosophy
- + AcademyHealth
  - + Outcomes
  - + Our Approach
- + GatherContent



palantir.net



**Michelle Jackson**

Web Strategist





**Bec White**

Development  
Operations Manager

# The “Content Before Code” Philosophy

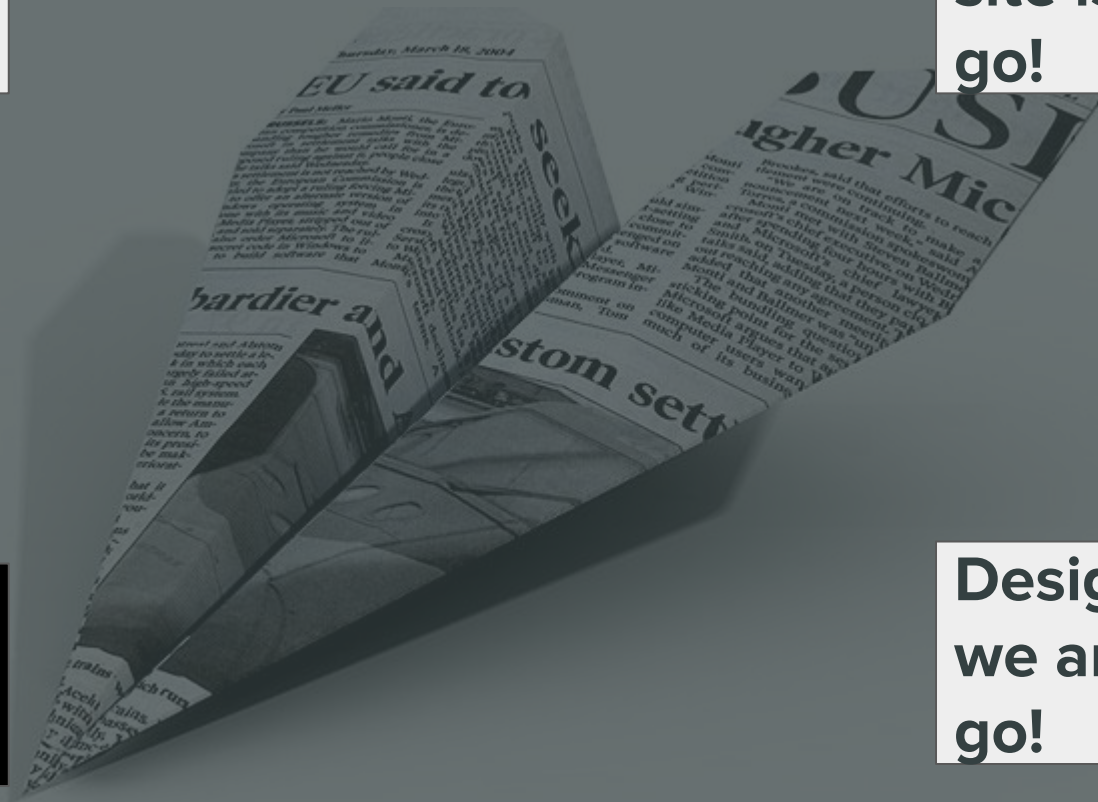
→ Looking for  
Someone to  
let us know  
next steps

**Web Host:**  
Yes, we're  
ready!

**DevOps: Yes,**  
site is ready to  
go!

**Content: Hi.**  
Um, I need an  
extension.

**Design: Yes,**  
we are good to  
go!



*<q> Code doesn't become a website until there is navigation and content. Very few of the sites we build have zero editorial content. </q>*

loading for  
someone  
let us know  
next steps



# AcademyHealth Outcomes

Looking for  
Some to  
Review:  
let us know  
next steps



AcademyHealth

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[Member Login](#)



[Evidence](#) ▾

[Membership](#) ▾

[Professional Resources](#) ▾

[Events](#) ▾

[Advocacy](#) ▾

[Blog](#)

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# Moving evidence into action

Together with our [members](#), AcademyHealth works to improve health and the performance of the health system by supporting the production and use of evidence to inform policy and practice. [Learn More](#)



## AcademyHealth Membership

We offer high quality programs and services to address the needs of our members and an evolving health system.

[Become a Member](#)

# Outcomes:

## Fully updated content

Client restructured old  
content and prepared  
new content in  
advance of  
development.

### AcademyHealth Membership

We offer high quality programs and services to  
needs of our members and an evolving health s

# Outcomes:

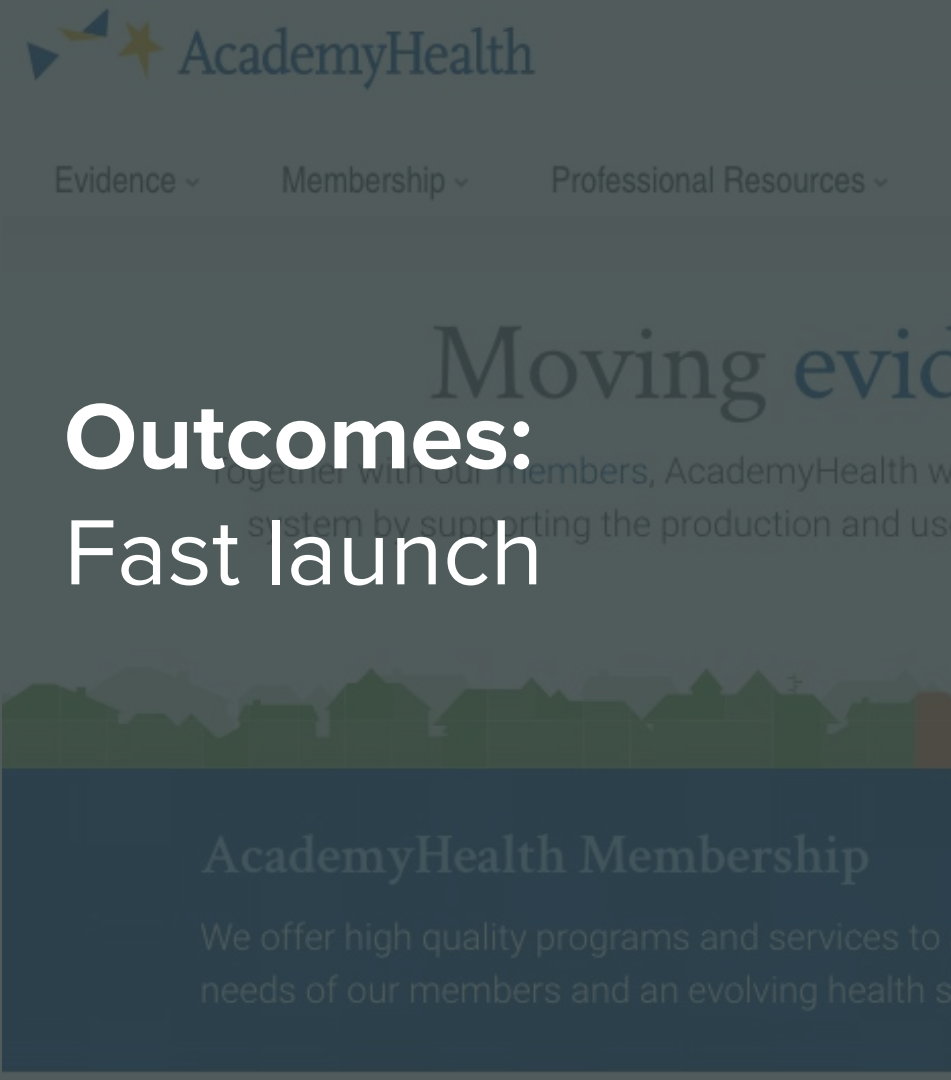
## Content showcased during development

Client evaluated how their content and menu structure functioned within the site at the end of each sprint during development.

### AcademyHealth Membership

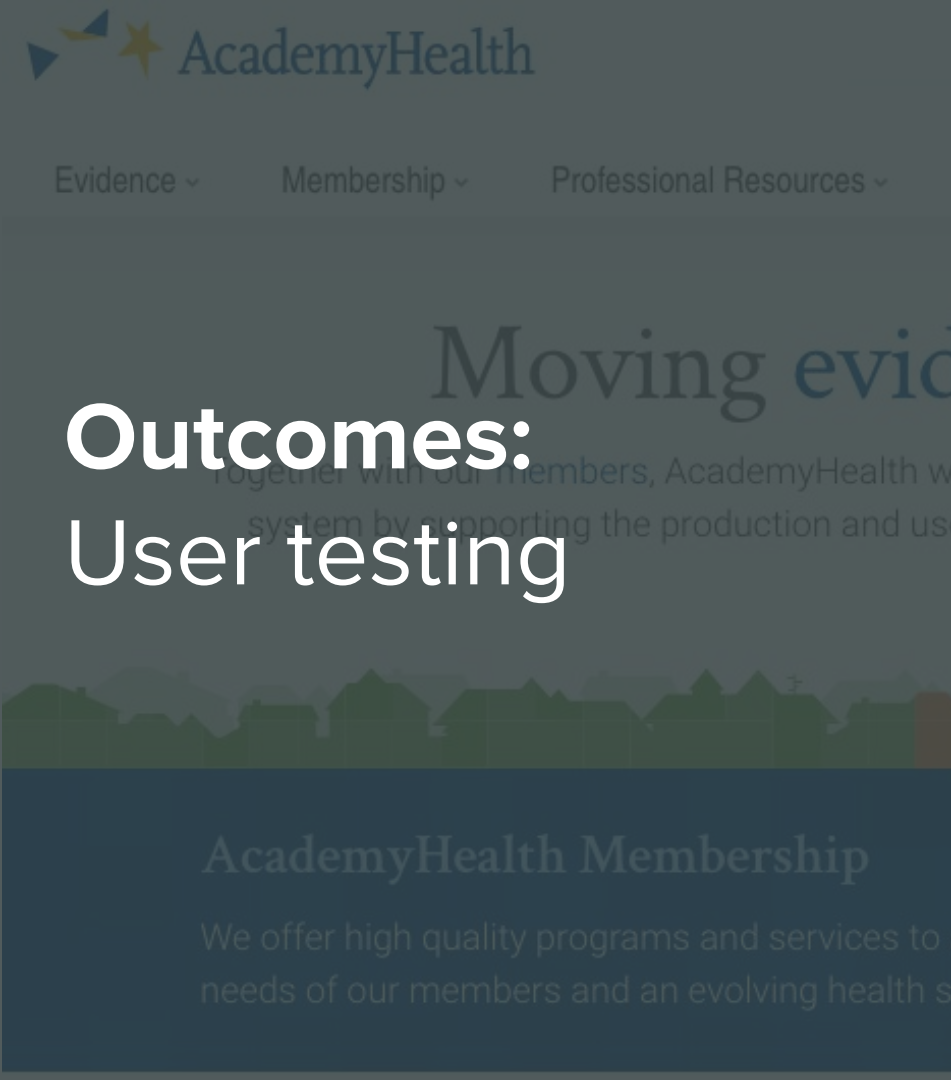
We offer high quality programs and services to meet the needs of our members and an evolving health system.





# Outcomes: Fast launch

Client had quick  
turnaround time  
between the end of  
development and the  
site launch.

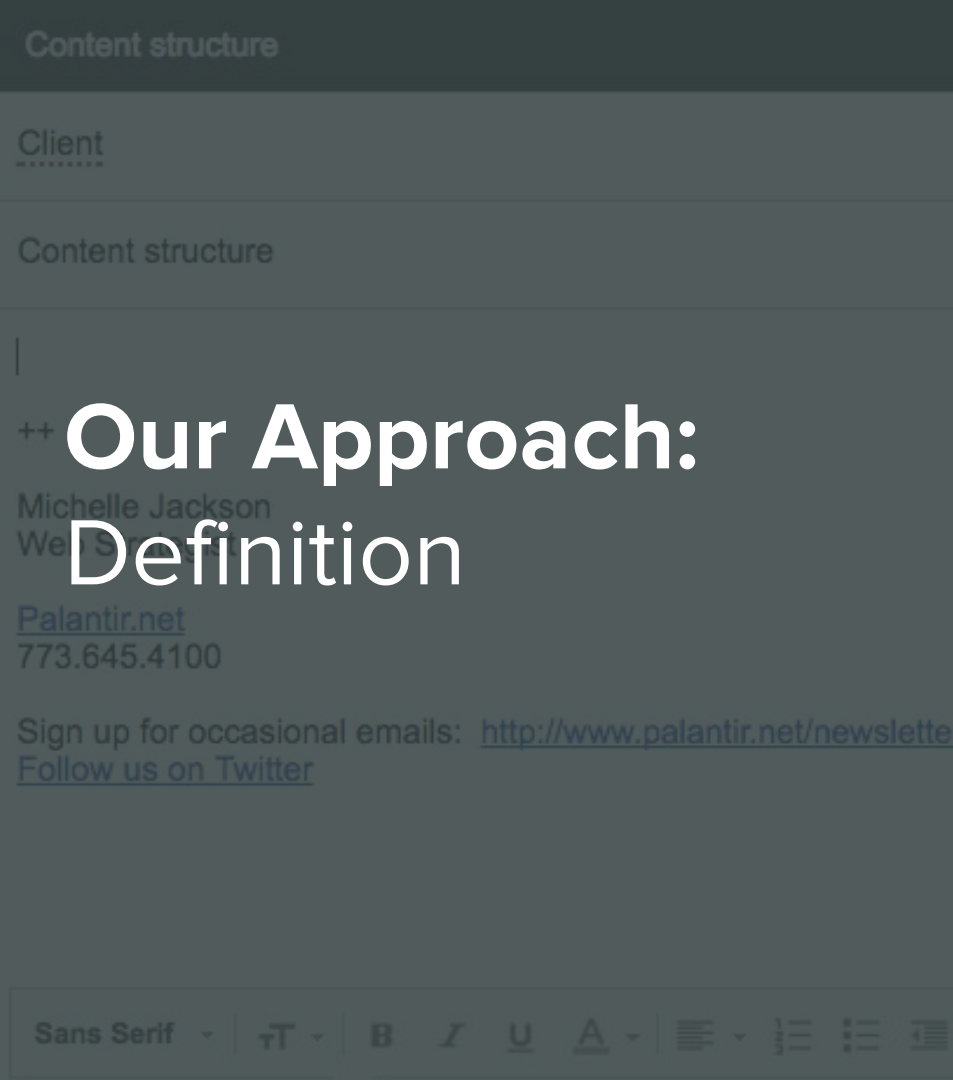


# Outcomes: User testing

Client validated  
information  
architecture and  
design through  
collaborative in person  
and virtual user  
testing.

# AcademyHealth: Our Approach





Included content planning as part of the overall development planning.



The background of the slide features a blurred image of a calendar and several protest signs. The calendar is a standard monthly grid. The signs are for a protest, with visible text including 'Picket lines and picket signs', 'Don't punish me with brutality', 'Talk to me so you can see, Oh, what's going on', 'What's going on, Ya, what's going on', 'Oh, what's going on', 'Flame', 'Swirling clouds', 'Reflect', and 'FACTCHECK.ORG'.

# Our Approach: Scheduling

Created a schedule  
with deadlines for both  
new content and  
migration source data  
to set up our entire  
team for success.

The background of the slide features a blurred image of several protest signs. The most prominent sign in the center is green and reads: "Picket lines and picket signs / Don't punish me with brutality / Talk to me so you can see, Oh, what's going on / What's going on, Ya, what's going on / Oh, what's going on". Below this, it says "FACTCHECK.ORG". To the right, another sign is partially visible with the words "Flaming Swirling clouds Reflect".

# Our Approach: Scheduling

When we don't know  
where content is  
coming from, we can't  
plan functionality (let  
alone start  
development).



# Our Approach: Structured content

Establish guardrails to  
make content both  
easier to develop and  
to import.




## **Our Approach:** Structured content

Guide clients away from unstructured content found in .ppt, .doc or .pdf formats as it cannot be easily migrated.



**Bonnie J. Austin, J.D., M.P.H.**  
*Vice President*  
[email@academyhealth.org](mailto:email@academyhealth.org)

Bonnie J. Austin, J.D., M.P.H. is a Vice President at AcademyHealth, where she leads the organization's strategic planning and staffs the Board of Directors and board committees.






## **Our Approach:** Structured content

Confine content development to mutually-defined structure using content fields and templates.



Bonnie J. Austin, J.D.

Manage template: [Profile](#) ▼ New item ▼ Set a due date

Save



Job Title

Vice President

Organization

AcademyHealth

Subtitle

Biography Lede

Bonnie Austin is Vice President, Strategic Planning and Business Development at AcademyHealth, where she also serves as Deputy Director of the Robert Wood Johnson Foundation's Changes in Health Care Financing and Organization ([HCFO](#)) program. She joined AcademyHealth in January 2001.





STAFF

## Bonnie J. Austin, J.D., M.P.H.

Vice President - AcademyHealth

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### SHARE



Bonnie J. Austin, J.D., M.P.H. is a Vice President at AcademyHealth, where she leads the organization's strategic planning and staffs the Board of Directors and board committees. She currently conducts programmatic and grantmaking activities on a number of Robert Wood Johnson Foundation projects with an emphasis on facilitating the use of research in policy and practice. For fifteen years, Ms. Austin supported the RWJF Changes in Health Care Financing and Organization initiative, including serving for seven years as director. Prior to joining AcademyHealth in 2001, she worked for 10 years as a litigator at Skadden, Arps, Slate, Meagher & Flom, LLP. Her practice

### About

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# Our Approach: Content in the design

## Health Datapalooza 2016: What to expect this year

Novel approaches and thoughtful solutions to the challenges facing patients, providers, and payers.

GLOBAL HEALTH / MAY 6, 2016 — 8:00 AM EDT

BLOG POST

## Should we pay more for vaccines?

It's fashionable to complain that drug prices are too high. But they're relatively low for some of them most effective drugs we have — vaccines.



AMANDA FRIEDMAN / COST, HEALTH EQUITY / MAY 6, 2016



EXPERT  
**Amanda**  
Lerner, speaker  
advancing risk  
factor research

1.7 Million  
Americans

Annually, 1.7 million Americans sustain traumatic brain injuries (TBI).

Become a Member

Become a Member

Become a Member

We used real content as the foundation of our design and to inform the hierarchy and selection of design components.

# Evidence

We envision a future where individuals and communities are made healthier by the use of evidence in decision-making. Our staff, members and partners produce and use evidence to improve health care and ensure the methods, data, and workforce exist to make research more reliable and relevant.

## Making Health Care Better

Health services research definitions are plentiful and detailed, but it all boils down to making health care better by asking and answering questions about what works, for whom, in what circumstances and at what costs.

AcademyHealth, its members, partners, and affiliated journals produce evidence and reports that answer those questions, with an emphasis on delivering better care, understanding and improving how we pay for care, building healthy communities and using health data to achieve those aims.

## Delivering Better Care

Delivering better care is a broad domain of research that includes assessing and improving the quality of care itself, expanding access to care, and understanding the many ways to organize and improve care in hospitals, health systems and other care settings.

### SUBTOPICS

[Access to Care](#)[Hospitals & Health Systems](#)[Quality Improvement](#)

### Jump To:

[Making Health Care Better](#)[Making Research Better](#)



# Our Approach: Automated migration

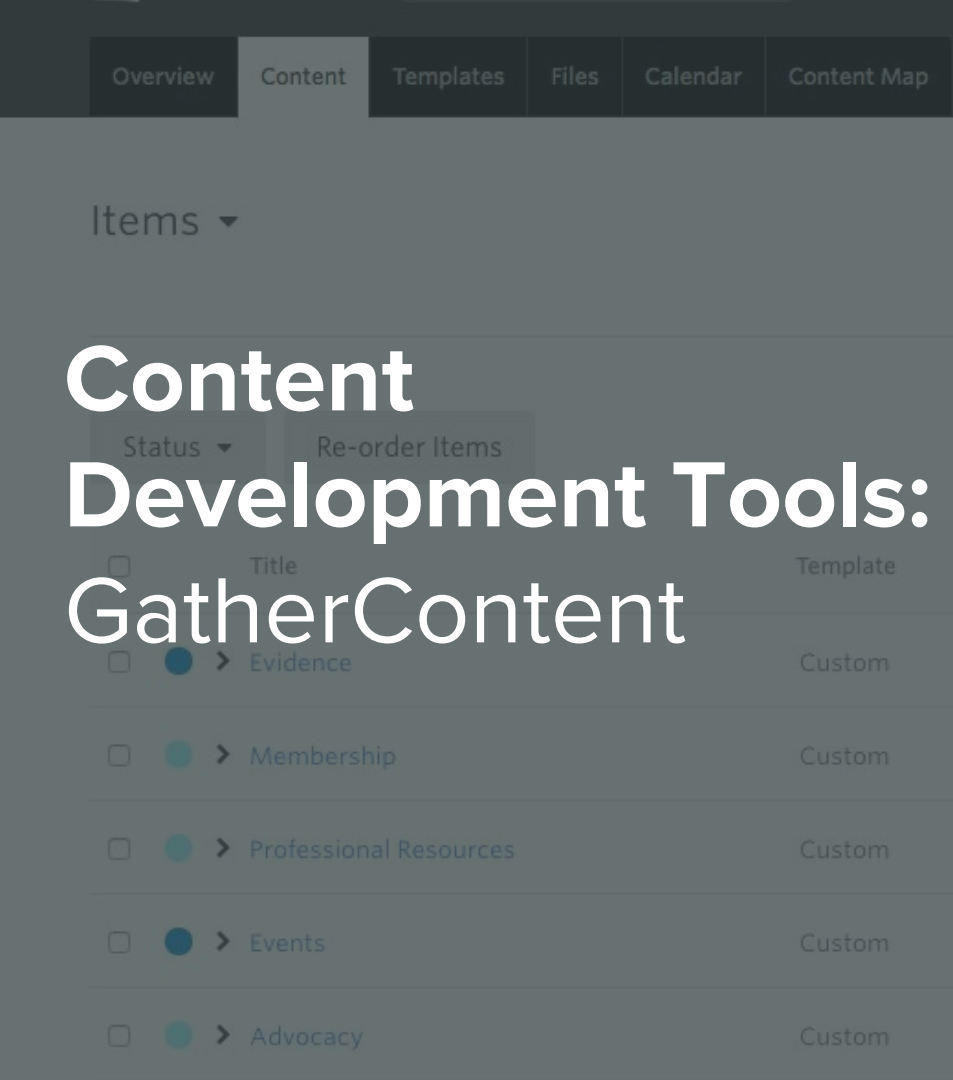
We can migrate  
structured content  
automatically.

```
1  id: pages
2  label: Pages
3
4  migration_group: ah_gathercontent
5
6  source:
7    template_name: Page
8    constants:
9      bundle: page
10     format: basic_html
11     file_destination: 'public://pages'
12
13  process:
14     title: name
15     type: constants/bundle
16     field_body/value: fields/Body
17     field_body/format: constants/format
18     field_lede:
19       plugin: callback
20       callable: strip_tags
21       source: 'fields/Lede'
```

The background is a dark, grayscale image of a desk. It features a grid-patterned surface, likely a drafting table or graph paper. A pencil and a small sharpener are resting on the grid. The text 'GatherContent' is centered in a bold, white, sans-serif font.

# GatherContent



A screenshot of the Palantir Content Development Tools interface. At the top, there is a navigation bar with tabs: Overview, Content (selected), Templates, Files, Calendar, and Content Map. Below the navigation bar, there is a section labeled 'Items' with a dropdown arrow. The main area displays a table with columns for 'Status', 'Title', and 'Template'. The table contains five rows of items: 'Evidence', 'Membership', 'Professional Resources', 'Events', and 'Advocacy'. Each row has a checkbox, a colored circle, and a right-pointing arrow. The 'Evidence' row has a blue circle, while the others have teal circles. The 'Template' column for all items is 'Custom'.

# Content Development Tools: GatherContent

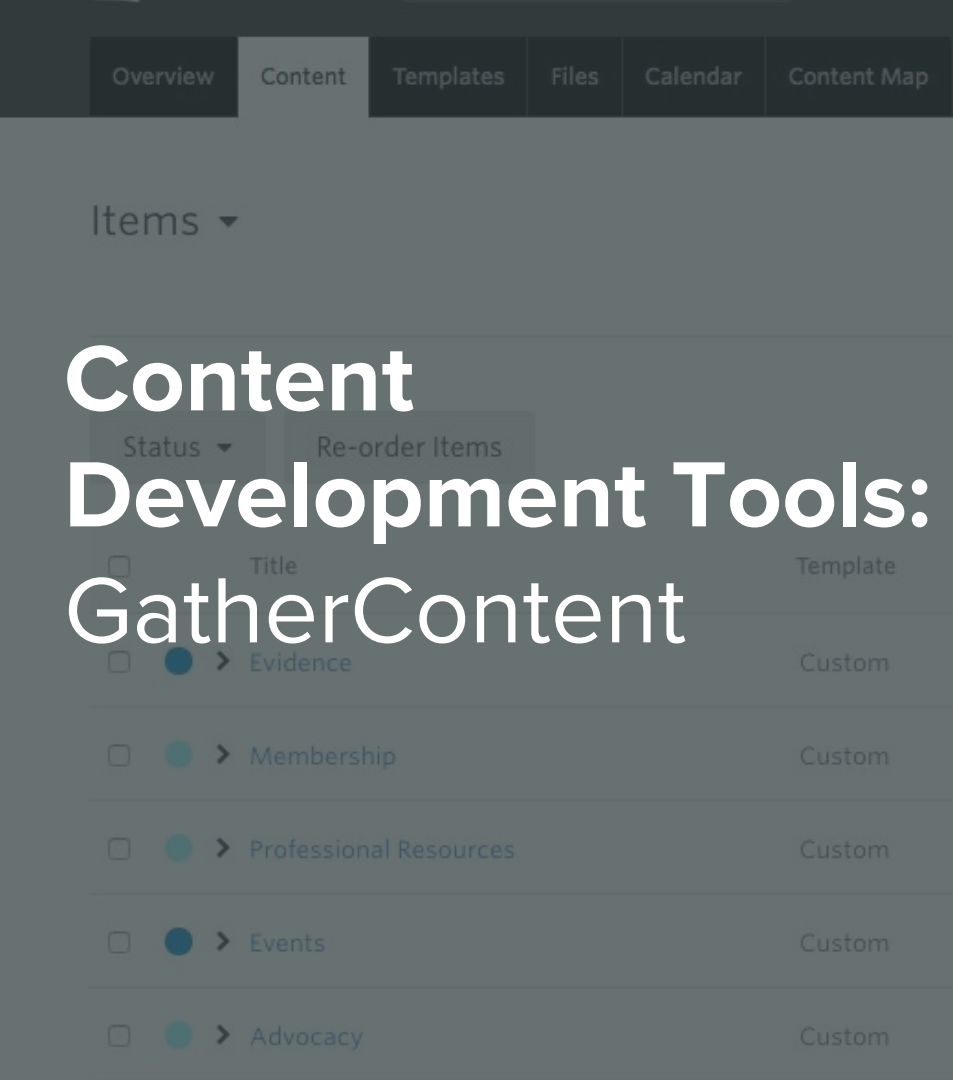
**#1:** Client can experiment and explore content hierarchy independent of design or technical implementation.



# Content Development Tools: GatherContent

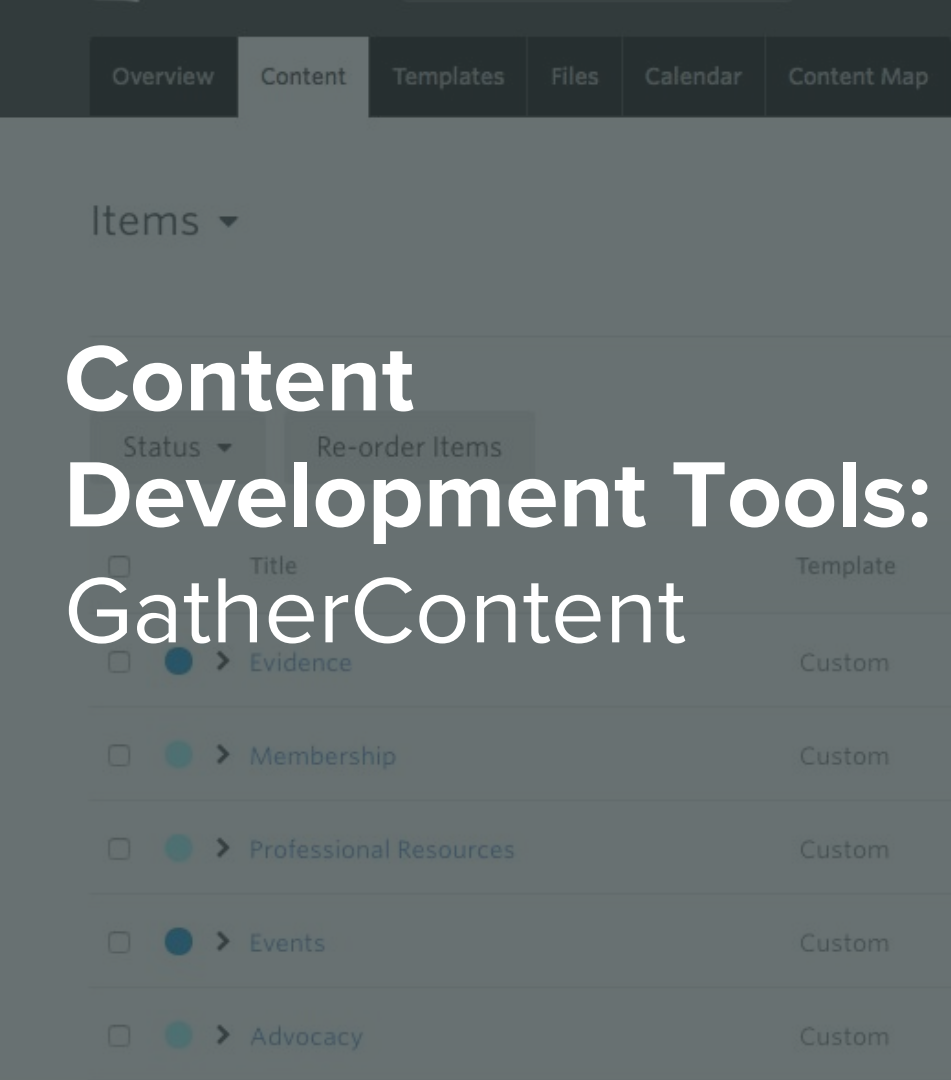
**#2:**

Great API = great  
migration data source

A screenshot of the Palantir Content Development Tools interface. The top navigation bar includes tabs for Overview, Content, Templates, Files, Calendar, and Content Map. Below the navigation bar, there's a section labeled 'Items' with a dropdown arrow. The main area displays a table with columns for Status, Title, and Template. The table lists several items: Evidence, Membership, Professional Resources, Events, and Advocacy, each with a checkbox, a colored dot, and a right-pointing arrow. The text 'Content Development Tools: GatherContent' is overlaid on the left side of the screenshot.

# Content Development Tools: GatherContent

**#3:** Fast turn around time between development phase and site launch.



# Content Development Tools: GatherContent

**Limitation 1:** Client may lack familiarity with tool.

**Limitation 2:** Cost.



**Find a tool that provides structure, but that the content development folks will use.**





**Working with clients to develop structured content makes both content development and content creation easier.**

# We'd love your feedback.

Please share your thoughts with us here at  
[events.drupal.org/node/17422](https://events.drupal.org/node/17422)

# Connect with Palantir.net on web strategy, design and development

[@palantir](#)

[facebook.com/palantirnet](https://facebook.com/palantirnet)

[linkedin.com/company/palantir-net](https://linkedin.com/company/palantir-net)

# Join us for Sprint Day on Friday, April 28

[General Sprints](#), [Mentored Core Sprint](#), [First-Time Sprinter Workshop](#)  
at the **Baltimore Convention Center**

# Resources

[midcamp.org/session/content-code-d8-case-study](https://midcamp.org/session/content-code-d8-case-study)

[gathercontent.com](https://gathercontent.com)

[github.com/palantirnet/gathercontent\\_migration](https://github.com/palantirnet/gathercontent_migration)

[optimalworkshop.com/treejack](https://optimalworkshop.com/treejack)

# Image Sources

Migrating birds - Wikimedia Commons

<http://bit.ly/2pb3QZv>

Guard rails/bridge - Wikimedia Commons

<http://bit.ly/2paVqkE>

Paper airplane - Wikimedia Commons

<http://bit.ly/2pXlfn0>

Other images - Palantir.net