

Health Plan Administration Web Development

HPD/HPA User Survey Results – Spring 2010

Introduction

As part of Kaizen work, the users of Health Plan Division (HPD) and Health Plan Administration (HPA) intranet sites are surveyed biannually to measure their level of satisfaction with their departmental web sites. The results of this survey help determine the perceived value of the HPD/HPA web sites and highlight any roadblocks users may be experiencing when seeking information via our sites.

Method

A survey was designed to capture user satisfaction with their departmental web sites. The survey was then distributed to all employees of HPD and HPA (approximately 1,700 people). The survey was open for two weeks, and we received 271 respondents (a return rate of approximately 2%) representing staff from all departments across HPD and HPA.

The following questions were asked:

1. In which department do you work? (Choose from a list of options)
2. I get information from my department's Web site... (Choose from a list of options)
3. My department's Web site is a good resource for information. (Yes or No)
4. I trust that the information on my department's Web site is accurate and up to date. (Yes or No)
5. When I'm looking for information on my department's Web site, I usually... (Choose from a list of options)
6. If you could change anything about your department's Web site, what would you change? (Free text answer)
7. Which part of your department's Web site do you find most useful? (Free text answer)
8. Is there anything else you'd like to tell the HPD/HPA Web team? (Free text answer)

Results

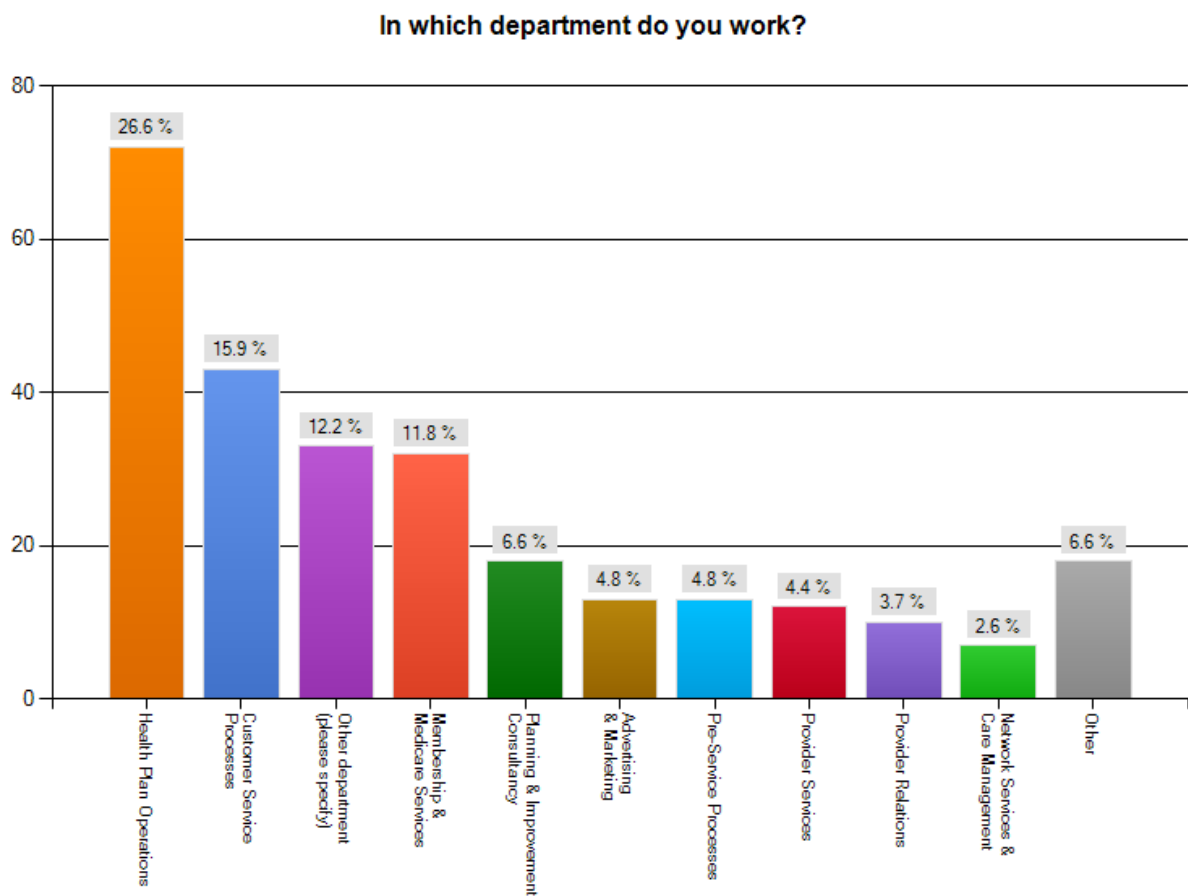
Overall, survey results were positive. Over 80% of respondents answered “Yes” when asked questions about their departmental web sites being a good resource and providing timely,

trusted information.

Included in the survey results were suggestions for improvements to the intranet. Suggestions about making the content update process easier, making the InContext Search engine more accessible and effective, and improving layout were common. Those who had a negative experience with their departmental sites were most concerned with content timeliness, usefulness, and reliability. (See Appendix)

Departmental Representation

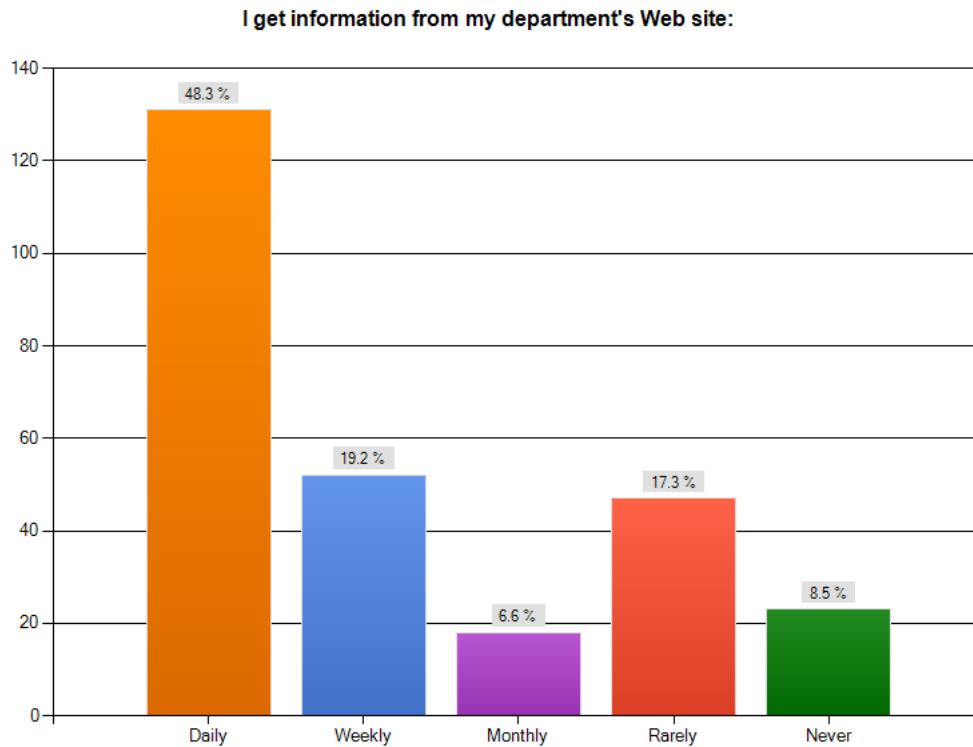
Of the 271 submissions, 32% of respondents represented Health Plan Operations, 18% in Customer Service, with the rest in other departments throughout HPD and HPA.



Web Site Use

48% of respondents stated that they access their departmental sites daily, and 8.5% reported that they never access their departmental site. Of those respondents that claimed “Never” there seems to be a site awareness gap, and developers should to look into ways to

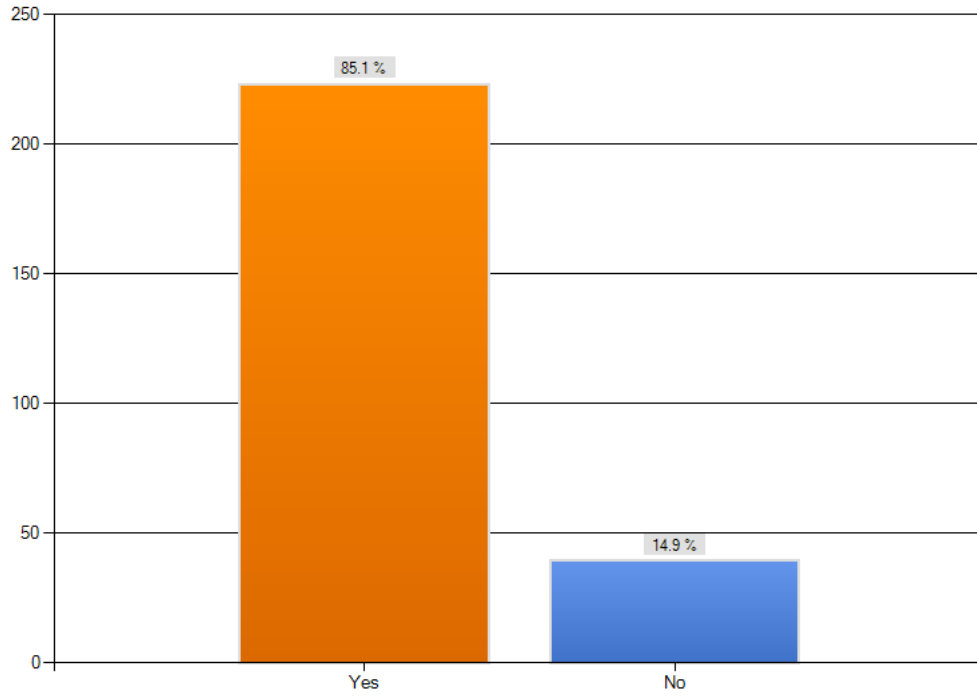
occasionally advertise their sites or provide site updates to their audience.



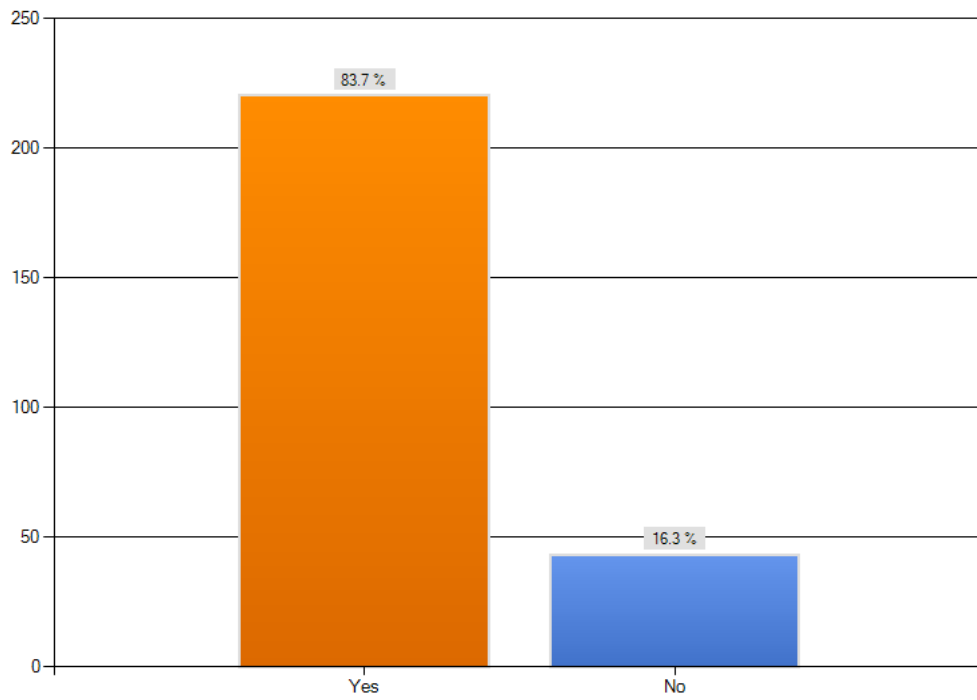
Trust and Reliability

Overall, the majority of respondents had a positive response toward questions about content reliability and trust. When asked which part of their department's web site they find most useful, answers were mostly about having access to information like staff directories, procedures, policies, and job tools.

My department's Web site is a good resource for information:

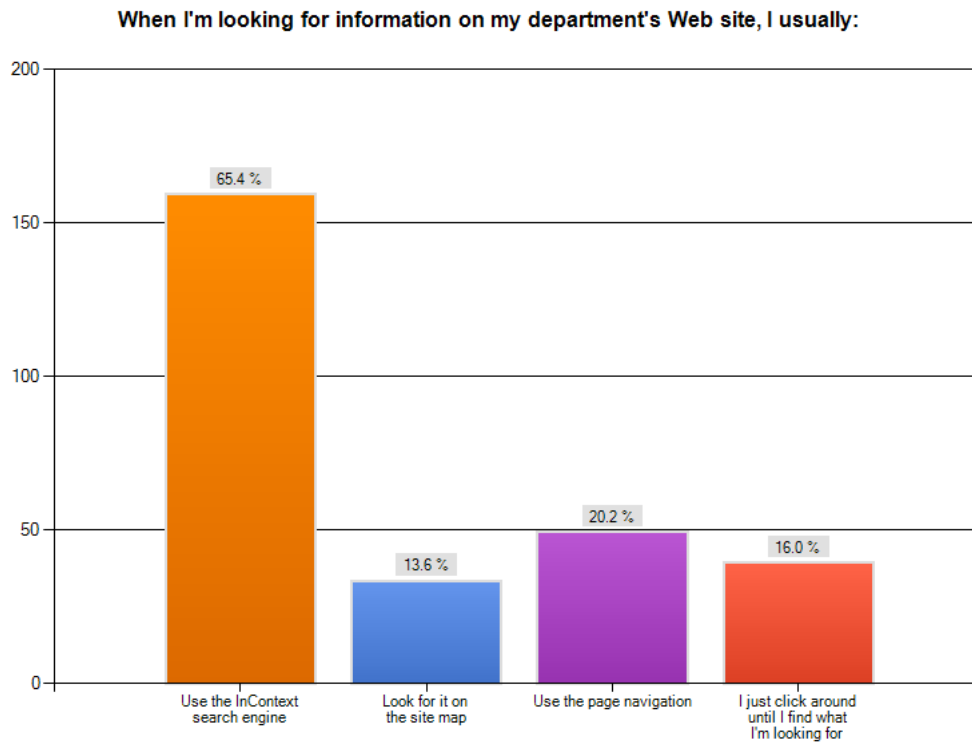


I trust that the information on my department's Web site is accurate and up to date:



Site Navigation

When asked how users found information on their department's web site, 65% used the InContext Search engine, while 20% used the site navigation. Clearly, Meta tag and navigation standards should be top priority when maintaining web content as these are the primary ways in which users find information on our sites.



Conclusion

Based on these survey findings, HPD/HPA web developers should

1. Look for ways to fortify content with meaningful and useful information
2. Analyze the current state of their web site's navigation
3. Review the current process for soliciting and receiving web site updates
4. Provide education to users about the web process
5. Find ways to promote web use

Also, it may be time for a thorough site content review with the web developer working with content experts to ensure all site content is relevant and current.

Appendix

Comments and Suggestions from User Survey

| Type of complaint | In which department do you work? | Other department (please specify) | I get information from my department's Web site: | My department's Web site is a good resource for information. If you answered "No" please explain: | I trust that the information on my department's Web site is accurate and up to date. If you answered "No" please explain: | When I'm looking for information on my department's Web site, I usually: | If you could change anything about your department's Web site, what would you change? | Which part of your department's Web site do you find most useful? | Is there anything else you'd like to tell the HPD/HPA Web team? |
|-------------------|----------------------------------|-----------------------------------|--|---|---|--|--|---|---|
| Content | Advertising & Marketing | | Never | I have never used this site | I would assume that if I was not aware of this site that it would not contain accurate information | I have never used this site | Add more detailed workflow information and explain our department process for internal clients | na | |
| Content | Advertising & Marketing | | Never | It could use an org chart and more current and easy to find examples of current collateral and campaigns. | We've been meaning to update it for a long time but have been too busy with other projects. | I go under depts, alphabetical list. | | TV ads, ad tracking (I would imagine is most interested to others) I consider it more of a resource for other staff, not for Marcom. We already know who we are and what we do. | |

| Type of complaint | In which department do you work? | Other department (please specify) | I get information from my department's Web site: | My department's Web site is a good resource for information. If you answered "No" please explain: | I trust that the information on my department's Web site is accurate and up to date. If you answered "No" please explain: | When I'm looking for information on my department's Web site, I usually: | If you could change anything about your department's Web site, what would you change? | Which part of your department's Web site do you find most useful? | Is there anything else you'd like to tell the HPD/HPA Web team? |
|--|----------------------------------|-----------------------------------|--|---|--|--|--|--|---|
| Content, Layout, Navigation, Usability | Advertising & Marketing | | Rarely | It's easily the most un-user friendly, cumbersome, poorly designed website I've ever come across. | GHC's website is often behind on updates. | The site's navigation is terrible. Nothing is intuitive or easy to find. Everything is buried. | The whole thing. Bring it into the modern arena and stop looking and behaving like version 1.0 of a bad website developed in 1991. | None. | Get a new web team that understands user experience and design 101. |
| Content | Customer Service Processes | | Daily | | I trust it is, but it is not always up to date. | | Clean up some of the information that is outdated and not used regularly | ask HPS or Ritenow resources | The new contracts and coverage policies are really hard to use. they keep changing the names of them and adding more. It is very difficult to find what you are looking for. It would be really nice if there was a search option again on the Policy page and the Benefit summary page. Sometimes you don't know what policy to look into. |
| Content | Customer Service Processes | | Daily | | I know that things change so quickly so it is not always 100% accurate and we only have so many people making the updates. | | I like our Ask HPS where we can put in key words... I might put something like that so I could find things faster. | I am in the Medicare department so I use the Medicare section the most of my dept website. | |

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| Content | Customer Service Processes | | Daily | | Most of the time. It is challenging to keep all pages updated. | | Reveiw it more often for accuracy. | Our rolodex. | |
| Content | Customer Service Processes | | Daily | | | | It would be nice to have information regarding healthcare reform & public media updates on this page for representatives to reference | all of it | no, thank you. |
| Content, Education | Customer Service Processes | | Rarely | The information listed isnt information I need or use. I find the information other places. I would rather find information specifically for our department or tools we need in our department related to our jobs. | All but the org charts or contact phone lists. But I belive a process has been put in place so that is updated more often | | more information - more administrative links. Org chart, phone lists, Frequently used #'s | Tools | |

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| Content | Group Health Options | | Daily | | | | sometimes search answers or resources seem vague or pull up something not related at all | facility directory and editorial standards page | |
| Navigation | Health Plan Consultants | | Weekly | | | | Navigating to specific HPA home pages seems like it takes more touches than should be necessary. | Org Charts | Overall, it's a well-organized and relevant website. Much better than most of the other divisions' sites at GH. |
| Content | Health Plan Operations | | Daily | | Alot of the procedures are inaccurate nor at least not updated to follow policy changes till sometime after-the-fact. | | | | |
| Content | Health Plan Operations | | Daily | | Not all documents we use are kept up to date | | Monitor and keep information current | All | |

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| Content | Health Plan Operations | | Daily | | | | Get rid of the old documentation that conflicts with newer documentation. | Claims processing information. | |
| Content | Health Plan Operations | | Weekly | | Org charts and functional descriptions are frequently out of date. | | Dashboards and KIR would be available on the main web page | policies, procedures, KIR | |
| Content | Health Plan Operations | | Daily | | | | More "news" about what is going on in the unit and in Claims. | Desk procedures and tables | |
| Content | Health Plan Operations | | Daily | | | | | | Please encourage mail stops to be included on web sites. |
| Content | Health Plan Operations | | Never | | | I dont anymore | update it. | | |
| Content | Health Plan Operations | | Daily | | | | Add more links to outside references we use daily. | The Quick Access protion | |
| Content | Health Plan Operations | | Daily | | I run into inaccuracy's all the time. | I have it bookmarked. | | | |

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| Content, Design | Health Plan Operations | | Daily | | There are old documents that need to be reviewed. The formatting is different from document to document | | Consistant format | Post Service Referrals | |
| Design | Health Plan Operations | | Rarely | | | | not to be so busy | Searching for employees | |
| Design | Health Plan Operations | | Daily | | | | The layout/format of the front page. | Our extensive indexes; links to various departments sites; our rolodex, and the link to our electronic knowledge base. | Jeremy Hurd is awesome! |
| Education | Health Plan Operations | | Rarely | | Not sure if it is up to date. Are there processes in place for that? | | | | |
| Navigation | Health Plan Operations | | Daily | | | | | Since most everything on our website has to do w/COB & medicare the information is right there. | We should not have to take so many steps to get information. |

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| Other | Health Plan Operations | | Daily | | | | The ability to make changes to processing documents when those changes have no impact upon other lines of business. | | |
| Other | Health Plan Operations | | Monthly | | | | I would divide Medicare COB and COB onto their own websites | | |
| Search | Health Plan Operations | | Daily | | | | PUT THE SEARCH BAR BACK ON | | |
| Search | Health Plan Operations | | Weekly | | | | Better "Search" engines. | | |
| Search | Health Plan Operations | | Daily | | | | Have a InContext search engine icon on every page, So you could look up stuff quicker... | Petty much almost all of it. | |

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| Search | Health Plan Operations | | Daily | | | | To change the Incontext Search Engine back the way it was where you can search for information within the department web sites | POS documentation | |
| Search | Health Plan Operations | | Daily | | | | If there were a single (an index) place where I could enter a key word or name that I'm looking for and it would give me alternate names that it might be listed under. Especially, when the name or title has been changed to an acronym. | | |

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| Search, Navigation | Health Plan Operations | | Weekly | | | don't like that the search engine has been removed from HPA site. More information now to weed through. | add a search engine. | all helpful but needs to be easier to locate | |
| Search, Navigation | Health Plan Operations | | Daily | | | | Searching for information. Make it more user friendly | Links | |
| Navigation | HPD Compliance | | Daily | toohard to navigate, too many steps to find what you need. | constantly updating info | | make it simpler to find someone or something. Tpp big chunks to look thru | procedures | no fear retribution if I say anything negative. |
| Content | Market Development & Analysis | | Rarely | Currently our organizational structure and purpose are a bit out of date | Currently our organizational structure and purpose are a bit out of date given a change in reporting. | | Update it to reflect more product development focus and create accurate picture of what we do. | Repository of information/studies we have done in the past. | Thanks for asking. |
| Design | Market Development & Analysis | | Monthly | | | | Improved templates that look more 2010. | | |

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| Content | Membership & Medicare Services | | Rarely | | | | nothing at this time | Procedures manual | no |
| Content | Membership & Medicare Services | | Rarely | | It's rarely updated. | | | | |
| Content | Membership & Medicare Services | | Weekly | | There are some procedures that need to be updated. | I have a link to the Membership website on my In Context toolbar. | Add more daily Group Accounts procedures. | The manuals that are posted online and the Reference & Information link. | They have been doing a great job adding additional useful information to the website. |
| Content | Membership & Medicare Services | | Rarely | | The org charts need to be updated. | | | | |
| Content, Timeliness | Membership & Medicare Services | | Rarely | The information is not always updated timely. Not always easy to find what you need. | Newest information is not usually on the site. | | Daily updates | | |
| Design, Navigation | Membership & Medicare Services | | Never | | | | The layout, too hard to find anything. | The mailing address and systems procedures. | |
| Education | Membership & Medicare Services | | Never | never updated | same as above | | Make someone in charge of it that regularly keeps up on it. | Not even sure where it is. | |

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| Education | Membership & Medicare Services | | Never | don't know what it is | if I don't know what it is how do I know it is accurate | | | | |
| Navigation | Membership & Medicare Services | | Rarely | | | | Easier to navigate | In-Context | Thanks for all you do =) |
| Other | Membership & Medicare Services | | Never | Changes are usually communicated orally, in meetings. I believe that is the reason that we do not use the web site. The whole department hears about any change (regardless of size) the same day the change is made. | I do not use the web site due to the reasons stated above. | First time I believe I used the site in 4 years is when I got this request. | | | |

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|--------------------------------|------------------------------------|-----------------------------------|--|---|---|--|---|---|---|
| Usability, Content, Navigation | Membership & Medicare Services | | Weekly | Not intuitive. | People frequently call the wrong people in my department stating they found the contact info on Incontext. I think there are many locations for info, and it doesn't all match. | | Quicker accessibility, more intuitive. | Staff lookup | |
| Content | Network Services & Care Management | | Never | It has no content that is interesting or useful. Workforce planning? e-signature? Do you think those are meaningful topics? | N/A since I never use it | If I want useful information, I find it somewhere else | re-design it from the ground up with a communications mission. Without a complete re-think, I'd just eliminate it and save the bandwidth. | None | |
| Education, Search | Network Services & Care Management | | Rarely | I don't even know what is there! | I have not updated my info since it was entered. | Search engine in InContext is NOT very helpful | | | |
| Navigation | Network Services & Care Management | | Weekly | | | | Too many layers to get to information, | | |

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| | | | | | | | especially in HPA websites. | | |
| Content | Other department (please specify) | PSAU | Never | i dont think we have one | i dont think we have one | i dont think we have one | have work related links on to make my job easier | i dont think we have one | |
| Content | Other department (please specify) | Health Plan Operations, Customer Service, Options. | Daily | | Sometimes the resources (Ask HPS) are not up to date and we find out the hard way. I know we are all very busy and sometimes things don't get updated. | | Nothing, just make sure it's up to date. | I don't use InContext home a lot, but I use the pages that it links to like facilities page, PCP Index, that kind of thing. Ask HPS is my best friend. Also I get a lot of info from ghc.org as well. | Nope. |
| Design | Other department (please specify) | Provider Relations | Weekly | | | I have a shortcut on my computer | Uniformity throughout our sites so maintaining accuracy is easier for me and our Web person - also has sites easier for staff to maneuver throughout. | As I am in charge of setting our sites up all our sites are important and useful | |

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|-------------------|-----------------------------------|---|--|---|---|--|---|---|--|
| Navigation | Other department (please specify) | HPA Technical Writing | Never | Our information is buried in the Technical Writing Consultancy page and we are not consultants. We do technical writing for post service claims. There is no link from the Claims Home Page to this page and we must save it to favorites or search for it. | We are not involved with any updates to the pages as it doesn't seem to be a homepage tailored to our needs. | Ask a co-worker to try and remember where it lives or what it may be titled. (now only if I lose it from my favorites) | HPA Technical Writing Unit would have our own homepage tailored to our needs. I would like at least a link from the Post Service Claims Homepage to the Documentation page. Currently we have to go thru departments and find Renee Jordan's name and then find a link to our page. | Can't find anything that pertained to my job as it is now. | |
| Navigation | Other department (please specify) | PSAU-Provider Systems Administration Unit | Daily | | | I have the PSAU Library bookmarked for easy access. | It would NOT be Lotus notes based! Searching for documents is too archaic! | | I sometimes find it annoying that I have to navigate to several places to find what I'm looking for. |

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| Other | Other department (please specify) | Credentialing & PSAU | Rarely | The PSAU library is difficult to find what things so we are planning to revise lots of the info. For quick updates in Credentialing it takes to much time to fill out forms to requests the updates. If we had written standards we could update our own site. | Lots of Credentialing policies and privileges have recently been updated and there has been to much going on to complete forms to pass on the Jill Fletcher to review and pass on to Jeremy Hurd. | Use my own saved documents. | Doesn't seem very Lean to hand this off to Jill and then she hands it off to Jeremy..... I would prefer we have our own access to make updates. | n/a | n/a |
| Search | Other department (please specify) | Claims | Daily | | | | Results that match the search- IE search "modifier codes" answer "medicare clear care sound", "post service claims-how to review medicare claim"- what does that have to do | Actio code table, miscellaneous tables, locating a consumers district | I wish there was some way we could have a nurse/nurse assistant listed who work at a PCP clinic when trying to decide of a lab or rad was ordered by a PCP's office. The Statewide Physicians Index lists clinics like Anacortes Family Medicine but only the physicians are listed. Most Diagnostic are ordered by someone else in the office. |

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| | | | | | | | with it? | | |
| Content | Planning & Improvement Consultancy | | Monthly | | It seems like org charts are almost always out of date | | | | |

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| Navigation, Design | Planning & Improvement Consultancy | | Rarely | | | | The main page looks too busy (highlights). It would be nice if the links are grouped together instead of having them all listed on the main page. It's like jumping from one topic to another. For example, have a link for all HR related stuff and put the Jobs, Workforce planning and PAs in there...Also, maybe put some graphics instead of all text. It will make the website more appealing and maybe user friendly | Learning Academy | Thank you for all your hardwork. |

| Type of complaint | In which department do you work? | Other department (please specify) | I get information from my department's Web site: | My department's Web site is a good resource for information. If you answered "No" please explain: | I trust that the information on my department's Web site is accurate and up to date. If you answered "No" please explain: | When I'm looking for information on my department's Web site, I usually: | If you could change anything about your department's Web site, what would you change? | Which part of your department's Web site do you find most useful? | Is there anything else you'd like to tell the HPD/HPA Web team? |
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| Search, Navigation, Content, Design | Planning & Improvement Consultancy | | Rarely | I find it difficult to search and find what I am looking for. Not sure if it is there or not, cause usually can't find it. | | | The layout or the front page and general navigation to other linked pages. | Usually can find what I am looking for with regard to lean tools. | Keep getting lots of feedback and adjust the site to accommodate the majority of the comments and those who use it the most, etc. |
| Content | Pre-Service Processes | | Never | The Member Appeals web site is VERY outdated and does not contain information that would be useful in my day-to-day work. | see above. | | I would like a complete procedure manual available online - to include job aids, job breakdowns and specific instructions on how to complete different types of appeals. | I really don't use it. | |

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| Content, Education | Pre-Service Processes | | Monthly | content "owners" don't give updated information to Web folks - if they "own" the content, they should be accountable and responsible for making sure it is updated and correct. | Content owners need to send updated information the the Web people, but also, the Web team is INVISIBLE to staff. They never request updates, they don't show initiative in making changes, and are content to just let old and inaccurate information appear on their pages. I just think they should be more pro-active and less re-active with their work. | | I just want to have confidence in the information that is posted, and I don't. | | I'd like to make a suggestion as to how the Web team could be more pro-active: Most departments have some sort of "contact/staff/phone" page on their site. Every time there is a staffing change, someone has to get the new information, figure out where (if?) it is located on the Web page(s), then pass it to a Web developer, then check to confirm the changes were made. WHY can't the Web developers just do this? If you implemented some standard work that included the Web team in any staffing change notifications, then they could just take over this small part of the work, with a lot less time, hand-offs, and opportunities for errors. As it is now, when I go to the departmental contact list, I see names of people who haven't worked here for up to a YEAR, not to mention how many people aren't on the list at all because they weren't added when they were hired. Just seeing this sort of outdated information makes me lose confidence in the entire content of the site. |

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| Timeliness, Content | Pre-Service Processes | | Daily | Changes don't always get to the web team timely, especially simple things like staff changes don't get passed on. | Update information is not always provided to the HPA web time in a manner that allows for timely changes | Frequently used pages I have in my favorites | In addition to policy & procedure links to lucidoc, I would post job aids and manuals that are not currently there. | Prior auth processing manual | |
| Content | Provider Relations | | Rarely | Not enough relevant content for my issues. Information on the web site is too general. | | | | phone numbers for staff | it would be nice to have the name of the support person for director and above leaders. |
| Content, Search | Provider Relations | | Weekly | | I find we tend to change our processes and procedures more quickly than we update the policies they support. | | The InContext search engine rarely provides any matches to the info on our dept web page, even when I look for things I know are there, so it is pretty much useless. | Access to our policies and procedures. | I like how our pages are set up in a uniform manner - it makes it easier to navigate other dept's web pages. |

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| Education | Provider Services | | Daily | | | | An index page listing all resources on the home page. | Web Resources | |