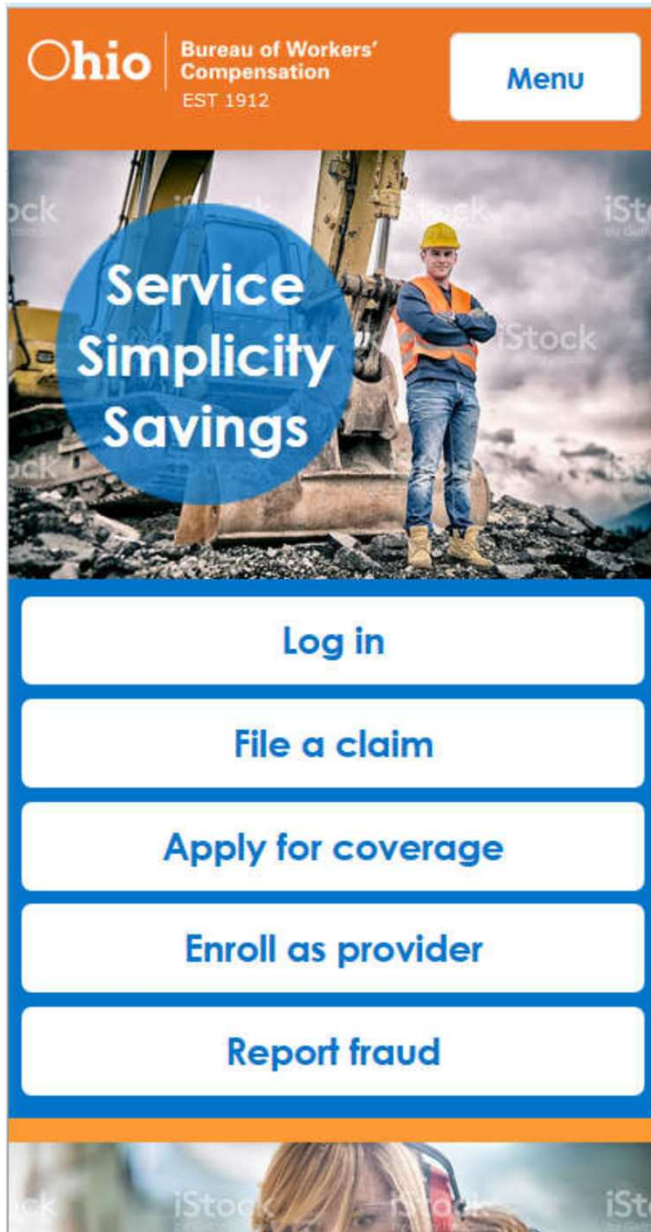# Worker Tree Testing Results

Presented by Theresa Wilkinson

Agenda

1. Recommendations

2. Executive Summary

3. Feedback from the Tree Test

4. Suggested Solutions

5. Appendix

Ohio Bureau of Worker's Compensation

# BWC Tree Testing Results
## Key Insights

**Respondents failed 4 of the 8 tasks**

Worker comments from recent survey

"It would be great for forms to be more user friendly and common terminology be used when giving a determination on claims. This is my first time ever dealing with BWC and although the terminology you use is somewhat confusing, whenever I call in to get clarification the [CSRs] have always done a great job explaining things."

"The website is hard to use and hard for average person to understand."

## RECOMMENDATIONS

- Conduct focus groups with workers to explore new navigation

- Tree test proposed navigation

- Suggested solutions: Include "signposts" and "scent trails" in new website design to help workers find information quickly

Worker comments from recent survey

"Honestly I think it's fear in filling out forms because the BWC will reject your forms for the most minor things, and it's not always worded properly how you want the information back to you so found it was safer to let my lawyer handle all forms."

"Use everyday language."

# Executive Summary

# EXECUTIVE SUMMARY

## Overview

- New navigation for the worker section has been proposed by the OH BWC Worker team.
- The proposed navigation was "tree tested", like a card sort, using Optimal Workshop.
- 44 Ohio workers participated and 35 (80%) of those completed all 8 tasks.

## Goals

- Determine if workers can find information using the proposed navigation

Task 1 You need to complete a Workers' Compensation application for coverage, and you want to know if you can do this online.

- 51% (12 of 23) of respondents succeed
- 34% (8 of 23) of respondents failed
- 4% (1 of 23) of respondents skipped

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

- 83% (19 of 23) of respondents succeed
- 13% (3 of 23) of respondents failed
- 4% (1 of 23) of respondents skipped

# EXECUTIVE SUMMARY

Task 3 Where would you go to learn more about the claims process?
- 39% (9 of 23) of respondents succeed
- 52% (12 of 23) of respondents failed
- 9%  (2 of 23) of respondents skipped

Task 4 Where would you go to find out who the assigned Managed Care Organization (MCO) is for your claim?
- 8% (2 of 23) of respondents succeed
- 91% (21 of 23) of respondents failed

Task 5 Where would you go to find out how to appeal a claim decision?
- 30% (7 of 23) of respondents succeed
- 65% (15 of 23) of respondents failed
- 4%  (1 of 23) of respondents skipped

Task 6 You suspect your chiropractor is billing BWC for treatments he is not performing, and you want to report this.
- 78% (18 of 23) of respondents succeed
- 17% (8 of 23) of respondents failed
- 7%  (1 of 23) of respondents skipped

# EXECUTIVE SUMMARY

Task 7 Where would you go to find out how to sign up for direct deposit to receive compensation benefits?

- 83% (19 of 23) of respondents succeed
- 17% (4 of 23) of respondents failed

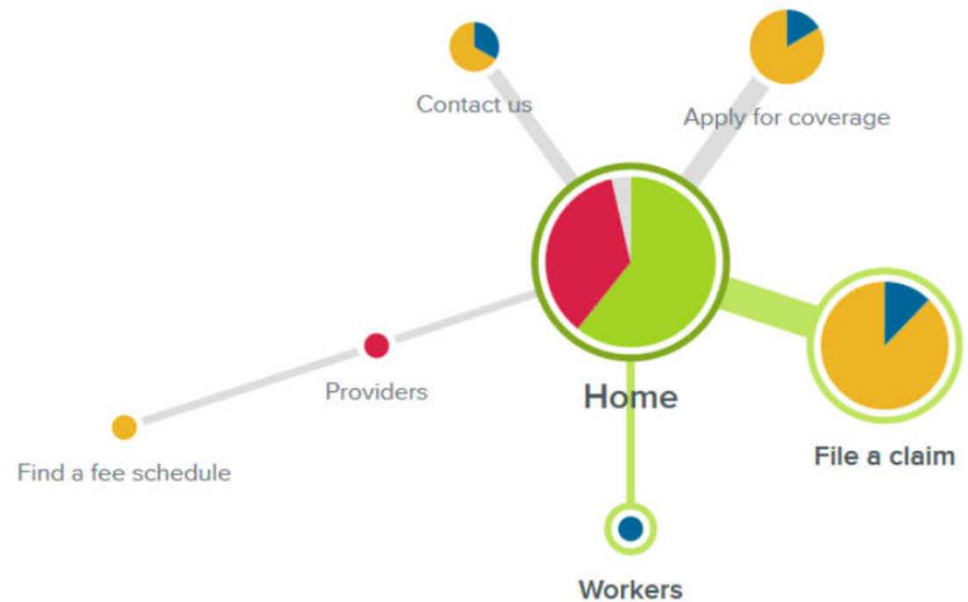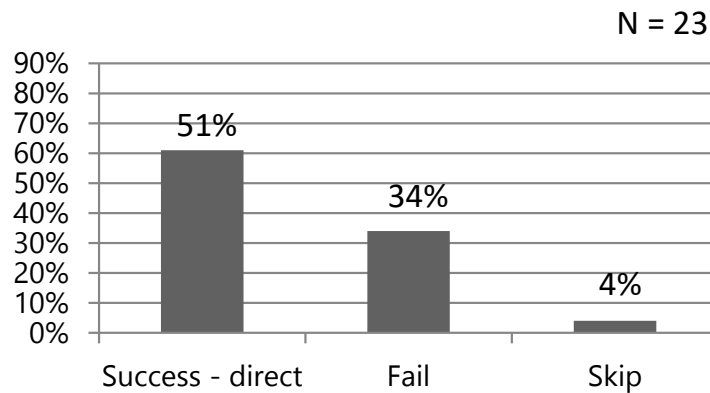Task 8 Where would you go to change your physician?

- 9% (2 of 23) of respondents succeed
- 83% (19 of 23) of respondents failed
- 9%  (2 of 23) of respondents skipped

Ohio Bureau of Worker's Compensation

# Worker Tree Test Results

# Task 1

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

- **51%** (12 of 23) Success
- **34%** (8 of 23) Fail
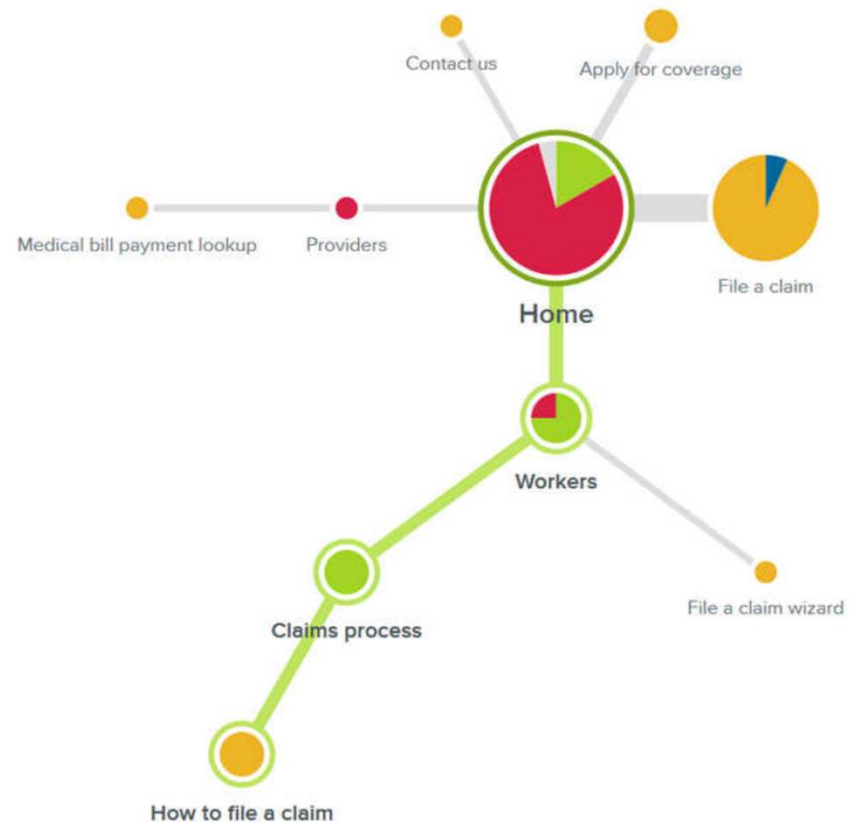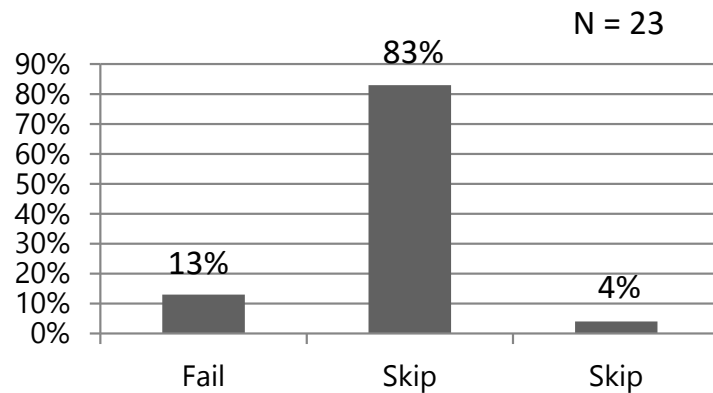- **4%** (1 of 23) Skip

N = 23



The correct path is highlighted in green.

# Task 2

Where would you go to find out the required information needed to file a claim?

- **13%** (3 of 23) Success
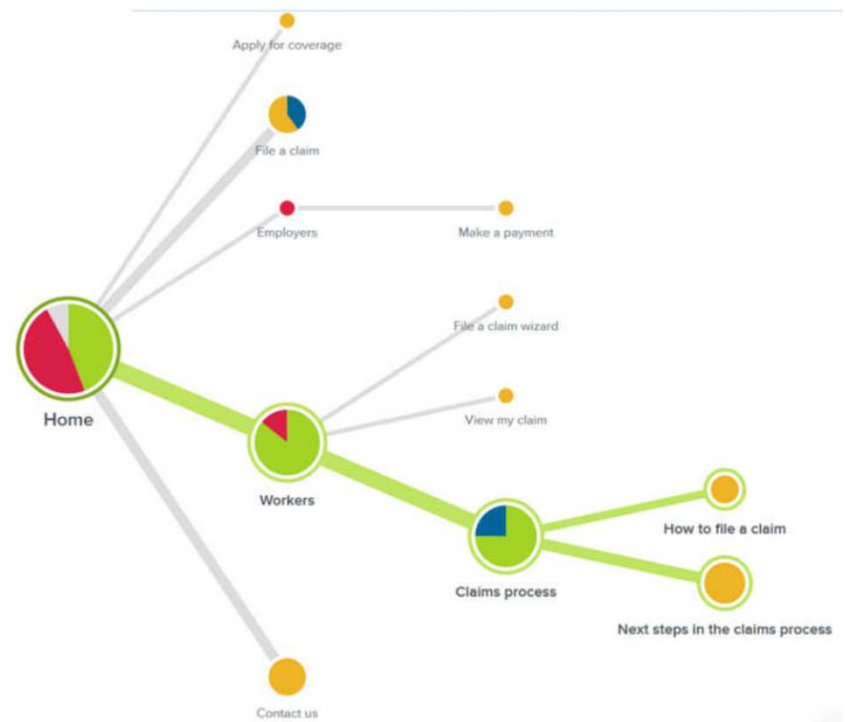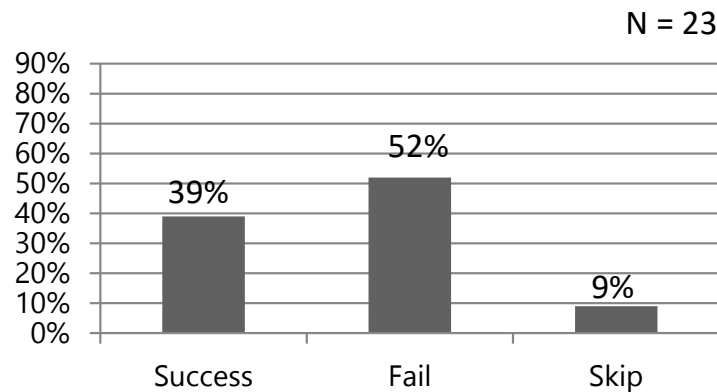- **83%** (19 of 23) Fail
- **4%** (1 of 23) Skip



N = 23



The correct path is highlighted in green.

# Task 3

Where would you go to learn more about the claims process?

- **39%** (9 of 23) Success
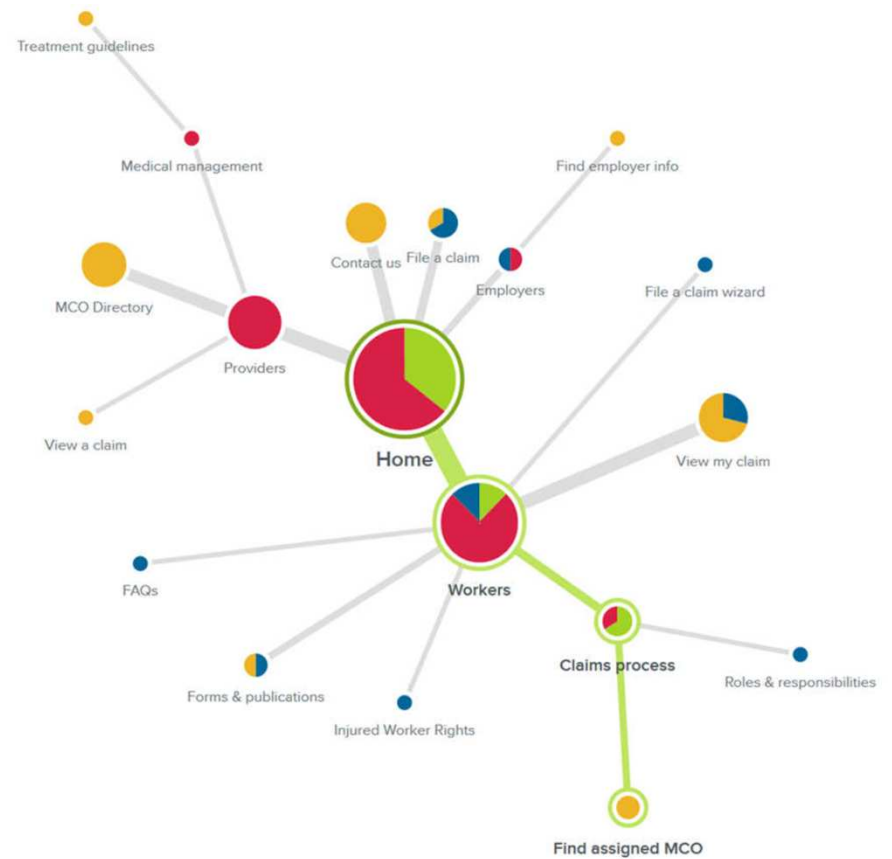- **52%** (12 of 23) Fail
- **9%** (2 of 23) Skip

N = 23



The correct path is highlighted in green.

# Task 4

Where would you go to find out who the assigned Managed Care Organization (MCO) is for your claim?

- **8%** (2 of 23) Success
- **91%** (21 of 23) Fail
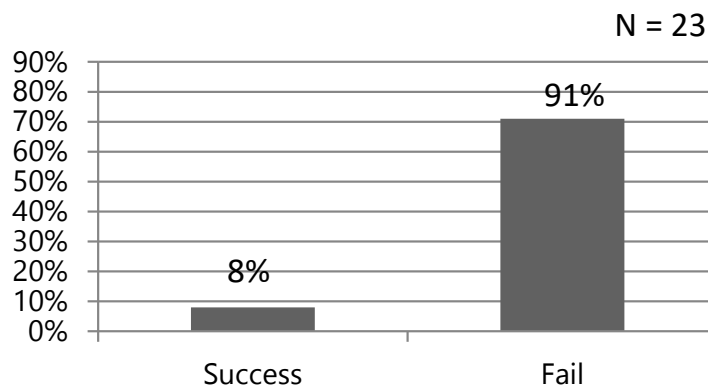


The correct path is highlighted in green.

# Task 5

Where would you go to find out how to appeal a claim decision?

- **30%** (7 of 23) Success
- **65%** (15 of 23) Fail
- **4%** (1 of 23) Skip



N = 23
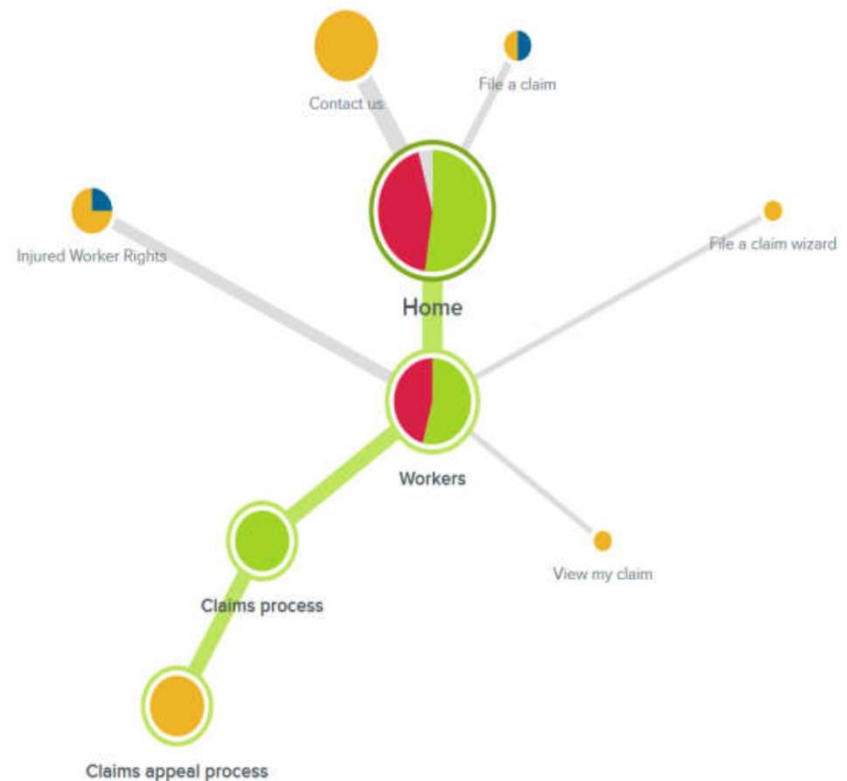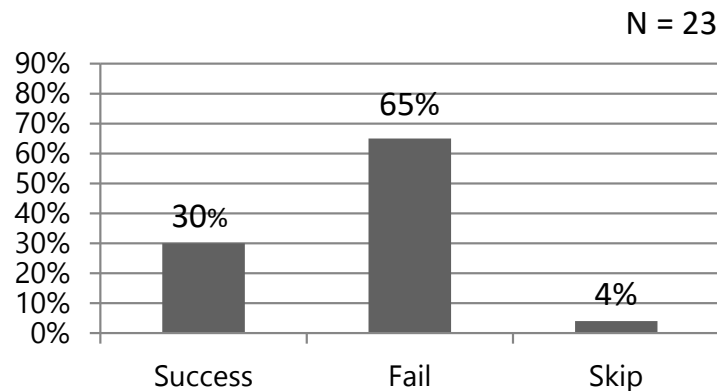
The correct path is highlighted in green.

# Task 6

You suspect your chiropractor is billing BWC for treatments he is not performing, and you want to report this.

- **78%** (18 of 23) Success
- **17%** (4 of 23) Fail
- **4%** (1 of 23) Skip

N = 23
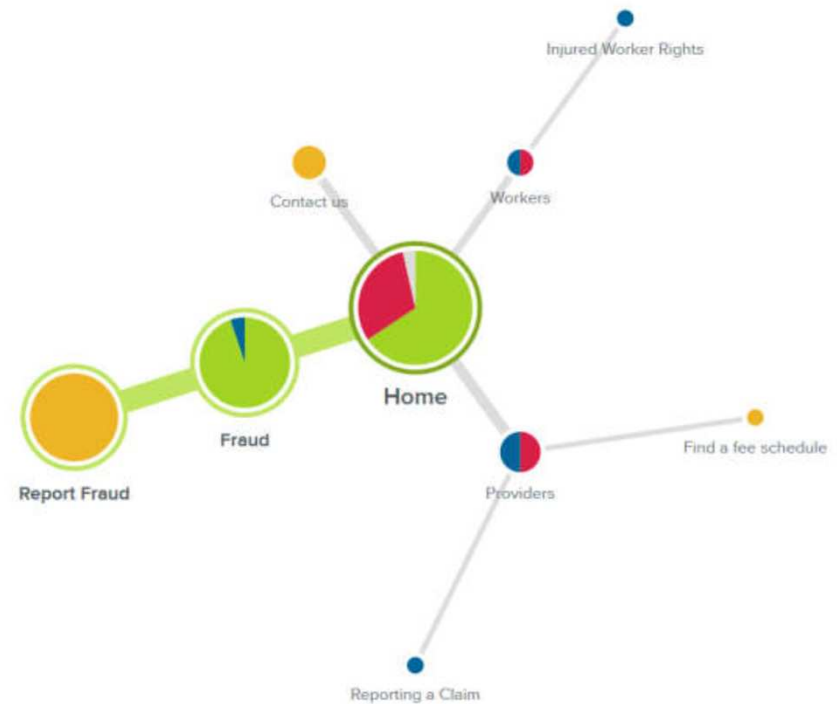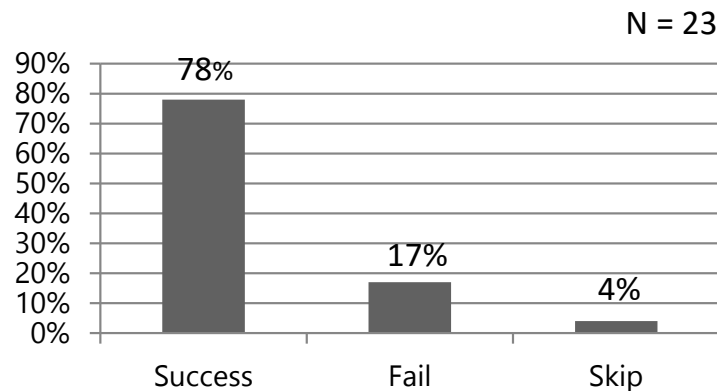


The correct path is highlighted in green.

# Task 7

Where would you go to find out how to sign up for direct deposit to receive compensation benefits?

- **17%** (4 of 23) Success
- **83%** (18 of 23) Fail
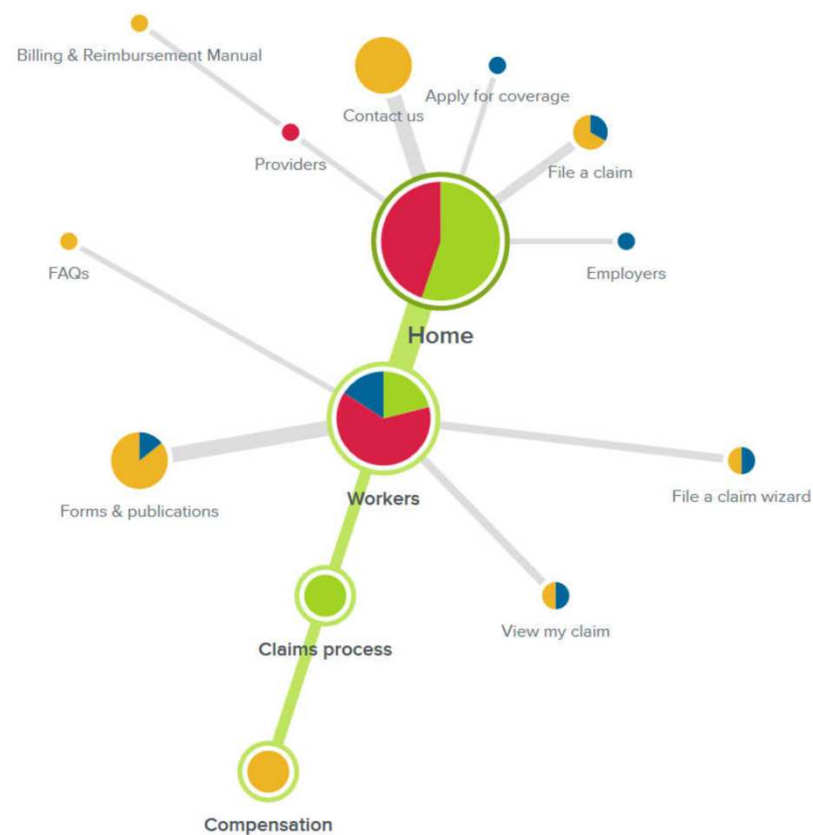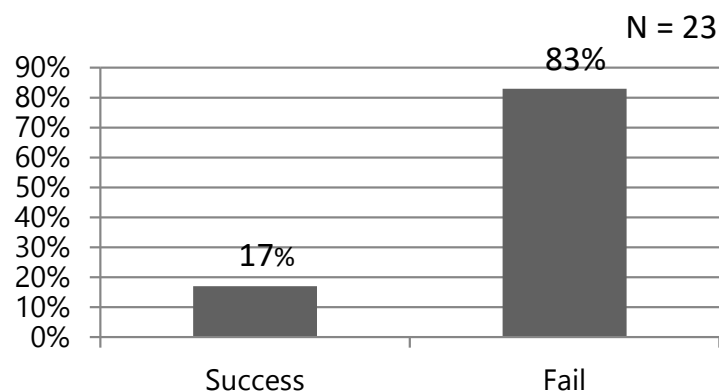


The correct path is highlighted in green.

# Task 8

Where would you go to change your physician?

- **9%** (2 of 23) Success
- **83%** (19 of 23) Fail
- **9%** (2 of 23) Skip



N = 23
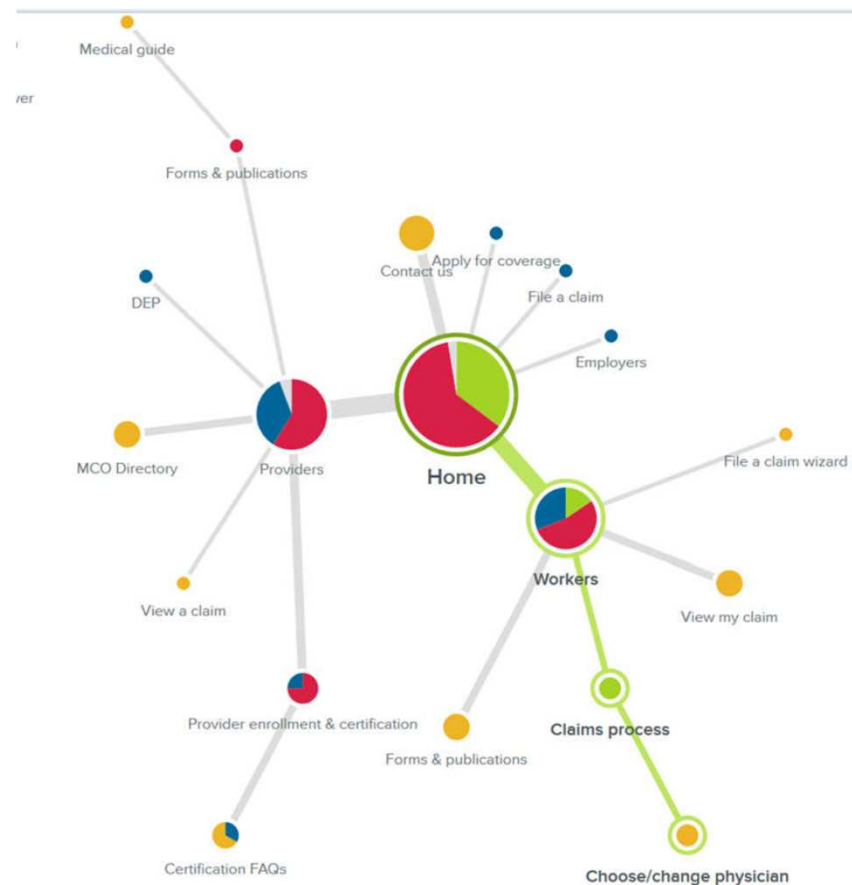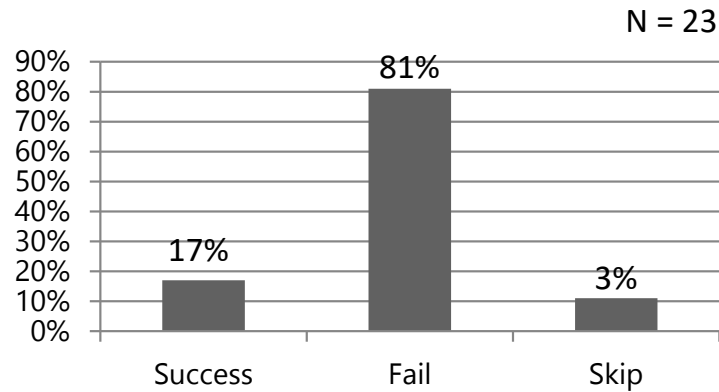
The correct path is highlighted in green.

# 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 workers 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 workers find information quickly
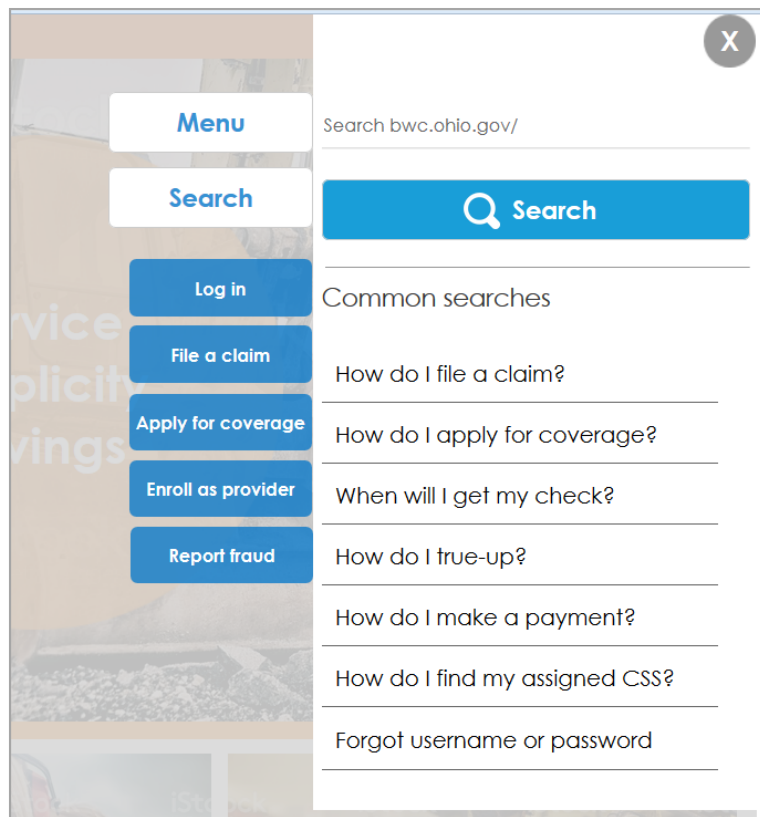


Scent Trail Example
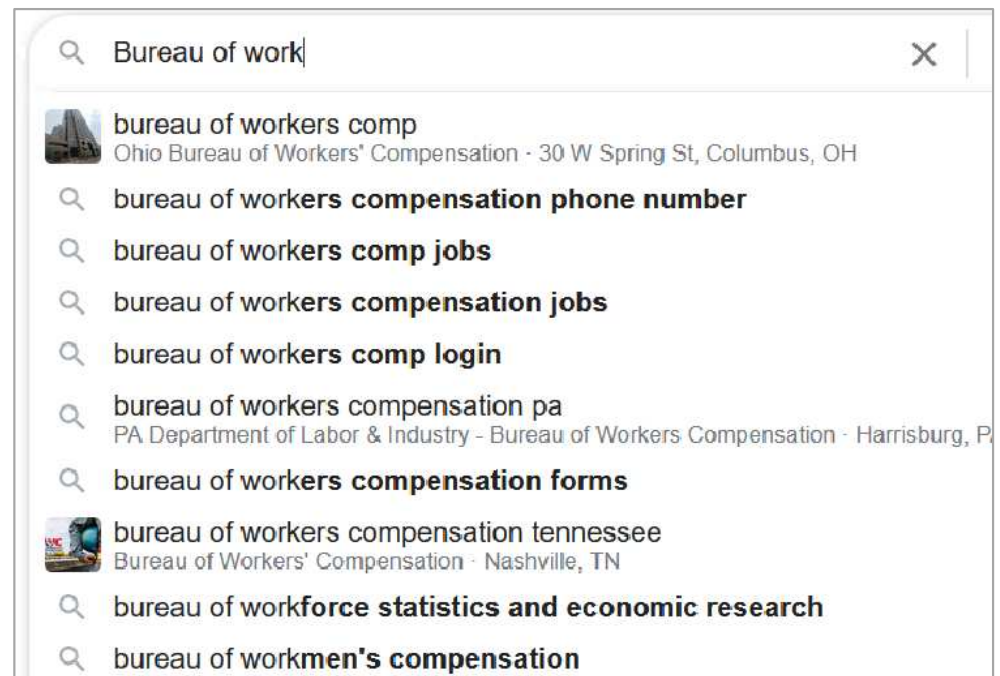


Trending Searches Example

# Signposts

The following box contains the top provider 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



**Common searches**

What is the provider's status?

What are the allowed conditions in the claim?

Has the claim been filed?

Verify MCO on claim

Verify the CSS/MSS assigned to the claim
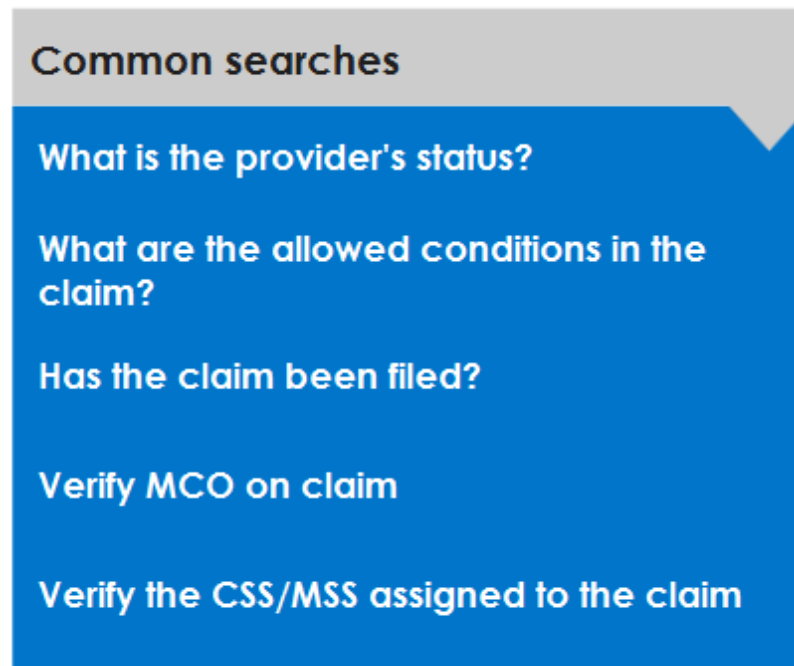
Signpost Example

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

# APPENDIX

# Worker 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 Worker Team

Ohio Bureau of Worker's Compensation

# Participant Locations

All BWC certified workers were sent the tree test invitation. BWC does not collect demographic data.  Nine Ohio workers* abandoned the test. 35 completed all tasks. Location information was the only statistic gathered from Optimal Workshop.

| Location | # |
|---|---|
| Columbus, Ohio | 10 |
| Cincinnati, Ohio | 8 |
| Cuyahoga Falls, Ohio | 8 |
| Dayton, Ohio | 5 |
| Jackson, Ohio | 4 |
| Newark, Ohio | 4 |
| West Palm Beach, Florida | 2 |
| Wadsworth, Ohio | 1 |
| Myrtle Beach, South Carolina | 1 |
| Dublin, Ohio | 1 |
| TOTAL | 44 |

*In Ohio, all workers with one or more employees must, by law, have workers' compensation coverage.

Ohio Bureau of Worker's Compensation

# 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 Provider | Española |
| Report Fraud | Contact Us |
| Worker | Recent News |

# Worker Navigation

| Primary | Secondary | Tertiary |
|---|---|---|
| Worker | | |
| | Apply for Coverage Wizard | |
| | Make a Payment | |
| | My Policy | |
| | New Workers | Who Needs Coverage |
| | | How to Apply for Coverage |
| | | BWC Basics Guide |
| | | New Worker Webinar |
| | Coverage Types & Exceptions | Domestic Coverage |
| | | Marine Industry |
| | | Coal Mine Operators |

# Worker Navigation

| Primary | Secondary | Tertiary |
|---|---|---|
| | | Volunteer Coverage |
| | | Public Workers |
| | | Coverage Exceptions |
| | Policy Maintenance | How to Maintain Coverage |
| | | How to Transfer Coverage |
| | | How to Cancel Coverage |
| | Reporting Payroll/Payroll True Up | How to Report Payroll |
| | | Premium Installment Schedule |
| | | How to Cancel Coverage |
| | | True-up Report |
| | Rate Information | How to Calculate an EM |

# Worker Navigation

| Primary | Secondary | Tertiary |
|---------|-----------|----------|
| | | Base Rates (pdf) |
| | Rating Programs | Program Eligibility Lookup |
| | | Grow Ohio |
| | | Deductible |
| | | Group Experience Rating |
| | | $15,000 Medical Only Program |
| | | Individual Retrospective |
| | | One Claim Program |
| | | Group Retrospective Program |
| | | EM Capping |
| | | Drug Free Safety Program |

# Worker Navigation

| Primary | Secondary | Tertiary |
|---|---|---|
| | | Transitional Work Program |
| | | Safety Council |
| | | Industry Specific Safety Programs |
| | | Lapse Free |
| | | Go Green |
| | Wellness Grants | |
| | Professional Employment Orgs | PEO Lookup (service offering) |
| | Managed Care Orgs | |
| | Taking Employees Out of State | Other States Coverage |
| | | Interstate Jurisdiction |
| | | |

# Worker Navigation

| Primary | Secondary | Tertiary |
|---|---|---|
| | My Claim Costs | |
| | Claims Mgt | Prevention |
| | | What to Do When an Injury Occurs |
| | | Injured Worker Care |
| | | Claims Mgt Strategies |
| | Find Worker Info | |
| | Self-Insured Workers Requirements for Self Insurance | Apply for SI Coverage |
| | | Policy Renewal |
| | | Assessment Description and Rates |
| | | SI-40 Reporting |
| | | Security Requirements |

Ohio Bureau of Worker's Compensation

# Worker Navigation

| Primary | Secondary | Tertiary |
|---------|-----------|----------|
|         |           | SI Auditing |
|         |           | SI Complaints |
|         |           | Make a Payment |
|         |           | Other Resources |
|         | Injured Worker Rights | |
|         | Forms & publications | |
|         | FAQs | |

Ohio Bureau of Worker's Compensation

# Worker 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 > File a Claim wizard |
| 2 | Where would you go to find out the required information needed to file a claim? | Home > Worker > Claims Process > How to File a Claim |
| 3 | Where would you go to learn more about the claims process? | Home > Worker > Claims Process > Next Steps in the Claims Process |
| 4 | Where would you go to find out who the assigned Managed Care Organization (MCO) is for your claim? | Home > Worker > Claims Process > Find Assigned MCO |
| 5 | Where would you go to find out how to appeal a claim decision? | Home > Worker > Claims Process > Claims Appeal Process |
| 6 | You suspect your chiropractor is billing BWC for treatments he is not performing, and you want to report this. | Home > Worker > Fraud > Report Fraud |
| 7 | Where would you go to find out how to sign up for direct deposit to receive compensation benefits? | Home > Worker > Claims Process > Compensation |
| 8 | Where would you go to change your physician? | Home > Worker > Claims Process > Choose/Change Physician |

Ohio Bureau of Worker's Compensation