



# Healthy Blue Living HMO communications rewrite and redesign

## Category: Category 27: WRITING

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### ENTRY FORM - Division 4 Questionnaire

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Is the entry submitted on behalf of a client or other organization? If yes, you must upload a client authorization letter.

Answer: No

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If work is done on behalf of a client, you must submit a client authorization letter.

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A template is available at [silverquill.iabcheritage.com](http://silverquill.iabcheritage.com).

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Upload the Client Authorization Letter

Attach the file and click on the green upload button.

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Describe the organization and project.

Answer: Blue Care Network of Michigan is a nonprofit health maintenance organization owned by Blue Cross Blue Shield of Michigan. BCN provides affordable health care and a better quality of life by serving more than 900,000 members throughout the United States with majority of members residing in Michigan. BCN has been the largest HMO in Michigan for 20 years. A major goal at BCN is to ensure members fully understand their health care plan, and our communications department has a responsibility to deliver materials that do so. Healthy Blue Living? HMO is a high-membership BCN product that rewards members with lower health care costs when they complete certain tasks to better learn about their health. Due to the number of to-do items for members, we develop several communications materials for members to learn about the product, such as guides, flyers, and custom letters. In total, there are 20 pieces we create.

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Why was this project undertaken?

Answer: The name of the project was “Healthy Blue Living communications rewrite and redesign.” Members, especially those new to the product, had trouble knowing they have Healthy Blue Living to-do items to complete to achieve the reward of lower health care costs. Or, if they did know about the tasks, they didn’t fully understand what they needed to do. This caused higher costs for members, and more customer service calls, grievances and frustration. So, we knew we had to modify all materials from content to design to be clearer and simpler, which makes for better member understanding of the product and satisfaction. We conducted focus groups beforehand so we knew what areas to focus on (page 1-2 in work sample). Links to the updated materials are included in the work sample PDF.

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List up to three key measurable objectives for the project. How well did the project meet the objectives?

Answer: 1) Conduct post-survey and average at least 90% positivity for each question. In early 2019, we did the survey with the participants from the focus groups to see how the materials improved. We averaged 93% positivity for all questions saying the information was improved, which met expectations. See pages 5 and 6 of work sample.  
2) Compare first quarter 2019 vs. first quarter 2018 to see an increase in members moving to the enhanced level with lower health care costs. This was achieved by improving 7% more members at the enhanced level.  
3) Improve all 10 product letters by three factors: decrease word count, increase readability and decrease grade level. We achieved all three factors. See page 4 of work sample.

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List up to three key messages for the project.

Answer: 1) Your health care plan to-do list is available by logging in to your Blue Cross account. You can view your tasks, when they’re due and the date you completed each one.  
2) There are two benefit levels — enhanced and standard. Enhanced level means lower out-of-pocket costs, such as copayments, deductible and coinsurance. Standard level is higher out-of-pocket costs.  
3) You have two tasks to complete within the first 90 day of your plan year – a qualification form visit with your doctor and an online health assessment. You may have a third or fourth task depending on your health, which must be completed within the first 120 days of your plan year – a weight management program and our tobacco cessation program.

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How effectively were the resources (budget, time, others) managed?

Answer: Discussions began in Feb. 2018. After drafting a project overview, we decided the final deadline for all materials to be complete was Oct. 31, 2018, because that’s the cut-off of being able to print internally versus hiring a print vendor to handle with extra costs. We met this deadline in advance on Oct. 15. The only budget needed for this project was for a vendor to facilitate focus groups to learn about member pain points. We stayed under budget (\$13,000). In addition to our communications team, we relied on other areas to review and provide insight, including our customer service, grievance and product teams. Throughout the nine-month project, we stayed on track with no issues or disruptions.

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Upload up to 5 work samples:

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Alternate upload if your sample is a URL or YouTube Video – Maximum total work samples must be no more than five.

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Website URL

Answer:

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