

## Partnering with Mad Agency to develop Online Interactive Tour

### Statement of Work Summary

BlueCross  
BlueShield  
Federal Employee Program

### WHAT ARE WE BUILDING?

Mad\*Pow will partner with McKesson to create:

- ★ A modular and impactful online marketing piece that presents high-level messaging and the value proposition to unregistered members
- ★ An interactive tour for BCBS FEP that highlights the key features and benefits of the new online experience and tools provided to registered members

This tour will be fully functional and tested by December 1<sup>st</sup>, 2009.

The marketing piece and interactive tour may be combined for registered members, or may be modular to suit the needs of the specific audience.

Components included storyboard development, recording voice over, flash production, and the testing and editing.

Jane was very interested in the Healthy Families Program so she visited the website.

While on the site she noticed a Body Mass Index (BMI) Calculator, so she entered her eight-year old daughter's weight and height and calculated her BMI. The result was 85% overweight, which qualified Emily for a certificate good for 4 free visits with a nutritionist.

While on the site, Jane took a quiz on Emily's behalf and together they reviewed what the score meant using the content provided on the site. Exploring the site even further, Jane accessed other helpful content for parents for children in her daughter's age group

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### PART 1: HIGH IMPACT MARKETING PIECE

The high impact marketing piece will be a 45-75 second, high impact, commercial-like intro movie that presents high-level messaging of the main features and benefits of the new BCBSA member website and associated toolset.

Its main purpose is to entice unregistered members to sign up for registration with the hope that they will be inspired to begin using the new tools available to them. The core of the messaging will have a focus on comforting members and communicating the value prop.

The relevance of this content outline is to present a glance into the flow of information that we will be presenting to the user. Specific messaging will be crafted after approval of this flow.

## SCENE 1: BRAND INTRODUCTION AND KEY MESSAGE

### Description:

15 second intro presents high-level visual branding, introduces the BCBSA logo with the Blue Health Connection logo, states key marketing message.

- Opens with powerful eye-catching message/question directed towards the user:  
“Are you ready to be connected?”
- BCBS Logo BHC logo appears (fade in and out)
  - Introduce the site, i.e. “Introducing and innovative way to have your health information when you need it...the NEW...Blue Health Connection.”
  - Easy to use, safe & secure new way to view your health
  - Remove the clutter, centralize your records
  - Registration is quick, easy and will save you money  
(possibly introduce co-pay upfront to keep attention, but they must complete BHA to receive this incentive)
  - Trust-worthy information from medical professionals 24/7
  - Get more out of your healthcare

## SCENE 2: VALUE PROP 1

### Description:

5-10 second value prop message presents high-level visual branding, associated imagery and live motion graphics that serve as a visual metaphor to support the proposition.

- Have all your current and historic health records and information at your fingertips
- Remove the clutter  
One secure and central place

## SCENE 3: VALUE PROP 2

### Description:

5-10 second value prop message presents high-level visual branding, associated imagery and live motion graphics that serve as a visual metaphor to support the proposition.

- Create a personalized health action plan with your doctor to start on a path to a healthier you

## SCENE 4: VALUE PROP 3

### Description:

5-10 second value prop message presents high-level visual branding, associated imagery and live motion graphics that serve as a visual metaphor to support the proposition.

- Set, track and achieve your health goals

## SCENE 6: VALUE PROP 4

### Description:

5-10 second value prop message presents high-level visual branding, associated imagery and live motion graphics that serve as a visual metaphor to support the proposition.

- Instant access to trustworthy information by phone, chat, e-mail and our trustworthy online health information

## SCENE 7: VALUE PROP 5

### Description:

5-10 second value prop message presents high-level visual branding, associated imagery and live motion graphics that serve as a visual metaphor to support the proposition.

- Get more out of your healthcare

## SCENE 8: BRAND CONCLUSION AND KEY MESSAGE RECAP

### Description:

15 second repeats high-level visual branding, presents the BCBSA logo, states key marketing messages, concludes with calls to act.

- BCBS Logo BHC logo appears (fade in and out)
  - Introduce the site, i.e. :“Are you ready to be connected?” Introduce the site, i.e. :“Are you ready to be connected?”
  - Easy to use, safe & secure new way to view your health
  - Remove the clutter, centralize your records
  - Registration is quick, easy and will save you money  
(possibly introduce co-pay upfront to keep attention, but they must complete BHA to receive this incentive)
  - Trust-worthy information from medical pros 24/7
  - Get more out of your healthcare
- End with fade in of Blue Health Connection Logo and image of 3 people in registered user tour video looking happy (this could be the first glimpse of what the 3 employees having lunch look like – creates a connection between the guest demo and the interactive tour)

### User Interaction:

Click to register.

## Part 2: INTERACTIVE TOUR

The interactive tour will be a chapter based, illustrative and animated narrative, lasting roughly under 10 minutes and will guide users through real-life, registered member scenarios. Each scenario will demonstrate how our fictional members interact with the website and use the great tools that are available to them.

The navigational interface and display of information must be very easy use and view in order to meet the technological knowhow and website experience level of majority of the target audience.

Its main purpose is to “demystify” the new website and toolset interaction by guiding them through the product and the flow, such that members are persuaded by the product’s ease of use and enticed to take control of their health..

The purpose of this content outline is to present a glance into the flow of information that we will be presenting to the user. Specific messaging will be crafted after approval of this flow.

## FEDERAL EMPLOYEES (PAST AND PRESENT) HAVING LUNCH

- 1- Federal Employees Having Lunch Presentation
  - a. Jane - Mid Aged Married Female Employee – diabetes, has daughter age 11 who is overweight
  - b. Bill - Single Younger Male Employee – active lifestyle, sports related injury (need this to demonstrate symptom checker, phone advice, secure email messaging).
  - c. Carol - Recently Retired Married Female Employee –high blood pressure/cholesterol, more reluctant to use Internet.
- 2- Areas of Interest, Demonstrated Tools
  - a. Nurse Chat
  - b. MyBlue Personal Health Record Tracker
  - c. Healthy Families Program
  - d. Online Symptom Advisor
  - e. Trusted Advice on the Phone
  - f. Secure Message Center
  - g. MyBlue Personal Health Record
  - h. Blue Health Assessment
  - i. Improved Doctors Visits
  - j. Health Programs

## SCENE 1: BRAND INTRODUCTION, KEY MESSAGE

### Description:

10 second intro presents high-level visual branding, introduces the BCBSA logo and Blue Health Connection logo, states key marketing messages.

- Easy to use, safe & secure new way to view your health
  - Remove the clutter

- Will save you money (introduce the co-pay)
- Trustworthy Information
- Get more out of your healthcare

## **SCENE 2: INTRODUCE THE EMPLOYEES**

### **Description:**

Bill and Jane work at Department of Homeland Security. Carol, a former co-worker, has retired. They sit down together and catch Carol up on all the latest office pranks and news items. They start discussing their recent health care concerns and begin a roundtable discussion of how they all are using Blue Health Connection for all sorts of great things!

## **SCENE 3: BLUE HEALTH ASSESSMENT**

### **Description:**

Present how Jane had read that she would receive a free Preventive office visit if she were to take the Blue Health Assessment.

- Jane is motivated to take the BHA for the incentive certificate
- BHA quick and easy online health evaluation survey helps her get more out of her healthcare
  - Evaluates her health behaviors,
  - Creates a unique health action plan just for her
- When she finishes the BHA, she prints the incentive certificate to take to the doctor

### **User Interaction:**

Link to BHA

## **SCENE 3A: BHA HEALTH PROGRAMS AND TRACKERS**

### **Description:**

Jane loves that the website is helping her track her insulin levels online. She is also very happy that she is using the site to find out information about new programs.

- Enters a “Diabetes” program and through the program monitors glucose levels with the BHA Health Tracker
- Enters a “Move” program and documents her daily activity levels to track progress (BHA Health Tracker)
- Enters a “Insomnia” program
- Receives support messages in her SMC from BHA Modules

**User Interaction:**

Link to BHA

**SCENE 3B: TRUSTED ADVICE OVER THE PHONE****Description:**

Jane decides to contact a health coach for trusted advice on her diabetes and the BHA programs she participates in. Jane also mentions that she has daughter who is overweight.

- Called a health coach re: diabetes meters, nurse referred Diabetes Condition Center
- Health coach refers her to Healthy Families Program

**User Interaction:**

Link to Talk to a Nurse or present the 800 #.

**SCENE 3B: HEALTHY FAMILIES PROGRAM****Description:**

Jane goes to the Healthy Families Website

- Accessed program to check daughters BMI
- Daughter's BMI percentile came out at 85% which qualified her for a certificate good for 4 free visits with a nutritionist.
- Daughter takes Quiz and gets a score. They review what this score means together.
- Jane also accesses the other helpful Healthy Kids content for parents on the site to help her discuss healthy habits with her daughter.

**User Interaction:**

Link to Healthy Families Program

**SCENE 4: SYMPTOM CHECKER****Description:**

After Jane shares her story, Bill chimes in about how great the new system is. He has been using the site for its active lifestyle program that provides him a way to keep track of his training and progress for the Marine Corp Marathon in the near future. Also, 2 months ago, he was feeling a slight pain in his knee and accessed the online symptom advisor and nurse advice line.

- Exploring the site he notices the symptom checker
  - Entered information or explored information to try understand why he is having slight knee pain

- After answering a few questions, learns this may well be something that ice and ibuprofen may solve, referred to doctor

**User Interaction:**

[Link to Symptom Checker](#)

## **SCENE 4A: NURSE CHAT**

**Description:**

Wanting more he uses the nurse chat tool to talk to a nurse regarding his situation and concerns.

- Nurse via Nurse Chat takes the time that the doctor didn't have to:
  - Clearly define Bill's options
  - Provide decision support information for these options
  - Send a surgery video to Bill's secure message center for his review

**User Interaction:**

[Link to Nurse Chat](#)

## **SCENE 4B: SECURE MESSAGING CENTER**

**Description:**

Bill receives a message in his secure messaging center containing a link to the EMMI video.

- Makes it clear to Bill that he has support through this process

**User Interaction:**

[Link to Secure Messaging Center](#)

## **SCENE 5: MYBLUE PERSONAL HEALTH RECORD**

**Description:**, Carol logs into the site after hearing Jane's and Bill's stories. After reviewing some information, decided to complete her PHR

- Motivation to have less clutter in her life
- Knows it is a secure and safe place for her personal information
- Automatically updated online view of her health care activities
  - Documented health exams (visits)
  - In-and-out patient services
- Store all her current and historic health records and information in one secure and central place
- Allows her to have all her information on hand for doctor appointments, etc
  - Create appointment calendars and reminders

- Track medication logs, test results
- More from McKesson here
- She understands that she will receive better care without spending a lot of time
- Prints CCR
  - Can take this to her doctor, keeps one for her when she travels.

**User Interaction:**

Link to PHR

## **SCENE 5B: IMPROVED DOCTORS VISITS**

**Description:**

Knowing that her annual preventive office visit is coming up Carol prepares to take her Blue Health Assessment and prints her incentive certificate as well as her Health Action Plan from the BHA. She takes these two items along with the CCR from her PHR to her doctor's visit.

- Greater communication with her doctor, more informed discussions
- Carol brings information to the doctor with her
- Doctor can use this information during the consultation and give her action items that she track online
  - Need energy boosting ideas here for her action plan
  - Doctor gets her on a program to start tracking her high blood pressure condition – she uses the Health Tracker in the PHR
  - Suggests a physical activity program for her to take part in (walking?)

## **SCENE 6: BRAND CONCLUSION AND KEY MESSAGE**

**Description:**

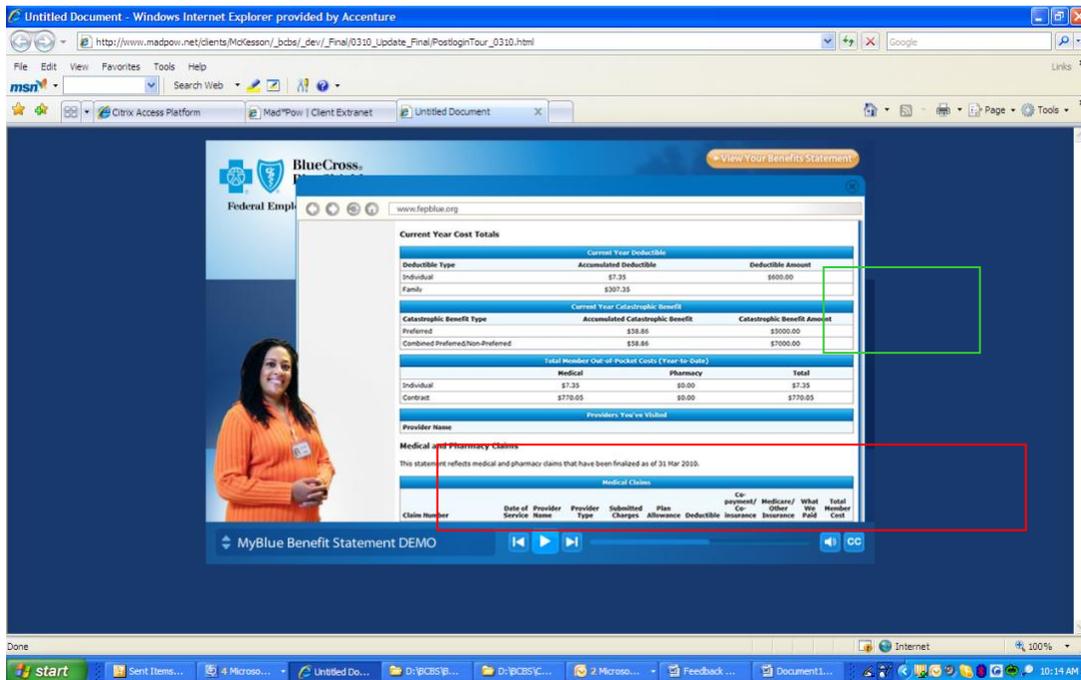
10 second intro presents high-level visual branding, introduces the BCBSA logo, states key marketing messages.

- Easy to use
  - New way to view your health
  - Take control of your health today

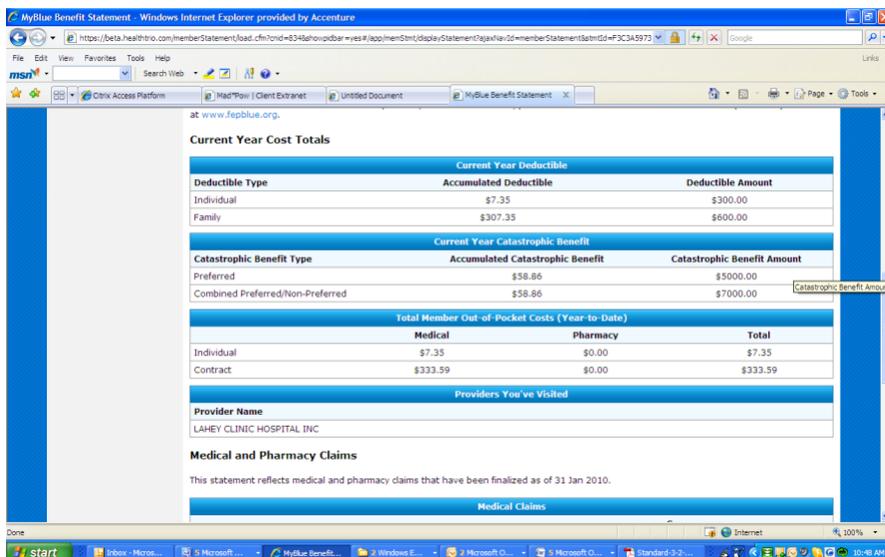
**User Interactions:**

- View your automatically updated PHR and –begin your BHA
- Have symptoms or condition - Nurse Advice Line, Online Symptom Advisor, Nurse Chat
- Browse around and learn more – personalized care, all in one place
- All available when and where you are

Currently in Mad Pow video:



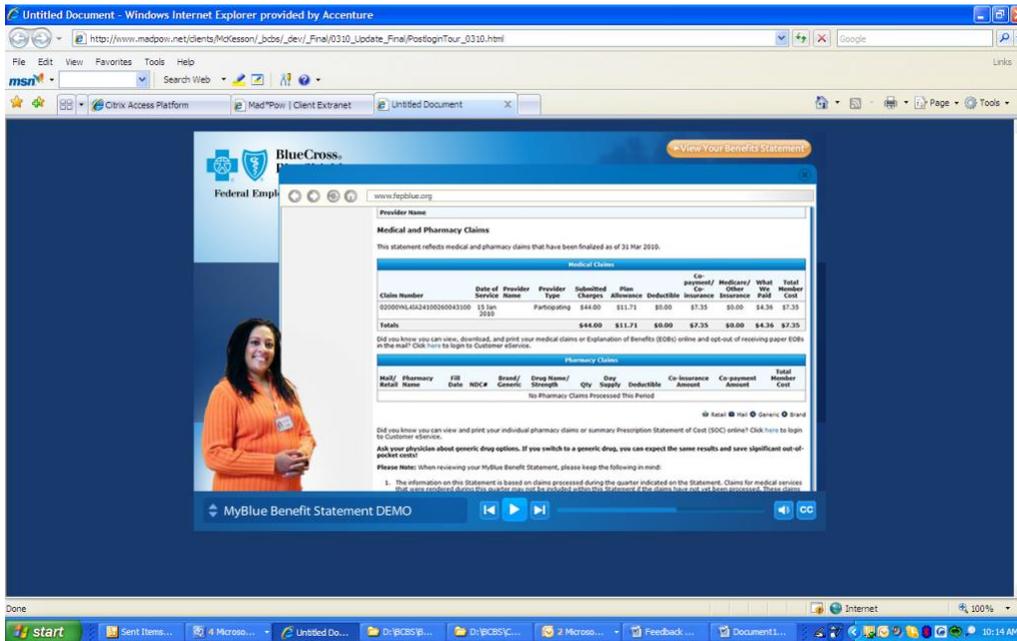
This is the suggested screenshot from UAT (use the user UAT\_MS\_G1\_01):



### Medical and Pharmacy Claims section:

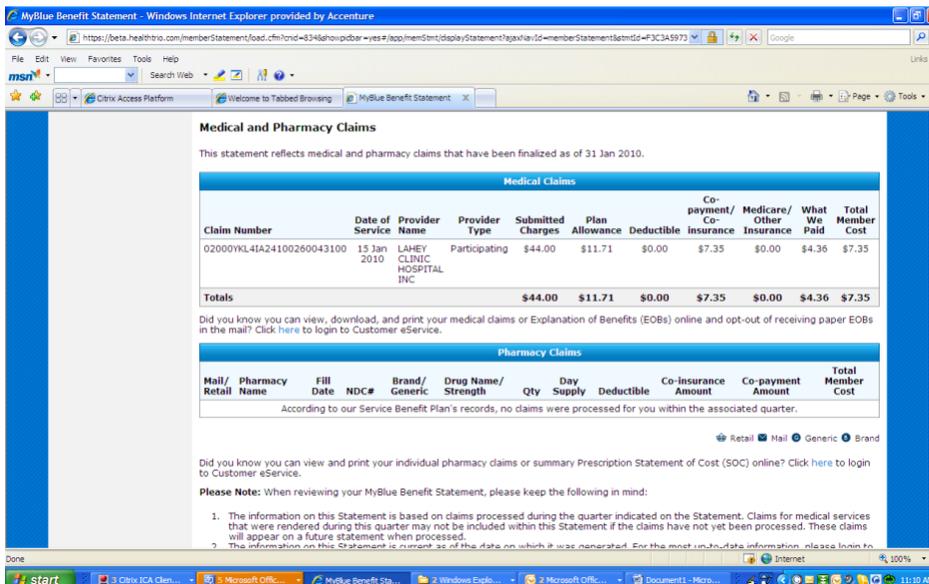
Is there any way that we can get some Pharmacy Claims listed? The user UAT\_MS\_G1\_01 does NOT have RX claims in production. We could potentially Photoshop in the screenshot I have below.

If you go to the UAT environment for user UAT\_MS\_G1\_01, can we have an updated screenshot with the Provider Name field filled in?

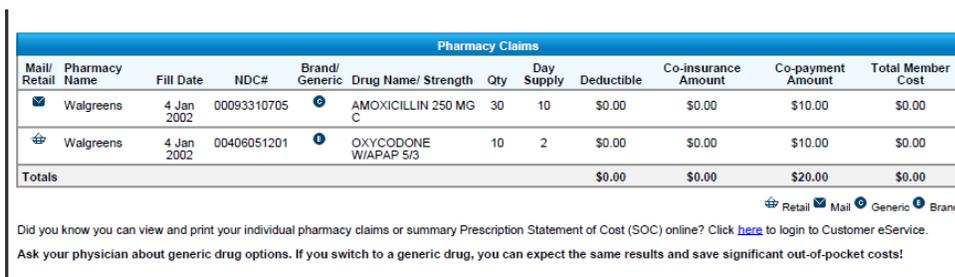


Suggested Screenshot (for the Medications Claims section). Since this does not have Rx Claims listed, I was wondering if we could Photoshop in the RX claims list from the final mock up? I also copied this below.

Screenshot:



Suggested Photoshop - Can we potentially just Photoshop the following in for the Pharmacy Claims?



# Demonstration of Feedback

## FEP Feedback from last Draft that is still incorrect on the Flash Production:

- Introduction Title should be “MyBlue Benefit Statement”
- Orange button in upper right corner: change verbiage to “View Your Benefit Statement”
- “Individual Medical & Pharmacy Claims” verbiage is cut off by the Benefit Statement screenshot (this can be shortened to “Individual Medical & Rx Claims” if that fits better)
- Mid-way through the “overview” section: the verbiage should state “Quarterly MyBlue Benefit Statement”
- Decisions page: change verbiage to “...Benefit Statement”

## There were a couple of issues with the Benefit Statement screenshots:ge

The Benefits at a Glance screenshot looked good.

## For Current Year total Costs:

1. In Green: We need the individual “Deductible Amount” equal to \$300.00 and we need the Family “Deductible Amount” to equal \$600.00 (we can maybe just have this photo shopped in OR you can use the user I outline below to go to UAT and grab an updated screenshot).
2. In red – can we include at least one provider name in this list? (we can maybe just have this photo shopped in OR you can use the user I outline below to go to UAT and grab an updated screenshot).