ABIM Portal

Highlights of 2016
discovery and analysis

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2016 ABMS Conference
Comparative review and assessment

ABMS medical board portals

Dermatology, Psychiatry & Neurology, Surgery, Ophthalmology

Other non-profit and commercial member sites
Customer Journey (CJ), Intake Engagement (IE), Leadership, and IT

Round-table discussion and brainstorming to review activities, gather insights, understand priorities, and articulate vision for a new portal
Internal physicians

Focus group, “dry run” testing and one-on-one interviews with physicians on ABIM Staff, to gain diplomate perspective and insight in preparation for end user discovery
Diplomates

Staff monitored clinical **user testing** sessions and one-on-one **interviews** to gauge understanding of MOC content presentation and terminology.
Previous discovery

Past experience

Also applied insights from internal and vendor experience testing end users for the full ABIM site, and various individual initiatives.
Key findings

Highlights of 2016
discovery and analysis
User focus

How we can improve acceptance and engagement with our diplomats
User focus

Give users an immediate sense of where they stand, what’s next, and when it’s due

“Just tell me!”

Compromised by too much information
 e.g. “why,” “what else”

Lack of confidence due to too many options
 “Which is for me?”
Do a better job of telling them how to go about it

Telling them is not enough
They seek guidance
Wary of going off and figuring it out on their own
They want to know their options, e.g., for earning points
Also want context in real-time
“"I see that a payment is due, but how much?”"
User focus

Improve focus by simplifying content and focusing on tasks at hand

“Frame” what’s important
Keep them on track with real-time help and info
Provide assurance, build confidence, reduce anxiety
User focus

Lead with each diplomat’s personal status, data and information

Users expect and want personal data to lead
“You know who I am, why can’t you start with my info?”
They can’t reliably distinguish their data from general info

They will decide when to go off task
  e.g. for support information
Architecture

How we can improve structure and presentation for a better user experience
Move from “informational hierarchy” to “actionable hierarchy”

Navigate by user options, not topics
Prevent excess from clouding critical path
Treat information access as an action too
Move “my” content to portal home page

Prioritize according to what is most pertinent and actionable

“Why isn’t this [MyMOC] the home page?”
Provide a “seamless” experience among various functions and main site

Continuity is important to users
They want to be recognized from one to the next
Architecture

Start creating “app-like” experiences (action-driven vs. content-driven)

Use of (/preference for) mobile devices continues to increase
  Cited as growing influence in the medical community
  Also impacts desktop experience

Users are asking for apps
  Indicates the desired experience, not just the medium
How we can use visuals to communicate more quickly and meaningfully
Graphics

Use visual treatments to enhance, not replace, written content

Users don’t want the responsibility of interpreting concepts, metaphors, or jargon

Can seem like work to them

Introduces uncertainty (potential for misinterpretation)
Use visual treatments to enhance, not replace, written content

They appreciate iconic metaphors (e.g. red/yellow/green)

Also common conventions

e.g. those made familiar by consumer sites
Improve timeline views to focus on the present, provide access to the rest

Users appreciate timeline view, context of past and future activities

But they don’t like having to find their place in it, or depending on a “key”
Content

How we can ensure editorial clarity and readership
Exhibit interaction and engagement as a fundamental part of the portal experience

Users seek evidence of ABIM’s pledge to reflect diplomate feedback

Prominently feature resulting activities, analysis, and user feedback

  Strong sense of invitation and transparency will allow us to show commitment
Communicate with short, simple, direct user guidance

Users respond more favorably to direct guidance than to graphics or details

Equate attractive headlines to good design

ABIM’s recent MyMOC content treatments preferred over comparable models
Avoid labels in favor of status indicators

Users struggle to relate our labels to their statuses
  e.g. certified, enrolled, participating, paid
Prefer to represent as a state of completion, not a label
Avoid labels in favor of status indicators

Work with program personnel to align language with requirements

  e.g. “You’re maintaining your certification in internal medicine, and your next payment is due 12/31/17”
General experience

The role of the portal in customer relationships
How will users benefit from their web experience?

“ABIM is my ally in managing my certifications”
Outcomes

“What will result from my web visit?

“I know where I stand with my management (status, next steps, timeline)”

“I am empowered to make progress toward completing my requirements”

“I have options that can add value beyond the fulfillment of my requirements”
General experience

Messaging

What messages do we want our experience to exhibit and demonstrate?

“ABIM…
Shares my goal of excellence in patient care”
Respects my time and effort”
Recognizes and acknowledges my achievements”
Is forthright and transparent”
Cares about and wants my input”
1. Put users first
2. Make it personal
3. Go modular
4. Lead with action
5. Think mobile-first
6. Enhance visually
7. Involve and evolve
8. Communicate directly
9. Exhibit value and outcomes
Influences and Inspirations

Applicable elements from model websites
Influences and inspirations

Actionable architecture, visual hierarchy
Separation of critical path, other options, “my” info
Integration of human imagery
Branding of portal experience
Simple graphics enhance (don’t replace) content
Etc.
Find the perfect asset for your next creative project

Search high-quality images, graphics and videos

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Next steps

Create an overall IA and design
Map out a Minimal Viable Product (MVP) for 2018
Start building
Continuous testing during build
PORTAL HOMEPAGE CONTENT TBD

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