Consumer Experience Survey

Open Enrollment 5
2017 – 2018

Communications Team - WAHBE
Background and objectives

• Annually, we reach out to our users
• This year, we emphasized user experience-related questions
  • These responses prior years were most beneficial for design/marketing
• The survey primarily captured qualitative responses
  • This was an effort to not guide or influence the feedback
• Survey results help guide design for future releases
Method & Respondents

• Survey sent to primary applicants who selected a QHP this OE
• Convenience sample of 729 individuals
  • 196 (27%) new users to Washington Healthplanfinder
  • 533 (73%) returning users to Washington Healthplanfinder
• Program type
  • Qualified Health Plan: 458
  • QHP/QDP: 169
  • Washington Apple Health: 27
  • Not sure: 75
Password requirements are the top frustration, *by far*
Communications

• Confusion between action and marketing message; more personalized messaging is desired
• Affirmation is lacking
• Copy is complicated; plain talk remains critical
Customer Support

• Call center, navigators, and brokers are very appreciated; promote their services
• Inconsistent answers; training is key
• Wait times are frustrating, especially at deadlines
Plan Shopping

• Plan comparison is our *most appreciated* feature
• Plan choice and pricing was challenging
• Anonymous browsing navigation confused people
• Auto-renewal isn’t understood; more communication needed
• Time gap between plan selection and ID card is too long
• Provider directory accuracy should be continued focus
System

• Major categories:
  1. Downtime is noticed
  2. Glitches – comments indicate that system stability should remain a focus
  3. Desired enhancements
  4. Navigation challenges
System enhancements (requests)

• Session saves filters, sorts, Smart Planfinder
• More plan details
• Separate policies for spouses: “We have separate doctors, we want separate networks.”
• Pay Now is desired year-round
System: Navigation

• Challenges overall; simplify UX/UI
• Take guessing out of navigation
• Reporting a change is hard; flexible navigation is desired
• OE/SE issues
• Income reporting is hard
• Key questions are missed/misunderstood
• We have features people want - not everyone found them
Washington Healthplanfinder is compared to other major websites
What's the best way to get important information?

- **Emails**: 74.59%
- **Notices from HPF**: 11.88%
- **Push notification**: 0.33%
- **Social media**: 0.33%
- **Corp. site**: 0.50%
- **Other**: 12.38%