INCREASING MEMBER ENGAGEMENT WITH HEALTH PLAN’S WELLNESS WEBSITE

OBJECTIVES
- Increase website member engagement
- Increase members’ ability to make healthy lifestyle changes

BACKGROUND OF PROJECT

Care1st Health Plan contracts with a vendor to offer members (beneficiaries) access to a wellness website. The website helps members identify their health risks and directs them to use website tools designed to facilitate behavior changes.

Care1st has encountered challenges in engaging members to use the website. The main challenges are:
- Website vendor’s limited experience with a Medi-Cal and limited English proficient population
- Limited integration of Plain Language principles into the design and content of website
- Limited availability of content and features in Spanish and lack of availability in other languages
- Members’ lack of access to computers and the internet or lack of familiarity with computers

Care1st field-tested the website to get member feedback on how to improve ease of navigation and increase use of the tools and features.

PROJECT DESCRIPTION

Field-testing of website
Care1st elicited feedback from a diverse group of members. The group consisted of English and Spanish speaking members of various ages and with various degrees of computer skills. Medi-Cal, Medicare and Dual-eligible individuals participated.

Recommendations
Members made the following recommendations:
- Simplify registration instructions
- Simplify description of website features
- Add interactive tools, such as the fruit and vegetable tracker, to the home page
- Balance text with graphics
- Create direct links to key features/tools on the home page
- Shorten the duration of the wellness workshops and number of required tasks associated with each session
- Increase availability of information in Spanish

Care1st is evaluating these recommendations.

Future Plans
- Incorporate member recommendations
- Promote the availability of health videos on the website
- Provide access to the mobile version and smartphone application of the website

OUTCOME/IMPACT

Improve members’ ability to manage their health

IMPLICATIONS FOR POLICY, DELIVERY OR PRACTICE
- Increase the website vendor’s awareness of our population’s needs, such as the need for content and features in Spanish and other languages
- Promote changes, which integrate Plain Language principles, to the website’s platform