

# 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**<sup>®</sup>

VERBATIMS

find

provider/s

information

ThoughtScan Frequency

33

26

20

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](http://www.wallacewashburn.com)