

CustomerConnect

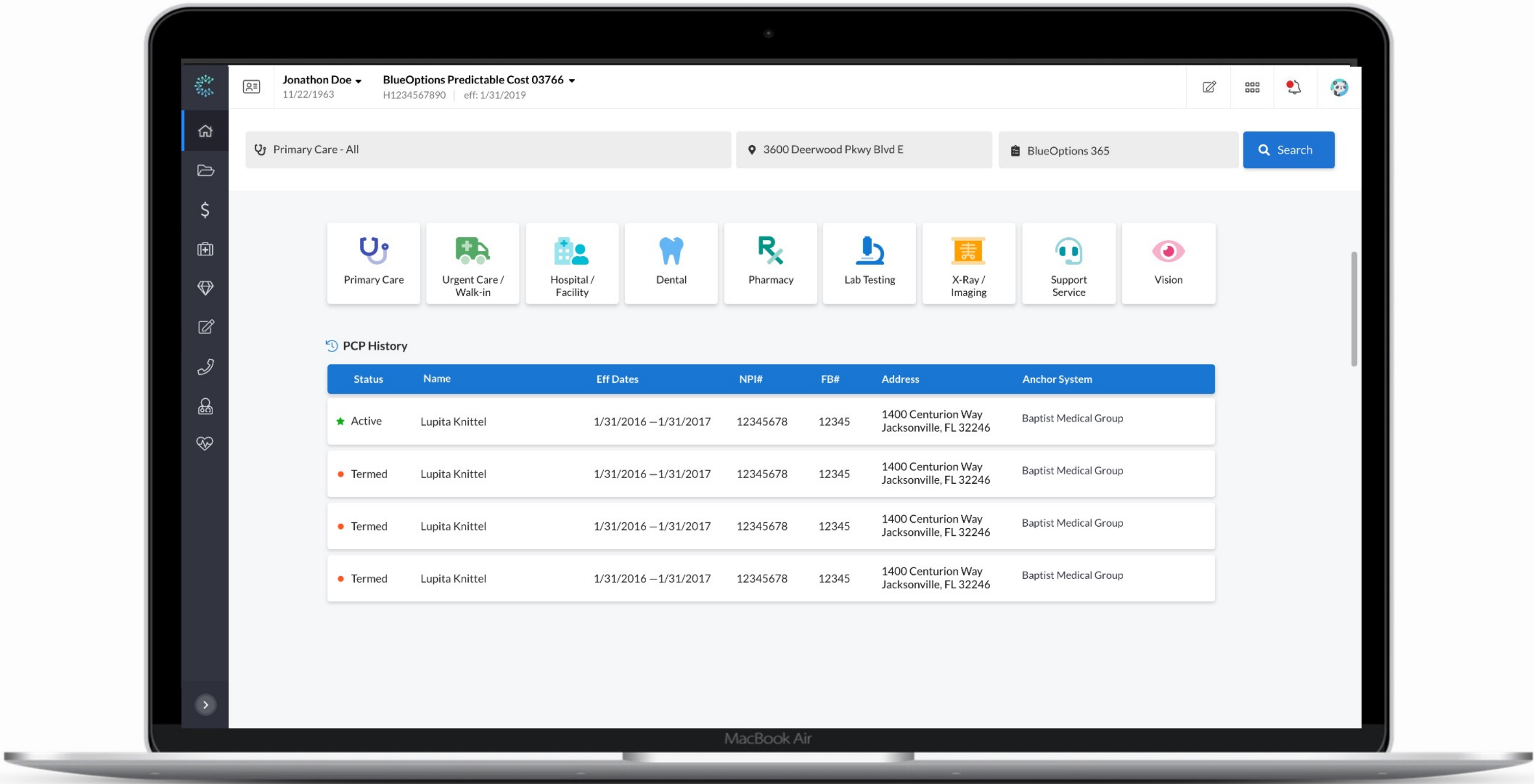
# Provider Search

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My team and I regularly review advocates taking live calls with members. On several calls, members were trying to find a new PCP and weren't able to find them on the external Florida Blue website. We witnessed the internal advocate also trying to assist the member, then ultimately resorting to Google to find the information they were looking for. On an even more personal note, I had recently become a full-time employee and had to go through the same process in order to find and research a PCP in my area.

There were a number of pain points contributing to the poor user experience and pit-falls, not just from how the website was laid out, but an entire overhaul of the architecture. For this redesign to be truly successful, we needed to influence external teams to revamp the backend in order to deliver a best-in-class search experience for both our customers, and internal advocates.

I partnered with the Customer Experience team to develop a series of prototypes that became the catalyst for change for Provider Search across the enterprise. This started with the users, multiple business entities, external agencies and vendors, and internal and external teams using a Provider Search. Since the search needs from the internal advocates mirrored the needs of the external users, we started with side-by-side evaluations and interviews. I also spent a great deal of time on competitive analysis on this project to see how other tools were tackling the same issues.





RESEARCH  
DIGGING DEEP

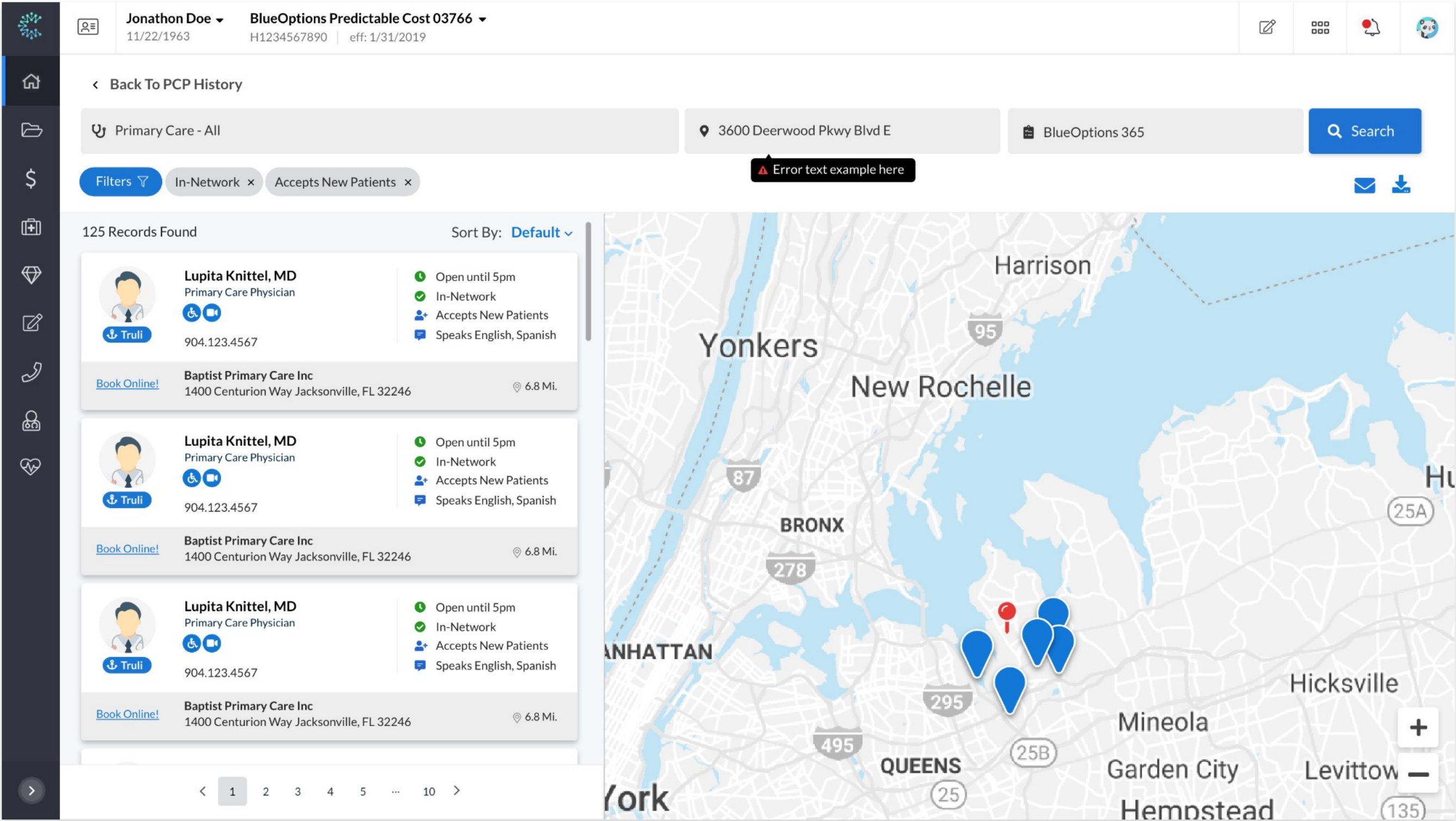
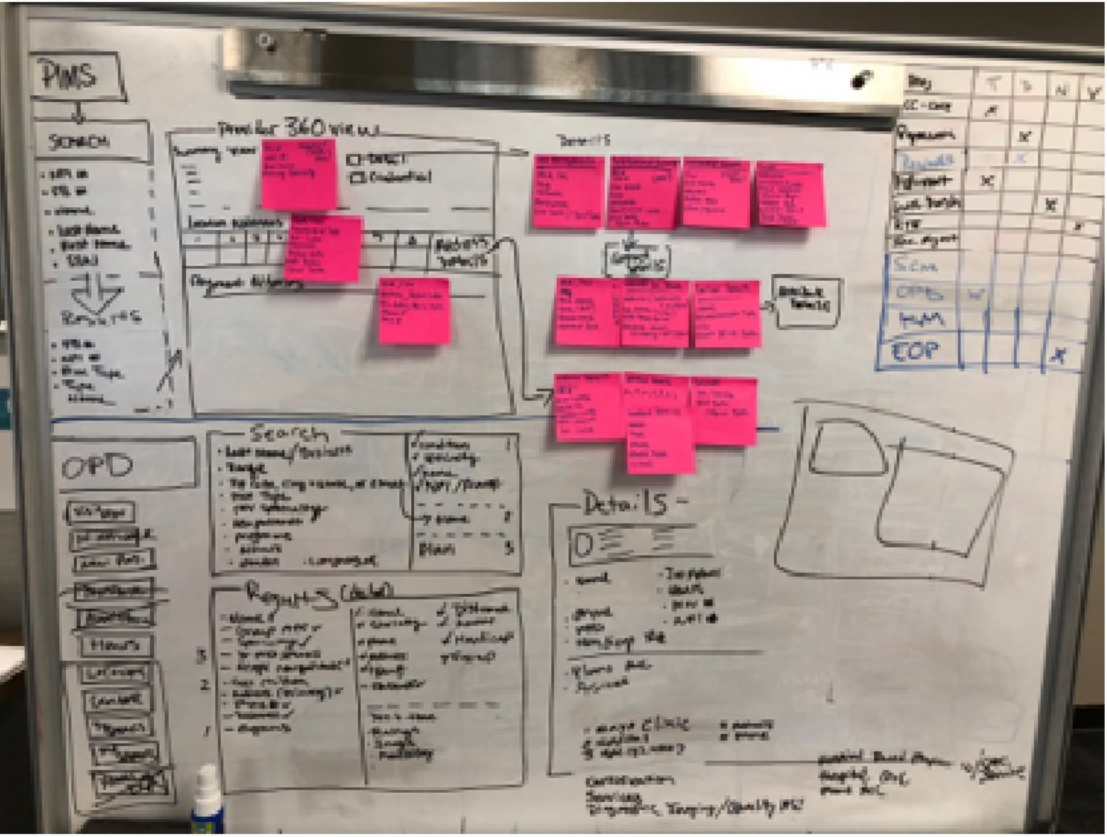
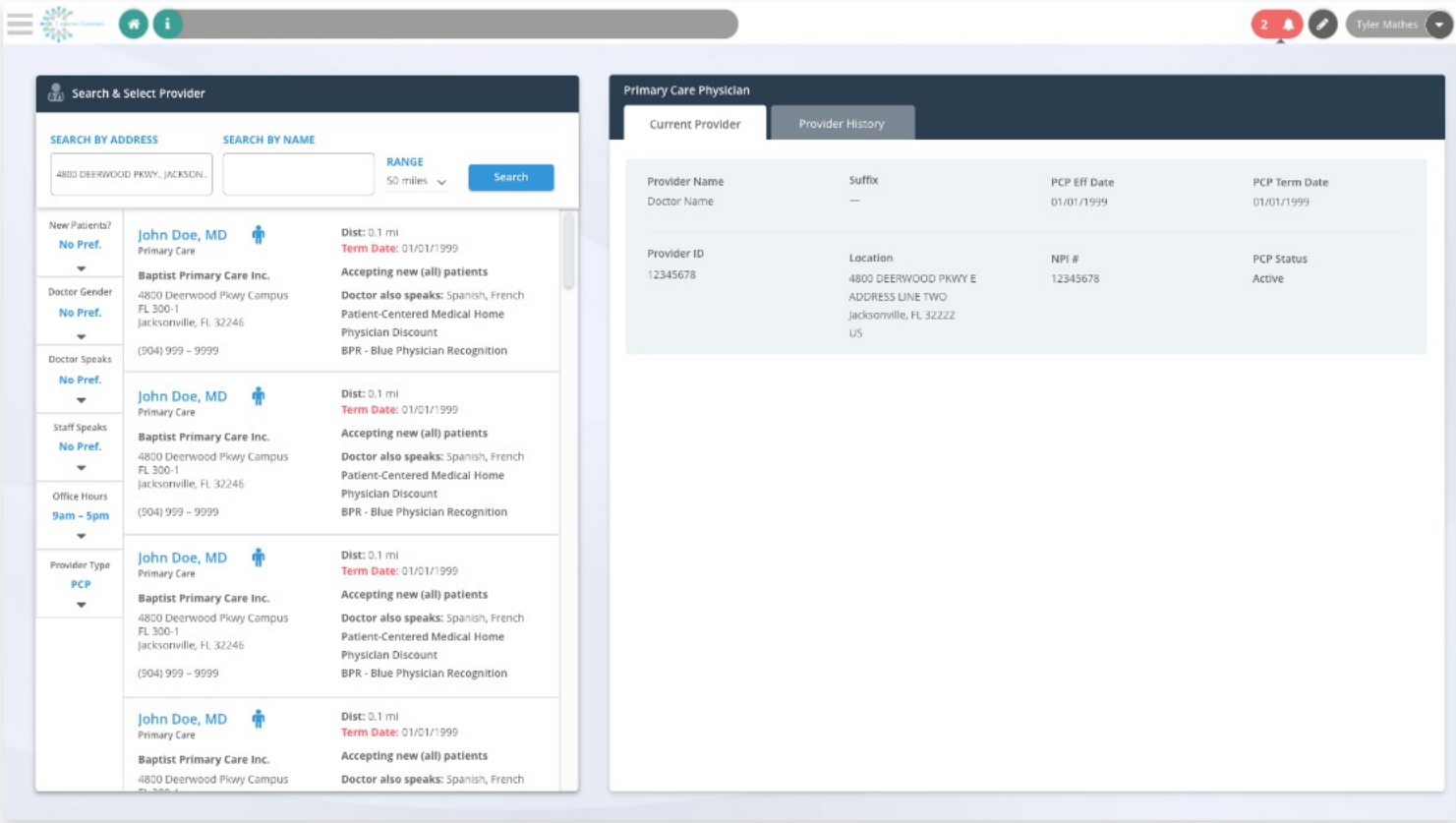
I found a consistent issue with the OPD Directory, where a user needs to select a plan and 5 other drop-downs including distance, network, availability and gender before you can even begin a search. What we needed was a “fuzzy search” that would allow you get instant feedback from the backend as you types in a single input. The query parameters could all be defaulted to prevent the need to select them, and the relationship between conditions, specialties and physicians needed to be established.

Within the Contact domain, we were able to rewrite our own Search database using Redis Search, which was instrumental in caching results to bring a performant search experience and also deliver the optimal user experience we were missing. Over a two-year period we were able to bring many advanced concepts to life, including searching by condition, provider specialty, provider or facility name or the NPI number — and the best part is, this can all be done from a single input.

Another use case we needed to solve for, was the ability to search out of network. We heard our users frustration with not being able to find a physician that had moved networks, and implemented the ability to search without a plan selected.

There was a data gap between source systems that would tell us whether a provider was accepting new patients or not. After we aligned the data between systems we were able to usher our users into one tool.

We also integrated Google Maps, created recommended categories of providers for quick access, and I scrutinized each and every piece of data on the screen in order to not overwhelm the user.





TESTING & PROTOTYPING

LOOK TO THE STARS

On top of the new search experience, we have been integrating additional features to stay in sync with the enterprise Find Care journey. We also have a “Amazon-esque” faceted filtering system which allows a user to add more filters to the list of search results until they get what they are looking for. At that point, they can even e-mail a document of the search results to the member for them to do more research on.

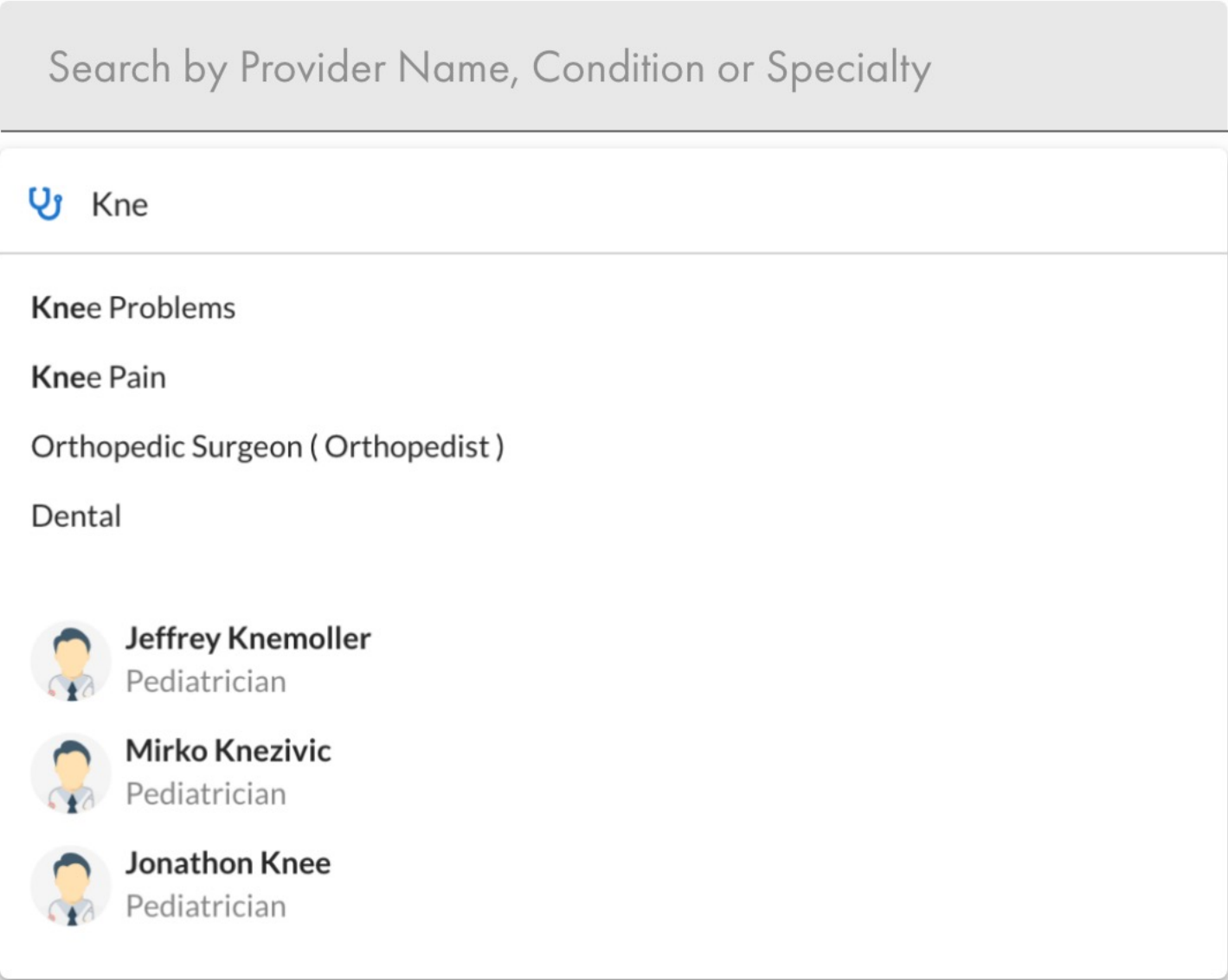
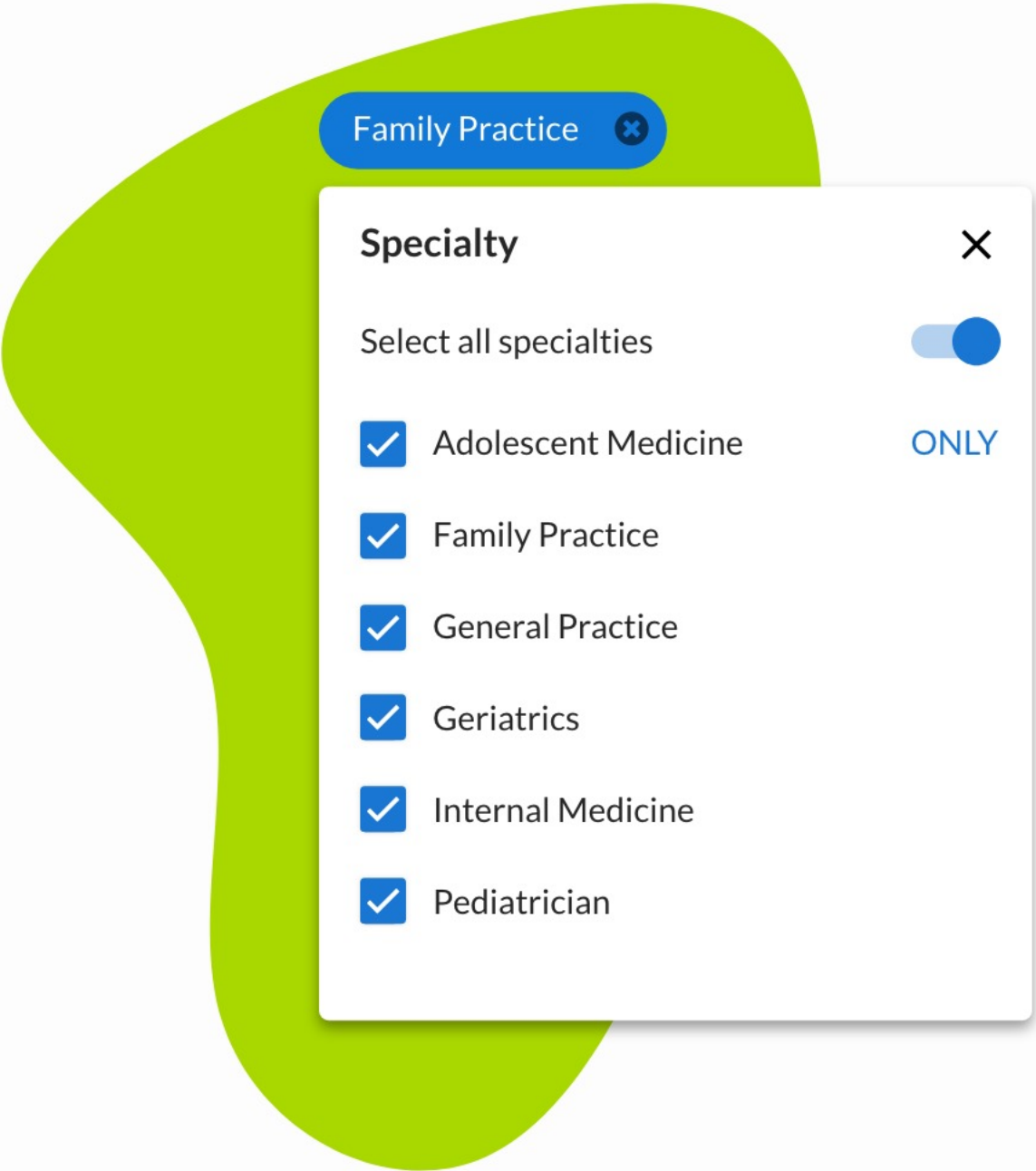
I prototyped additional features, including Cost Estimators, Virtual Care indicators and Online appointment booking features which we will integrate with in the future. The world where we have a universal booking engine will give us the tools to be more context-aware, meaning we can recommend our value providers, other providers in same group or enable other business related needs for which providers to recommend over others based on availability.

The entire CustomerConnect platform, including Provider Search is a multi-tenant application; meaning the single tool serves as the one stop shop for Florida Blue, Florida Blue Medicare, Truli for Health and FHCP entities.

Creating a modern search experience from the ground up, and delivering three major feature upgrades based on user feedback is why the Agile process works for small teams. The ability to be lean enough to adapt to change on the fly, and consume changing business processes while in development has made us successful in this endeavor.

Advanced  
Provider Search

Dynamic dropdown that filter the Provider list in realtime. Only see what you need to.



Faceted  
Filtering

Dynamic dropdown that filter the Provider list in realtime. Only see what you need to.