

## National Healthcare Overhaul Calls for Platform Upgrade & UI/UX Redesign

### About the Client



National Government Services, Inc. (NGS) is a subsidiary of WellPoint, Inc., the nation's leading health benefits company. Founded in 1966, NGS supports more than 200,000 providers improving the lives of over 22 million people with Medicare in 18 states and 5 U.S. territories.

NGS works closely with the Centers for Medicare & Medicaid Services (CMS) to process 20 percent of the nation's Medicare claims- more than any other contractor in the country. To keep their clients ahead of annual benefit changes and reduce provider burden, NGS has focused on continually modernizing government digital health systems.



# Business Challenges

When the Affordable Healthcare Act (AHA) passed in 2010, NGS recognized the largest overhaul and expansion of coverage since their founding would require their greatest digital evolution to date.

The NGS site overhaul would require a complete redesign of the existing site and supporting infrastructure while allowing for future development.

Additionally, NGS wanted the capability to replace their existing system, Connex, with IBM WebSphere Portal and provide a unified digital experience featuring Single Sign-On (SSO).

## **Main Objectives:**

- SSO between Connex and NGS Medicare
- Anonymous User Registration
- User Self Service
- Targeted (value add) content for non-Connex users
- Claims Lookup for existing Connex Users

## **Registered (Non-Connex) Users**

- Targeted content based on specialty
- Reduced navigational burden
- Increased relevancy
- Increase user satisfaction (improve ForeSee Survey Results)

## **Personalized User Content**

- Quick Access to recent Items and Searches
- Increased productivity through integrated My Tools bar
- Provide Net-New functional experiences to enhance useability

## Our Approach

Asponte identified processes that could be expedited by the addition of custom-built tools and developed a game plan using a streamlined Task, Goal, Objective navigation model. The redesign was planned in two phases to avoid any disruption to the client's business day.

**Phase 1** focused on the transition to an exceptional content experience “behind the scenes” like improving the content architecture and an improved search function to increase the relevance of search results.

**Phase 2** extended the site's functionality and laid the framework for a unified digital experience users could see like SSO, unified account management, and Connex integration patterns.

- Developed custom bulk tagging tool for NGS; “Bulk tagging” allows users to easily find content and new content will be tagged as creators add content.
- Syndication was used to accept all the new content while leaving all the old content and applications behind.
- Directed the installation of all new portal layers, guided performance tuning, and assisted with system hardening.
- Following a deep dive into the content and user base, a rebuilt theme and menu system was developed to quickly guide users to content.
- Style guide provided to the client detailing the development process and the site's color palette, typography, and formatting with examples.



Current entry page



New entry page

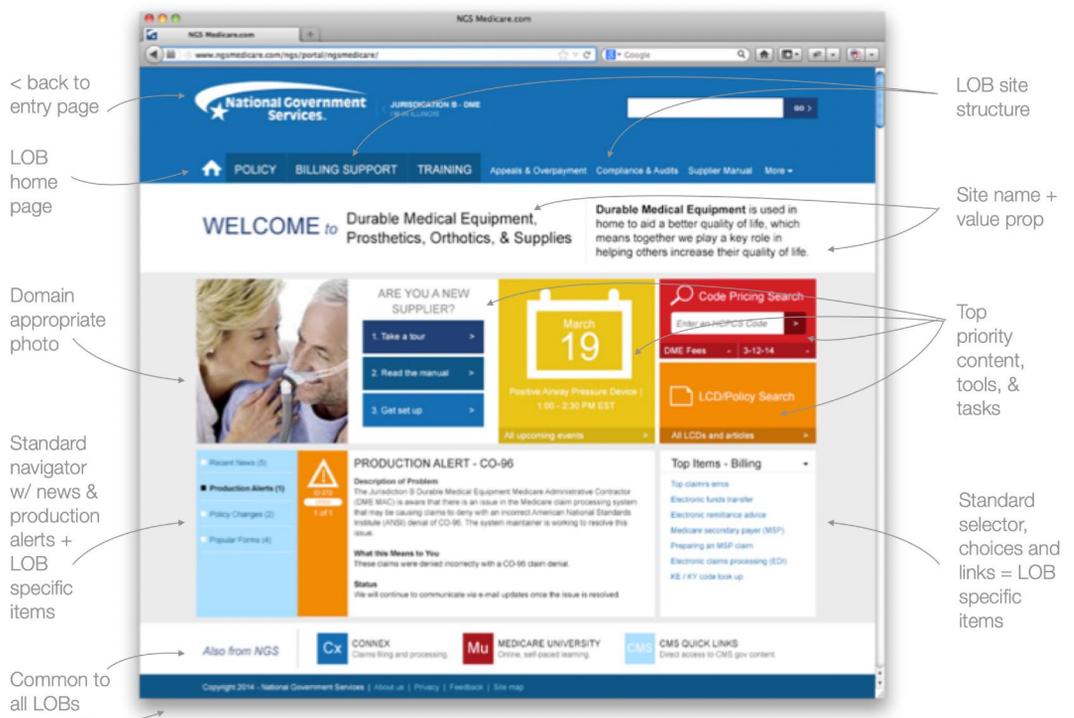
## Site Upgrade

- Content simplified across the site with a focus on navigation and page layouts
- Existing tools consolidated, streamlined and optimized for a more approachable UI
- Survey form (ForeSee) added to verify ease of use and the finished product aligns with user expectations

# Design Update

- Visualizations for each process makes content easily understandable
- Page layouts with “at-a-glance” usability make high volume content easy to sort and filter
- Micro-interactions, like user-specific benefit calculators, create a tailor-made feel
- Mega Tabs optimized to access critical tasks like Policy, Billing Support, and Training from any page

## Home page - template view



## Software Leveraged

IBM WebSphere Portal

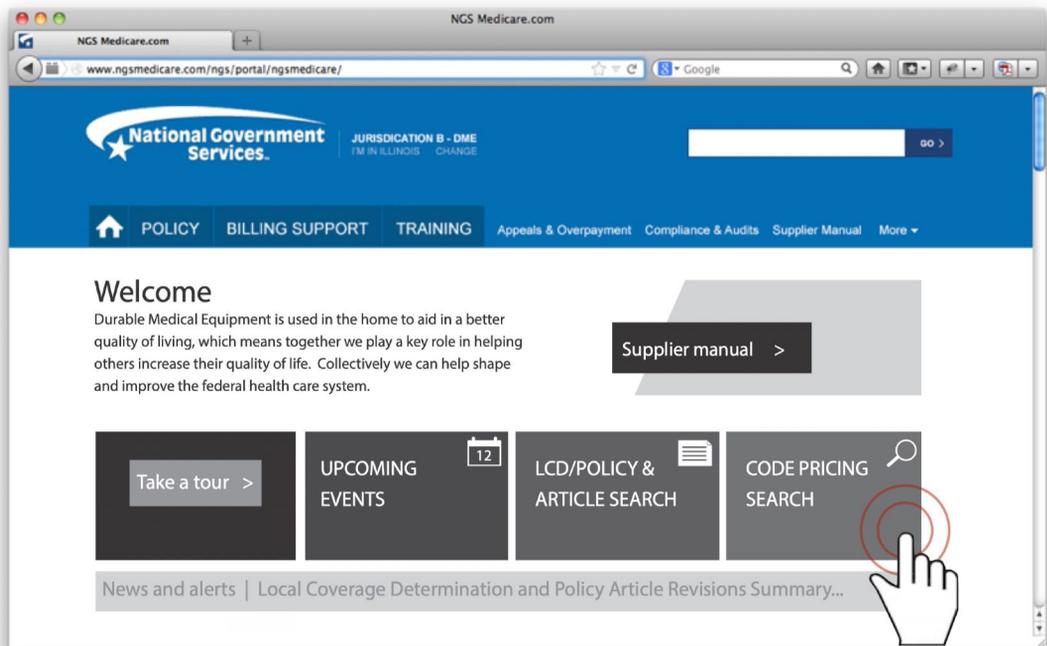
IBM Web Content Manager



## Services / Benefits

- Cut costs for the customer through collaboration and creation of independent workflows
- Optimized user experience reducing clicks between users and the content they need
- Provided a runbook with all parameters set including added diagrams for existing syndication, network traffic, and topologies

The home page provides an engaging experience



The users clicks on one of the top tasks directly available on the page - Code Pricing Search.

## Results

Asponte cut development costs for NGS via continuous collaboration and creation of independent workflows. Their users now enjoy a 50% overall reduction to navigational burden in a secure and clean environment.

The updated menu system allows users to find content faster and creators can now quickly tag new content as it's made.

Syndication accepts all the new content while leaving all the old content behind with the old applications. ForeSee survey scores increased dramatically soon after the close of the project, proving end user satisfaction.

# Website Tour

NGSMedicare.com



- Integrated Claims Look-up
- Increased Productivity via integrated 'My Tools' bar
- Detailed Claims Information Pop Up
- Enhanced useability and understanding of claims information

## About Asponte

Asponte Technology connects applications, data, content, and people. Primarily supporting Enterprise clients with advanced development services ranging from websites, user portals, API integrations and web apps to systems architecture consulting, cloud hosting & management, to full design services and more.

Asponte is highly skilled in managing modern digital transformations and IT services. Since 2008, we have developed websites and solutions that allow companies to deliver amazing Digital Experiences to their clients and employees. Digital Experiences are the core competencies of Asponte Technology. Our team members have worked as Solution Architects at some of the top companies in the world.

Asponte offers custom development and infrastructure services, software sales, cloud migrations plus hosting options. We focus on the business strategy to deliver technical expertise along with value-added digital solutions that improve user satisfaction and achieve business goals. We provide reliability, proven technology and security through managed infrastructure, platform and software responses for clients seeking enterprise grade solutions along with Management Consulting Services.

Our experience working with Fortune 1000 companies has made us a top choice for technology services, architecture and development to help companies solve complex problems, speed time to market, and improve engagement with a lower total cost of ownership.

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