

Blue Cross/Blue Shield: Web Site Enhancement

Objective Determine consumer reaction to Web Site

Data Source Web Site pop up surveys

Question *“On a thumbs up thumbs down basis, how would you rate our site? Why?”*

ThoughtSCAN[®]

VERBATIMS

find

33

provider/s

26

information

20

ThoughtScan Frequency

ThoughtTalk

“Cannot find HMO Blue description. Need list of providers.”

“No information was available to research dental providers.”

“Make provider directory easier to search out.”

Results

The Web Site significantly increased provider information. Response was very favorable. ThoughtScan recommended to BC/BS national and implemented in other states.

www.wallacewashburn.com