The Future of *Medicare & You:* from Static to Dynamic

Centers for Medicare & Medicaid Services

Medicare & You Web Foundation

- Current print version of *Medicare & You* is highly recognized and successful

- Research shows the web can deliver health information effectively

- Beneficiary population shows strong current web use, and is becoming increasingly web-savvy

- Patterns point toward increased use of the web to access health information

- Administration expects modern technology

Medicare & You Web Vision

- Design and develop interactive, online version of *Medicare & You*

- Provide easy access to accurate, dynamic Medicare information on demand

- Integrate *Medicare & You* Web into Medicare.gov and encourage users to utilize other web tools

- Use Content Management system to ensure consistency, improve accuracy, and reduce duplication

- Monitor trends in tool access to improve delivery of the information users need most

Medicare & You Web
Goals and Objectives

- Enhance usability for beneficiaries, caregivers, and other Medicare partners and stakeholders

- Increase customer satisfaction by providing access to updated, customized information

- Reduce number of printed handbooks mailed

- Reduce beneficiary calls to 1-800-MEDICARE

- Meet public and administration expectations for use of modernized technology

- Enhance agency brand and image

User Experience Concept

- Users visit *Medicare & You* Web through:
    - Links and searches on Medicare.gov
    - Links on outside websites and search engines
- Clicking link to *Medicare & You* Web takes users to self-contained section on Medicare.gov
- Separate navigation, separate content
- Users can limit search to *Medicare & You Web* content, or search across Medicare.gov
- Links will promote use of existing Medicare.gov tools and resources

Feature – Content Management System

- Allows for real-time updates not possible with print *Medicare & You*

- Ensures users have access to most current information possible

- Ensures consistency, promotes accuracy, and reduces content duplication across the site

- In long-term, will ensure consistency and accuracy across ALL products and publications

Features of *Medicare & You Web*

- Ability to make real-time updates
- Content management system will promote accuracy & consistency
- **"What's New" and "News & Alerts" on front page**
- Customized content based on ZIP code
- Content for multiple years
- Searchable audio, video & multi-media
- Website analytics
- Comprehensive links to internal & external resources
- **"Opt-out" for print version on front page**

Medicare & You Web   Last Modified: March 25, 2010

Features of *Medicare & You* Web

- Users can click a button to:
  - Print: print the page the user is currently viewing
  - E-mail: E-mail a content link to any e-mail address
    - Very useful for caregivers, 1-800-MEDICARE CSRs, counselors, and other advocates
  - Subscribe: subscribe to E-mail alerts when content on that page changes; user will provide an E-mail address
  - Feedback: provide feedback to CMS regarding the tool or information on the tool
    - Feedback will only be viewable by CMS and can be anonymous

Translations

- Entire tool will be translated into Spanish
- Chinese translation a future possibility

Timeline

Currently planning to launch

Medicare & You Web

in spring/summer 2012