

# Creating a Proactive Healthcare Website

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Welcome



# Research

A large number of online users:

- Search the web for health related information
- Look up information about a medical condition
- Look up information to evaluate their quality of care
- Chat or get support from others with the same medical condition
- Find the internet helpful to understand their own health problems
- Ask their doctors about a specific drug they saw advertised on the internet



# Our Goals

To build a website that would:

- Contemporize our brand
- Build relationships with members
- Provide state-of-the-art medical information
- Cover a wide-range of health and wellness issues
- Improve informed decision making
- Inform and interact with customers 24/7



# Key Issues

- Network integration issues
- Presentation for members vs. non-members
- Integration with other initiatives



# Initiatives

- Establish relationship with a vendor
- Assemble an implementation team
- Design look and feel of site
- Map out launch event and plan
- Launch site



# Why Consumer Health Interactive?

- Selected as a strategic partner in February, 1999
- Develop customized websites that include dynamic health-content, specific health plan information, and on-line shopping discounts.
- Similar Internet strategy with Blue Shield of California
- Technology and content already in place



Introducing:

[www.ahealthyme.com](http://www.ahealthyme.com)



# Creating a Site Image

- Fresh, clean, contemporary look
- Appealing to young, growing families as well as seniors
- Clouds, elegant colors, and Caslon font



# Adding a Personality

- Needed someone internal who could represent BCBSMA
- Dr. Anne Meneghetti, Director of Medical Policies
- To “Ask Dr. Anne” - go ahead “click on her head!”
- A star is born



# Blue Notes

- Appealing to the local community
- Featuring plan-related information
- Highlight new products, services, and partnership at BCBSMA
- Started with a summer 1999 spotlight



# Execution

- Weeks of testing
- Internal communications
- Colorful iMac computers at our four facilities for employee usage
- Distributed mousepads with the “ahealthyme!” logo to employees



# Advertising

- Aggressive external campaign created with Partners and Simons advertising agency
- Radio, TV, print, and on-line banner ads
- Billboards, taxi tops, and “wrapping” four MBTA buses with artwork from the website



# A State-of-the-Art Website

- Latest medical news: alternative health, women's health, fitness and nutrition, pregnancy and baby, children's health, and ills and conditions
- Direct two-way connection to/from [bluecrossma.com](http://bluecrossma.com)
- Personalized email newsletters, reminders, and customized webpages
- Discounts for online shopping for wellness-related products
- Health-related quizzes, tools, calculators, and daily surveys
- Daily horoscopes



# Results

- Significant improvement in member satisfaction scores!
- Traffic to the site has risen to between 15,000-18,000 hits per week!
- Real time online chats with Dr. Anne getting fantastic numbers!

