



CalHEERS Approach to Usability: Focus on Plan Choice

California Health Benefit Exchange Board Meeting
October 30, 2012

What Is Usability?



Usability relates to the efficiency, effectiveness, and satisfaction of the user experience.

CalHEERS portal users:

- Individuals and families
- Employers and employees
- Assisters, including navigators and agents
- Service Center staff and county eligibility workers

CalHEERS Mission and Values



“... an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.”

“...a consumer-friendly experience that is accessible to all Californians, recognizing the diverse cultural, language, economic, educational and health status needs of those we serve.”

Key Usability Focus Areas



- Anonymous screening and shopping
- Account creation and management
- Application, verification, and real-time eligibility results
- Appeals and exemptions
- Plan selection
- Retention
- SHOP
- Assisters, including navigators and agents

CaIHEERS Approach: Evidence-Based



- Build from existing research
- Targeted user research and evaluation to inform design
- Analytics for on-going improvement

CalHEERS Approach: Stakeholder Input



Capture usability-related input
already received

Gather additional input on
key topics

Provide transparency as
design evolves

CalHEERS Approach: Enroll UX 2014 as a Launching Point



**Partnership with
multiple states
and CMS**

**Human-centered
design**

Customizable for CalHEERS needs

- Branding
- Policies
- Wording
- Technical infrastructure
- Programs

Usability Timeline



Research and Analysis

Stakeholder Input Sessions

User Evaluation

Development

Customizing Enroll UX 2014: Plan Choice

