One Care Implementation Council: Website Subcommittee

One Care Website Subcommittee

May 9th, 2014 2:00-3:30PM

Transportation Building

10 Park Plaza, Boston, MA

Attendees: Dorothée Alsentzer, Dennis Heaphy (by phone), Denise Karuth (by phone), Kate Russell, Erin Taylor (by phone), Wendy Trafton

Handouts: One Care Website Subcommittee presentation

Introductions

Dennis Heaphy, Implementation Council Chair, facilitated the subcommittee meeting. The Subcommittee was established to address the Implementation Council priority to ensure consumers have user-friendly access to One Care information online and as a response to a request from MassHealth to provide feedback on the current One Care website.

General Comments

- The One Care website is not easily found through a web site search. Multiple state websites related to One Care turn up in a search and it is unclear which is the primary One Care website.

- Columns on the right are currently not useful.

    o The current content found under "Announcements" does not fit the title.

- Information on auto-assignment should be highlighted on the homepage.

    o It would be helpful to include clear next steps for individuals who receive One Care auto-assignment mailings.

    o The "Announcements" section was noted as a potential place for auto-assignment information.

- It is difficult to find information on One Care providers.

- The availability of Spanish and other language translation is not clear and should be highlighted.

- Accessibility features such as the ability to access phone numbers on the site through Skype and web links through Dragon Software were noted as positive features of the current site.

- Short American Sign Language (ASL) video-logs on topics such as a Welcome to One Care were recommended for the One Care home page.

- Include site map or table of contents.

- Use more of a FAQ format throughout the site.

- Include an FAQ about the Ombudsman program.

- Include a section called "Find out more about One Care in your community" and include information about local events, information sessions and resources.

- Create a text only version as well.

- Include a general comment opportunity with a drop-down menu. Example: www.markey.senate.gov/contact

Website Recommendations

Homepage

- There is currently too much information without clear organization on the home page.

- The format of broad questions with a drop down menu that includes more detailed questions was suggested as a revised format for the homepage. Example questions and sub-questions include:

    o What is One Care?

    o I received a One Care packet in the mail. What do I do next?

    o Am I eligible for One Care?

        ▪ Eligibility requirements including coverage area

    o What services are covered through One Care?

        ▪ What dental benefits are included in One Care?

    o What plans are participating in One Care?

        ▪ What if a plan is not available in my county?

    o What providers are participating in One Care?

        ▪ Contact SHINE to find out if your provider is available through One Care

        ▪ What if my provider is not a part of a One Care plan?

- o How do I find out more information on One Care?

    - Direct info to SHINE and MassHealth Customer Service

- Include a section/page on Auto-Assignment

    - o If you received a One Care packet in the mail, here are some next steps:

        - What information should I gather?

        - Who should I contact?

        - What questions should I ask?

        - Is there anyone else who can help me?

        - What if I still do not know if I want to join one care?

- Include a section/page for members, providers, and advocates/ stakeholders

    - o Consider moving One Care reports, dashboards, and more detailed information to Stakeholder page

One Care Consumers and Caregivers FAQs

- One Care Consumers and Caregivers FAQs link should go directly to FAQs, rather than choices for types of FAQs.

- To avoid long pages requiring lots of scrolling, a link to "return to top of page" should be added.

One Care and Providers

- The One Care Providers page should have two clear audiences: current One Care providers and potential One Care providers

- Should include more of a "hook" to learn more with information about how One Care can benefit you and your client.

- Should distinguish between medical and non-medical providers/provider groups.

- Could use language like "Have you ever wished you could provide (X,Y,Z)…" And/Or ways One Care can benefit you as a provider.

One Care Booklet and Other Materials

- The Public Service Announcements (PSA) found on the One Care Booklet and Material page seem out of place. More context is needed for each of the document links.

    - o A 1-2 line description of the PSAs would be helpful