



Blue Connect terminology

Investigating how members view and refer to digital experiences



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Today's agenda

- How users find new apps
- How users refer to digital experiences
- How users view portals compared to websites
- Recommendations
- Next steps



Study overview

RESEARCH OBJECTIVES

1. Evaluate the effectiveness of “Blue Connect” as a name
2. Identify opportunities for renaming
3. Discover how users refer to this type of digital experience

METHODOLOGY

- Quantitative
- Survey
- We asked users a series of questions about how they refer to digital experiences, both in general and specific to health insurance

PARTICIPANTS

- 58 users
- General population
- Insurance decision makers from ages 18-65+



Key takeaways

APP DISCOVERY

Users search for apps primarily using the company name.

Naming an app something other than the direct company name could reduce discoverability.

DIGITAL EXPERIENCES

Health care has a strong association with “portal,” but insurance lies within a gray area.

Users are comfortable referring to the digital experience of health insurance as either a “portal” or a “website.”

WHAT IS A PORTAL?

Portals have a higher expectation of personalization than websites.

Users expect portals to be targeted to their specific wants and needs, whereas websites host general information.



Insights



Our app name should be tightly tied to our company name to make it easy for users to find.

- If the app has a special name, new members may not know what to search for.
- By matching the app name to the company name, we also increase user confidence that they have found the correct app.



use their app store at
least a few times a
month



go to their app store
to search directly as
their first action

...as opposed to 36%
visiting the website
and 12% using a
search engine



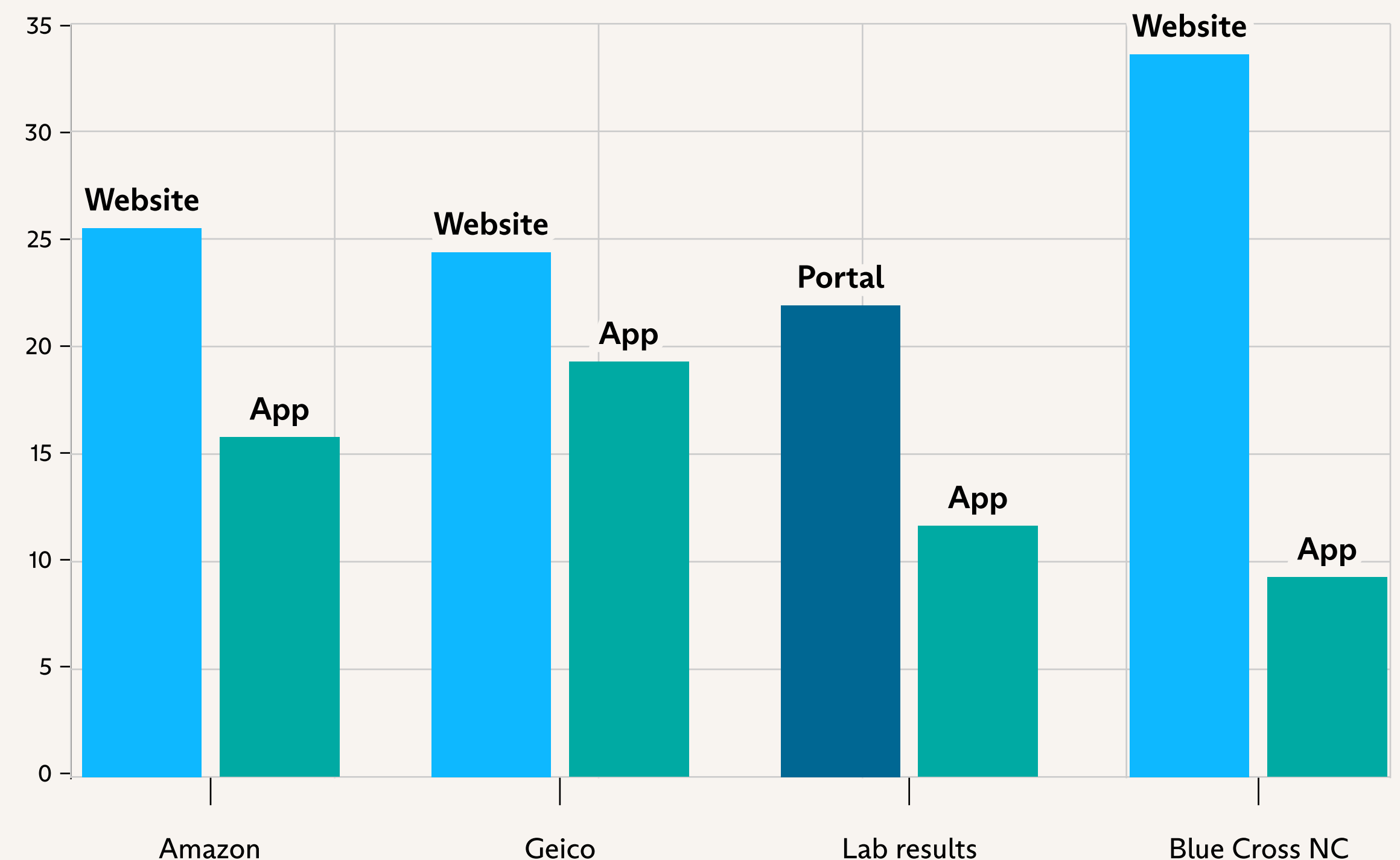
enter the company
name to find the
accompanying app



Users strongly associate digital experiences with the term “website,” even if it’s an app experience.

- In free response, participants mentioned websites more than anything else for Amazon, Geico, and Blue Cross NC.
- Many participants mentioned websites and apps together, but almost always mentioned “website” first. This could indicate that websites are top of mind, but also that they see websites and apps on an equal playing field, serving the same purpose.

Where would users go to complete a task for the named organization?



Users reserve the term “portal” exclusively to refer to the health care industry.

- When it comes to digital experiences from providers or doctors, we see a break in the “website” terminology, moving to a strong association with “portal” instead.
- However, when asked about health insurance, users move back to “website,” indicating a distinction between digital experiences where they take certain actions, even if those experiences are both in the health care industry.

FIND DOCTOR'S LAB RESULTS

“I go to my provider portal.

“Use the patient portal.

“I'd log into my patient portal from my computer.

CHECK INSURANCE CLAIM WITH BLUE CROSS NC

“I would go to Blue Cross NC online.

“Go to insurance site.

“I would go to the Blue Cross website.



Users are able to associate health insurance with “portal” in context.

→ When prompted with options, users did associate the term “portal” with health insurance website, and showed a good understanding of what types of tasks are available there.

When you think of a health insurance website, what are some of the key tasks you can complete there? (open-ended answer)

Coverage, benefits, or costs

Mentioned by 25 participants

Paying insurance premiums

Mentioned by 23 participants

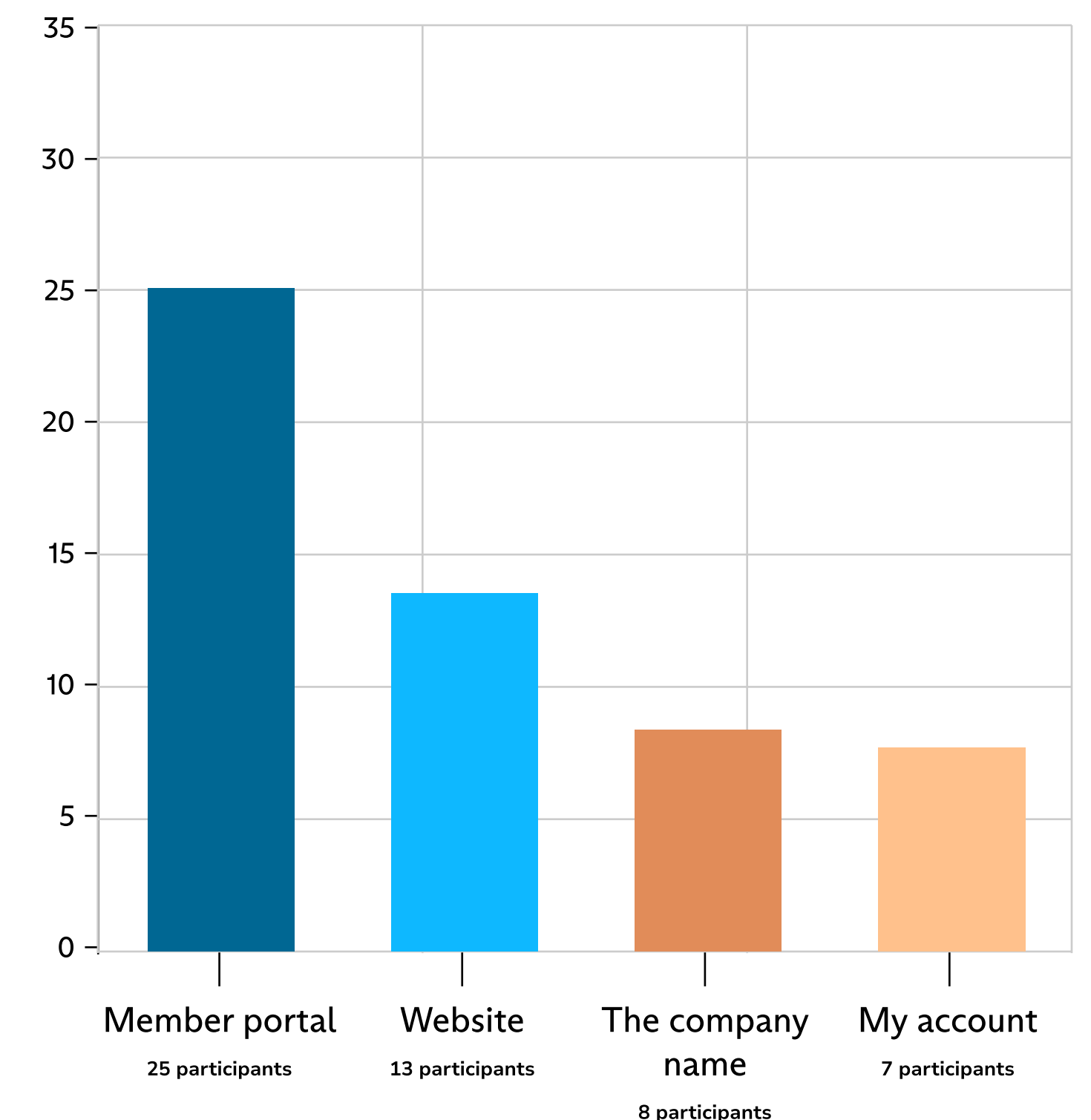
Checking claims status

Mentioned by 21 participants

Finding a doctor

Mentioned by 18 participants

What do you call the place where you log in to complete these tasks online?



Users see a portal as a space targeted and personalized for them, whereas websites are home to general information.

- When users log in to a portal, they expect to see information that is specifically relevant to their situation and needs. Their expectations are higher for portals than websites.

IN YOUR OWN WORDS: HOW IS A PORTAL DIFFERENT FROM A WEBSITE, IF AT ALL?

“A portal is specific to me and the company. [...] I can go to get updates that pertain only to me. I don't go there for general information.”

“A portal is a specific medical area for me.”

“A portal is the place you log in, a website is the entire product.”

“A portal typically involves logging in to your particular account with an organization for member-only details.”



Recommendations & next steps



Recommendations

- Update our app name to **Blue Cross NC** for the best discoverability.
- Refer to the digital experience directly when possible: “Log in to Blue Cross NC”
- If needed, we can refer to the Blue Connect digital experience as either a member portal or a mobile app when appropriate, but we should move away from the decorative name.
- Avoid using “website” to refer to the member portal. Users have a tendency to generalize any digital experience as a “website,” so it’s possible that using the term ourselves could cause confusion between the logged-in digital experience and the publicly available digital experience.



Next steps

- Spend some time reviewing the research findings in detail.
- Use this research as a conversation starter around the **Blue Connect** name.
- Let XD team know of any additional research needs as this work progresses.



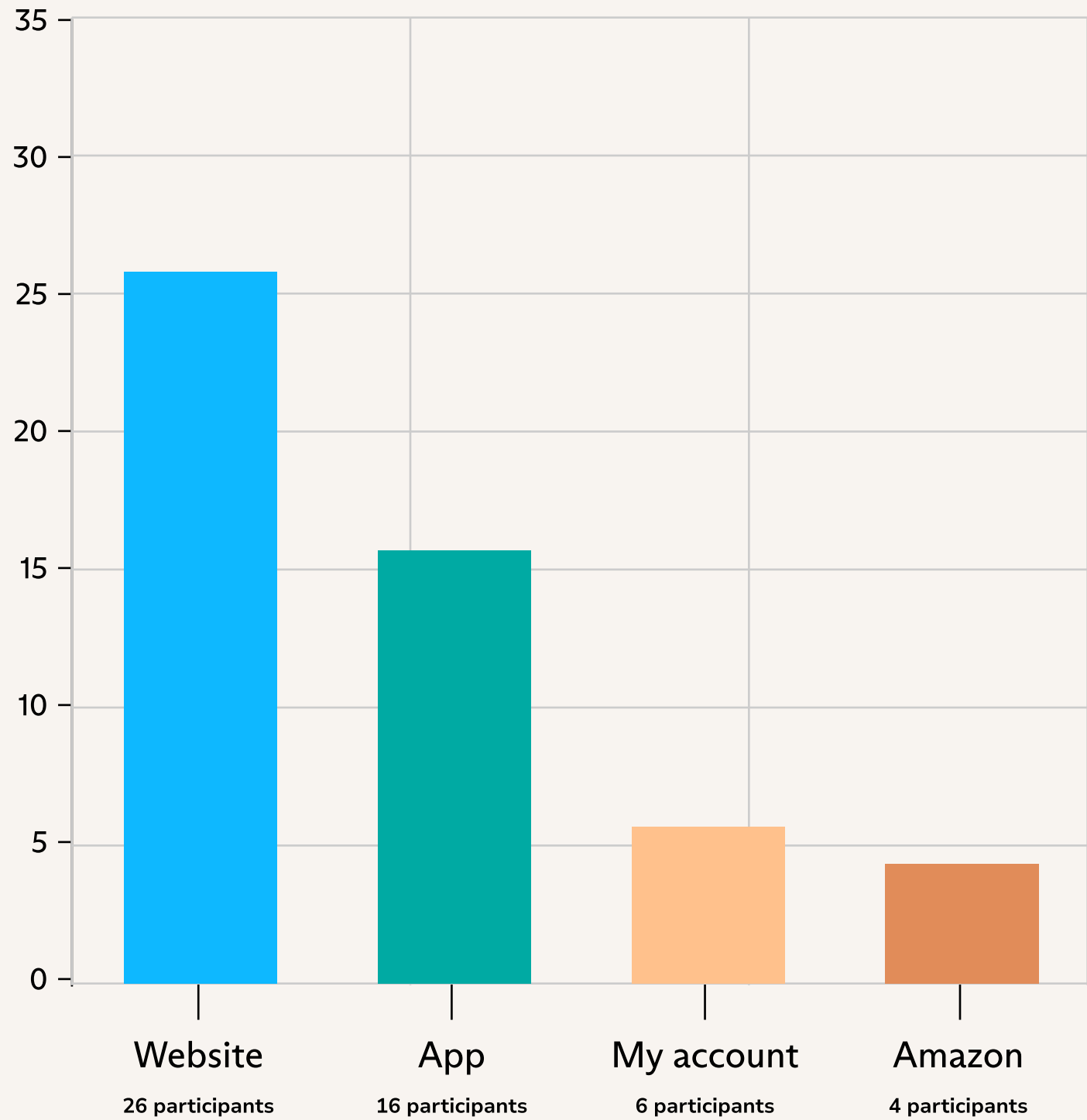
Appendix



Digital experience questions

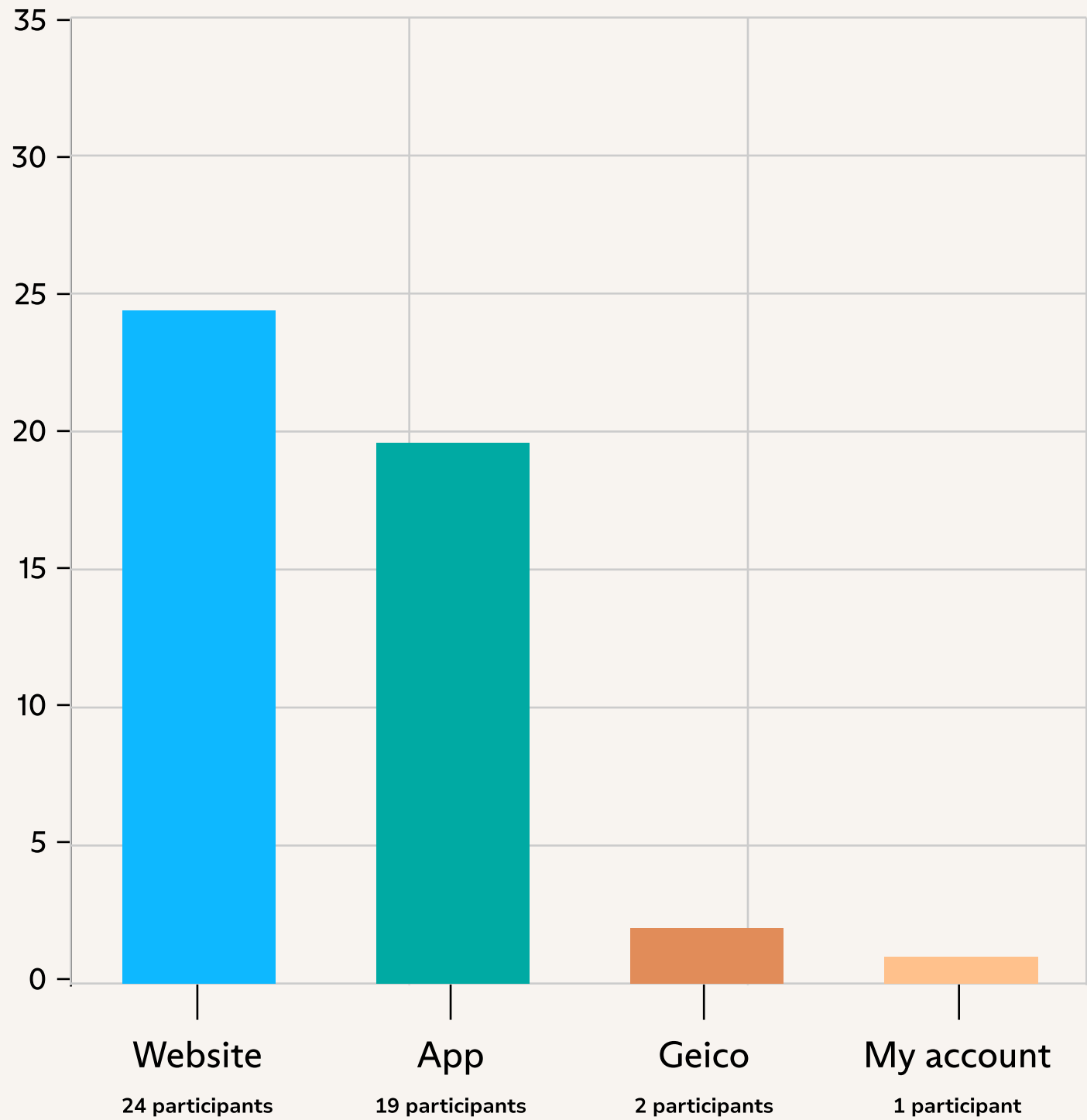
General retailer

Imagine you want to check the status of an order you placed with a retail company like Amazon. Please describe how you would do this.



Car insurance provider

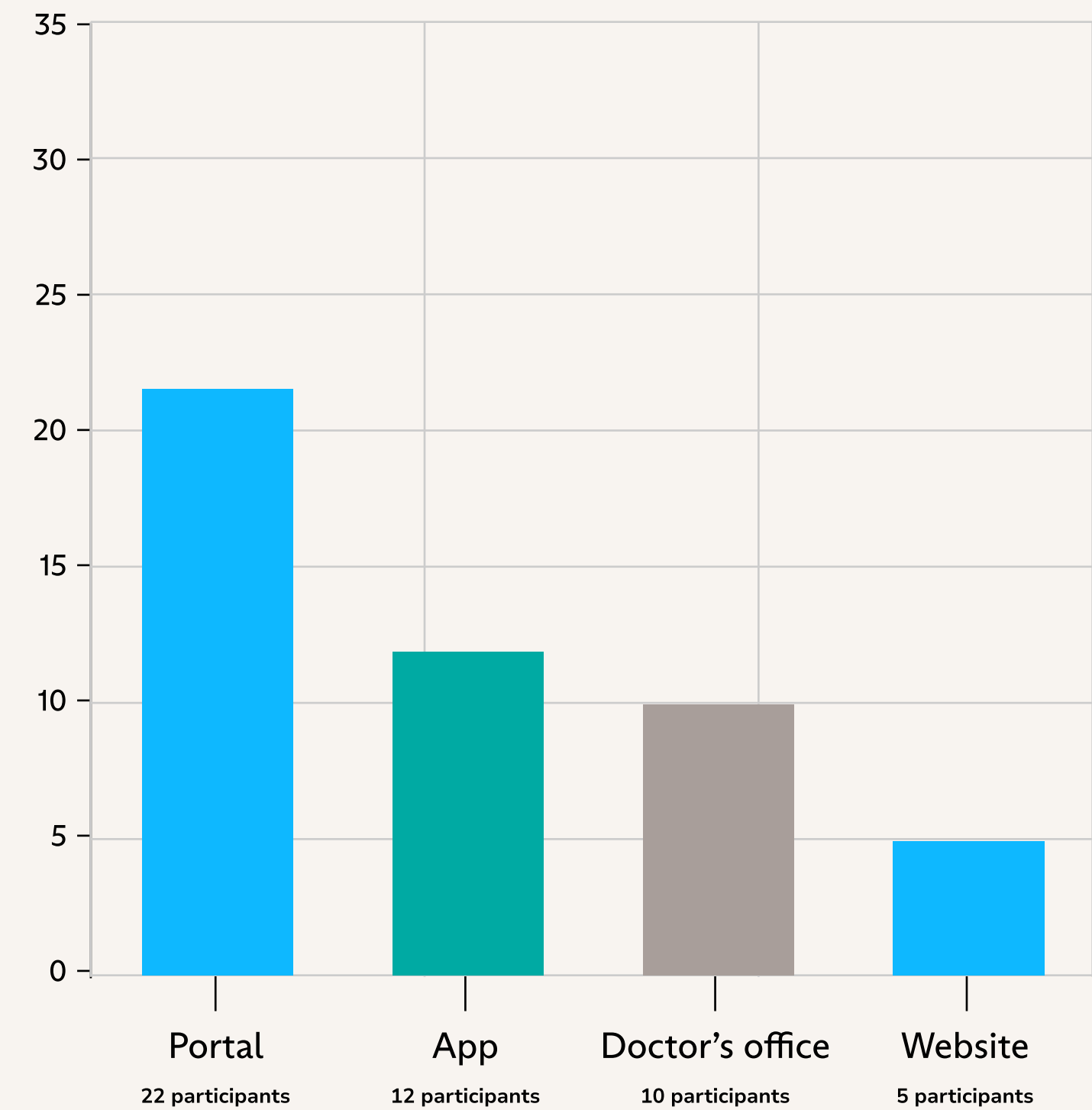
Imagine you're insured by Geico and want to pay your car insurance bill. Please describe how you would do this.



Digital experience questions

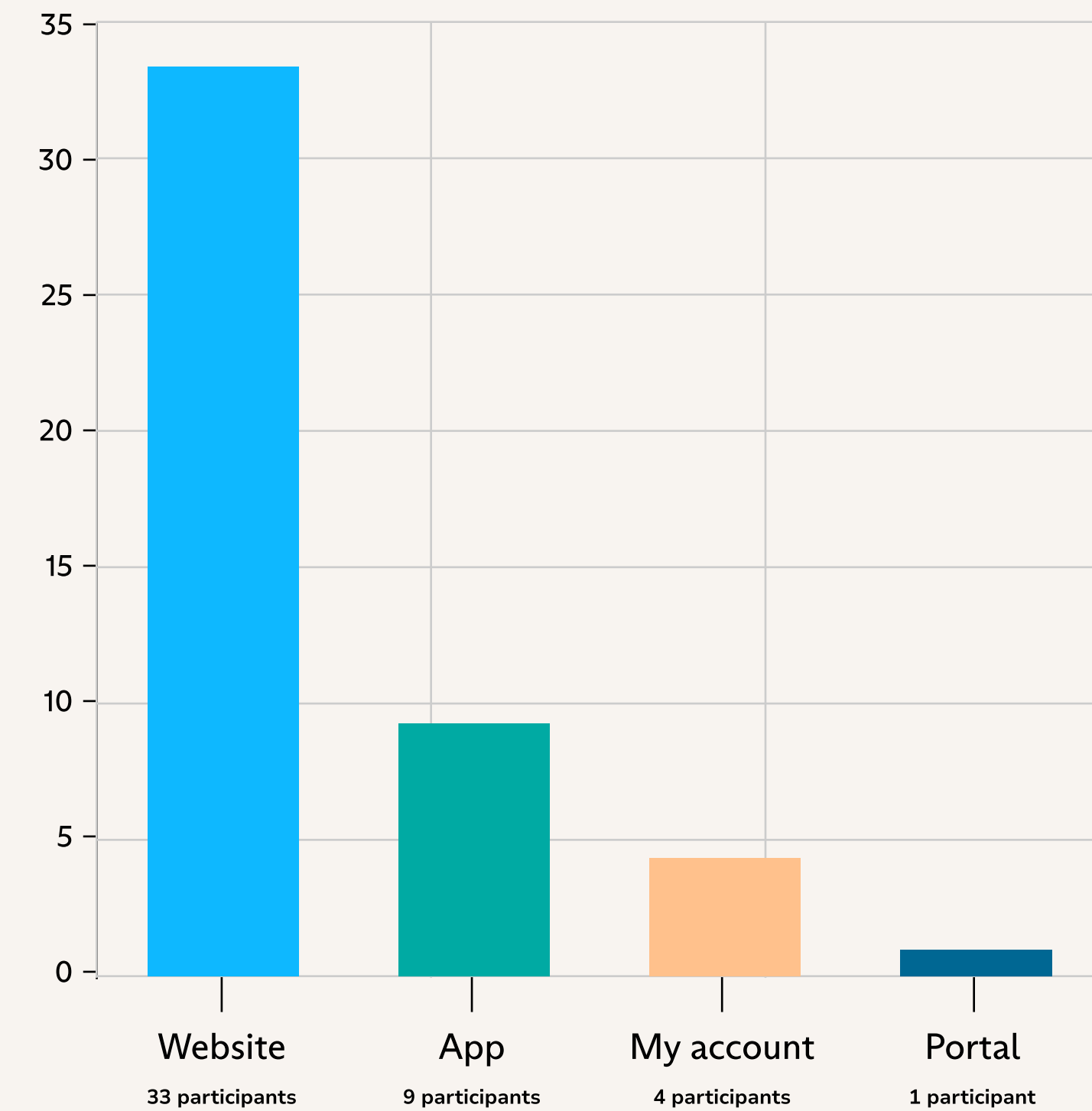
Doctor's office

Imagine you want to view test results from a recent doctor visit. Please describe how you would do this.



Health insurance provider

Imagine you're insured by Geico and want to pay your car insurance bill. Please describe how you would do this.



Apple users vs. Google users

When looking into the differences in Apple vs. Google user bases, we found that there aren't any significant differences that would impact our recommendations.

- Our Apple users visit the app store more frequently than our Android users
- App discovery behavior was fairly consistent between both
 - Most users went directly to the app store to find an app, with visiting the website being the second-most picked answer
 - A majority of both user sets enter the company name in the search bar of their app store, especially Apple users - 74% for Apple, 64% for Android
- The trend of "portal" appearing only for the doctor's visit question was consistent between both user groups, with slightly more Android users wanting to call Blue Cross directly in the following question, but still majority citing that they would visit the website or log in online.
- Android users were more decisive on calling the digital experience of health insurance a "member portal", with 17 users picking that over the second-most picked option of "Website" at 7. Apple users had a more even split of 8 picking "member portal" and 6 picking "the company name."

