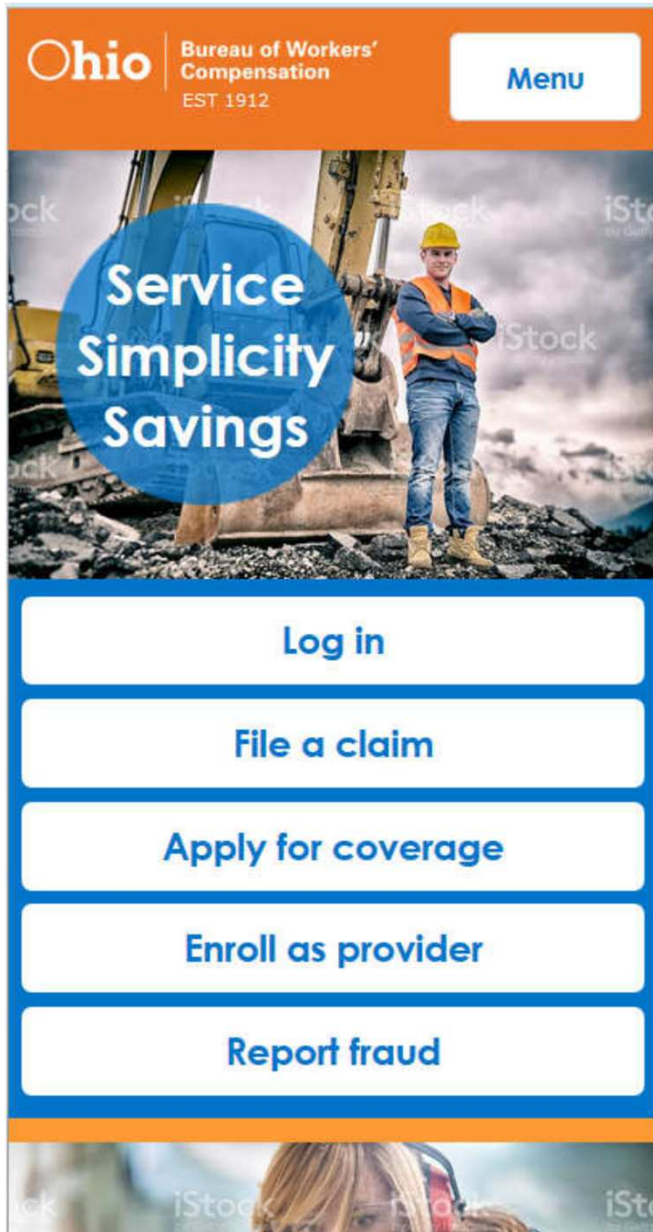




# Provider Tree Test Results

Presented by Theresa Wilkinson



## Agenda

1. Recommendations
2. Executive Summary
3. Feedback from the Tree Test
4. Suggested Solutions
5. Appendix

## Provider Tree Test Key Insights

Respondents failed 8 of the 10 tasks

Provider comments from recent survey

"I'm extremely disappointed in the changes you've made to the website. It most definitely IS NOT, user friendly!!!!"

"There' is a lot of information accessible online but it doesn't seem to be organized in a way that makes it easy for me to find what I want."

## RECOMMENDATIONS

- Conduct focus groups with providers to explore new navigation
- Tree test proposed navigation
- Suggested solutions: Include "signposts" and "scent trails" in new website design to help providers find information quickly

Provider comments from recent survey

"Please update your website more quickly. "

"The website is very clunky with a less than optimal user experience."

# EXECUTIVE SUMMARY

## Overview

- Current website navigation has 8 levels
- New navigation for the provider section has been proposed with 3 levels by the internal Provider team.
- The proposed navigation was “tree tested”, like a card sort, using Optimal Workshop.
- 42 OH Certified Providers participated in the remote tree test: 35 completed all 10 tasks.

## Goals

- Determine if providers can find information using the proposed navigation

Task 1 You need to file a claim and you want to know if you can do this online.

- 31% (11 of 35) of respondents succeed
- 66% (23 of 35) of respondents failed
- 3% (1 of 35) of respondents skipped

Task 2 Where would you look for the treatment guidelines used by BWC?

- No respondents succeed
- 89% (31 of 35) of respondents failed
- 11% (4 of 35) of respondents skipped

## EXECUTIVE SUMMARY

Task 3 Where would you go to find contact information on an MCO?

- 40% (14 of 35) of respondents succeed
- 54% (19 of 35) of respondents failed
- 6% (2 of 35) of respondents skipped

Task 4 Where would you look for requesting authorization for additional treatment?

- 37% (13 of 35) of respondents succeed
- 60% (21 of 35) of respondents failed
- 3% (1 of 35) of respondents skipped

Task 5 Where can you look for a medication to see if BWC covers that drug?

- 6% (2 of 35) of respondents succeed
- 80% (28 of 35) of respondents failed
- 14% (5 of 35) of respondents skipped

Task 6 Where would you go to find more information when a treatment is denied, and you want to dispute it?

- 31% (11 of 35) of respondents succeed
- 63% (22 of 35) of respondents failed
- 6% (2 of 35) of respondents skipped

## EXECUTIVE SUMMARY

Task 7 Where would you go to find out about the annual training symposium for medical providers?

- 49% (17 of 35) of respondents succeed
- 43% (15 of 35) of respondents failed
- 9% (3 of 35) of respondents skipped

Task 8 Where can you go to find out how to renew your BWC certification?

- 57% (20 of 35) of respondents succeed
- 31% (11 of 35) of respondents failed
- 11% (4 of 35) of respondents skipped

Task 9 Where would you find the minimum criteria for become a DEP physician?

- 31% (11 of 35) of respondents succeed
- 49% (17 of 35) of respondents failed
- 7% (7 of 35) of respondents skipped

Task 10 Where would you join the list for BWC's provider electronic newsletter?

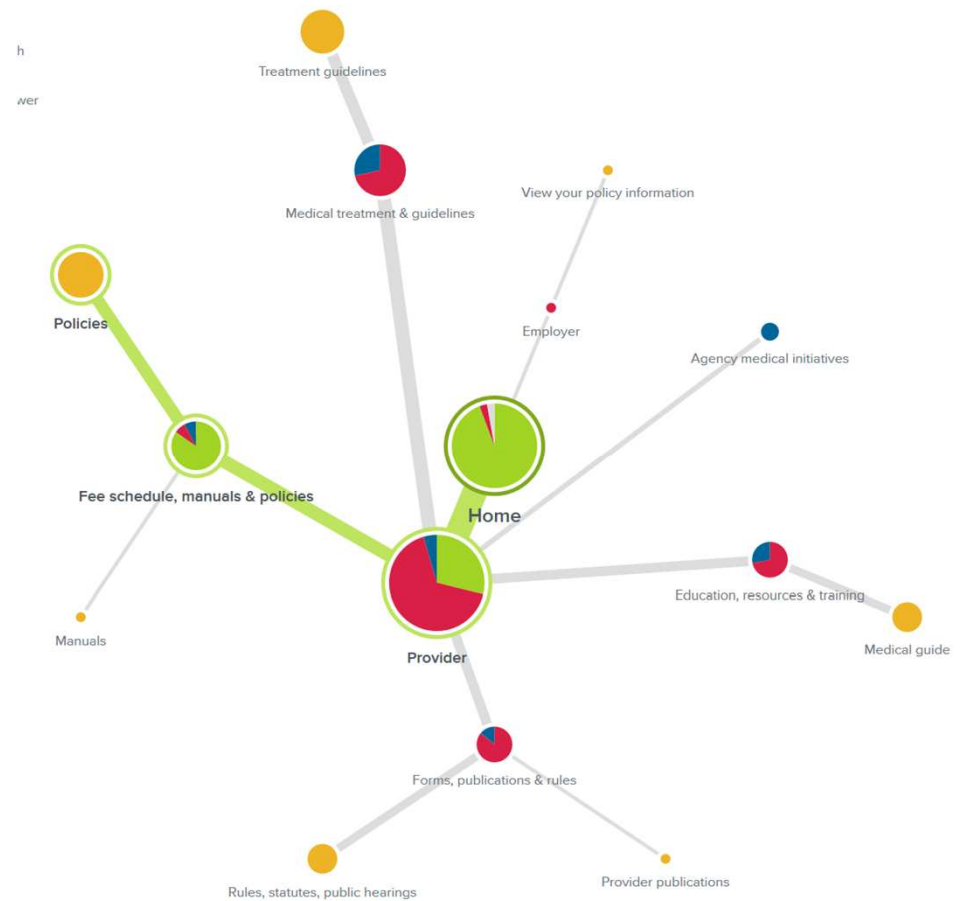
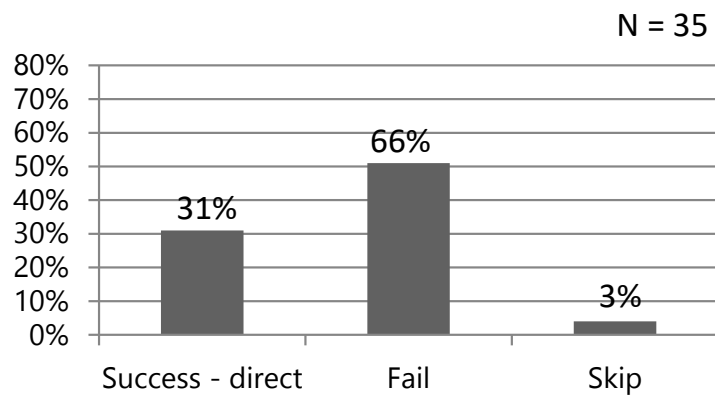
- 20% (7 of 35) of respondents succeed
- 69% (24 of 35) of respondents failed
- 11% (4 of 35) of respondents skipped

# Provider Tree Test Results

# Task 1

You need to file a claim and you want to know if you can do this online.

- 31% (11 of 35) Success
- 66% (23 of 35) Fail
- 3% (1 of 35) Skip



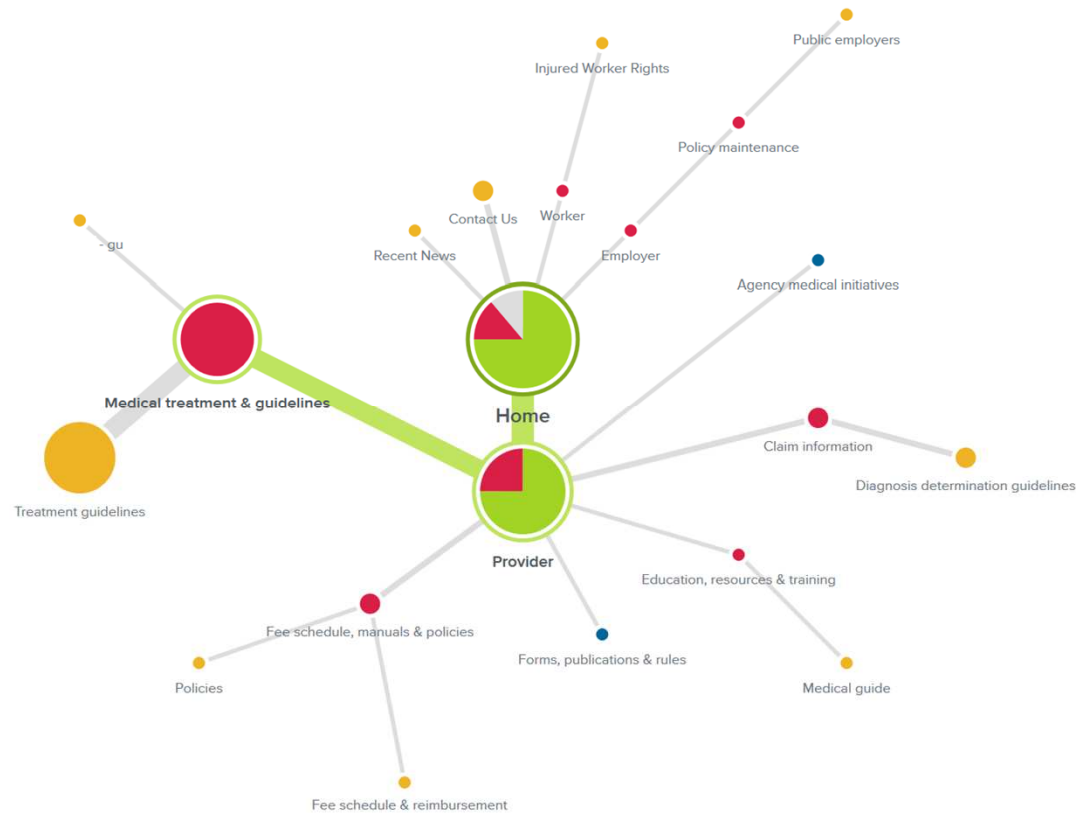
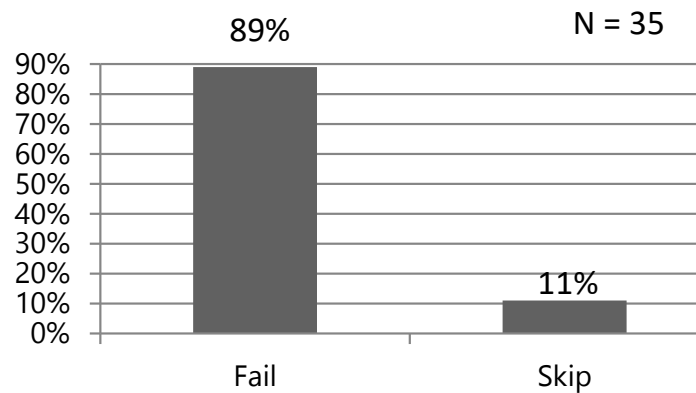
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## Task 2

Where would you look for the treatment guidelines used by BWC?

- 89% (31 of 35) Fail
- 11% (4 of 35) Skip

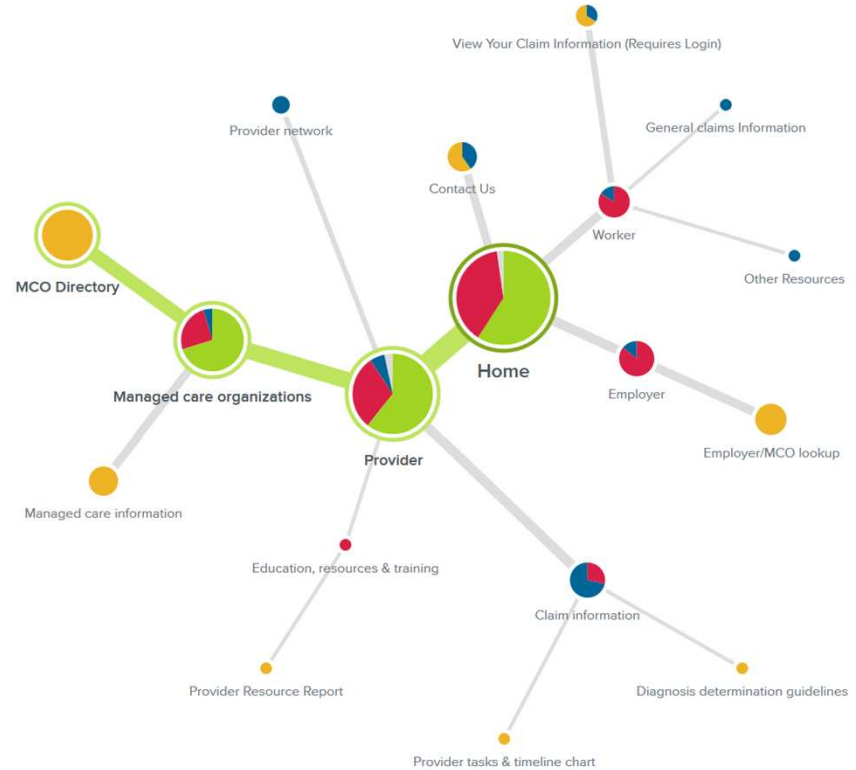
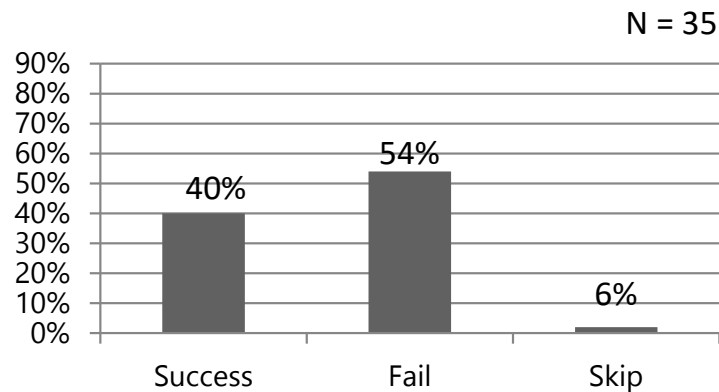


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# Task 3

Where would you go to find contact information on an MCO?

- 40% (14 of 35) Success
- 54% (19 of 35) Fail
- 6% (2 of 35) Skip

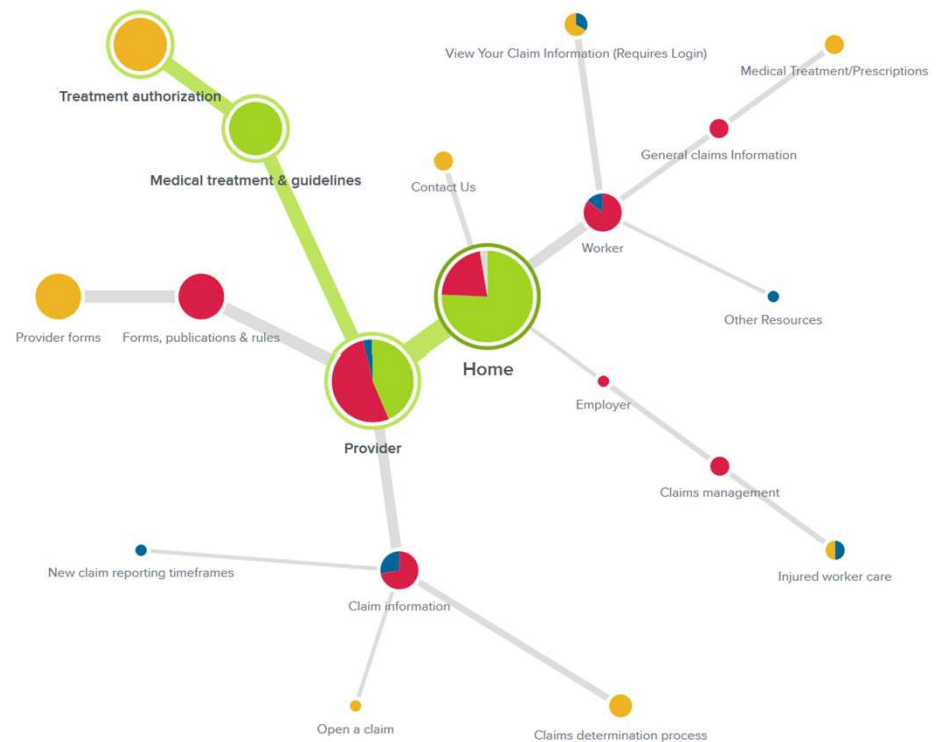
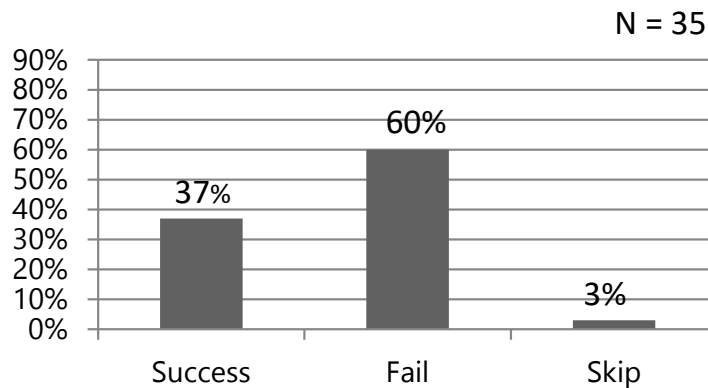


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# Task 4

Where would you look for requesting authorization for additional treatment?

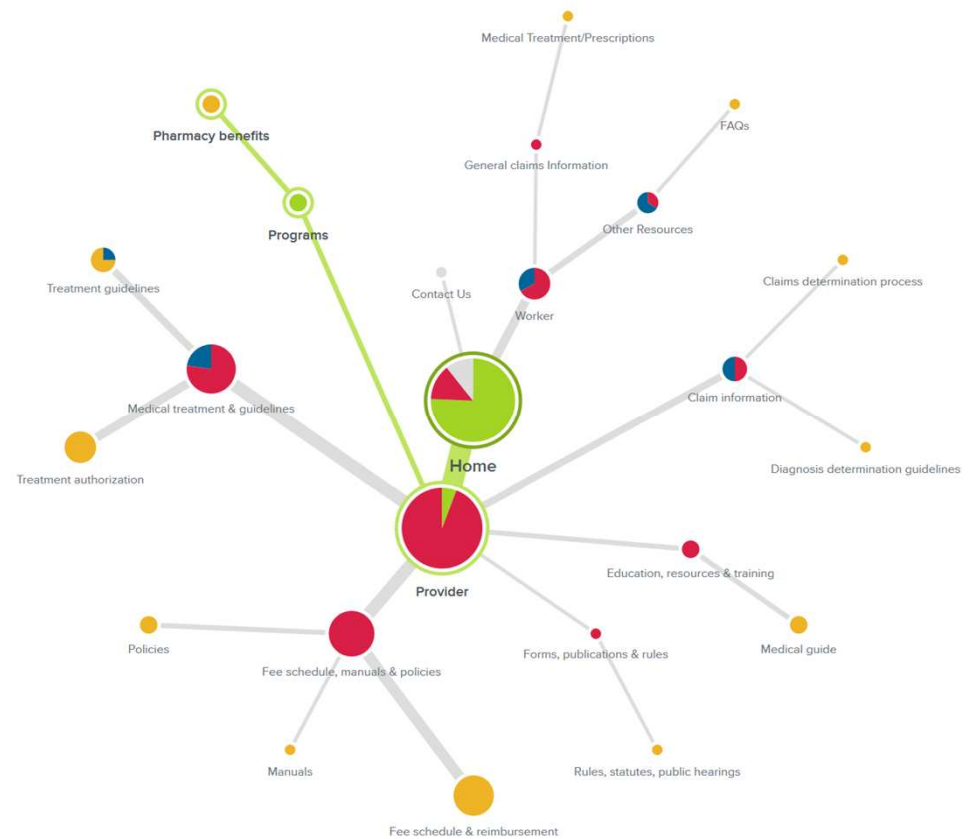
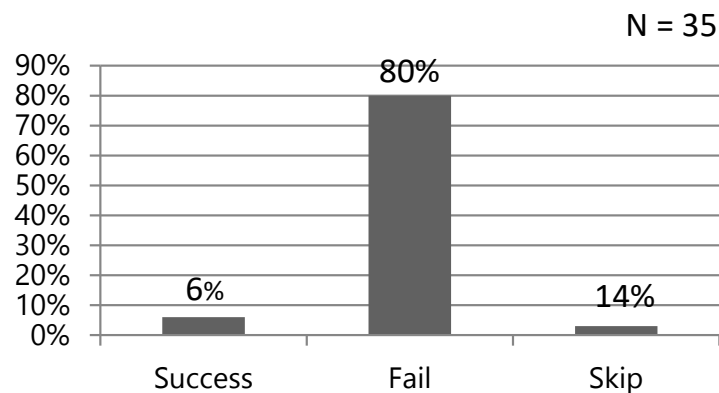
- 37% (13 of 35) Success
- 60% (21 of 35) Fail
- 3% (1 of 35) Skip



# Task 5

Where can you look for a medication to see if BWC covers that drug?

- 6% (2 of 35) Success
- 80% (28 of 35) Fail
- 14% (5 of 35) Skip

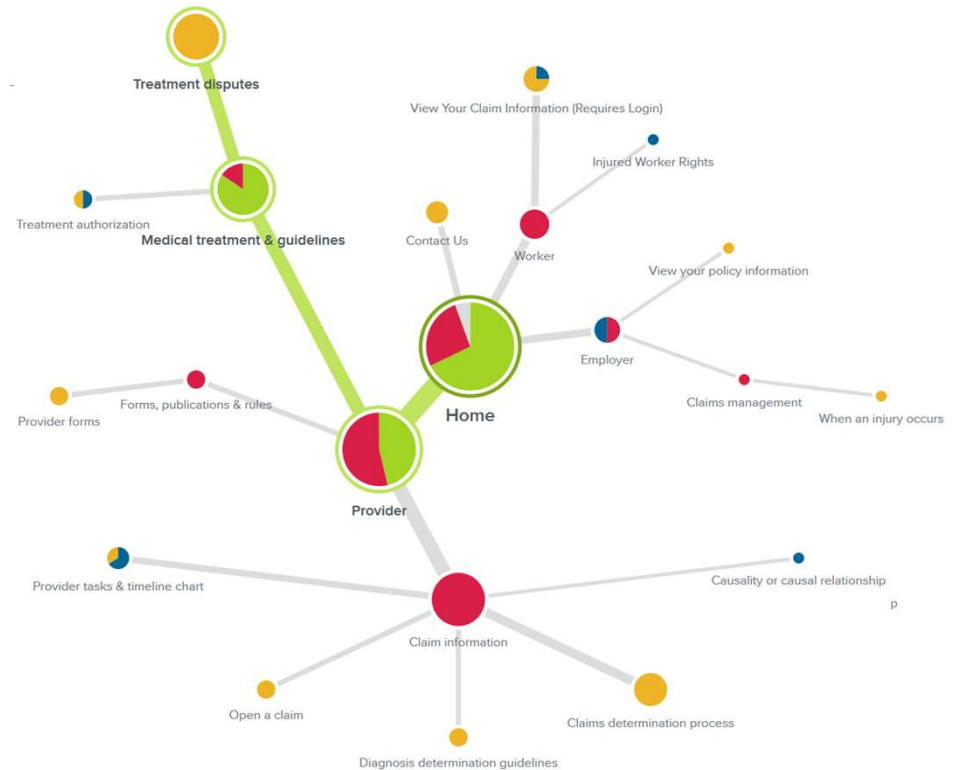
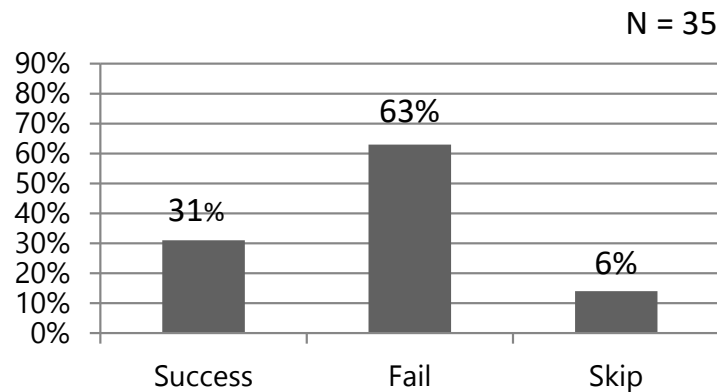


The correct path is highlighted in green.

# Task 6

Where would you go to find more information when a treatment is denied, and you want to dispute it?

- 31% (11 of 35) Success
- 63% (22 of 35) Fail
- 6% (2 of 35) Skip

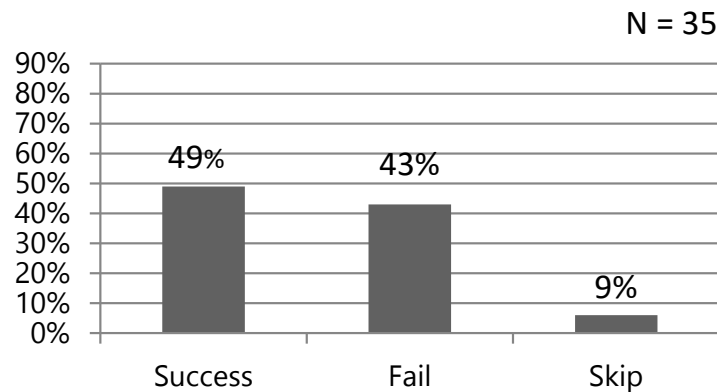


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# Task 7

Where would you go to find out about the annual training symposium for medical providers?

- 49% (17 of 35) Success
- 43% (15 of 35) Fail
- 9% (3 of 35) Skip

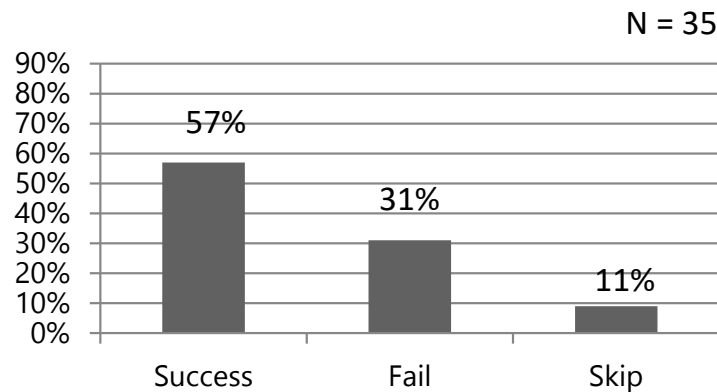


The correct path is highlighted in green.

# Task 8

Where can you go to find out how to renew your BWC certification?

- 57% (20 of 35) Success
- 31% (11 of 35) Fail
- 11% (4 of 35) Skip

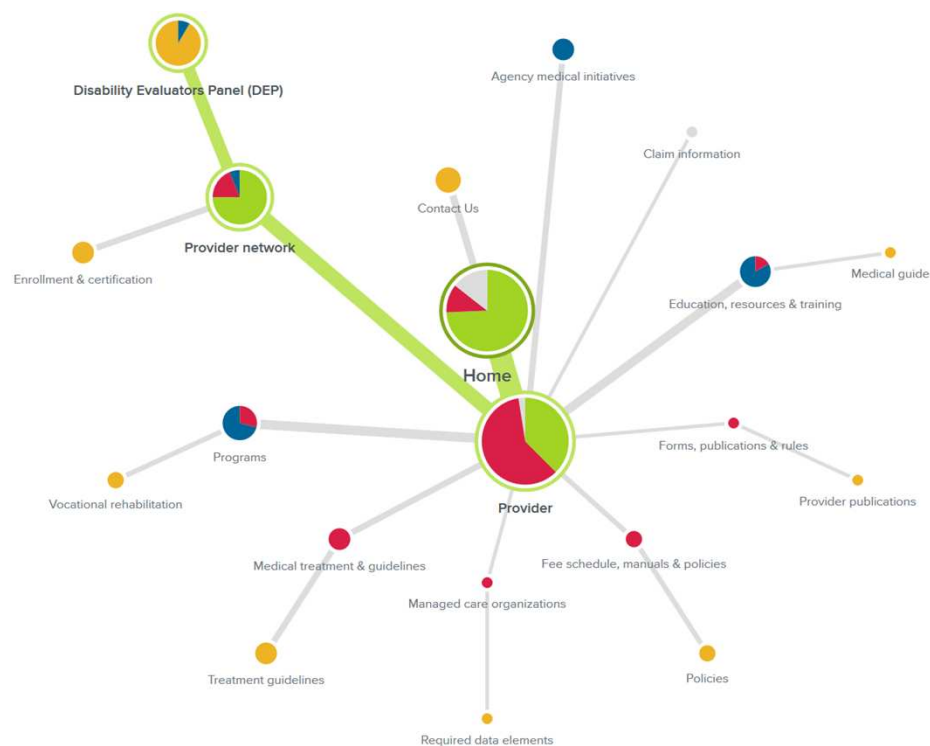
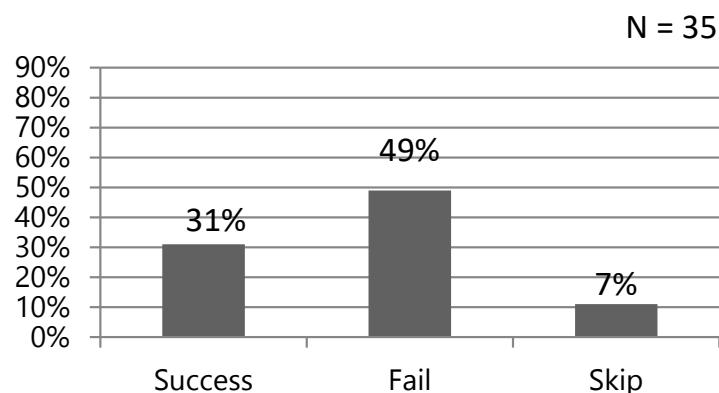


The correct path is highlighted in green.

# Task 9

Where would you find the minimum criteria for become a DEP physician?

- 31% (11 of 35) Success
- 49% (17 of 35) Fail
- 7% (7 of 35) Skip



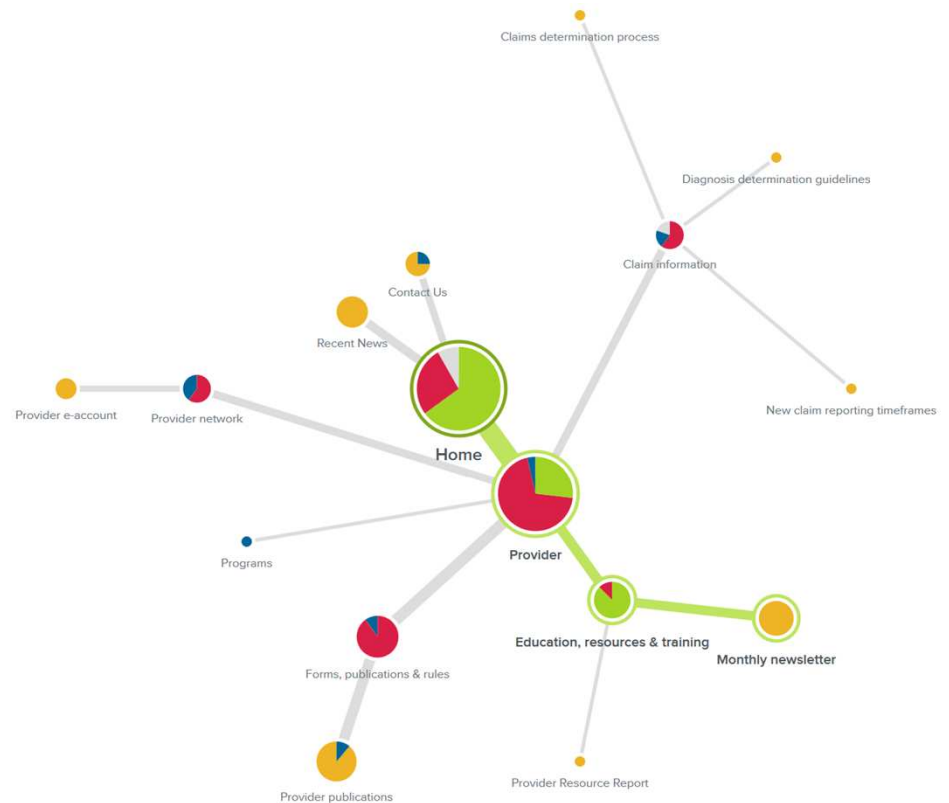
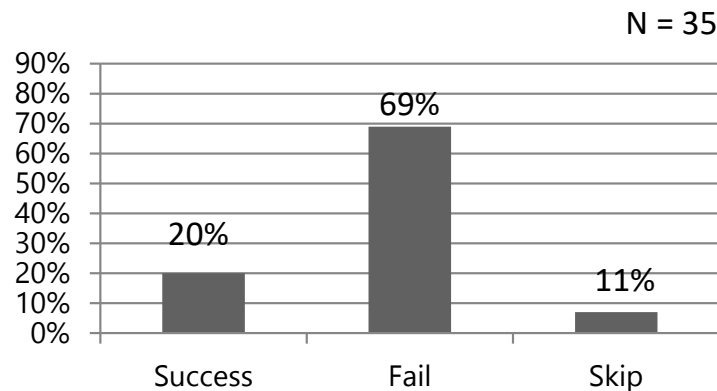
The correct path is highlighted in green.



# Task 10

Where would you join the list for BWC's provider electronic newsletter?

- 20% (7 of 35) Success
- 69% (24 of 35) Fail
- 11% (4 of 35) Skip



The correct path is highlighted in green.

# Suggested Solutions

# Overview

BWC users adapted to the current website design by calling the call center for help finding information on the website.

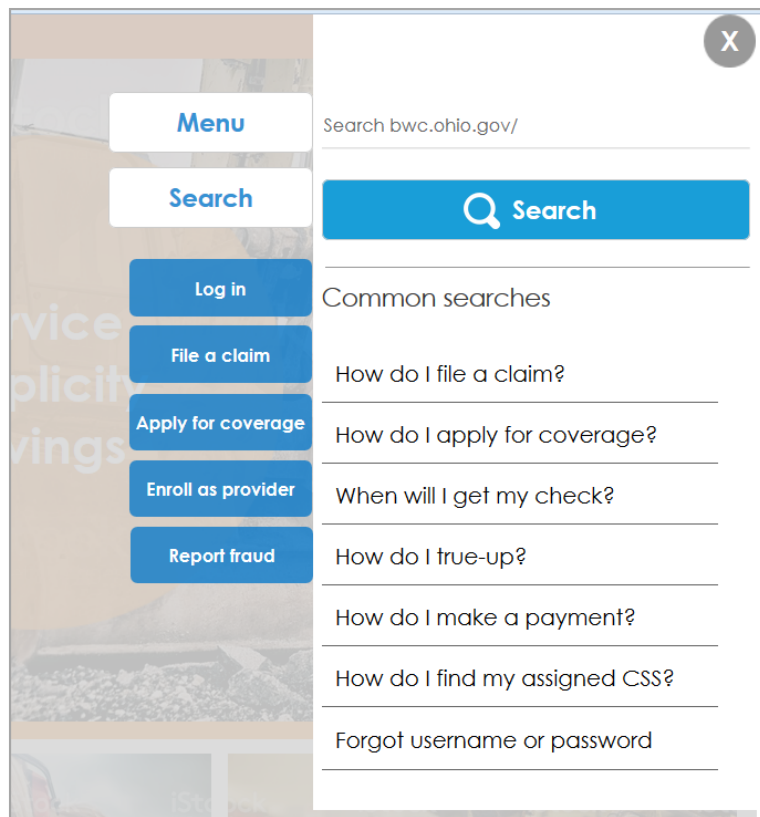
Suggested solutions for the new website design include:

- Common searches, also called scent trails, which can help providers find information quickly
- Some websites use signposts, which are static boxes of common links, to help users find to popular pages quickly

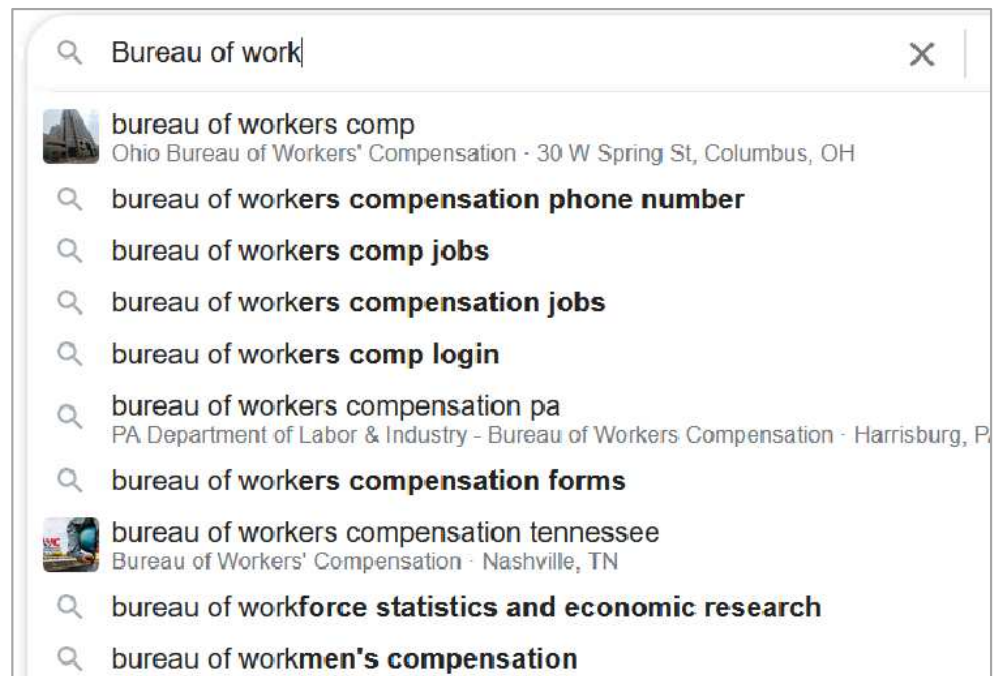
# Common Searches

Many websites display common search queries, also called trending searches, to help users get to the desired information quickly.

Common searches, also called scent trails, which can help providers find information quickly



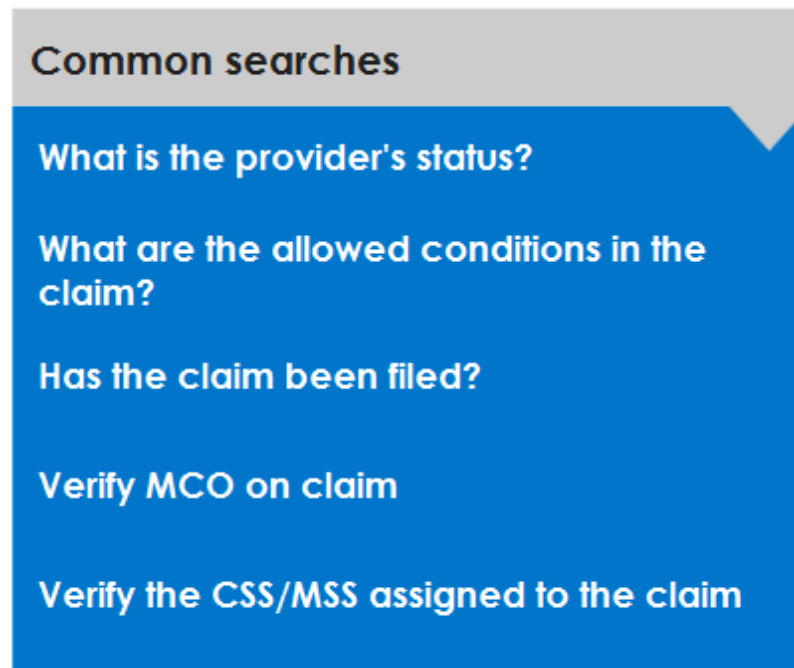
Scent Trail Example



Trending Searches Example

## Signposts

The following box contains the top employer Call Center Support Reasons (from Call Center analytics). Some websites use signposts -- static boxes of common links that help users find to popular pages quickly



Signpost Example

Provider Tree Testing Email Text  
Participant Locations  
Primary Navigation  
Provider Navigation  
Tree Testing Tasks and Navigation Paths

# APPENDIX

## Provider Tree Testing Email Text

Subject line: Would you like to help BWC redesign the website?

Hi,

The Ohio Bureau of Worker's Compensation is embarking on a website redesign!

One of the first steps is to create an easy-to-use website navigation.

More about the test:

- We have created a series of questions and tasks with proposed navigation where you would look to find answers.
- This "tree test" should only take about 10 minutes to complete.
- You can complete it anytime during the test cycle of February 2016.
- It can be completed it remotely in any quiet area with computer access.

We'd love to get your feedback. If you're interested, please click the link below:

Testing link

Your opinion counts! Thank you for helping us redesign the website. We appreciate you taking time out of your day to be involved.

OH BWC Provider Team

## Participant Locations

All BWC certified providers were sent the tree test invitation. BWC does not collect demographic data. Seven Providers abandoned the test. Thirty-five completed all tasks. Location information was the only statistic gathered from Optimal Workshop.

Location	#
Columbus, Ohio	7
Cincinnati, Ohio	10
Cleveland, Ohio	12
Zanesville, Ohio	3
Akron, Ohio	4
Ashland, Kentucky	3
Washington Court House, Ohio	1
Canal Winchester, Ohio	1
Marion, Ohio	1
TOTAL	42



# Primary Navigation

The current BWC website has 9 levels of navigation.

Primary	
Log In	Employer
File a Claim	Safety
Apply for Coverage	Fraud
Enroll as Worker	Española
Report Fraud	Contact Us
Worker	Recent News

# Provider Navigation

Primary	Secondary	Tertiary
Provider		
	Agency medical initiatives	Enhanced Care Program
		Health and Behavioral Assessment
		Health and Wellness Program
	Claim Information	Causality or Causal Relationship
		Claims Determination Process
		Diagnosis Determination Guidelines
		How to Report an Injury
		Open a Claim
		Provider Tasks and Timeline Chart
		New Claim Reporting Timeframes

# Provider Navigation

Primary	Secondary	Tertiary
	Education, Resources & Training	Dental Guide
		Informational videos
		Medco-14 Job Aid
		Medical & Health Symposium
		Medical Guide
		Monthly Newsletter
		Provider Resource Report
	Forms, Publications & Rules	Provider Forms
		Provider Publications
		Rules, Statutes, Public Hearings

# Provider Navigation

Primary	Secondary	Tertiary
	Fee Schedule, Manuals & Policies	Fee Schedule & Reimbursement
		Manuals
		Policies
	Managed Care Organizations	Managed Care Information
		MCO Directory
		Medical Management
		Required Data Elements
	Medical Treatment & Guidelines	Treatment Authorization
		Treatment Disputes
		Treatment Guidelines
		Diagnosis Coding - Guidelines

# Provider Navigation

Primary	Secondary	Tertiary
	Programs	Pharmacy Benefits
		Self Insured
		Vocational Rehabilitation
	Provider Network	Enrollment & Certification
		Disability Evaluators Panel (DEP)
		Find a Network Provider
		Provider e-Account
		Other Tools & Resources

# Tree Testing Tasks and Navigation Paths

	Task	
1	You need to file a claim and you want to know if you can do this online.	Home > Provider > Fee Schedule, Manuals & Policies > Policies
2	Where would you look for the treatment guidelines used by BWC?	Home > Provider > Medical Treatment & Guidelines Treatment Authorization
3	Where would you go to find contact information on an MCO?	Home > Provider > Managed Care Organizations > MCO Directory
4	Where would you look for requesting authorization for additional treatment?	Home > Provider > Medical Treatment & Guidelines > Treatment Authorization
5	Where can you look for a medication to see if BWC covers that drug?	Home > Provider > Programs > Pharmacy Benefits
6	Where would you go to find more information when a treatment is denied, and you want to dispute it?	Home > Provider > Medical Treatment & Guidelines > Treatment Disputes
7	Where would you go to find out about the annual training symposium for medical providers?	Home > Provider > Education, Resources & Training > Medical & Health Symposium
8	Where can you go to find out how to renew your BWC certification?	Home > Provider > Fee Schedule, Manuals & Policies > Policies
9	Where would you find the minimum criteria for become a DEP physician?	Home > Provider > Provider Network > Disability Evaluators Panel (DEP)
10	Where would you join the list for BWC's provider electronic newsletter?	Home > Provider > Education, Resources & Training > Monthly Newsletter