



Case Study Healthcare

BI WORLDWIDE applied behavioral science, consumer research, website design and content-management system experience to develop an award-winning healthcare reform web portal for one of the nation's largest health benefits companies.

Challenge

- Develop and launch a website dedicated to healthcare reform for current and prospective health plan members.
- Establish our client as a credible and primary source of information related to the Affordable Care Act.
- Ultimately, increase brand awareness, retain existing members, and acquire new qualified customers.

Solution

- BI WORLDWIDE developed a custom, interactive, and user-friendly website that provided current and prospective members with easy-to-find and understandable information on healthcare reform.
- The site allows users to quickly find timelines, brief descriptions, definitions, detailed aspects of the new law, and resources available, with a content management system to quickly and easily update information across multiple audience segments.

Results

- **275,000** unique visitors in the first six months
- **52%** visited the site two or more times
- eHealthCare Leadership Award's "2013 Best Overall Internet Site"

275,000
unique visitors

52%
visited the site
two or more
times

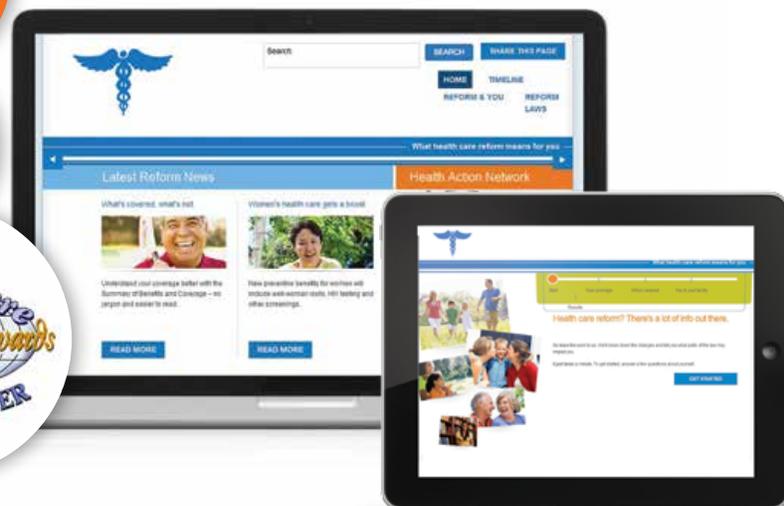
**eHealthcare
Leadership Awards
2013 WINNER**

The passage of the Affordable Care Act (ACA) brought dramatic and sweeping changes to all segments of the healthcare market, requiring health plan providers to change significant aspects of their business and shift the focus of their organization to a customer-centric model.

In anticipation of the need for consumers to understand the impact and timing of the Affordable Care Act, this health plan provider asked BIW to create a consumer healthcare reform web portal to help establish them as a primary source of healthcare reform information.

Understanding the tendency of people to rely heavily on the first credible source of information in making future decisions ("the anchor effect"), BIW worked quickly to develop and launch an authoritative, engaging, memorable and easy-to-use website to provide information related to healthcare reform.

continued





Case Study Healthcare continued

Working in collaboration with the customer, BIW leveraged our LeX™ web platform technology to develop a comprehensive web portal. Key features and benefits of the site included:

- Custom, brand-consistent design
- Access from any device
- Simple, intuitive navigation
- Seamless delivery of segmented content by audience type
- Complex subject matter delivered with an authoritative, yet easy to understand, conversational tone
- Robust full-word search engine to quickly and easily find current and previously published information
- Interactive ACA implementation timeline
- Important terms and definitions along with answers to most frequently asked questions
- Rich media support with simple graphics to improve retention of information
- Content rating system to capture insight on topics of most and least interest for ongoing site enhancements
- User-friendly content management system allowing the client to quickly add, update or remove content across multiple audience segments
- Seamless links to relevant websites, tools and resources
- Website activity tracking and reporting

The website now serves as the central source of healthcare reform information for the overall organization.

“It’s not only a great site for our external audiences but our internal clients and employees also go to it often for general information.”

- Customer Healthcare Reform Communications

BI WORLDWIDE produces measurable results by using the principles of behavioral economics to increase engagement with their clients' employees, channel partners and customers.