New York Health Benefit Exchange

Blueprint Summary for
Section 2.0 Consumer and Stakeholder Engagement and Support
October 26, 2012

Item Number	Topic
2.5	Website: Workplan

2.5 - Exchange has established and maintains an up to date Internet Web site that provides timely and accessible information on Qualified Health Plans (QHP) available through the Exchange, Insurance Affordability Programs, and the SHOP and includes requirements specified in 45 CFR 155.205(b)			
Task/Details	**Due By**	**Responsible Party**	**Date Completed**
Blueprint Exchange Application			
Establish URL for NY-HX	December 2012		
Branding			
Conduct branding and audience segmentation research	November 2012		
Finalize color palette and logo for NYHX website	December 2012		
Architecture and functionality of landing page and user home pages			
Develop architecture (structure and organization) for NYHX website	August 2012		
Identify users of NY-HX website and develop flows for each type of user group (i.e. consumer, navigator, facilitated enroller, etc)	August 2012		
Develop functionality for customer service tools to be integrated into the NYHX website - chat, email, find an assistor, search functions, etc	November 2012		

Develop language settings/ font size for website	November 2012		
Finalize languages to be included as taglines	November 2012		
Design and develop anonymous shopping tool including developing functionality to "calculate" eligibility based on a limited amount of information provided by the consumer	December 2012		
Design and layout			
Conduct gap analysis on the visual design of the hCentive landing page	July 2012		
Design layout for landing page and user home pages – to be informed by UX 2014 design and hCentive	October 2012		
Develop and code layout/screen patterns/visual design themes for each page of the NYHX portal – including home page and secondary landing pages	November 2012		
Content development of landing page and user landing pages			
Develop content and language for NYHX at the appropriate reading level (to be included in the content management tool).	March 2013		
Online application for IAPs			
Develop questions and "help text" for the online application for purchasing coverage and applying for IAPs at the appropriate reading level	March 2013		
Design layout and code screen patterns for online application	March 2013		
Integrate back end functionality with visual design of the online application	April 2013		
Test functionality of online application	May 2013		

Conduct consumer testing for online application for IAP – accessibility, access by LEP consumers, readability, etc	June 2013		
Revise online application based on testing and consumer feedback	August 2013		
Launch online application	October 2013		
Plan selection			
Design layout and code screen patterns for plan comparison tool – to be used in plan selection section of the application as well as in anonymous shopping and plan selection for SHOP HX	December 2012		
Finalize data elements to be displayed in plan comparison tool	August 2012		
Develop content for QHP comparison tool – description of premium and cost-sharing, metal level, summary of benefits, provider directories, quality ratings, and satisfaction measures, at the appropriate reading level	December 2012		
Develop filtering questions for plan selection section, at the appropriate reading level	October 2012		
Determine visual design elements that will be used to illustrate the data elements	September 2012		
Configure federal APTC calculator to be used in the plan selection section of the eligibility and enrollment process	April 2013		
Test functionality of plan selection section – as a part of the anonymous shopping tool, the eligibility and enrollment process, and the SHOP HX	May 2013		
Test plan selection section with consumers	June 2013		
Refine plan selection section based on testing and consumer feedback	Mid-Sept 2013		

Complete end to end testing	September 2013		
Launch plan selection section	October 2013		
Accessibility			
Code NYHX so that it is compliant with the Americans with Disabilities Act, including code to support assistive devices and other approaches to fully comply with 508 C3 and WACOG standards for ADA compliance.	April 2013		
Test coding for compliance with industry accessibility standards and revise code	April 2013		
Translate content for individual and SHOP exchanges into Spanish (to be included in content manager)	February 2013		
Translate applications for purchasing coverage and applying for IAPs, and SHOP employer and employee applications into Spanish	February 2013		
Develop functionality for switching in between English and Spanish on the individual and SHOP exchanges	March 2013		
Test functionality of Spanish-version of the NYHX – individual and SHOP	May 2013		
Consumer test Spanish-version of NYHX – individual and SHOP	June 2013		
Revise Spanish-version of NYHX based on testing and feedback	August 2013		
Launch Spanish-version of the NYHX	October 2013		
SHOP			
Identify types of users who will be accessing the SHOP HX online and develop appropriate user flows	September 2012		

Develop screen layout and code design elements for SHOP landing page, employer and employee applications	October 2012		
Develop informational content for SHOP landing page at the appropriate reading level	February 2013		
Develop questions and "help text" for SHOP application for employers and employees at the appropriate reading level	February 2013		
Integrate back end functionality with visual design of the SHOP applications	April 2013		
Test functionality of SHOP HX	May 2013		
Conduct consumer testing for SHOP HX – accessibility, access by LEP consumers, readability, etc	June 2013		
Revise SHOP HX based on testing and consumer feedback	July 2013		
Complete end to end testing	September 2013		
Launch SHOP HX	October 2013		