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## **PURPOSE**

Embright conducts routine testing and assessment in order to ensure ongoing provider directory usability as part of continuous quality improvement efforts that support member understandability of the information in directories.

## **POLICY**

This policy and procedure describes how Embright evaluates its web-based physician and hospital directories for understandability and usefulness to members and prospective members at least every three years and then, when relevant, uses that information to improve the usability and understandability of the directory.

## **DEFINITION**

Clinical Integration Committee (CIC)	The Committee is advisory to the Board of Managers (“Board”). Based on recommendations, status updates and other briefings from Company management, the Committee will make recommendations to the Board regarding certain care integration activities or will make decisions where the Board has delegated decision-making authority.
Member	A person insured or otherwise provided coverage by a health insurance organization.
Primary Care	The level of care that encompasses routine care of individuals with common health problems and chronic illnesses that can be managed on an outpatient basis.

## **PROCEDURE**

### **1. Directory Usability Testing – Responsibility, Timing and Scope**

- 1.1. The Enterprise Marketing Manager is responsible for the web-based provider directory assessment, report and recommendation process.
- 1.2. Embright evaluates its web-based physician and hospital directories for understandability and usefulness to members and prospective members at least every three years and/or more frequently under circumstances when there is significant change to the on-line directory, such as:
  - 1.2.1. When there are significant changes to member demographics and new information may need to be added such as new languages,
  - 1.2.2. When there are changes to the layout or design or functionality of the directory, and/or
  - 1.2.3. New features, information or links to other sources of information (such as external sources for quality scoring) are added.
- 1.3. The scope of usability testing includes:
  - 1.3.1. Reading level
  - 1.3.2. Intuitive content organization
  - 1.3.3. Ease of navigation
  - 1.3.4. Readability and additional language accuracy when an additional language is provided

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## 2. Usability Testing Approach and Methodologies

- 2.1. Embright conducts usability testing using internal and partner organization team members who do not create or manage the provider directory. Embright forms a testing team that represents the population who use the directory and involve a mix of individuals in different age groups, gender, parents who would seek pediatric care for dependents, individuals and members from different cultural backgrounds.
- 2.2. The Enterprise Marketing Manager uses resources and approaches outlined at [www.usability.gov](http://www.usability.gov), designs the testing approach, data collection tool and training for the testing team. The testing materials encourage open feedback and specifics about challenges or recommendations for improvement.
- 2.3. Embright establishes a readability level goal as dictated by its population needs; a typical score is 8<sup>th</sup> grade level for commercial populations. Embright then evaluates readability by running readability tests (such as Microsoft, Flesch and other scales and indices) and levels using electronic tools. Embright also uses questions for the testing team to evaluate reading level. These questions assess characteristics such as:
  - 2.3.1. Amount of text
  - 2.3.2. Length of sentences
  - 2.3.3. Number of lengthy words
  - 2.3.4. Audience relatability to terms
  - 2.3.5. Punctuation
  - 2.3.6. Syllables
  - 2.3.7. Overall structure and logic
- 2.4. Intuitive content is evaluated using scenarios and questions about whether information flows in a logical way that a typical user would like in order to perform common tasks such as looking for a primary care provider near their home, understanding if a hospital they prefer is in their network.
- 2.5. Ease of navigation is evaluated using scenarios and tasks that the testing team completes using the system and evaluates how hard or easy it was to complete the task.
- 2.6. If Embright creates content or information in a language other than English the accuracy and readability of that information is evaluated by someone who speaks that language fluently.

## 3. Report and Recommendations

- 3.1. The Enterprise Marketing Manager summarizes the results of the testing and analyzes the results in order to identify opportunities for improvement and recommended changes. The summary is provided in a report or presentation to the Clinical Integration Committee or Network Development Committee and then recommendations are approved and implemented in accordance with an action plan and timeframe. The plan is implemented across a team including network management, marketing, and population health.



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**REGULATION**

NCQA HP 2020 NET 5.I: Physician and Hospital Directories

**REVISION**

<b>Revision Date</b>	<b>Revision</b>