



Case Study:

Healthfirst



Section:

Overview



Mission

With over 1.4 million members, Healthfirst is the largest not-for-profit health insurer in New York State.

Our Mission

- Improve the user experience of Healthfirst.org across desktop, tablet, and mobile devices
- Establish a prospect-centered platform with informative content
- Update the look and feel of the website to be modern and closely aligned with the current branding and print materials
- Create a cohesive experience that aligns with as well as links to our current microsites
- Allows for easier internal management of content
- Establishes a central hub for all users

UX Design Team

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Section:

Research



Our Methods

Before designing new screens, we used a variety of research methods to gain insight into user needs and behaviors.

We used:

- Contextual Inquiry
- Competitive & Comparative Analysis
- Analytics & Surveys
- Stakeholder Research
- Usability Testing
- ADA Compliance Review



Competitive & Comparative Analysis

We analyzed the websites of competitor companies as well as non-health insurance industry sites; made note of strengths and weaknesses re: visual appeal, functionality, and user-friendliness.

We learned that decluttered UI can reduce the stress of decision-making.

Compare Mac models

Compare models

Get help buying. Chat live now or call 1-800-MY-APPLE.

MacBook	MacBook Air 13-inch	MacBook Pro 15-inch
from \$1299	from \$999	from \$1999
<ul style="list-style-type: none">12-inch (diagonal) LED-backlit Retina display1.2GHz dual-core Intel Core m3, 1.3GHz dual-core Intel Core i5, or 1.4GHz dual-core Intel Core i7 processor Turbo Boost up to 3.6GHzUp to 10 hours battery life¹256GB or 512GB SSD²Force Touch trackpad2.03 pounds³	<ul style="list-style-type: none">13.3-inch (diagonal) LED-backlit widescreen display1.8GHz dual-core Intel Core i5 or 2.2GHz dual-core Intel Core i7 processor Turbo Boost up to 3.2GHzUp to 12 hours battery life¹128GB, 256GB, or 512GB SSD²Multi-Touch trackpad2.96 pounds³	<ul style="list-style-type: none">15.4-inch (diagonal) LED-backlit Retina display2.2GHz, 2.5GHz, or 2.8GHz quad-core Intel Core i7 processor Turbo Boost up to 4.0GHzUp to 9 hours battery life¹256GB, 512GB, or 1TB SSD²Force Touch trackpad4.49 pounds³

Comparative shopping experience

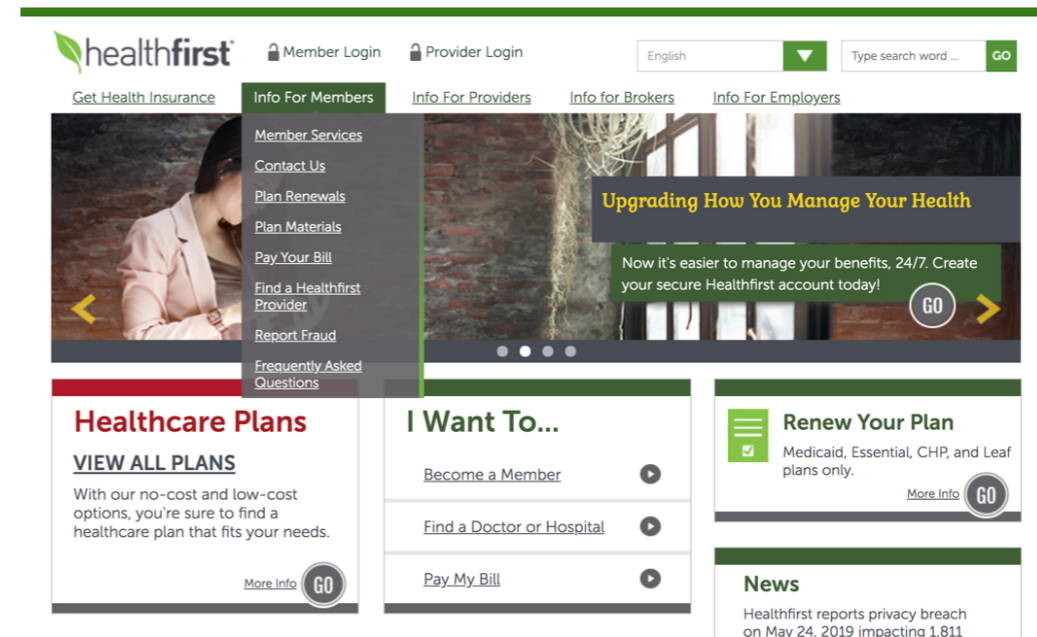
Analytics & Surveys

We use a variety of tools to understand relevant behaviors and motivations.

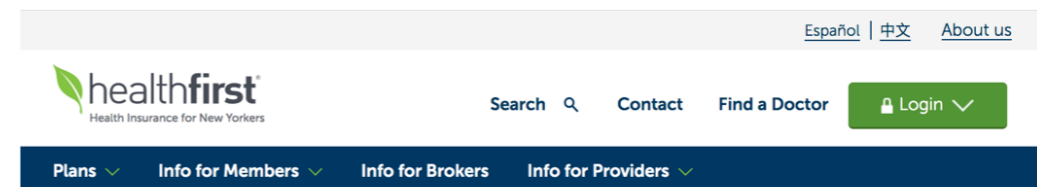
Including:

- Google Analytics
- heatmaps
- surveys

We learned which links were most important to users and brought those forward.



Old link access



New link access



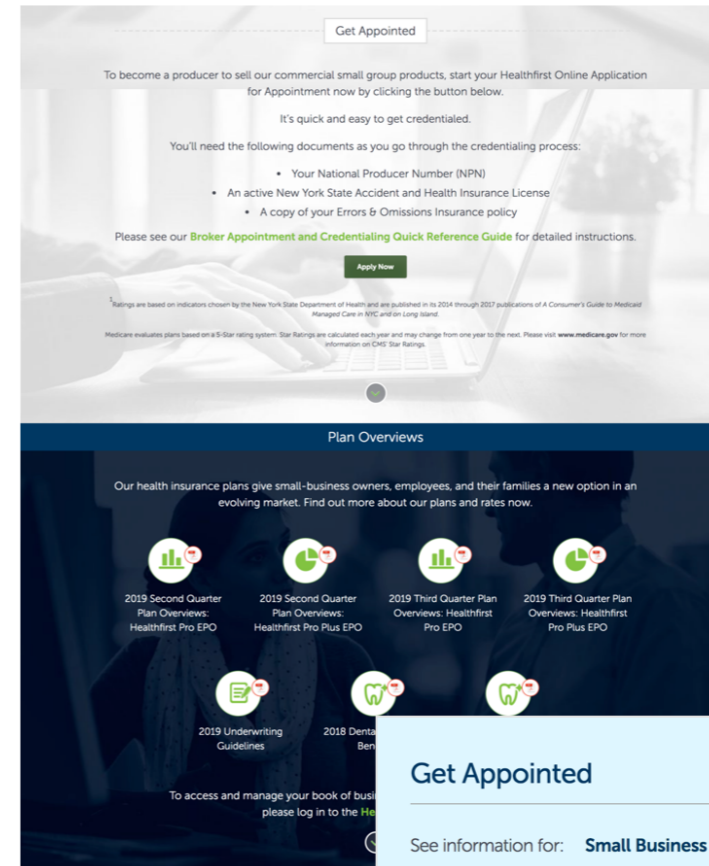
Stakeholder Research - Broker Example

We learned that Brokers need immediacy.

Collaborating with internal stakeholders / subject matter experts allowed us to gain a deep understanding of different populations and how we can best serve them.

Result:

- All content is organized on a single page to avoid page-load lags
- Content is housed within tabs to allow brokers to scan for the information they need



Old Broker Page



New Broker Page



Compliance Research

We learned how to design for Americans with disabilities including vision impairment.

We researched and implemented ADA web standards to ensure that our design meets accessibility requirements.

We addressed:

- Site tagging
- Initial text sizing and resizing functionality
- Contrast standards
- Form design
- & more...

	White Text		White Background
Grey	Fail		Fail
Dark Grey	Pass	✓	Pass
Dark Green	Large AA Pass	✓	Large AA Pass
Green	Fail		Fail
Yellow	Fail		Fail
Dark Blue	Pass	✓	Pass
Light Blue	Large AA Pass	✓	Large AA Pass
Red	Pass	✓	Pass
Purple	Pass	✓	Pass
Violet	Pass [minus small AAA]	✓	Pass [minus small AAA]
Orange	Fail		Fail

Style guide + contrast standards

User Testing

We ran usability tests throughout the redesign process and incorporated user feedback into our designs.

After synthesizing initial research, we drafted and tested our own designs.

This allowed us to question assumptions and hone in on any unforeseen usability issues.

Our designs would need to be:

- Useful
- Findable
- Accessible
- Usable
- Desirable



Result

- We created a platform that serves different user types and their varied goals/needs
 - e.g. Align new styles to meet color contrast standards for visually impaired users
- Optimized current site content to promote understanding
- Guided users where they need to go and help them accomplish their intended tasks
 - e.g. Reducing the number of clicks by consolidating pages so that users can quickly find what they are looking for
- Provided easy access to other Healthfirst platforms
 - e.g. Portals, social media, healthy living blog, etc.
- Provided easier access to contact information for pertinent departments at Healthfirst, cutting down on hold times and phone transfers



User Flows

We recalibrated key flows, making it easier than ever to find vital content.

**Flow -
Comparing 'Leaf' & 'Leaf Premier'
insurance plans**

Old site

4 clicks
4 page loads

New site

No action required, content is placed adjacently for immediate comparison

Benefits	Costs	Prescription Drugs	Additional Benefits	Sign Up
Covered Benefits (Individual and Family)				QUICK LINKS
Your Annual Checkup (Preventive Care)	\$0 – No deductible or cost sharing applies to recommended preventive care visits or services			Find a Healthfirst Plan ▶
Primary Care Provider (PCP) Visit	\$15 copay			Find a Healthfirst Doctor ▶
Specialist Visit	\$35 copay			Estimate Treatment Costs ▶
Urgent Care	\$55 copay			Visit NY State of Health ▶
Emergency Room	\$100 copay			Preventive Pediatric Guide ▶
Ambulance	\$100 copay			Approved Preventive Services ▶
Surgeon	\$100 copay			Women's Preventive Services ▶
				Vaccine Recommendations ▶
				Learn More About Surprise Bills ▶

Old Site - required use of header links

	Platinum	Gold	Silver	Bronze	Green
Tier	● Platinum Leaf				
Summary of Benefits (PDF)	English More Languages ▼				
Premium	Monthly premium costs depend on household income and size.		Get a Quote		

New Site - content is adjacent



Form

We holistically evaluated the form flow.

We remapped how our call centers receive forms in order to limit call hold time and transfers.

For easy internal management, we now have only one form that changes dynamically based on user type requirements.

We added in a 'message' field. This allows users to feel heard, saves them from needing to make note of the reason for outreach, and to allows our call center operators to be better prepared for the callback.

We look forward to helping you! ×

Please fill out the form below and one of our representatives will get back to you within one business day.

* = required field

I am *

Select ▼

First Name * Last Name *

000-000-0000 name@email.com

Home Zip Code * † Signature (first & last name) *

00000

Message (optional)

I am not a robot

Submit Form

† Signature Authorization Notice:
By submitting this form, I authorize Healthfirst to contact me about Healthfirst products using the information provided above by automated means, including email, phone, or text. Message & data rates may apply. Submitting this form does not obligate me to enroll in a plan, affect my current enrollment, or enroll in a Healthfirst plan.

New Form



Responsiveness

Users can now experience site versions tailored to their device type.



Section:

Screenshots



Homepage

healthfirst Member Login Provider Login English Type search word ... GO

Get Health Insurance Info For Members Info For Providers Info for Brokers Info For Employers

A special message for Essential Plan and Medicaid enrollees of Crystal Run Health Plan

You will be automatically enrolled in coverage through Healthfirst, effective September 1, 2019, unless you choose another plan. To obtain general plan and benefit information from Healthfirst, contact us at **1-866-463-6743** or **1-888-542-3821(TTY)** Monday through Friday from 8:00 am to 6:00 pm.

[More Info](#) **GO**

Healthcare Plans

VIEW ALL PLANS

With our no-cost and low-cost options, you're sure to find a healthcare plan that fits your needs.

[More Info](#) **GO**

I Want To...

- [Become a Member](#)
- [Find a Doctor or Hospital](#)
- [Pay My Bill](#)

Renew Your Plan

Medicaid, Essential, CHP, and Leaf plans only.

[More Info](#) **GO**

News

Healthfirst reports privacy breach on May 24, 2019 impacting 1,811 members

[More Info](#) **GO**

PRESS ANNUAL HEALTH & WELLNESS EXPO IN THE BRONX - HEALTHFIRST REP

Healthfirst Community

[More Info](#) **GO**

Find a Healthfirst plan

In just three easy steps, you can find a plan that fits your needs. Try it now.

[More Info](#) **GO**

Get Health Insurance Leaf Plans Essential Plans Medicaid Managed Care Child Health Plus Medicare Plans Medicare-Medicaid Plan Wellness Plan Long Term	Info For Members Member Services Contact Us Plan Renewals Plan Materials Pay My Bill Find a Healthfirst Provider Report Fraud	Info For Providers Provider Services Claims and Billing Provider Manuals Provider Resources Compliance Clinical Partnerships	Other Resources Healthy Living In Your Community Glossary Careers About Us Pressroom Media Contacts Healthfirst's Online Accessibility Statement
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Español | 中文 | About Us

healthfirst Health Insurance for New Yorkers Search Contact Find a Doctor Login

Plans Info for Members Info for Brokers Info for Providers

Good health doesn't just happen.

As a New York born and bred health insurer no one knows this better than us. This is how we keep care in healthcare.

More than 1.4 million New Yorkers covered

Find a Plan

We have plans to fit your needs

Individual & Family

We're here for you and your family with the benefits and services you need for a better future.

Medicare & Long Term Care

Our Medicare Advantage plans offer additional benefits on top of Original Medicare, giving you flexible coverage, extra services, and the peace of mind you need.

Small Business

Discover how we're here for your small business, with health plans that fit your employees' needs.

New Site



Plan Page

The screenshot shows the '2019 Gold Leaf Plan' page. It features a header with navigation links like 'Member Login' and 'Provider Login', a search bar, and a main banner with a woman's image and text describing the plan's coverage. Below the banner are tabs for 'Benefits', 'Costs', 'Prescription Drugs', 'Additional Benefits', and 'Sign Up'. The 'Benefits' tab is active, displaying a table of covered benefits and a 'QUICK LINKS' sidebar.

Covered Benefits (Individual and Family)	
Your Annual Checkup (Preventive Care)	\$0 – No deductible or cost sharing applies to recommended preventive care visits or services
Primary Care Provider (PCP) Visit	\$25 copay after deductible
Specialist Visit	\$40 copay after deductible
Urgent Care	\$60 copay after deductible
Emergency Room	\$150 copay after deductible
Ambulance	\$150 copay after deductible
Surgeon	\$100 copay after deductible
Outpatient Facility	\$100 copay after deductible
Inpatient Facility/Skilled Nursing Facility	\$1,000 per admission after deductible
Physical, Occupational, and Speech Therapies	\$30 copay after deductible
Pediatric Dental Care	\$25 copay after deductible
Pediatric Vision Exams	\$25 copay after deductible

QUICK LINKS

- Find a Healthfirst Plan
- Find a Healthfirst Doctor
- Estimate Treatment Costs
- Visit NY State of Health
- Preventive Pediatric Guide
- Approved Preventive Services
- Women's Preventive Services
- Vaccine Recommendations
- Learn More About Surprise Bills

Benefit information given above is a brief summary, not a full description, of its details. For more information, visit the Summary of Benefits (English / Español / 中文).

The screenshot shows the 'Leaf & Leaf Premier Health Plans' page. It features a clean header with navigation links, a search bar, and a 'Marketplace' section. The main content area highlights 'Plan Highlights' in a blue box and includes a 'Get a Recommendation' sidebar. Below this is a table comparing plan tiers (Platinum, Gold, Silver, Bronze, Green) for the year 2019.

Plan Highlights:

- Preventive and wellness visits
- Hospital, emergency room, and urgent care visits
- Lab tests & x-rays
- Prescription drug coverage
- Maternity coverage
- Optional dental and vision coverage
- Behavioral health and substance abuse services
- Physical and occupational therapy

Get a Recommendation

- Find a Doctor or Hospital
- Contact Us
- Forms & Documents
- Renew Your Plan

	2019	Platinum	Gold	Silver	Bronze	Green
Tier		Platinum Leaf				
Summary of Benefits (PDF)		English More Languages				
Premium		Monthly premium costs depend on household income and size.				Get a Quote
Eligible Age		Under 65				
Eligible Location		Within New York City's five boroughs (The Bronx, Brooklyn, Manhattan, Queens, and Staten Island), and Long Island.				

Old Site

New Site



View All Plans

The old website features a grid of plan categories, each with a 'GO' button. The categories include:

- Healthfirst Leaf Plans:** Plans for individuals and families available through NY State of Health.
- Medicaid Managed Care:** A New York State-sponsored health insurance program for eligible New Yorkers.
- Healthfirst Essential Plans:** Plans for \$0 or \$20 a month available to eligible individuals.
- Medicare Plans:** Medicare Advantage plans that offer additional benefits on top of Original Medicare.
- Managed Long Term Care Plan:** Plans that let you or your loved ones remain independent.
- Healthfirst AbsoluteCare FIDA Plan:** (Medicare-Medicaid Plan)
- Child Health Plus:** New York State-sponsored health insurance for individuals under age 19.
- Personal Wellness Plan:** A health insurance plan with the benefits of Medicaid Managed Care and behavioral health coverage.
- Healthfirst Pro and Pro Plus EPO Plans:** Plans for small businesses that include comprehensive benefits.
- Find a Healthfirst plan:** In just three easy steps, you can find a plan that fits your needs. Try it now.
- Renew Your Plan:** Learn how and when to renew your health coverage now.

The footer contains a navigation menu with categories: Get Health Insurance, Info For Members, Info For Providers, and Other Resources. Each category lists several sub-links.

The new website features a detailed view of Individual & Family Plans. The main heading is 'Individual & Family Plans' with a sub-heading: 'You never know what life is going to bring. From the joy of a new baby to sickness or an injury, it's important to have health insurance. We know that navigating health insurance plans can be tricky and also time-consuming. Let us help you find the right plan that works for you, your family's needs, and your budget. We have plans for every New Yorker. Whether you just need minimum coverage, or would like to add dental or vision coverage, or even if you need financial help, we can find you a plan.'

Below the main heading is a section titled 'Plan Box Definitions' with an information icon. It contains four detailed plan boxes:

- Medicaid Managed Care:** Free or low-cost health insurance (sponsored by New York State) for qualified low-income families and individuals under 65.
 - Monthly Premium: \$0
 - Medical Deductible: \$0
 - Plan Highlights:
 - ✓ Primary Care Visit & Screenings
 - ✓ Dental, Vision, & Hearing
 - ✓ Emergency Care
- Essential Plans:** Plans for \$0 or \$20 a month available to eligible individuals age 19 – 64.
 - Monthly Premium varies
 - Medical Deductible: \$0
 - Plan Highlights:
 - ✓ Adult Dental & Vision (optional)
 - ✓ 24/7 Access to Telemedicine
 - ✓ Prescription Drug Coverage
- Child Health Plus:** Free or low-cost health insurance (sponsored by New York State) for children under the age of 19.
 - Monthly Premium varies
- Marketplace Leaf & Leaf Premier Plans:** Plans for individuals and families under 65 available through NY State of Health. Monthly premium depends on plan, family size, and income.
 - Monthly Premium & Medical Deductible vary



Section:

End

See the new site at
[Healthfirst.org](https://www.healthfirst.org)

Let me know your thoughts

