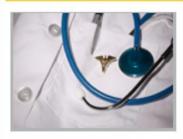




Medicare Plan Finder Plan Choice







Office of Communications
Web and New Media Group

California Health Benefit Exchange Board Meeting
October 30, 2012

Agenda/Approach

- Overall Approach/History
- Recent Updates
- Best Practices & Lessons Learned

- Guided process
 - Drug & Pharmacy Integration
 - Current Plan Integration
 - Filters
- Default displays
 - Cost (OOPC)-based
 - Sort Options
- Customer Service
 Experience/Infrastructure
 - Single Interface for all users

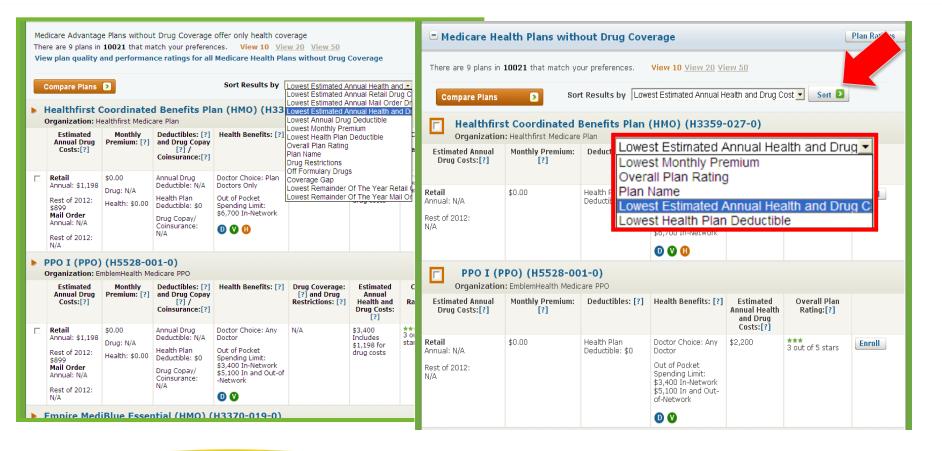


Recent changes

- Testing findings:
 - Initial Display of Plans can be "Overwhelming"
 - Functionality not always used
- Customer Support Personnel feedback
 - Not overwhelmed, want more info displayed
- 2012 Changes
 - Streamlined workflow, filters, & display
 - De-cluttered text and links
 - Plan Ratings Emphasized
 - Medicare.gov redesign

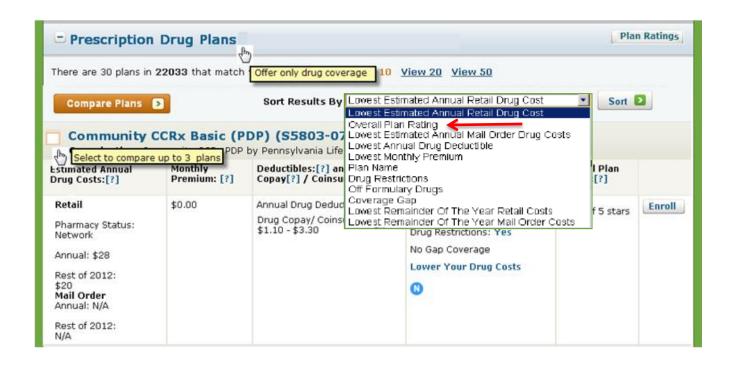


Updated Sort Option for Medicare Health Plans (Before/After)



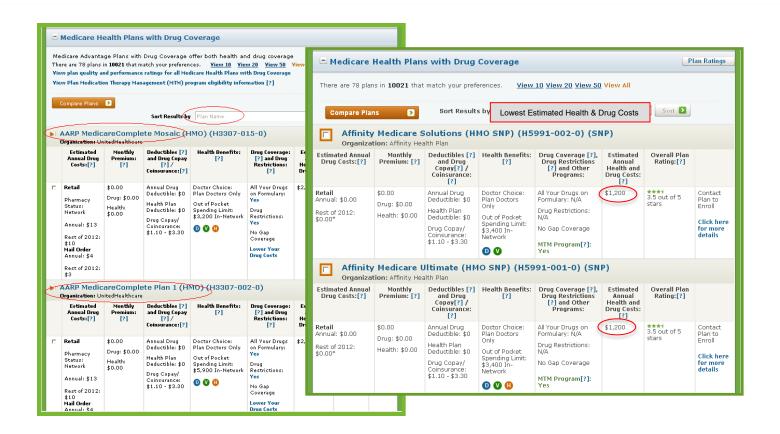


Move Overall Plan Ratings Up in Sort Options (After)

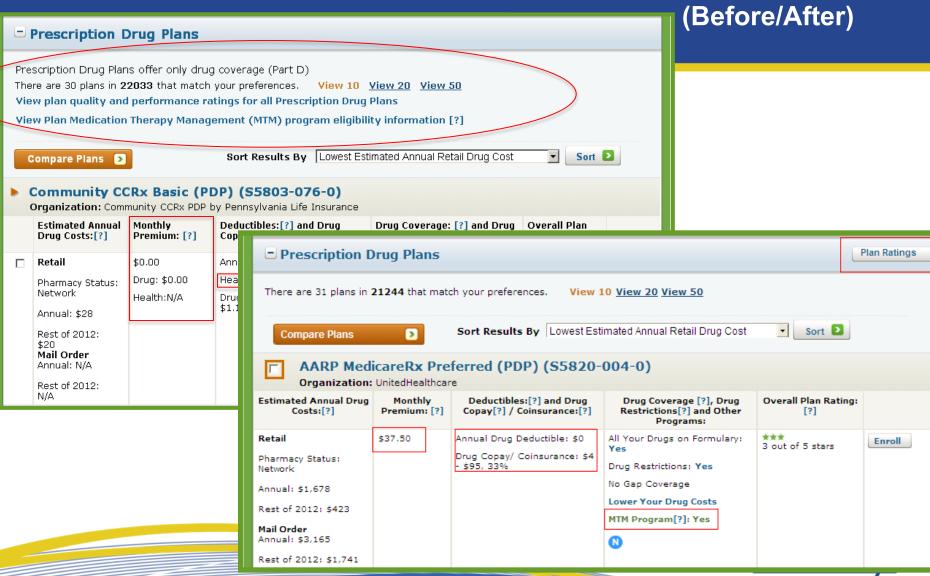




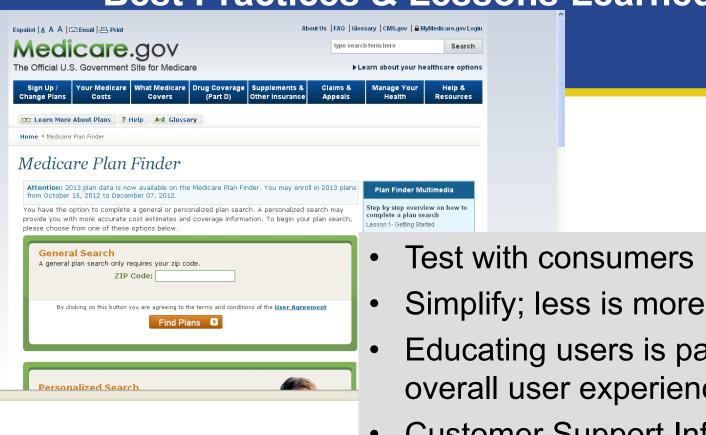
Updated "View All" to use existing default sort (Before/After)



Cleaner Clearer View of Information



Best Practices & Lessons Learned



- Educating users is part of the
 - overall user experience
- Customer Support Infrastructure also part of overall experience
- Create yearly plan
- Monthly and quarterly releases