

dr. on demand



2019 REPORT

TELEMEDICINE ANALYSIS AND STRATEGY

PREPARED FOR
THE DIGITAL EXPERIENCE TEAM

PREPARED BY
OLIVE HERNANDEZ, DIGITAL EXPERIENCE INTERN



Table of Contents

iv	Executive Summary
01	The Old Telemedicine Page <ul style="list-style-type: none">01 BackgroundNavigation and Content
02	Old Page Image
03	Digital Trends Overview <ul style="list-style-type: none">03 Telemedicine Page is InformationalMost Direct Sources Use Site SearchTagging is KeyMarketing Collateral is MemorableHigh Mobile Views
04	The Competitive Matrix <ul style="list-style-type: none">04 Independent Health Was FirstNow We Are Number One
05	Strategic Action Plan <ul style="list-style-type: none">05 Strategic StatementSupporting EvidenceTone of Voice
06	New Layout <ul style="list-style-type: none">06 Inspired by the Wellness Card PageThree Different Types of Information
07	New Page Analytics <ul style="list-style-type: none">07 Increased Page ViewsSteps is HighCommon Trends
08	Conclusion

09	Appendix A: WNY Old Page Analytics Overview
10	Appendix B: WNY Old Page User Behavior Analytics
11	Appendix C: NENY Old Page Analytics Overview
12	Appendix D: NENY Old Page User Behavior Analytics
13	Appendix E: WNY and NENY Pageviews Over Time Comparison
14	Appendix F: Old Competition Matrix
15	Appendix G: Independent Health Telemedicine Image
16	Appendix H: BCBSWNY "Telemedicine Information" Page
17	Appendix I: BCBSWNY "Is Telemedicine Right For You?" Page
18	Appendix J: BCBSWNY "How to Register or Set Up a Visit" Page
19	Appendix K: BCBSWNY Member Benefits Page
20	Works Cited

List of Illustrations

02	Figure 1: Our Old Telemedicine Page Image
04	Figure 2: New Competition Matrix
06	Figure 3: Telemedicine Main Page Image
07	Figure 4: New vs. Old Page Line Graph

Executive Summary

The purpose of this report is to provide an analysis of the telemedicine page for both BlueCross BlueShield of Western New York (BCBSWNY) and BlueShield of North Eastern New York (BSNENY). Upon analyzing the page, researching the competition, and determining a value proposition, a strategy was formulated and executed. Data is gathered after the new page launch to measure the success of increased pageviews.

GAVE USERS THE ABILITY TO CHOOSE

Since the old page contained too much information and lacked a clear call to action (CTA), a micro-site emerged to provide a better user experience and to decrease a high abandonment rate.

CONNECTED WITH CONVENIENCE

Doctor On Demand allows consumers to connect to a doctor using a mobile device. This interface allows any user to have accessibility to resources they otherwise would not have. The page before the project did not highlight this benefit. In the new micro-site, a page is dedicated to convenience and accessibility.

STRENGTHENED THE CALL TO ACTION

Since the call to action (CTA) was originally located on the right rail, it was unlikely for a user to sign up for the service. The page is only informational and does not engage the viewers to take the next step. Now, a page is dedicated to registering and setting up a visit.

ELIMINATED ZERO SEARCH RESULTS

While the page brought in high organic traffic, it is integral to tag the synonyms of telemedicine and competitors of Doctor On Demand. All competitors and synonyms of telemedicine originally lead to zero search results.

Figure 1

This is a screenshot of the old BCBSWNY telemedicine page.

BlueCross BlueShield of Western New York

Looking for something? [Contact Us](#) [Login](#)

Home > Member Services > Benefits > Doctor On Demand

dr. on demand

Telemedicine, hosted by Doctor On Demand
Connect to a doctor, any day.

BlueCross BlueShield of Western New York presents **Telemedicine, hosted by Doctor On Demand**—where you can connect to a doctor and be seen right away using your own mobile device or computer. It's like having your own personal doctor on call, 365 days of a year. Whether it's a mental, urgent or chronic condition, you can call Telemedicine hosted by Doctor on Demand and be connected by video with a board-certified physician trained and based in the United States. They will diagnose, treat, and/or prescribe what you need.

How does Telemedicine work?

The app works with any smartphone, tablet, or computer with a front-facing camera. Through live video, our hand-picked doctors review symptoms and medications, perform an exam, and recommend a treatment plan. They are available within minutes or by appointment. You can schedule a visit with one of your favorite doctors at any time that works for you.

What can we treat?

Doctors can treat hundreds of conditions, including:

- Common chronic illnesses and issues often seen in urgent care facilities
- Cough
- Flu
- Sports injuries
- Bug bites
- Urinary tract infection
- And more

Therapists are also available to provide a safe, confidential space where you can get treatment for any mental health conditions.

What don't we treat?

Although **Telemedicine hosted by Doctor On Demand** physicians can often treat many conditions through a video visit, more serious or life threatening conditions should be treated by a visit to the doctor or hospital in person. If you are experiencing a crisis or emergency, call 911 or go to your nearest emergency room.

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How to get started:

1. Go to DoctorOnDemand.com OR

Download the **Doctor On Demand** app from the App Store (iPhone) or Google Play (Android).

2. Click **Join now** and follow the screen prompts. Be sure to add your insurance information to receive the correct pricing.

Doctor On Demand Support

Call: 1-800-997-6196 (TTY 711)
Email: support@doctorondemand.com

Please note: Children under the age of 18 cannot create an account, a parent or guardian would create the account and select "My Child" or "Someone Else" as the individual receiving the consultation. The parent/guardian and child would attend the consultation together.

[Careers](#) [About Us](#) [Contact Us](#) [Live Fearless](#) [Give Feedback](#) [Chat](#)

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DIGITAL TRENDS OVERVIEW

Data was gathered through Google Analytics. **To view the full analytics data, please see Appendix A-D.**

TELEMEDICINE PAGE IS INFORMATIONAL

The lack of engagement indicates that there is a discrete call to action. Viewers visit the page and once they read or skim over the page, no other action is taken instead of registering for Doctor on Demand.

MOST DIRECT SOURCES USE SITE SEARCH

Depending on the market, 30-34% of direct sources find our telemedicine page through site search.

TAGGING IS KEY

The page is mostly tagged. There are certain keywords that lead to 0 results.

MARKETING COLLATERAL IS MEMORABLE

Any marketing collateral we send out to members is working due to the high direct searches. Viewers are using the short URL for our telemedicine pages.

HIGH MOBILE VIEWS

50% of WNY viewers use a mobile device or a tablet and 45% for NENY viewers.



THE COMPETITIVE MATRIX

INDEPENDENT HEALTH WAS FIRST

A competition matrix was developed upon reviewing the BCBSWNY/NENY against the competition located in **Appendix E** before the implementations of strategy.

Independent Health's successes were mainly due to the **ease of navigation** and information on the site. While it lacks the aesthetics and is lengthy, texts such as a **call to action** and **pull-down steps help the viewer understand** how to access the resource and **take action**.

Please see Appendix F for a screenshot of Independent Health's page.

NOW WE ARE NUMBER ONE

After the implementation of the strategy, a second competition matrix was created. Currently, we come first against our competitors. It is also important to note that **other healthcare providers improved their scores**, but still lacking in certain categories such as the search bar, navigation, clear CTA, and aesthetics.

This is a huge improvement for our website because **we originally met two out of the six criteria before the project**.

Figure 2

The competitive matrix of six healthcare providers about each of their telemedicine page made in July 2019.

	BCBSWNY/NENY	Aetna	Cigna	UHC	Univera	Independent Health
Navigation	✓				✓	✓
How To	✓	✓	✓	✓	✓	✓
Clear CTA	✓			✓	✓	✓
Payment	✓			✓	✓	✓
Aesthetics	✓	✓		✓	✓	
Search Bar	✓	✓	✓			✓

STRATEGIC ACTION PLAN

STRATEGIC STATEMENT

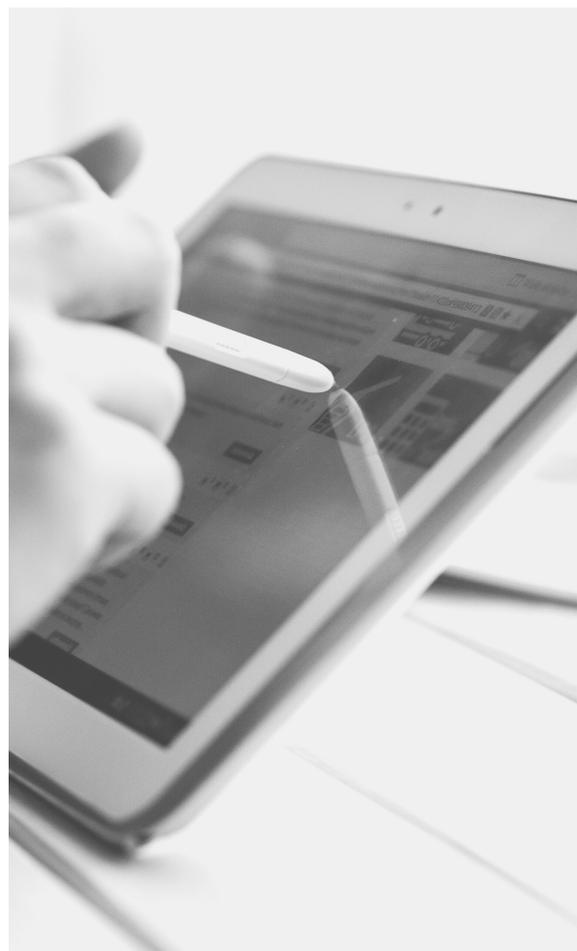
BlueCross BlueShield of Western New York and BlueShield of Northeastern New York's telemedicine pages will convince viewers who have busy lives and oversee their family's health that Doctor On Demand is a benefit that is **convenient** and **easily accessible**. Our telemedicine pages give people the choice on what information they want to see and differentiate from the other competitor pages.

SUPPORTING EVIDENCE

Doctor On Demand offers a service that is accessible with a mobile device or a computer with webcam features. Based on meetings with the marketing and product team, our **telemedicine services** are **easy to use**, **cost-appropriate**, and should be utilized because it is beneficial to a consumer's view in terms of convenience and cost-effective for the business since we pay for Doctor On Demand per member visit.

TONE OF VOICE

To communicate effectively, BCBSWNY and BSNEY will position themselves as a healthcare provider that relates to the member, making the telemedicine information comprehensible.



INSPIRED BY THE WELLNESS CARD PAGE

The new telemedicine layout for both markets breaks up key information for viewers shown in Figure 3. The three-page layout is inspired by the Wellness Card page. Each page provides different types of information for the viewer. The content is easier to digest and looks better.

THREE DIFFERENT TYPES OF INFORMATION

Each page is different, so it targets different viewers. One person could be new to telemedicine technology and would like to learn more about it. Another person could be familiar but need more convincing. Once a person has decided that they want to have an account now to have in the future, some steps guide them on how to register and begin.

To see the different pages in full size, please go to Appendix G or go to www.bcbswny.com/telemedicine.

Figure 3

A screenshot of the BCBSWNY telemedicine main page.

BlueCross BlueShield of Western New York

Looking for something? Contact Us Login

Home > Member Services > Benefits > Telemedicine

A Busy Schedule Shouldn't Stop You from Getting the Care You Need

Connect to a doctor, any day with Telemedicine hosted by **dr.** on demand

What is telemedicine?

Learn More

Is telemedicine right for me?

Find Out Here

Register and set up a visit

Get Started

If you are experiencing a medical emergency, call 911 or go to your nearest emergency room.

Doctor On Demand is a separate company that provides telemedicine services to BlueCross BlueShield of Western New York members.

Careers About Us Contact Us Live Fearless Give Feedback Chat

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Security | Privacy | Terms of Use | Notice of Non-Discrimination and Translation Assistance

INCREASED PAGE VIEWS

Examining Figure 4 with a pageview comparison of the old and new page, it is evident that the pageviews for telemedicine have increased. It is important to note that telemedicine now has 4 pages which attributed to the high pageviews. To better examine the pageview count of each page, Figure 5 showcases the key data.

STEPS PAGE IS HIGH

Looking at Figure 5, aside from the main page having the highest views, the second-highest views is the steps page, or "How to Get Started" page. This provides a step-by-step process in downloading the app, registering, and setting up a visit. It appears to be that many people want to know how to use the telemedicine service.

COMMON TRENDS

Overall, there has been an increase in page views for both markets. There is a high desire for obtaining information about registering and starting a visit with Doctor On Demand. Also, not a lot of users are utilizing the short URL because there is a lack of data for redirects.

Figure 4

Figure 4 contains real data and has been omitted.

Figure 5

Figure 5 contains real data and has been omitted.

CONCLUSION

BlueCross BlueShield of WNY and BlueShield of NENY is constantly changing and adapting to the demands of innovation and technology. The mission, "to develop and provide innovative and cost-effective health care delivery solutions to support the needs of our members, stakeholders, and communities" holds true. The implementation of the strategy for telemedicine, led to the following:

Broke up different content but remained cohesive in the overall theme. The creation of a telemedicine micro-site allows members to have an easier time absorbing the information we are giving them. The sub-pages for telemedicine as a whole tell a story. One user experience may differ from another, yet each experience provides pertinent material.

Identified with the member through the scenarios page. When people visit the site and see the "Is telemedicine right for me?" page, at least one of the scenarios will relate to them.

Created a strong call to action. The strategy led to a "How to" section that engages people to download the app by making it easy for them on desktop with a QR code or on mobile with the app store buttons.

Increased pageviews. This is attributed to many variables. The SEO is improved by tagging Doctor On Demand competitors and telemedicine synonyms. The url is also fixed so the pages will be on the top search when people look for telemedicine. Another way pageviews increased is due to the change in location for the page. While it still resides in member benefits, it now sits next to the Wellness Card page.

With these key points, I believe that BlueCross BlueShield of WNY and BlueShield of NENY are tough competition in the healthcare insurance industry for telemedicine. Even though we are seeing success, we must remain adaptable since digital is always changing.



**APPENDIX A-E CONTAINS
REAL DATA AND HAS BEEN
OMITTED FROM THIS
DOCUMENT FOR PUBLIC
VIEWING.**

APPENDIX F

This is a screenshot of the old competition matrix which shows that Independent Health originally hit five out of the six categories.

	BCBSWNY/NENY	Aetna	Cigna	UHC	Univera	Independent Health
Navigation						✓
How To	✓		✓		✓	✓
Clear CTA				✓	✓	✓
Payment				✓	✓	✓
Aesthetics				✓	✓	
Search Bar	✓	✓	✓			✓

APPENDIX G

This is a screenshot of Independent Health's telemedicine page. After examining the competition, this initially scored the highest against all health insurance providers despite its long page.

Find A Health Plan
Medicare
Find A Doctor
My Health
Tools, Forms & More

Home > Find A Health Plan > Unique Benefits > Telemedicine

Independent Health's Telemedicine Benefit

When you can't reach your primary care physician, Independent Health's telemedicine benefit provided through Teladoc® allows you to talk with a doctor anytime, anywhere by phone, mobile app or online 24 hours a day, 7 days a week for a low copay.*

Get started today

What Can You Use the Telemedicine Benefit for?

Common Illnesses
Teladoc connects you and your covered dependents to a national network of board-certified doctors who average 15 years' experience. Within minutes, a doctor will contact you, ready to listen and resolve your issues anytime of the day. If medically necessary, a prescription will be sent to a pharmacy of your choice. It's a faster way to feel better for non-emergency conditions including:

- Cold and flu symptoms
- Bronchitis
- Allergies
- Poison ivy
- Pink eye
- Urinary tract infection
- Respiratory infection
- Sinus problems
- And more!

Behavioral Health and Dermatology
New for 2019! Most plans now include access to behavioral health (mental health and substance use) and dermatology† consultations through Teladoc.

Specialist Recommendations
If you're wondering if you are in need of specialist care, Teladoc doctors can provide advice on whether or not you need a specialist, and what type of specialist you need – helping you save time and money!

Pediatric Care
Have kids? If so, Teladoc pediatricians can help. Teladoc is the only telehealth provider (i.e., supplier of health-related services and information via phone, Web, etc.) with a national network of board-certified pediatricians able to treat children age 0-17.

How It Works

Say for example you come down with horrible cold symptoms – congestion, runny nose, and cough – but you can't get in to see your primary care doctor as quickly as you'd like, or you are traveling away from home. Instead of taking a trip to an urgent care center, a Teladoc doctor will contact you within minutes of requesting a consult ready to listen and resolve your issues 24/7/365.

Here's how:

- Create an Account ▼
- Request a Consult ▼
- Discuss Your Health Concern ▼
- Resolve Your Issue ▼
- Pay for Your Services ▼
- Complete Your Visit ▼

Get the App!
Download the Teladoc mobile app for your Apple or Android devices using the links below or by visiting [Teladoc.com/mobile](https://www.teladoc.com/mobile).






Questions? Call a RedShirt.
(716) 631-5392 or 1-800-453-1910

[View our Telemedicine Flyer](#)

APPENDIX H

A full page desktop view of the telemedicine information page on the BCBSWNY website.

MENU  BlueCross BlueShield of Western New York Looking for something? [Contact Us](#) [Login](#)

[Home](#) > [Member Services](#) > [Benefits](#) > [Telemedicine](#) > Information

See a Doctor Anytime

BlueCross BlueShield of Western New York presents Telemedicine hosted by Doctor On Demand--where you can connect to a doctor trained and based in the U.S. online with a mobile device for mental, urgent, or chronic conditions.



Is telemedicine right for me?

[Find Out Here](#)

How to register and set up a visit

[Get Started](#)

Doctor On Demand support

 [1-800-997-6196](tel:1-800-997-6196) (TTY 711)

 support@doctorondemand.com

Please note: Children under the age of 18 cannot create an account, a parent or guardian would create the account and select "My Child" or "Someone Else" as the individual receiving the consultation. The parent/guardian and child would attend the consultation together.



What is telemedicine?

Telemedicine is having easy, video access to a board-certified physician that will diagnose, treat, and/or prescribe what you need using a mobile device 365 days a year.



How much does it cost?

The amount varies for each plan. Before you proceed to Doctor On Demand, make sure you have your insurance information ready.



What we treat

Common chronic illnesses and issues often seen in urgent care facilities such as:

- Cough
- Bug bites
- Flu
- UTIs
- Sports injuries
- And more

Therapists are also available to provide a safe, confidential space where you can get treatment for any mental health conditions.



What we don't treat

More serious or life-threatening conditions should be treated by a visit to the doctor or hospital in person. If you are experiencing a **medical emergency**, call 911 or go to your nearest emergency room.

Telemedicine should not replace your primary care physician.

Doctor On Demand is a separate company that provides telemedicine services to BlueCross BlueShield of Western New York members.

[Careers](#) [About Us](#) [Contact Us](#) [Live Fearless](#) [Give Feedback](#) [Chat](#)   

APPENDIX I

A full page desktop view of the "Is telemedicine right for me?" page on the BCBSWNY website.

MENU  BlueCross BlueShield of Western New York Looking for something? [Contact Us](#) [Login](#)

[Home](#) > [Member Services](#) > [Benefits](#) > [Telemedicine](#) > [Scenarios](#)

Is telemedicine right for me?

Getting sick doesn't mean everything else in your life stops. Doctor On Demand is at your convenience the next time you feel under the weather.



I'm constantly busy at work. Thankfully, I can get a **consultation done in my office during my break.**



What is telemedicine?

[Learn More](#)

Register and set up a visit

[Get Started](#)

Doctor On Demand support

 [1-800-997-6196](tel:1-800-997-6196) (TTY 711)

 support@doctorondemand.com

Please note: Children under the age of 18 cannot create an account, a parent or guardian would create the account and select "My Child" or "Someone Else" as the individual receiving the consultation. The parent/guardian and child would attend the consultation together.



I went on vacation in an area where the **closest urgent care was 45 minutes away.** Instead of having to drive, I got the care I needed using the app.



My son got **too sick to take out one Sunday,** so I logged on to Doctor On Demand and got connected with a physician within minutes.



If you are experiencing a **medical emergency**, call **911** or go to your nearest emergency room.

Doctor On Demand is a separate company that provides telemedicine services to BlueCross BlueShield of Western New York members.

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APPENDIX J

A full page desktop view of the "How to Register and Set Up a Visit" page on the BCBSWNY website.

[Home](#) > [Member Services](#) > [Benefits](#) > [Telemedicine](#) > [Steps](#)

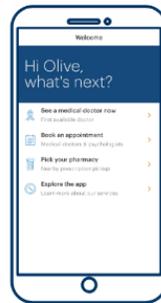
How to Register and Set Up a Visit

Sign up now with these simple steps so you're ready when you need it.

Step-by-step process

Make sure you have your insurance information on hand during registration.

- ① Search "Doctor On Demand" on the app store and download
- ② Create an account by choosing *Sign In*
- ③ See a *Medical Doctor Now* or Book an *Appointment*



Scan the QR code to download the app



If you are experiencing a medical emergency, call 911 or go to your nearest emergency room.

Doctor On Demand is a separate company that provides telemedicine services to BlueCross BlueShield of Western New York members.



What is telemedicine?
[Learn More](#) >

Is telemedicine right for me?
[Find Out Here](#) >

Doctor On Demand support
 [1-800-997-6196](tel:1-800-997-6196) (TTY 711)
 support@doctorondemand.com

Please note: Children under the age of 18 cannot create an account, a parent or guardian would create the account and select "My Child" or "Someone Else" as the individual receiving the consultation. The parent/guardian and child would attend the consultation together.

APPENDIX K

This is a screenshot of the Member Benefits page where the telemedicine tile is brought up next to the Wellness Card Page.



[Home](#) > [Member Services](#) > [Benefits](#)

Member Benefits



My Account

Easily manage your health care online. Once logged in, you'll find a personalized view of your plan information. Enjoy quick access to claims, benefits, and more.

[Login](#)



Wellness Debit Card

Getting and staying healthy is more affordable at more places with your \$250 wellness debit card. Access wellness-related products and services nationwide.

[Learn more](#)



Telemedicine

Connect to a doctor and be seen right away using your own mobile device. It's like having your own personal doctor on call, 365 days of a year.

[Find out more](#)

- Quicklinks**
- [Explore Plans](#) >
- [Find a Doctor](#) >
- [Make a Payment](#) >
- [Forms](#) >
- [Event Calendar](#) >
- Helpful Tools**
- [Insurance Basics](#) >
- [Frequently Asked Questions](#) >
- [Glossary](#) >
- [Patient Safety](#) >
- [Mobile App](#) >
- Already a member?**
- [Login or Register](#) >
- Need assistance?**
- [Contact Us](#) >



Personal Health Advocate

Health issues can come up at any time. When they do, we're here to help. Our clinicians are available to answer questions about symptoms, medications, and health conditions for non-urgent concerns.

[Work with a personal health advocate](#) >



Member Discounts

Members have access to exclusive discounts on fitness, events and more. We're proud to offer savings at many of our favorite places.

[Learn about Blue Discounts](#) >



Considering Surgery?

With Welvie's help, you might decide to try a less-invasive treatment. However, if surgery is the decision, Welvie helps you understand what to expect — from pre-operation preparations to recovery.

[Learn more](#) >

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