

Evaluation Report for the
Georgia Department of Community Health (DCH)
Health Information Transparency Project (www.georgiahealthinfo.gov)

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December 15, 2009

Evaluation Report Draft

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1. Introduction

1.1 Background

An external evaluation of the www.georgiahealthinfo.gov was commissioned in August of 2008 by the Georgia Department of Community Health (DCH). DCH secured the services and expertise of an external evaluator, TDM Business Toole Suite[®], (TDM). TDM was responsible for evaluating www.georgiahealthinfo.gov which includes a review of the Web site outcomes related to the usability and analysis of health care quality and pricing information on the Web site.

The context of www.georgiahealthinfo.gov was to help Georgia's citizens make better health care decisions by providing them with more information to consider when selecting health care providers and services. Choosing the providers and services that best meet their medical, financial and access to care needs will improve the value of health care delivery for consumers. Increased information regarding health care choices is expected to promote competition among providers to offer the best possible care. The Web site is made possible through a Center for Medicaid and Medicare Services Medicaid Transformation Grant to the Georgia Department of Community Health (DCH) and was designed, developed and launched by the Georgia Department of Community Health Office of Health Information Technology and Transparency (HITT).

This evaluation sought to determine whether ***“the use of the www.georgiahealthinfo.gov by the healthcare consumers will improve healthcare quality and efficiency and will have a positive impact on Medicaid beneficiaries.”***

As such, the goal of the evaluation is to provide stakeholders with evidence-based assessments of the performance of www.georgiahealthinfo.gov, as well as insights on improvements. The success of the evaluative efforts is based on determining whether the project addressed the following basic questions:

1. To what extent does the project meet the stated goals for change in the population that are directly impacted or served in the State of Georgia?

2. To what extent does the project empower decision-makers with the tools necessary to improve on the effectiveness and the efficiency of healthcare for the Medicaid population accessing the Web site
3. How should the analysis of Web site usage be used to improve on the effectiveness and efficiency of the Web site?

1.2 Aims and Objectives

The primary aim of this evaluation was to obtain the users' perspective of georgiahealthinfo.gov in terms of overall usability, functionality and aesthetics through the user experience when accessing the Web site. Specific objectives of the evaluation are to determine whether www.georgiahealthinfo.gov:

- Is user-friendly and easy to navigate with architecture that allows Georgia Medicaid beneficiaries to gather the information needed for health care decisions.
- Has interfaces/links with other state agencies, providers, and stakeholders to allow users to efficiently obtain health care information.
- Serves as a source of information to consumers to compare cost and quality indicators for services.

In order to achieve this aim it was decided that we should identify a sample size from the Georgia's Medicaid Program population. This population consists of low- income children and families, the elderly, blind and disables individuals that are enrolled in the Georgia Medicaid Program. An assessment of this population is explained in the section below.

1.3 Population Assessment

This section provides an overview of the target population that was assessed during the evaluation of www.georgiahealthinfo.gov. The target population is Medicaid beneficiaries enrolled or applying for the Georgia's Medicaid Program. Key considerations in assessing the target population are the number of individuals served

and the likelihood that Georgia Medicaid beneficiaries would access online health care information.

The Medicaid Program is one of the largest programs administered by the Department of Community Health (DCH) in terms of both the number of individuals receiving benefits as well as the cost associated with the Program. As of 2008, Georgia's Medicaid Program serves a total of 1.5 million individuals which include low-income families, the elderly and disabled individuals. The Medicaid Program is by far one of the largest General Fund spending categories in the State of Georgia's budget (accounting for approximately 12% of General Fund spending) (Sweeney, 2006). Furthermore, there is an expected increase in the number of individuals receiving Medicaid as a result of the job and private health coverage losses. According to the 2009 survey conducted by the Kaiser Family Foundation's Commission on Medicaid and the Uninsured, the increase in Medicaid enrollment is expected to continue. The national average of Medicaid enrollment is estimated to have increased an average of 5.4 percent in the past year. It is expected that these trends will continue due to the current economic recession (Smith & Gifford & Ellis, 2009). As a result of the increasing number of individuals served and the cost of funding the Medicaid Program, DCH seeks to utilize information technology to engage Georgia Medicaid beneficiaries and improve health care quality and efficiency.

The likelihood that Georgia Medicaid beneficiaries would access online health care information is influenced by availability and differences in Internet accessibility, more commonly referred to as the digital divide. Historically, studies have shown a trend in the widening digital divide along racial and socio-economic lines. The 2002 Pew Internet & American Life Project survey revealed that lower income individuals had fewer opportunities to use computers than those with higher incomes. It was found that an average of 52% of the low-income group occasionally used computers. In contrast, on average, 80% of medium and 93% of high-income groups used computers (Lorence & Park, 2006).

Today, the widening digital divide along socio-economic lines still exists. In a 2008 survey administered by the Pew Internet & American Life Project, data revealed that lower income individuals are less likely to use computers than those with higher incomes. Although, 73% of American adults in the United States are Internet users, the remaining 27% do not use the Internet. A statistical analysis of the data reveals that age and income are the two key factors that influence non-internet usage. Of the total number of non-internet users, 43% were over the age 65 and 43% were households with incomes under \$30,000 per year (Fox, 2008).

However, a widening digital divide does not imply that Georgia Medicaid beneficiaries will not access health care information online. In 2006, a survey was conducted with Medicaid beneficiaries living in Durham County, North Carolina. Thirty-one (31) Medicaid beneficiaries were surveyed to ascertain their interest in and projected use of a health care patient internet portal. The survey results indicated that Medicaid beneficiaries are very interested in viewing health care information online and are willing to access health care services through the Internet. Of all survey participants, 68% agreed that entering information about their health online would be useful (Lobach, Willis, Macri, Simo, & Anstrom, 2006).

The analysis of the research on social-economic standing, geographic location and Medicaid beneficiaries' interest in and projected use of accessing health information online is essential in the evaluation of www.georgiahealthinfo.gov. This research provides the foundation for projecting the expected number of Georgia Medicaid beneficiaries accessing health information online and qualified assumptions underlying the evaluation. As such, this evaluation was designed based on the following assumptions:

- (a)** Fifty percent (50%) of the total number of Georgia Medicaid beneficiaries are likely to access the www.georgiahealthinfo.gov.
- (b)** Georgia Medicaid beneficiaries accessing www.georgiahealthinfo.gov will be concentrated in urban and suburban areas.

Based on the above assumptions, the initial estimated sample size for the evaluation was 384 Georgia Medicaid beneficiaries. The sample size was calculated using Raosoft's online sample size calculator tool (Raosof, 2007). The parameters used to arrive at the sample size are:

Parameters	Value
Estimated population size: It is assumed that 50% of the total Georgia Medicaid beneficiaries are likely to access the Web site. As of 2008, the total Georgia Medicaid population was 1,500,000 consumers. As such, it is estimated that the potential population size is 50% of the total Georgia Medicaid population, 750,000 (1,500,000 *.50).	750,000
Margin of error: Five percent (5%) is the common choice for the amount of error that can be tolerated.	+/-5
Confidence level: Typical choices used in the amount of uncertainty tolerated are 90%, 95%, or 99. Ninety-five percent (95%) is the most commonly used value by researchers.	95%
Response distribution: Since the population size is skewed at 50%, the same percentage is used for response distribution rate.	50%
Sample size: In order to conduct an effective evaluation and get valuable results the online tool calculated a minimum sample size of 384. The goal is to reach a minimum of 384 Medicaid beneficiaries over a three (3) month timeframe.	384

However, the following challenges limited the ability to achieve the anticipated sample population size for the online survey.

- Outreach to Medicaid beneficiaries during the evaluation period was very limited. Evaluators conducted focus group activities and participants indicated that they were not aware of www.georgiahealthinfo.gov. Based on the participants' responses, it is concluded that there was limited to no outreach efforts conducted at DFCS sites or information distributed to target population before the evaluation was conducted.

- The technical issues encountered in capturing the number of unique visitors. The tools used to generate the statistical report were limited to capturing only 3000 unique visitors. As such, the population size was limited to the number of documented unique visitors.

As a result of these challenges the population size was limited to the total number of visitors captured over a six month period. Limited out reach to Medicaid beneficiaries also impacted the number of online survey participants such that only a sample size of 208 participants was achievable.

2. Evaluation Methodology

This section describes the design used in the overall assessment of www.georgiahealthinfo.gov in order to achieve the evaluation objectives. The evaluation was carried out in a two-phased process: usability testing and a summative evaluation.

2.1 Usability Testing Methodology

The usability testing strategy was to use the DeKalb County Department of Family and Children Services (DeKalb DFACS) as a usability test site. The primary purpose of the usability test was to assess the usability of georgiahealthinfo.gov for Medicaid beneficiaries. A secondary purpose was to simulate core tasks to ascertain whether or not users felt that the georgiahealthinfo.gov Web site provided access to useful health care cost, quality, and service information for Georgia Medicaid beneficiaries.

The goal of the usability test was to determine the typical user's perspective of georgiahealthinfo.gov in terms of overall usability, functionality and aesthetics through observations of the user experience. The objectives of the test were to:

1. Define a standard outreach strategy that will be used by Georgia DFACS agencies to inform and engage Georgia Medicaid beneficiaries in using Web site.
2. Conduct a usability test of www.georgiahealthinfo.gov to determine whether or not the users can easily navigate through the Pharmacy Search for Care information from the home page of the Web site.

3. Conduct limited testing of the on-line consumer feedback survey with actual users.

The usability test consisted of four phases: (1) participant recruitment; (2) conducting a pre-screening interview; (3) completing a task scenario and; (4) completing the Web site online survey and post-task questionnaire. Each testing session involved three facilitators: two who were responsible for gathering the participants and performing preliminary data gathering about the participants; one whose responsibilities included answering questions, providing assistance when requested or based on observations and, taking detailed notes on log sheets.

Quantitative and qualitative data was collected using survey questionnaires and observational techniques. The quantitative data was captured from the participant responses of the survey and post-task questionnaire. Qualitative data was collected from the facilitator's log which consisted of observations and comments from participants. Both quantitative and qualitative data was collected, entered into an Excel spreadsheet and verified for accuracy. The data was then used for statistical analysis.

Analysis was performed on the participants' responses to the:

- Pre-screening survey questions by making comparisons of key characteristics including gender, age, and internet experience;
- Web site online survey and post-task questionnaire to ascertain the successful completion rates, the length of time to complete tasks, user satisfaction, and click stream analysis;
- Detailed observations of participants' actions and comments as noted by the facilitator(s) during the usability tests held on January 13 and January 15, 2009.

The success of the www.georgiahealthinfo.gov usability test was determined by comparing the results of the questionnaires and observations with the following baseline performance measures.

- 100% participants completed tasks.
- 100% of participants completed tests within allocated time.

- 80% of participants completed all questions identified in scenario.
- 90% of participants responded on the on-line survey question that the Web site was helpful.
- 80% of participants were able to find links without asking questions.
- 80% of participants were able to click on the information requested on first click.

2.2 Evaluation Methodology

The evaluation methodology applied systematic procedures to define the extent to which the statistical evidence, desired outcomes, and delivery methods are analyzed to determine the results and consequences from the use of www.georgiahealthinfo.gov. This evaluation approach is based on integrating the principles of the Centers for Disease Control (CDC), Framework for Program Evaluation in Public Health which are a set of procedures that are facilitated in sequential steps (Venturini-Hunter, McGregor, Morton, O'Neil, & Senffner, 2008). The steps are as follows:

1. Assessment of stakeholders to determine their level of participation, role and engagement in the evaluation process.
2. Definition of the data sources used to collect facts about www.georgiahealthinfo.gov.
3. Definition of the units of measurements (indicators) and benchmarks.
4. Description of the data analysis processes used to interpret, group and analyze data collected.
5. Definition of the expected outcomes that illustrate the success of www.georgiahealthinfo.gov.

2.2.1.1 Stakeholder Assessment

This section describes stakeholder involvement. The involvement of stakeholders' focuses on three major categories:

- a. Persons/Agencies involved in the implementation of the evaluation. These persons/agencies were identified as:
 - *Georgia Department of Community Health (DCH)*: Responsible for disseminating information to stakeholders, use findings to enhance program outcomes, ensure

that members have access to relevant and accurate health care information and ensure that current health care information is available online.

- *TDM*: Responsible for conducting the evaluation that will provide findings capable of being used to increase awareness amongst the target population and to design instruments to collect appropriate data necessary to measure outcomes, analyze data, Interpret findings and report on findings.
- *Web site Developer (IBM)*: Responsible for identifying and developing tools used to track and capture Web site analytic, capturing raw data for use in the evaluation analysis and generating and disseminating Web site analytic and statistical data reports to team members.

b. Persons/Agencies served or affected by www.georgiahealthinfo.gov. These persons/agencies were identified as:

- *Centers for Medicare & Medicaid Services (CMS)*: Responsible for providing and ensuring funds are used appropriately at the state-level.
- *Georgia Department of Community Health (DCH)*: Responsible for disseminating information to stakeholders and use findings to improve and demonstrate effectiveness of www.georgiahealthinfo.gov.
- *Department of Human Resources (DHR) - Division of Family and Children Services (DFCS)*: Act as a referral agent and establish systems to help inform Georgia Medicaid beneficiaries about www.georgiahealthinfo.gov.
- *Georgia Medicaid Beneficiaries*: Use www.georgiahealthinfo.gov to access health care to make an informed decision about health care services.
- *Other States*: Use findings for research purposes and evaluation methodology as a model to conduct health information related Web site evaluations.

c. Intended users of www.georgiahealthinfo.gov evaluation findings are:

- *Centers for Medicare & Medicaid Services (CMS)*: Provide and ensure funds are used appropriately at the state-level.
- *Georgia Department of Community Health (DCH)*: Use findings as a measure for Project funding, to determine if Georgia Medicaid beneficiaries can use www.georgiahealthinfo.com to enhance decision-making regarding their health care services

- *Department of Human Resources (DHR) - Division of Family and Children Services (DFCS)*: Use findings to encourage Georgia Medicaid beneficiaries to access health care information on www.georgiahealthinfo.gov to assist in the decision making process of obtaining quality health care.
- *Department of Juvenile Justice (DJJ)*: Establish systems through guardians to help make informed choices about health care.
- *Other States*: Use findings as research purposes.

2.2.1.2 Data Sources

This section describes the data sources used to collect data and other factual information about www.georgiahealthinfo.gov. The data sources used were an online survey and Web site analytical reports. The online survey questionnaire was designed to capture data on user demographics and Web site usability. The Web site analytical reports captured and tracked visitor's behavior on www.georgiahealthinfo.gov. The table below provides a detailed description of the type of data collected from each data source.

Data Category	Description	Data Source
User Demographics	<ul style="list-style-type: none"> • User Profile (Gender, Age Stratification, Level of Education, Household Income) • User Segments which includes the type of users accessing the system (service providers, consumers, etc.) • Geographic coverage area • Number of visitors on the Web site - actual users accessing the information on the Web site 	Survey Results Analytic and statistical data reports
Web site Usability	Usability data of the Web site shall be characterized by the extent to which the Web site can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in the specified context by the user.	Survey Results Examination of Web site by evaluators

	<p>Usability is measure by:</p> <p>(1) how satisfied is the user with design of Web site;</p> <p>(2) how many errors do users make;</p> <p>(3) how easy is it for users to accomplish basic tasks the first time they use the Web site;</p> <p>(4) how quickly can they perform tasks and;</p> <p>(5) how easy does the user navigate through site</p>	Usability test results
Behavioral Data	Behavioral data includes: Unique Visitor ID (IP Address), Session Duration (Length of Visit), Browser Used, Entry Page, Exit Page, Hits, Bandwidth, Last Visit, Pages Visited.	Analytic and statistical data reports
Attitudinal Data	Attitudinal data includes information gathered about the users of the Web site provides some insights as to why the user visited the Web site such as: purpose of visit, outcome of visit, frequency of visit, etc.	Results of Survey Analytic and statistical data reports

2.2.1.3 Data Collection Methods

This section describes the methods used to collect data during the evaluation process.

The evaluation data collection methods included:

- An online survey questionnaire was designed and implemented as a pop-up window using a commercially available survey tool. The survey tool, CHECKBOX[®], is a web survey, feedback, and form system, powered by Microsoft .NET (Prezza Technologies, 2008). The survey questionnaire consisted of eighteen questions; nine questions were optional. Refer to Appendix A for a copy of the online survey questionnaire.

The online survey data collection period extended between May and October 2009. During the data collection period focus groups were conducted at various DFCS sites throughout the State of Georgia: Gwinnett, Fulton Cobb and Clayton counties.

Survey data was automatically collected via CHECKBOX[®]. The data was then compiled into spreadsheet format and provided to the external evaluator on a weekly basis.

- The Web site statistical reports were created using AWStats, a commercially available Web site analytics tool. The statistical reports data collection period extended between January and June 2009. Statistical reports were created in PDF format and provided to the external evaluator on a monthly basis.

2.2.1.4 Data Analysis

This section describes methods used in deciphering, grouping and analyzing all data collected into defined outcomes. The analysis is built around data gathered from the online survey and the monthly Web site statistical reports.

Initially, it was planned that linear and logistic regression models would be used as a statistical analysis tool. However, these were not utilized because the estimated number of responses (384) to the online survey was not achieved. Therefore, any assumptions made 'with replacement' sampling, analytic file of observation data to include index variables for strata, and primary sampling units (PSUs) could not properly permit an accurate estimation of any effects related to structure variables.

It is also important to note that the online survey and the organized focus groups used non-probability sampling; it may therefore be argued that any analytical conclusions may not be generalize-able to the clearly defined target population of Medicaid beneficiaries in the State of Georgia. To enable results to be generalized to fit all stakeholders including the target population, it was necessary to include random

variables rather than a fixed effect. For the purpose of this analysis, focus groups were considered a random variable rather than a fixed effect.

It became necessary to utilize non-linear statistics with simple frequency and mean in relation to the variable of each interest. The frequencies were then tallied and or the mean was estimated as the ratio of the two estimates for each variable of each of the eighteen interests (questions) on the online survey.

These types of non-linear estimates are not unbiased for small samples, but are consistent in the trivial sense that if the sample size were increased to the finite population size, the non-linear estimate would exactly equal the comparable finite population value.

2.2.1.4.1 Performance Measures

This section defines www.georgiahealthinfo.gov outcomes (DCH, 2007) and associated performances measures. These performance measures have been defined as guidelines to measure the success of the project.

Outcomes		Performance Measures
1.	User friendly and easy to navigate for average consumers using national Web site design.	<ul style="list-style-type: none"> 80-100% of individuals responding to survey indicate that Web site was easy to use. 100% of individuals responding to survey reply that they would recommend this site to friends and family.
2.	Interoperable data collection and exchange between various units of state government internally and externally with partners and provider groups.	<ul style="list-style-type: none"> Ability to view, retrieve or generated data from various units of state government internally and externally with partners and provider groups.
3.	Improved access to information	<ul style="list-style-type: none"> 80-90% of Georgia Medicaid beneficiaries

	to allow for improved consumer choice and decision making among services and service providers through well implemented communication campaign.	<p>are accessing the site which is demonstrated by both survey results and statistical data collected.</p> <ul style="list-style-type: none"> • Ability to view or retrieve information from Web site about services and service providers that will assist Georgia Medicaid beneficiary in decision making process. • All steps defined in communication plan have been implemented.
4.	A model for other states to follow model for gathering consumer information to find out what information is important to them prior to developing the site.	<ul style="list-style-type: none"> • Greater than 60% of states made an information inquiry or access Web site.
5.	An appropriate translation of clinical/medical terminology into lay terms	<ul style="list-style-type: none"> • 100% of individuals responding to survey replied that they information was helpful on Web site. • Information reviewed or retrieved from the Web site is explained in terminology that Georgia Medicaid beneficiaries can understand.
6.	Consumer education materials related to quality indicators and services outlined on the site.	<ul style="list-style-type: none"> • Ability to view or retrieve education materials on Web site.
7.	Competitive marketplace for cost and quality services based on the use of available information by consumers.	<ul style="list-style-type: none"> • Ability to view or retrieve competitive marketplace for cost and quality services information on Web site. Information review will be able to impact Georgia Medicaid beneficiary's decision on cost and quality of services.

3. Findings

The following sections reports the findings based on the usability testing and summative evaluation.

3.1.1 Usability Test Findings and Interpretations

The usability test findings are based on the examination of the participants, successful completion rates, length of time to complete the test, user satisfaction and click-stream analysis.

- **Participants:** The participants were categorized into four groups. The findings are as follows:
 1. **Medicaid Enrollees:** Nine (75%) of the participants were receiving Medicaid benefits, only two (17%) were not and one (8%) of the participants refused to answer the question;
 2. **Internet Usage:** Ten (83%) of the participants are considered to be average and/or above average users of the internet;
 3. **Age:** Nine (75%) of participants were within the 18-34 age range with only one (8%) within the 35-49 age group and two (17%) falling in the 50-64 years range. No participant identified themselves as 65+;
 4. **Gender:** Of the twelve participants, ten (75%) were females and two (25%) were males.
- **Successful Completion Rates:** Successful completion rates were determined by tabulating the responses to the first 15 questions on the post-task survey questionnaire as well as observations from the facilitator. Eleven (92%) participants successfully completed the post-task questionnaire. One (8%) participant did not complete any of the questions and was therefore indicated in the survey results as, "Did not complete". On average 83% of participants were able to complete the first 15 questions on the post-task questionnaire.
- **Length of Time to Complete Task:** The length of time to complete tasks was determined by tabulating the "start" and "completion" time of each of the participants taking the test, then calculating the average time it took to complete the test. The average time needed to complete the test was 26 minutes.

- **User Satisfaction:** User satisfaction was determined by tabulating the responses to eight questions from the Web site online survey and post-task questionnaire. On average, 91% of participants responded that the information is “very useful” and/or “useful.”
- **Click Stream Analysis:** Click stream analysis was determined by tabulating the responses to two questions – one from the Web site online survey and one from the post-task questionnaire. One hundred percent of the participants indicated that they were able to move easily between screens without re-entering data.

Based on the findings it is concluded that:

- Georgiahealthinfo.gov easily and quickly provides users with specific and thorough information about health care;
- Participants knowledge and perception of health care information changed after reviewing the contents of georgiahealthinfo.gov;
- Participants had a positive overall perception of the Web site.

These conclusions are based on the following results:

- 92% of participants completed the post-task questionnaire;
- 100% of participants completed tasks within the allocated time;
- 91% of participants responded that the information presented on the Web site was very useful and/or useful;
- 100% of participants were able to find the information they were looking for and stated that the information was very easy (75%) and/or easy to understand (25%);
- 100% of participants were able to move easily between screens without re-entering data.

3.1.2 Summative Evaluation Findings and Interpretations

The summative evaluation findings are based on the analysis of data from the online survey and Web site statistical reports. The survey findings reflect the results of 208 participants taking the survey during the period between May and October 2009. The

Web site statistical reports findings reflect Web site analytic data capture between January and June 2009.

For reporting purposes, the findings are grouped in categories that coincide with how the data was analyzed: demographics, Web site usability, and Web site usage and user satisfaction. These findings are described in the following sections.

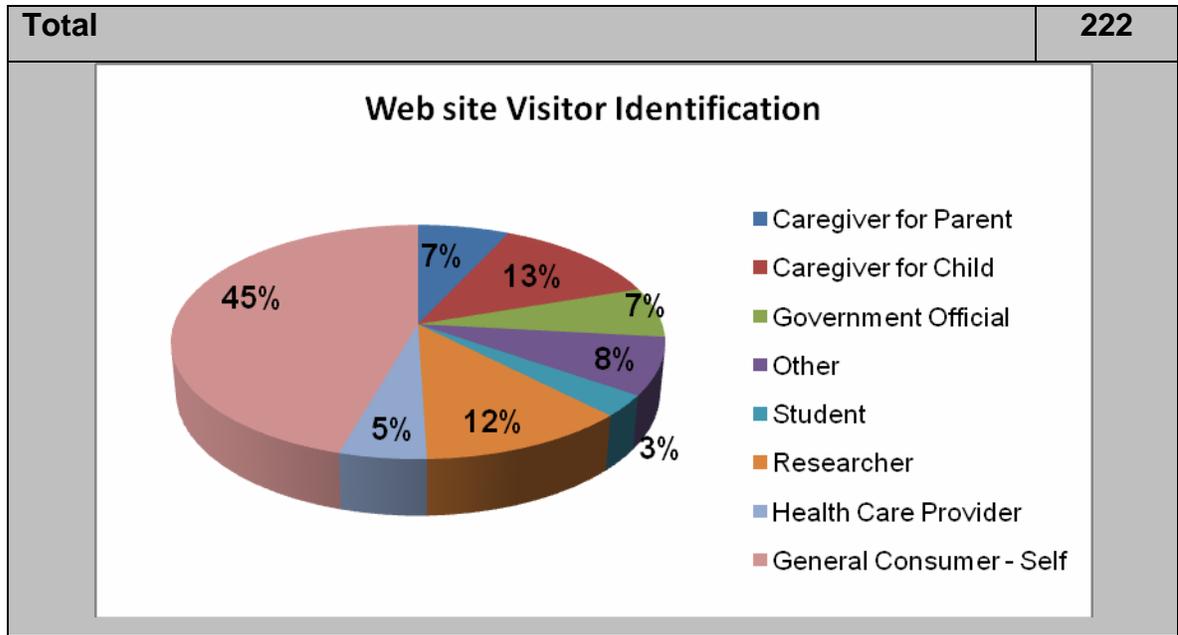
3.1.2.1 Demographics

Demographic data was collected based on the results of responses to questions on the online survey. Six of the eighteen questions on the online survey related to the demographics.

Characteristics of the evaluation respondents with regard to demographic data were tabulated based on a set of questions about the demographic profile of the participants: visitor identification, gender, age, household income levels, primary language, education levels, internet access location; internet experience and sources of health care insurance. The results are as shown below.

- **Type of Visitor:** Part of the demographic questions was structured to have respondents visiting the Web site identify themselves into categories indicated below:

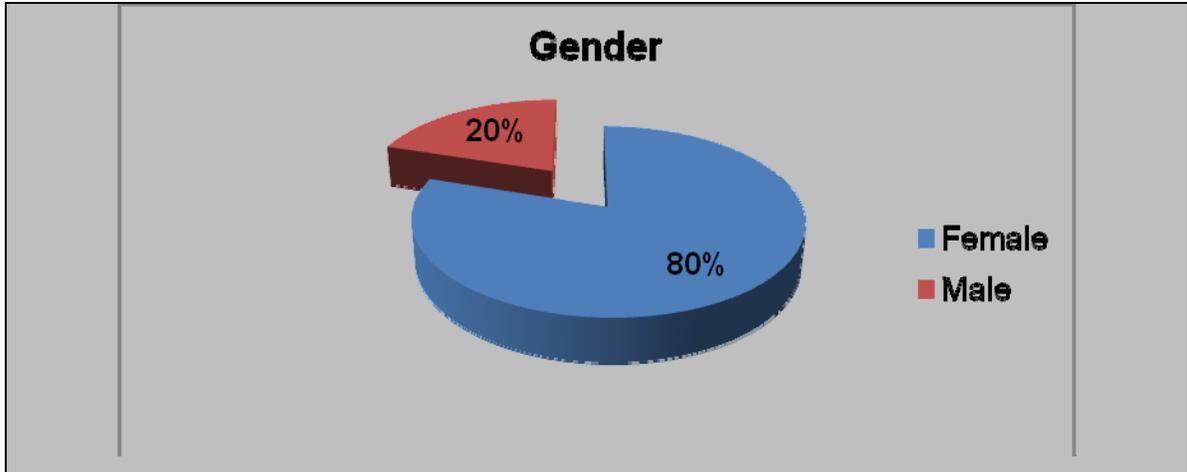
2. You are a:	
Caregiver: looking for information for parent	15
Caregiver: looking for information for child	28
General consumer: looking for information for self	102
Government official	16
Health care provider	10
Researcher	27
Student	6
Other Explain:	18



Seven percent (7%) of respondents identified themselves as caregiver for a parent and thirteen percent (13%) indicated they are caregivers for a child. Majority of respondents identified themselves as general consumers at forty-five percent (45%) while government official, student, researcher, and health care provider were categorized at seven percent (7%), three percent (3%), twelve percent (12%), and five percent (5%) respectively. Only eight percent (8%) did not specify.

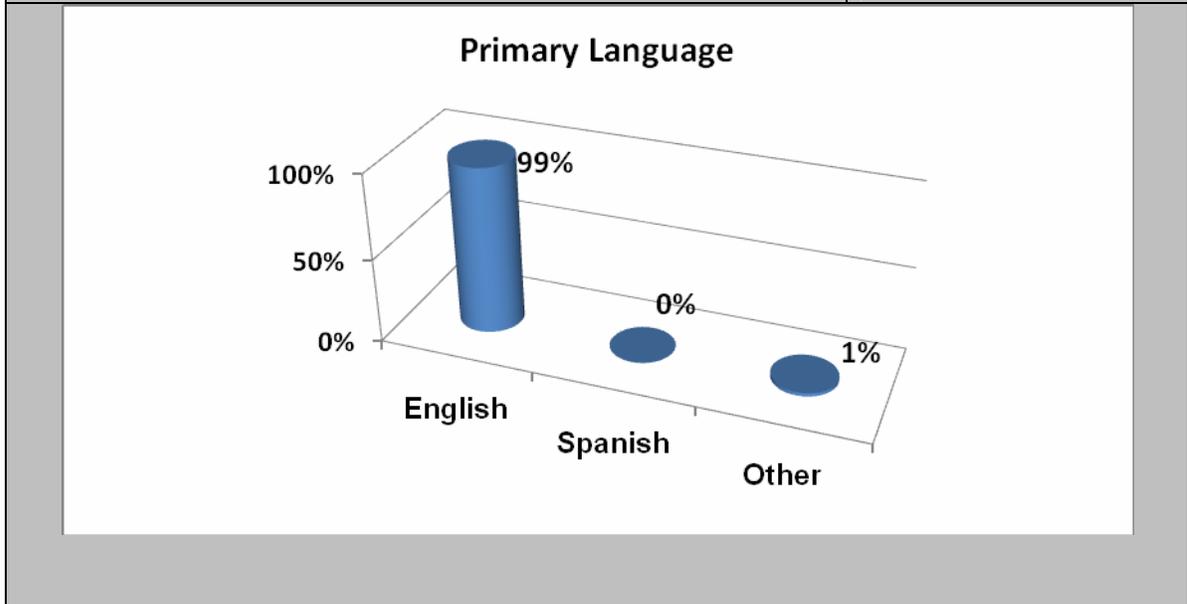
- Gender:** Of the 208 participants taking the survey, 204 participants responded to this question. Twenty percent (41) of respondents were male with the remaining eighty percent (163) identifying themselves as females.

13. What is your gender?	Number of Responses
Male	41
Female	163
Total	204



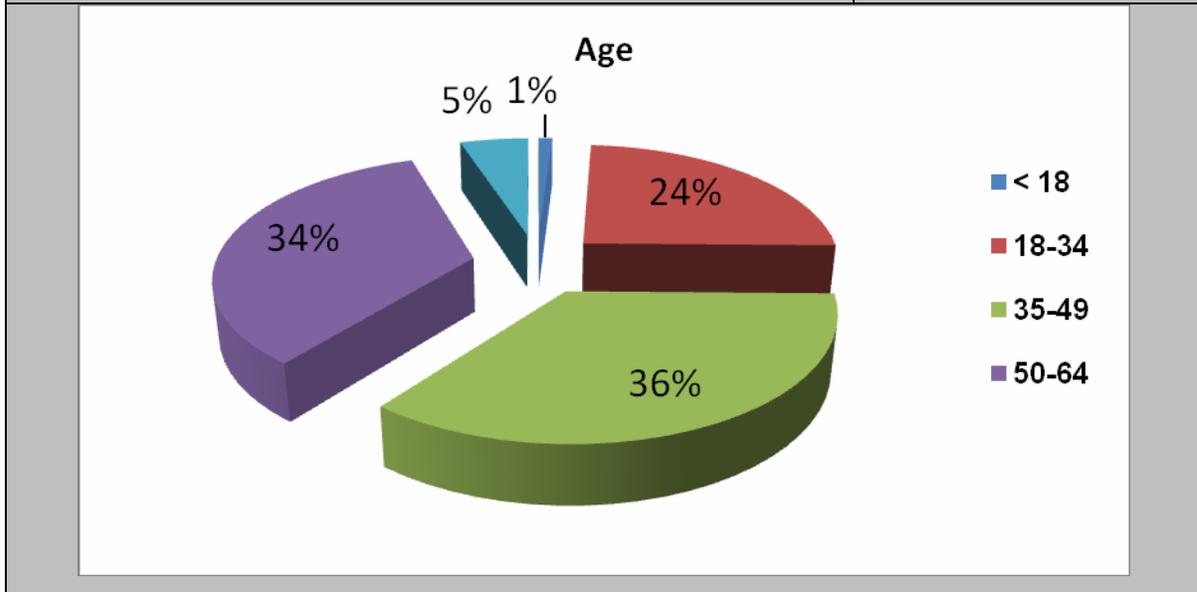
- Primary Language:** Of the 208 participants taking the survey, 200 participants responded to this question. Ninety-nine percent (99%) of participants identified their primary language as English.

15. What is your primary language?	Number of Response
English	197
Spanish	0
Other, please specify:	3
Total	200



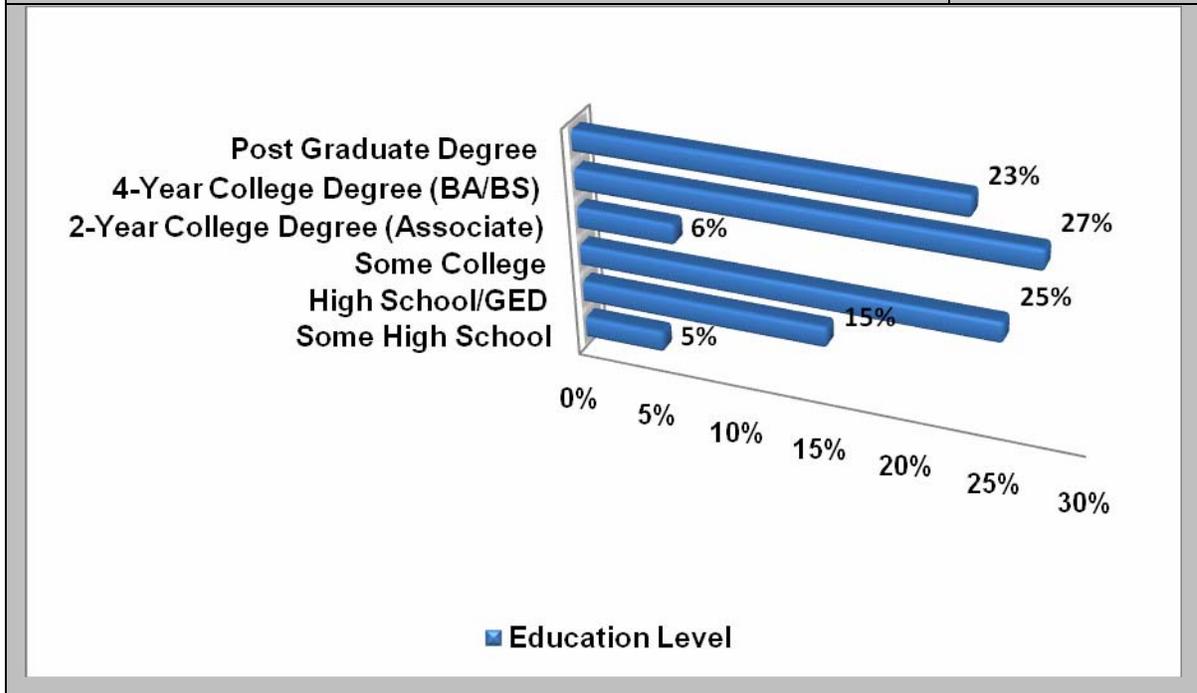
- Age:** Of the 208 participants taking the survey, 203 participants responded to this question. With regards to age, thirty-six percent (36%) of respondents fell into the 35-49 age range with thirty-four percent (34%) in the 50-64 age range. 18-34 age range was represented by twenty-four percent (24%) or respondents. Only five percent of respondents identified themselves as age 65 and above. Refer to chart below.

14. What is your age?	Number of Participants
Under 18	2
18-34	49
35-49	71
50-64	70
65 or older	11
Total	203



- Level of Education:** Of the 208 participants taking the survey, 192 participants responded to the level of education questions. Twenty-five percent of respondents indicated they have some college level education with fifteen percent (15%) having a high school/GED and only five percent (5%) with some high school level education. Refer to chart below.

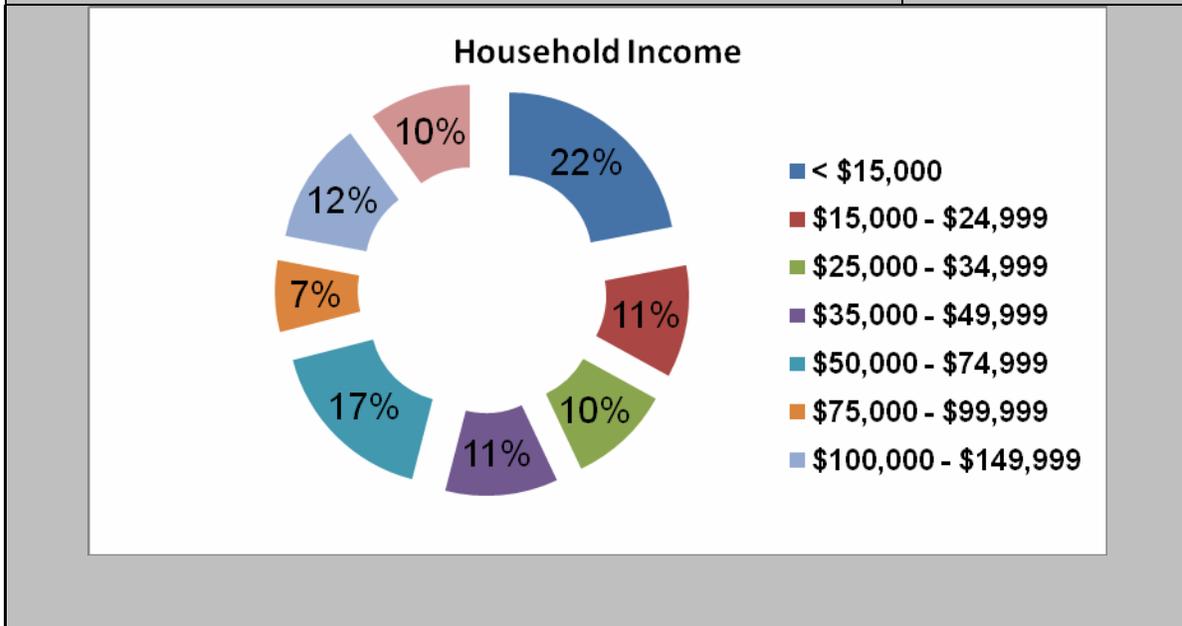
17. What is the highest level of school you have completed?	
Some High School	9
High School/GED	28
Some College	48
2-year College Degree (Associate)	12
4-year College Degree (BA/BS)	51
Post Graduate Degree	44
Other, please specify:	0
Total	192



- Household Income:** Of the 208 participants, a total of 184 participants responded to this question. Twenty-two percent (22%) of respondents have incomes of less than \$15,000. This is closely followed by seventeen percent (17%) of respondents within the \$50,000 to \$74,000 income range. There is a tie at eleven percent (11%) with income levels of \$15,000 to \$24,999 and \$35,000 to \$49,999 range. Twelve percent of respondents (12%) fell into the \$100,000 - \$149,999 range.

16. What is your household income?	Number of Respondents

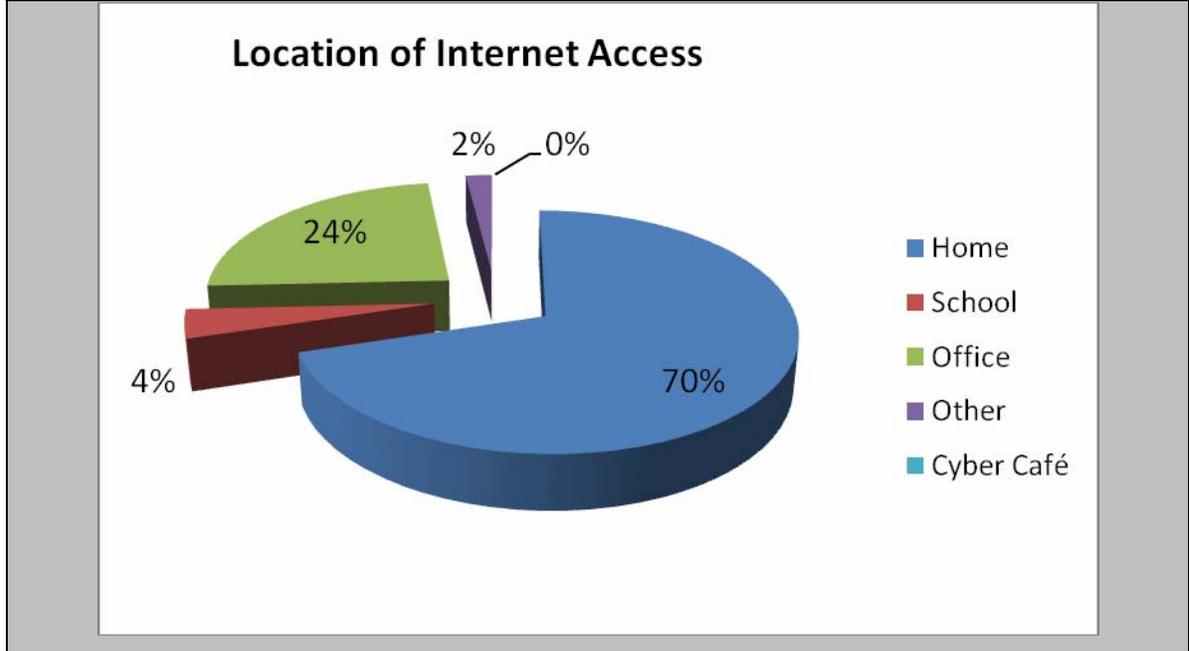
Less than \$15,000	41
\$15,000 - \$24,999	21
\$25,000 - \$34,999	18
\$35,000 - \$49,999	20
\$50,000 - \$74,999	32
\$75,000 - \$99,999	12
\$100,000 - \$149,999	22
\$150,000+	18
Total	184



- Internet Access Location.** Of the 208 participants, a total of 197 participants responded to this question. Access to the internet is a very important factor because the target population needs internet access to utilize the www.georgiahealthinfo.gov. Seventy percent (70%) of respondents accessed the internet from home. This is distantly followed by twenty-four percent (24%) of respondents accessing the internet from the office and only four percent (4%) accessing it from school.

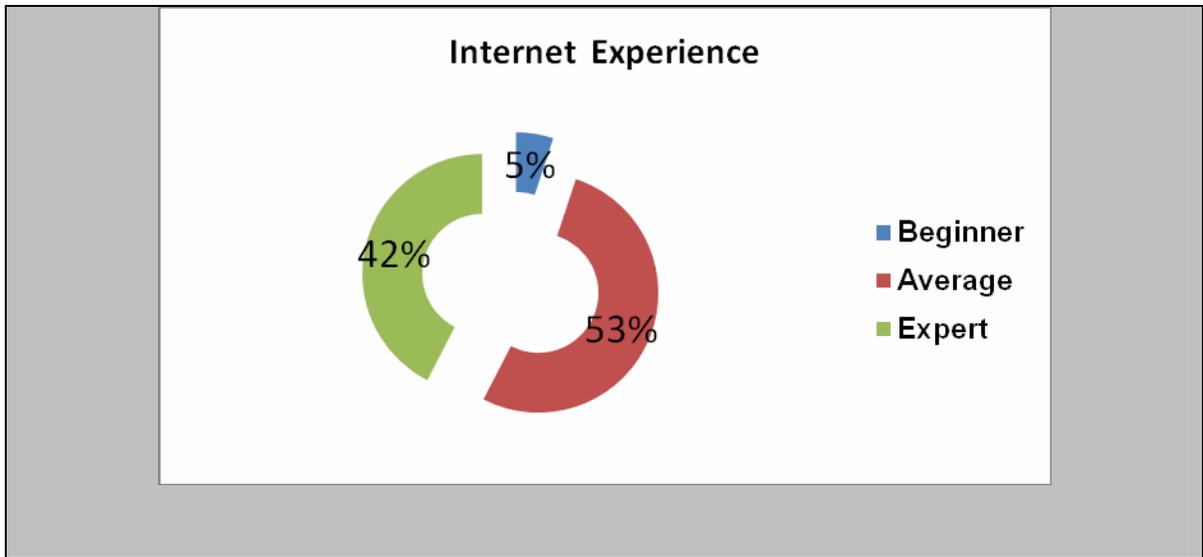
11. Where do you most often access the internet?	
Home	139

School	8
Office	47
Cyber Café	0
Other:	3
Total	197



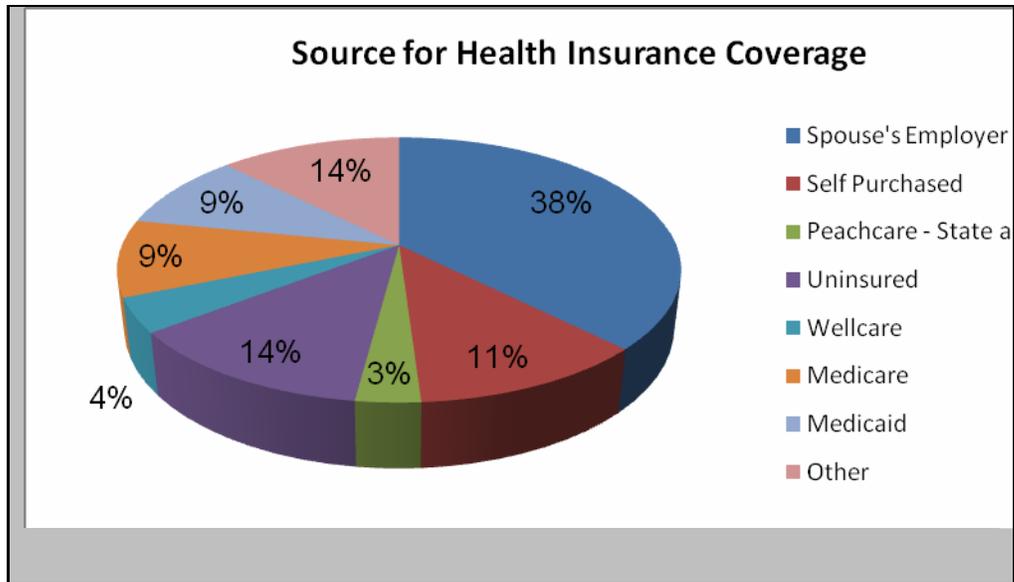
- Internet Experience:** Of the 208 participants, a total of 202 participants responded to this question. The majority of survey respondents (53%) rated themselves as average users of the internet. Meanwhile forty-two percent (42%) identified themselves as experts and only five percent (5%) considered themselves beginners. This information is very important in future designs and updates to the www.georgiahealthinfo.gov to meet the expertise level of internet usage by the target market or potential users.

12. How would you rate yourself as an Internet User?	
Beginner	11
Average	106
Expert	85
Total	202



- Sources of Health Insurance:** Further categorization was done with regards to current sources of insurance coverage which may have direct bearing on decisions relating to the use of the Web site. The majority of respondents had insurance coverage through a spouse’s employer or union.

10. Which of the following is your source of health insurance coverage?	
Amerigroup Community Care	10
A plan through your or your spouse's employer or union	75
A plan you purchased yourself	22
Medicare	18
Medicaid	18
Peachcare for Kids™	3
Peach State Health Plan	5
Wellcare	8
Uninsured	24
Other Explain:	25
Total	208



Based on the analysis of the demographic data it is ascertained that:

- **Individuals who are seeking health care information are more than likely looking for information for themselves.** Forty-five percent (45%) of respondents identified themselves as a general consumer seeking information for themselves.
- **A larger percentage of women are accessing health care information online than men.** Eighty percent (80%) of respondents identified themselves as female.
- **Participants' accessing the Web sites' primary language was English.** One-hundred percent (100%) of respondents identified themselves as English speaking. However, when randomly selecting participants for the focus group activity, it was observed that there were non-English speaking Medicaid beneficiaries – specifically Spanish speaking individuals. These individuals were not being included as part of the focus group because testing non-English speaking Medicaid beneficiaries was beyond the scope of this test. In addition, the outreach materials were only available in English. As such there were no outreach efforts to seek out non-English speaking participants.
- **Middle aged individuals are more likely to seek health care information online.** The age of the majority of participants was in the 35-49 and 50-64 age category. Thirty-six percent (36%) of participants responded that they were between 50-64. Thirty-five percent (34%) of participants responded that they were between 35-49. It

can be surmised from these results that middle aged individuals are seeking health care information online.

- **Household income is not a determining factor of individuals accessing health care information online.** Participant's household income levels were evenly distributed. A factor that should be recognized in future expansion plans of the Web site to cater not only to recipients of services but also to others who utilize information on the Web site in planning policies and advancing research work.
- **Individuals accessing health care information online have some level of college or a college degree.** Participant's level of education results revealed that individuals seeking information about health care online have some college or have a college degree. A direct correlation could be seen between the education and income levels of correspondents in percentage terms. Post graduate level education made up twenty-three percent of respondents (23%) with twenty-seven percent (27%) having a four year degree and six percent (6%) with a two-year college degree level education. Combining these three categories in level of education, a total of fifty-six percent (56%) supports the fifty eight percent (58%) of respondents who reported income ranges from \$35,000 to \$149,000.
- **The majority of individuals seeking health care information would more than likely access the internet from their home.** Seventy-percent (70%) of participants responded that they most often access the internet from home.
- **Internet experience would more than likely not be a barrier to accessing health care information online.** Ninety-five percent (95%) of participants responded that they were either an expert internet user (42%) or an average internet user (53%).
- **Individuals seeking information about health care online more than likely have healthcare plan coverage through a spouse's employer or union.** Thirty-eight percent (38%) of participants responded that their insurance coverage is through their employment or their spouse's employer. Fundamental to this analysis are the individuals responding that their healthcare coverage is through the Georgia Medicaid Program. Based on the results, there were a combined twenty-eight (28%) of participants that responded as receiving some form of Medicaid or in the process of applying for Medicaid. Nine (9%) of participants responded that they receive

Medicaid; one (1%) receives Peachcare for Kids; two (2%) receives Peach State Health Plan; four (4%) receives Wellcare and twelve percent (12%) was uninsured. Based on the focus group activities, participants that responded as uninsured were applying for Medicaid.

3.1.2.2 Web site Usability

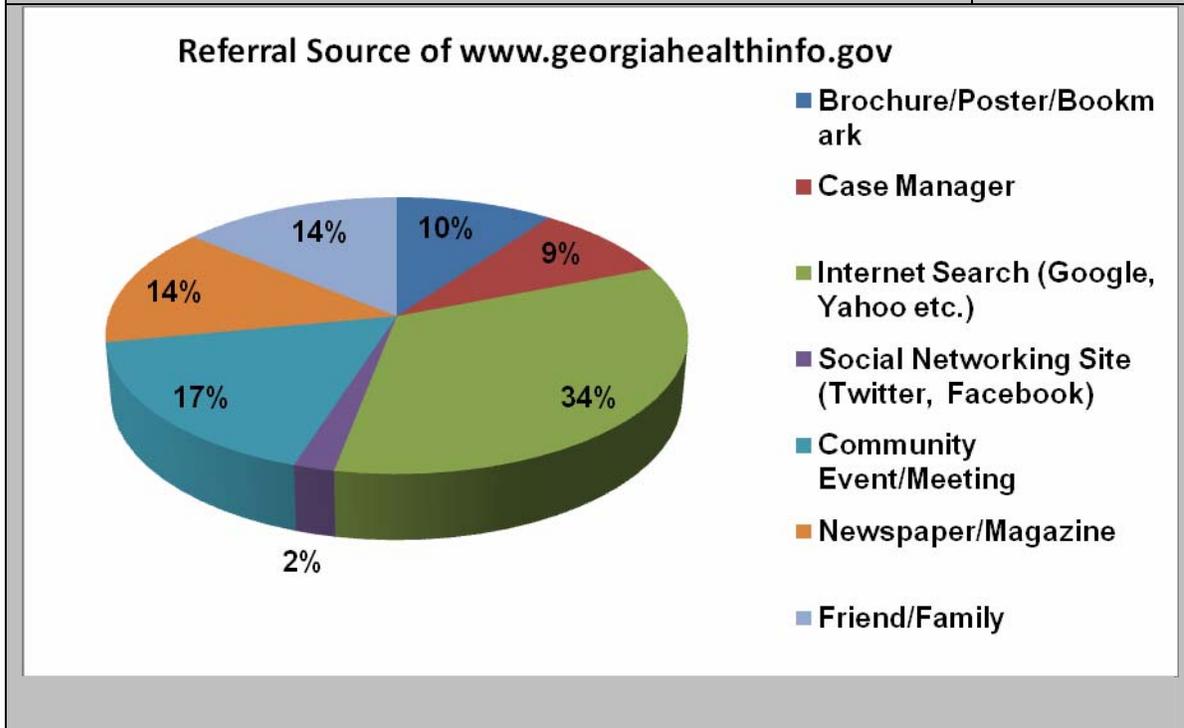
The Web site usability data was collected based on results to questions on the online survey. Six of the eighteen questions were of significance in determining usability.

Characteristics of the evaluation respondents with regard to Web site usability were tabulated based on a set of questions about referral sources, usefulness of information, user's ability to find and understand information and the user's increased knowledge about health care. The Web site usability findings are cited below.

- **Referral Sources:** The referral sources are relevant in identifying user practices when at the Web site and simplicity and ease of use to ensure subsequent return to the www.georgiahealthinfo.gov Web site in hopes of utilizing it as a preferred means of healthcare information and subsequent decision-making aide/tool.

Based on the survey question asking participants to indicate their referral source, participants' identified the internet search engine as the primary trigger of visitation to the Web site. Thirty-four percent (34%) of participants responded that they heard about the www.georgiahealthinfo.gov from Internet Search engines such as Google and Yahoo. While only twelve percent (12%) indicated that they heard about it from brochure, and seventeen percent (17%) from community events. Newspaper or magazine and friends or family each accounted for fourteen percent (14%) of source of information leading to a visit to the Web site. The categories of Case managers and brochures/posters/bookmarks recorded nine percent (9%) and ten percent (10%) respectively. Refer to the table below.

1. How did you hear about www.georgiahealthinfo.gov? Please select all that apply.	
Brochure/Poster/Bookmark	22
Community Event/Meeting	36
Internet Search Engine (Yahoo!, Google, Ask!, etc)	72
Read about it in a newspaper/magazine	31
Social Networking Site (Twitter, Facebook, etc)	4
Was told by a friend or family	29
Was told by my case manager	20
Total	214



- Usefulness of information:** The usefulness of the information on the Web site was determined by identifying the type of information available on the Web site and asking participants to rate its usefulness. As indicated in the table below on average between seventy-five percent (75%) and ninety percent (90%) of participants responded that the information was very useful and/or useful. This percentage was

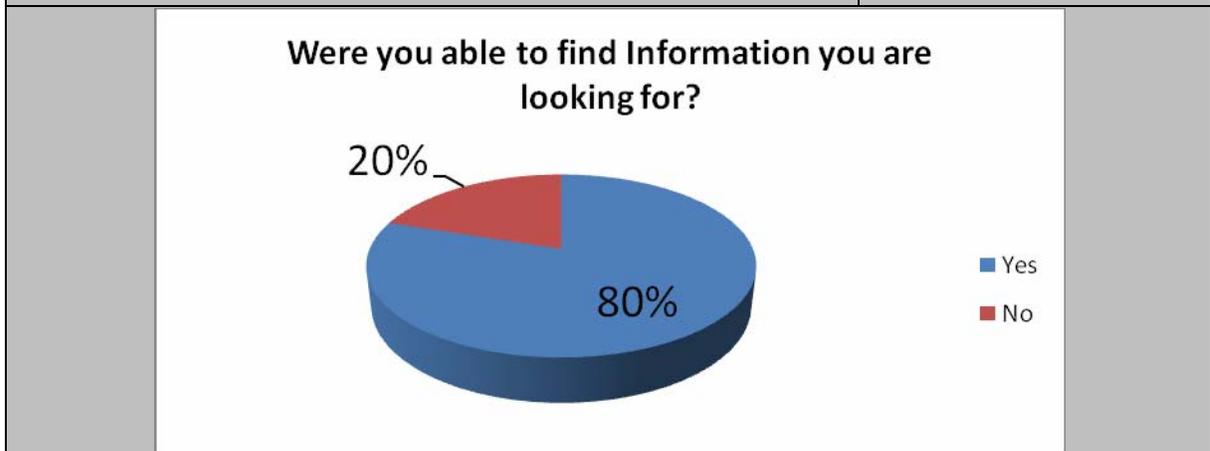
calculated by combining the results of averaging the 1 (Very Useful) and 2 (Useful) responses of each part of Question # 3 of the online survey. The table below provides a breakdown of how participants rated the usefulness of various types of information located on www.georgiahealthinfo.gov.

3. How would you rate the usefulness of the information provided on georgiahealthinfo.gov?		
Users Guide		
Very Useful	98	47%
Useful	66	32%
Not Useful	14	7%
Does Not Apply	31	15%
Total	209	100%
Diseases & Conditions		
Very Useful	101	49%
Useful	67	32%
Not Useful	9	4%
Does Not Apply	31	15%
Total	208	100%
Search for Care		
Very Useful	90	43%
Useful	69	33%
Not Useful	16	8%
Does Not Apply	33	16%
Total	208	100%
Compare Health Plans		
Very Useful	72	35%
Useful	64	31%
Not Useful	19	9%
Does Not Apply	53	25%
Total	208	100%
Medical FAQs		
Very Useful	81	39%
Useful	72	35%
Not Useful	13	6%
Does Not Apply	42	20%
Total	208	100%
Healthy Living		

Very Useful	87	42%
Useful	72	35%
Not Useful	8	4%
Does Not Apply	41	20%
Total	208	100%
Cost and Quality Information		
Very Useful	71	34%
Useful	68	33%
Not Useful	24	12%
Does Not Apply	45	22%
Total	208	100%
Overall content		
Very Useful	100	48%
Useful	82	39%
Not Useful	14	7%
Does Not Apply	12	6%
Total	208	100%

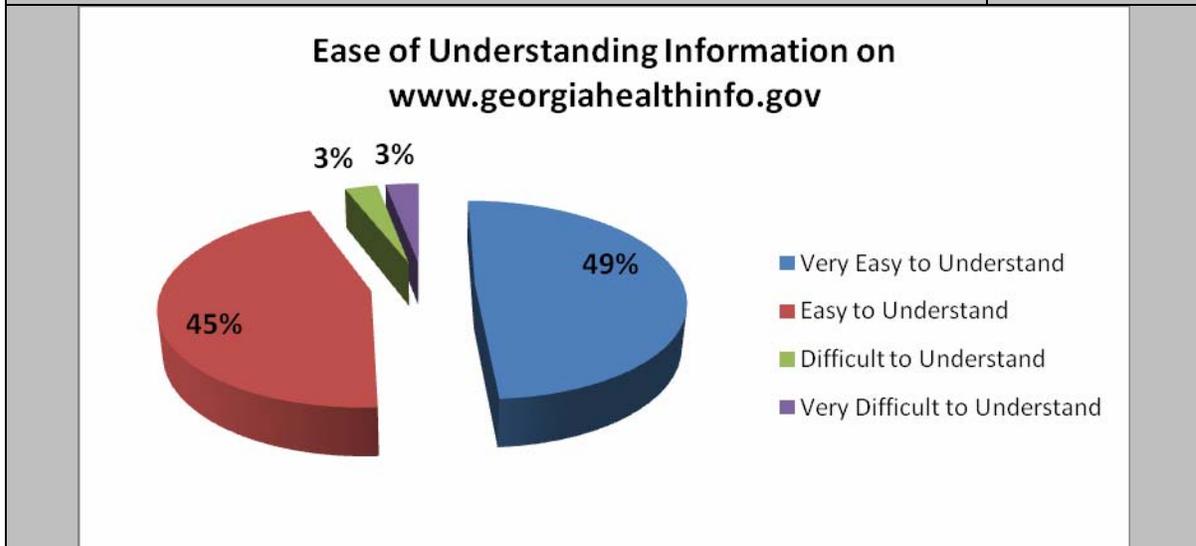
- **Ability to find and understand information.** Eighty percent (80%) of participants responded that they were able to find information that they were looking for. Refer to chart below.

4. Were you able to find the information you were looking for?	
Yes	166
No	42
Total	208



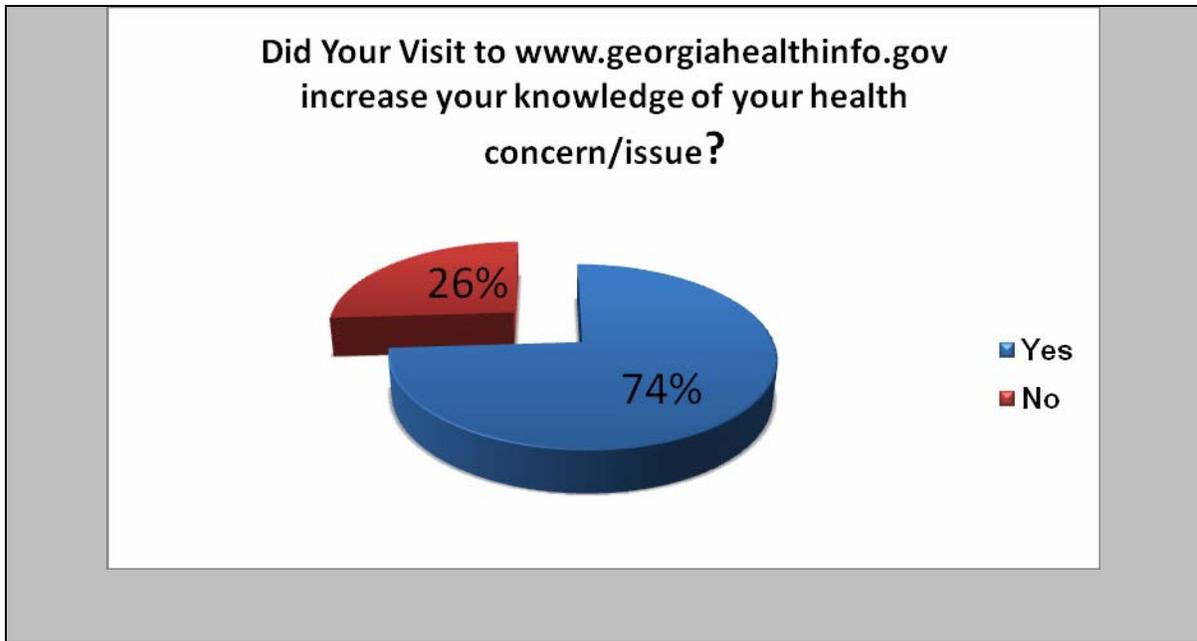
The participants were also asked to rate the ease of finding needed information on the Web site, their ability to quickly locate tools and features, and if the information is relevant to their needs. In all of these categories, the majority of the respondents rated the www.georgiahealthinfo.gov Web site as ‘Very Easy to Understand’ (49%) and ‘Easy to Understand’ (45%). Refer to table below.

If yes, please rate the information you found.	
Very easy to understand	86
Easy to understand	80
Difficult to understand	5
Very difficult to understand	5
Total	176



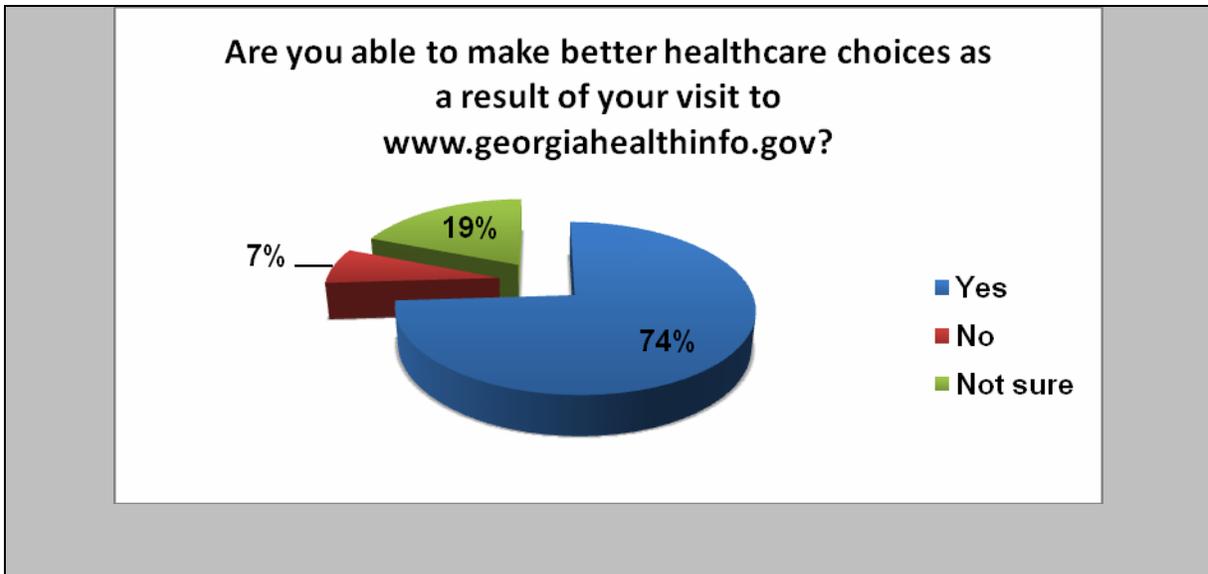
- **Increased knowledge about health care.** Participants were asked whether their visit helped them better understand their healthcare concern, the majority of respondents at seventy-four percent (74%) responded positively and that they were in a better position to make more informed decisions. Refer to table below.

5. Did your visit to www.georgiahealthinfo.gov increase your knowledge of your health concern/issue?	
Yes	153
No	55
Total	208



The participants were also ask to provide additional information, if they felt as though the information had increased they knowledge of their health care concern or issue. Seventy-four percent (74%) of participants responded that the information would help them to make better health care choices and decisions. Refer to table below.

If yes, are you now able to make better health care choices and decisions?	
Yes	129
No	12
I'm not sure	34
Total	175



Based on the analysis of the Web site usability data, it is determined that:

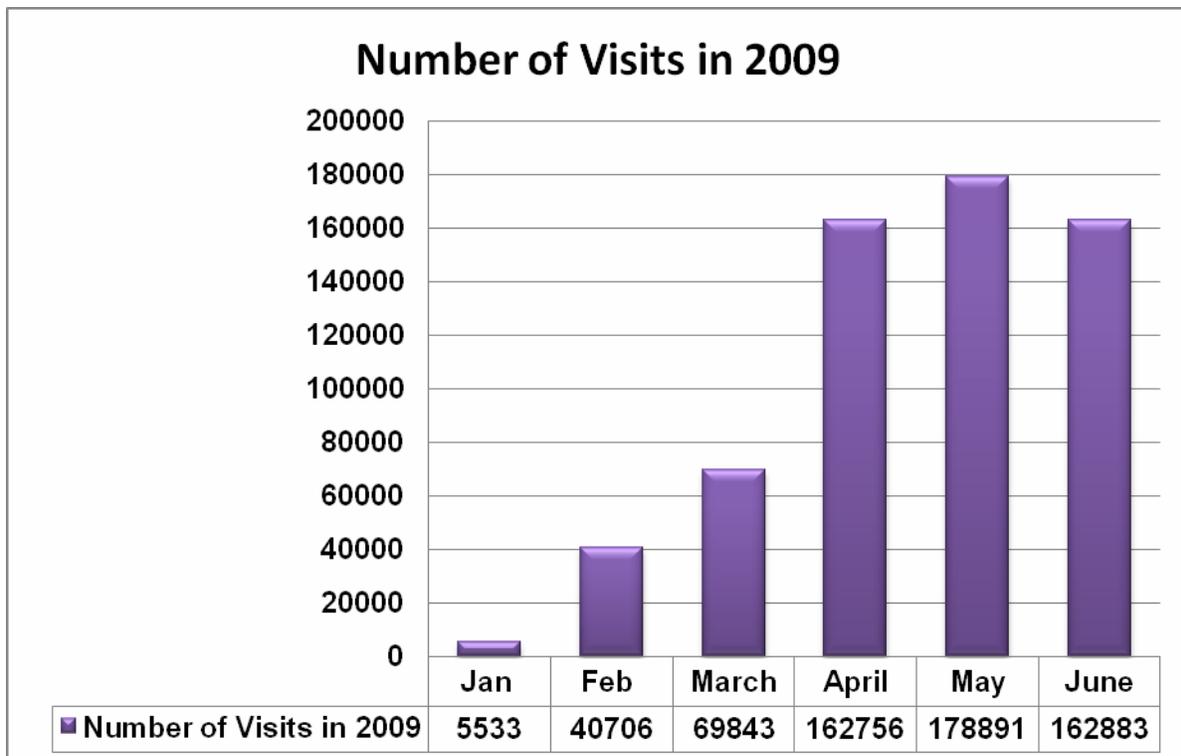
- **Most individuals would more than likely uses a search engine to access the Web site.** Thirty-four percent (34%) of participants responded that they heard about the www.georgiahealthinfo.gov from Internet search engines such as Google and Yahoo.
- **Health care information is useful to individuals searching online for health care information.** Seventy-five percent (75%) and ninety percent (90%) of participants responded that the information very useful and/or useful.
- **Using Web sites can be a user-friendly tool to inform individuals about health care information.** Eighty percent (80%) of participants responded that they were able to find information that they were looking for. Ninety-four percent (94%) of the respondents rated the www.georgiahealthinfo.gov Web site as 'Very Easy to Understand' (49%) and 'Easy to Understand' (45%).
- **Online health care information can increase consumer's knowledge as well as assist consumers in making better health care decisions.** Seventy-four percent (74%) responded positively that they were in a better position to make more informed decisions. Seventy-four percent (74%) of participants also responded that the information would help them to make better health care choices and decisions.

In addition to the quantitative results captured, participants provided comments on the usability of the Web site. Refer to Appendix A for a list of the comments provided by participants.

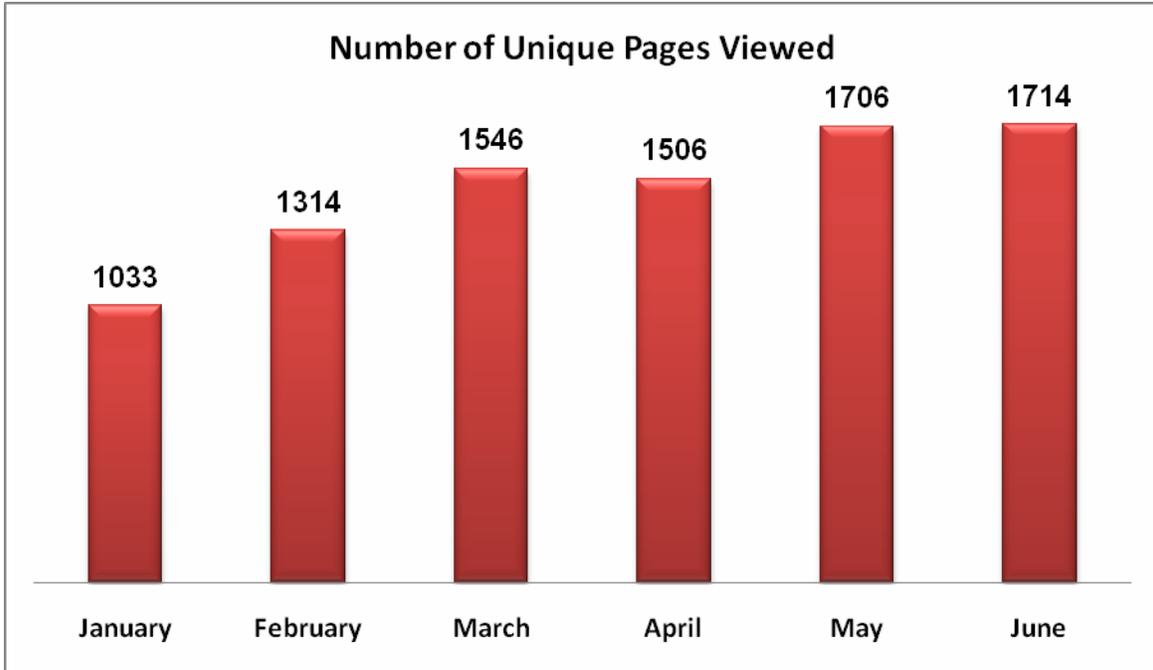
3.1.2.3 Web site Usage

The Web site usage was determined by the information collected and analyzed from the Web site statistical reports. Data used in determining the Web site usage include: number of visitors, unique page views, average time spent on site, Web site traffic, number of hits from search engines, geographic location of visitors, type of information on available and interfaces/links to other agencies, providers and stakeholders. The findings of Web site usage is as follows.

- **Number of Visitors:** As the chart demonstrates below, visits to the Web site steadily increased from a mere 5533 visits in January, 2009 to peak of 178891 in May, 2009. July 2009 saw a leveling off that has no known reason or justification.

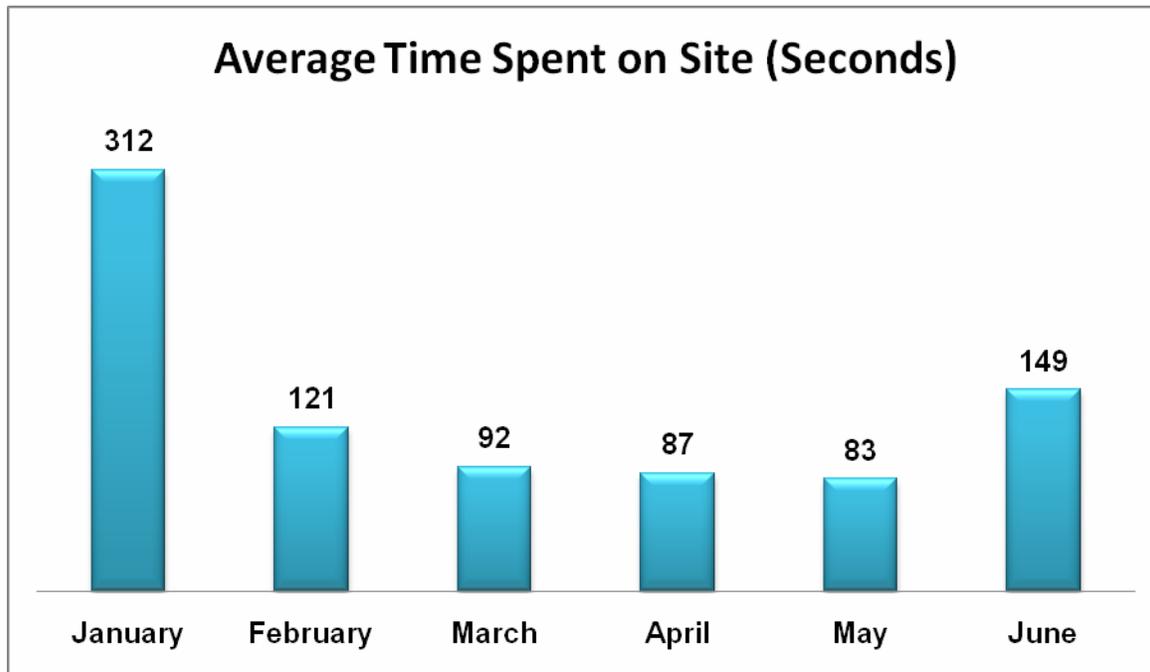


- **Unique Page Views:** The chart below shows the monthly number of unique pages viewed during visits to the site and how that has increased over time. Refer to chart below to view the distribution of number of unique views over a six month period.



- **Average Time Spent on Site:** Duration of the visits to the site is another important consideration in order to gauge appropriate length of pages and depth of content from page to page that will keep users engaged and not overwhelmed. The analysis showed that the average user spends about two minutes and twenty-one seconds

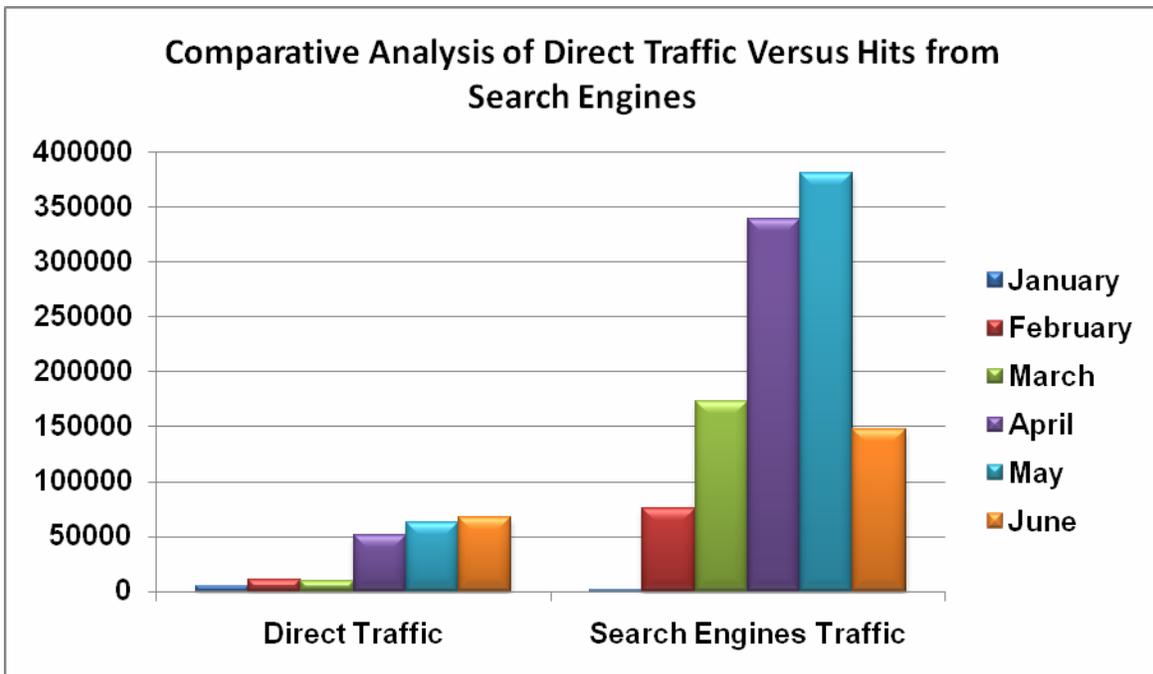
on the site. That is one hundred and forty one seconds.



Additionally, the bounce rate of the site should be considered. The bounce rate is the percentage of users who leave the site after only viewing the homepage. However, data relating to the bounce rate for the period under consideration was not available. One measure that could not be done due to the fact that the bounce rate information is lacking, is a measure of visitor retention. Considering the average time spent on the Web site together with the bounce rate will depict a picture that shows whether the depth of information available for consumption and the current time visitors spend on the Web site is directly correlates or not. When well correlated, it ensures better visitor retention. If not well correlated, then depth of information present must be improved (increased or decreased).

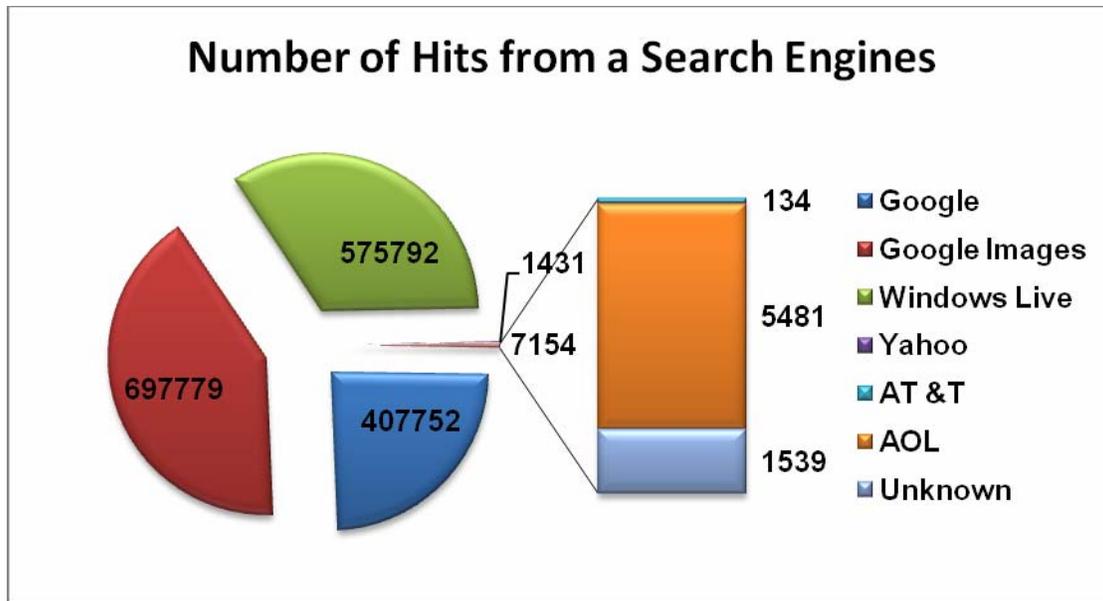
- **Web site traffic:** Traffic to Web sites typically comes from three sources: search engines, other Web sites through linking, and direct traffic where visitors manually enter the site address in their URL. The following charts details the changes in the traffic sources to the site over the evaluation period. Search engine traffic is one of the most important methods of gaining new visitors. Traffic incoming from search

engines also reflects the need for relevant, Georgia specific health information content, as these are the key words needed to locate the site from a search engine.



Direct traffic increased systematically during this time though it lagged behind search engine traffic peaking in June at 67, 551 from a low in January of 5,182. This change in the traffic is most likely attributed to the project's focus groups which took place during this time. The participants were asked to point their browsers directly to the homepage of the site. This is also the likely contributor to the approximately ninety-two percent (92%) which is about 62,369 increase in visits to the Web site between April and June as noted in the Chart above. Direct traffic is expected to provide a significant source of visitors to the site as the site becomes more prominent in the state and users become familiar with the site content.

- Number of Hits from Search Engines:** At the Web site's inception, search engines have seen steadily increasing and have been the dominant way visitors use to access the www.georgiahealthinfo.gov.



Google dominates the source of search engine traffic to www.georgianhealthinfo.gov with a combined total of sixty-five percent (65%), followed by Windows Live at thirty-four percent (34%). Others such as Yahoo, AT&T and AOL are distantly registering just under one percent (1%). Traffic from these search engine sources is predicted to maintain a steady increase. This is due to the search engines beginning to catalog and reference the site. This process typically takes several months before a new Web site is listed prominently in relevant search results.

There is no data to show if there were any referring sites providing hits to www.georgiahealthinfo.gov. Referral traffic is the source of traffic to the Web site, as a result of collaboration between www.georgiahealthinfo.gov and other similar agencies Web sites.

- Geographic Location of Visitors.** Geographic location of the visitors was examined by using a sample set of data that represented unique visitors. The sample set of data was extracted from the documented unique IP addresses of the Web site statistical reports. The analysis examined: (1) total number of unique visitors from the sample set; (2) the number of visitors from the sample set from other geographic locations compared to the State of Georgia and: (3) a comparative mapping of the number of unique visitors from the State of Georgia correlating to

the DFCS regions. The following provides the findings of the geographic location of visitors.

1. Total number of unique visitors from the sample set. The unique visitors of the sample set were determined by the documented IP addresses captured in the monthly statistical report. The sample set analyzed revealed that there were a total of 16660 valid unique visitors captured from the statistical reports.

Sample* of Unique Visitors to www.georgiahealthinfo.gov							
Monthly Totals From Sample Set	January	February	March	April	May	June	Total Visitors From Sample Set
	2755	2752	2776	2816	2776	2785	16660
GA Monthly Totals From Sample Set	1288	1589	548	292	548	1121	5386

Further analysis was conducted to determine the geographic location of the visitors. The steps in the geographic location analysis are:

- o Extract documented IP addresses from monthly report by manually converting the information from text, then entering into a spreadsheet.
- o Run an IP conversion utility to search for geographic location information online for each of the IP addresses.

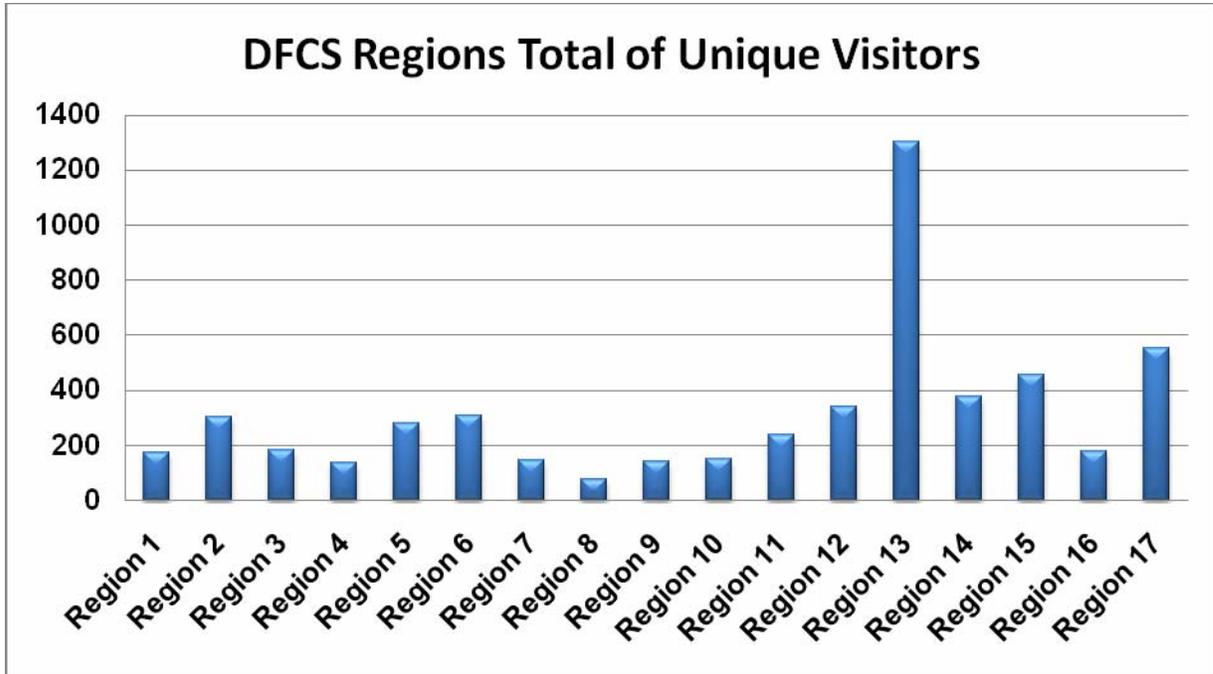
Although each monthly report captured 3000 IP addresses per month, only a portion of those IP addresses were deemed valid. Validity of IP addresses were determined by the ability to accurately convert data reported in the statistical report to text format. Some IP addresses could not be converted to text because of the differences in character conversion conflicts.

2. Number of Unique visitors in other geographic locations. Further analysis of the sample set of number of unique visitors revealed that thirty-two percent (32%) or 5386 of the unique visitors were from the State of Georgia.

3. Significant to the determinant of Web site usage and the target population (Medicaid beneficiaries) is the breakdown of the number of unique visitors that access www.georgiahealthinfo.gov from a designated Division of Family and Children Services (DFCS) Region. The following represents a summary of the data collected from the www.georgiahealthinfo.gov monthly statistics report between January and June 2009. It also summarizes the findings of the number of unique visitors that reside in the DFCS 17 Medicaid Program service regions.

Georgia DFCS Regional Mapping Summary Report									
Regions	January	February	March	April	May	June	Region Totals	% of Visitors Per Georgia Total	% of Visitors of Sample Set Total
Region 1	41	68	21	6	21	18	175	3%	1%
Region 2	71	92	36	15	36	53	303	6%	2%
Region 3	73	61	12	6	12	19	183	3%	1%
Region 4	38	37	18	2	18	23	136	3%	1%
Region 5	66	92	26	15	26	54	279	5%	2%
Region 6	68	82	37	33	37	53	310	6%	2%
Region 7	27	55	22	6	22	13	145	3%	1%
Region 8	28	31	7	0	7	6	79	1%	0%
Region 9	29	55	16	5	16	21	142	3%	1%
Region 10	29	63	12	9	12	28	153	3%	1%
Region 11	56	78	28	15	28	32	237	4%	1%
Region 12	105	130	32	12	32	32	343	6%	2%
Region 13	275	356	135	82	135	320	1303	24%	8%
Region 14	82	110	40	23	40	81	376	7%	2%
Region 15	115	75	41	26	41	159	457	8%	3%
Region 16	31	55	19	12	19	42	178	3%	1%
Region 17	153	128	43	24	43	161	552	10%	3%
Totals	1287	1568	545	291	545	1115	5351	99%	32%

As shown from the chart below, the number of unique visitors accessing www.georgiahealthinfo.gov varies significantly.



Further analysis revealed interesting results about the internet penetration between rural and urban communities. The following table provides a breakdown of the communities that are represented in each region.

DFCS Regions	Counties	
Region 1	Catoosa, Chattooga, Dade, Fannin, Gilmer, Murray, Pickens, Walker, and Whitfield	3%
Region 2	Banks, Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns, Union, and White	6%
Region 3	Bartow, Floyd, Gordon, Haralson, Paulding, and Polk	3%
Region 4	Butts, Carroll, Coweta, Heard, Lamar, Meriwether, Pike, Spalding, Troup, and Upson	3%
Region 5	Barrow, Clarke, Elbert, Greene, Jackson, Jasper, Madison, Morgan, Newton, Oconee, Oglethorpe, and Walton	5%

Region 6	Baldwin, Bibb, Crawford, Houston, Jones, Monroe, Peach, Pulaski, Putnam, Twiggs, and Wilkinson	6%
Region 7	Burke, Columbia, Glascock, Hancock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Screven, Taliaferro, Warren, Washington, and Wilkes	3%
Region 8	Chattahoochee, Clay, Crisp, Dooly, Harris, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor and Webster	1%
Region 9	Appling, Bleckley, Candler, Dodge, Emanuel, Evans, Jeff Davis, Johnson, Laurens, Montgomery, Tattnall, Telfair, Toombs, Treutlen, Wayne, Wheeler, and Wilcox	3%
Region 10	Baker, Calhoun, Colquitt, Decatur, Dougherty, Early, Grady, Lee, Miller, Mitchell, Seminole, Terrell, Thomas, and Worth	3%
Region 11	Atkinson, Bacon, Ben Hill, Berrien, Brantley, Brooks, Charlton, Clinch, Coffee, Cook, Echols, Irwin, Lanier, Lowndes, Pierce, Tift, Turner, and Ware	4%
Region 12	Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Liberty, Long, and McIntosh	6%
Region 13	Fulton	24%
Region 14	DeKalb	7%
Region 15	Gwinnett and Rockdale	8%
Region 16	Clayton, Fayette, and Henry	3%
Region 17	Cherokee, Cobb and Douglas	10%

When mapping the number of unique visitors per region with the specific community, it is evident that there is a gap between rural and urban communities when accessing online health care information. Regions 13 (Fulton county), 14 (DeKalb), 15 (Gwinnet and Rockdale) and 17 (Cherokee, Cobb and Douglas) represent urban or suburban areas. This distinction between urban versus rural communities was

based upon the regional mapping designations used by and presented by DFCS. From these results, it is apparent that the access rates are lower in rural areas than in other communities such as urban or suburban.

- **Type of information available.** An examination of www.georgiahealthinfo.gov revealed that visitors were able to obtain information: from MayoClinic.com on diseases and conditions; on nutrition, fitness, aging, pregnancy, and parenting, stress management, etc.; health care in Georgia and health information security and privacy. Visitors are also provided tools that search for: a hospital, pharmacy or an outpatient center located in a specific area; compare providers and pharmacies and compare health plan options.
- **Interfaces/links to other agencies, providers and stakeholders.** An examination of www.georgiahealthinfo.gov revealed that there were a variety of interfaces/links to other agencies, providers and stakeholders such as: links to commercial health insurance providers as well as Medicaid and PeachCare; other health care services providers (e.g. MayoClinic.com); etc.

Based on the Web site usage data, it is determined that:

- **www.georgiahealthinfo.gov will be used to access health care information.** Since the launch of www.georgiahealthinfo.gov there has been a steady increase of number of visitors and hits to the Web site. The visits increased from 5533 to 178891 between January and May 2009.
- **Traffic to www.georgiahealthinfo.gov is initiated through search engines.** Google dominates the source of search engine traffic to www.georgianhealthinfo.gov with a combined total of sixty-five percent (65%), followed by Windows Live at thirty-four percent (34%).
- **Visitors to www.georgiahealthinfo.gov are located nationally and internationally.** Sixty-eight percent (68%) of the unique visitors to the Web site were located outside of the State of Georgia.
- **There is a gap between rural and urban communities in the State of Georgia accessing www.georgiahealthinfo.gov.** Twenty-four percent (24%) of unique

visitors reside in Fulton County which is one of the largest urban communities in the State of Georgia.

- **www.georgiahealthinfo.gov serves as a source of information to providers to compare costs and quality indicators for services.** An examination of www.georgiahealthinfo.gov revealed that users can access such information as diseases and conditions, nutrition, health care in Georgia, hospitals, pharmacies and compare health plan options.
- **www.georgiahealthinfo.gov provides interfaces and links to other sources to all users to efficiently obtain health care information.** An examination of www.georgiahealthinfo.gov revealed users can access other interfaces such as commercial health insurance providers and health care services providers.

3.1.2.4 User Satisfaction

User satisfaction was analyzed based on the tabulated responses of multiple questions from the Web site online survey. The online survey questionnaire identified two questions specifically designed to assess user satisfaction. The results are described below.

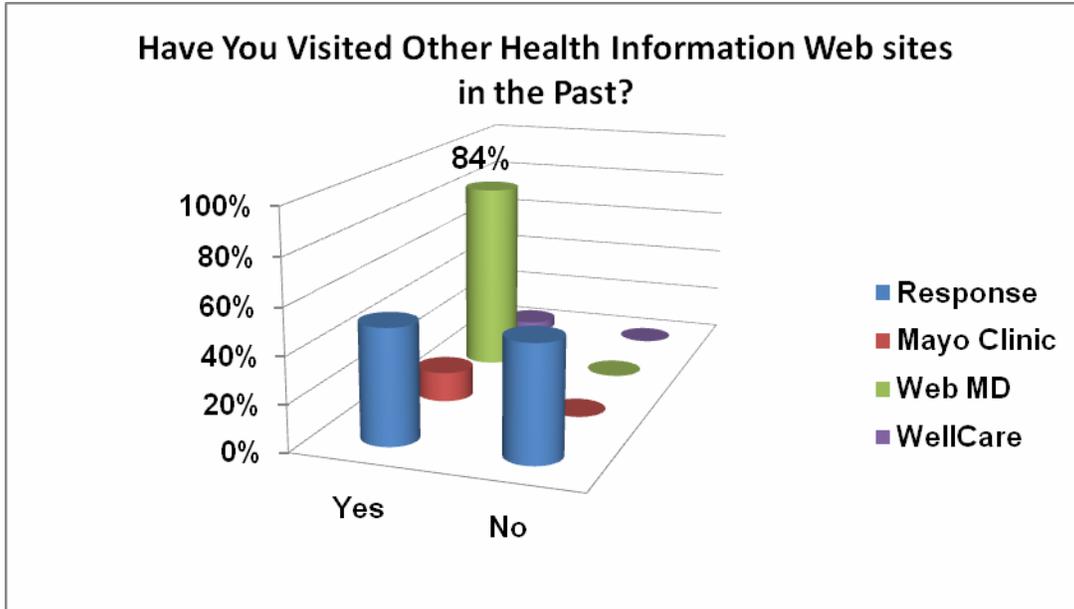
7. How satisfied are you with your visit to www.georgiahealthinfo.gov?		
Very satisfied	82	39%
Satisfied	77	37%
Neutral	33	16%
Dissatisfied	8	4%
Very dissatisfied	8	4%
Total	208	100%
8. Would you recommend www.georgiahealthinfo.gov to a friend or family member?		
Yes	180	87%
No	28	13%
Total	208	100%

As indicated from the results above seventy-six percent (76%) were either very satisfied (39%) or satisfied (37%) with their visit to www.georgiahealthinfo.gov. Eighty-seven percent (87%) of all participants responded that they would recommend www.georgiahealthinfo.gov to a friend or family member.

In addition, other subject areas that were used to determine user satisfaction were comparison of www.georgiahealthinfo.gov with similar health care information Web sites such as Web MD and Mayo Clinic. Survey respondents listed the Mayo Clinic, Wellcare and Web MD as Web site that they utilized to seek information about health and wellness. The following chart provides a comparison of whether participants visited other health information Web sites.

6. Have you visited other health information Web sites in the past?		
Yes	103	50%
No	105	50%
Total	208	100%

The implications of the results indicates that if the user needed to obtain more information about a specific condition or had general wellness concerns, they were likely to visit other external Web sites for such information. Fifty percent (50%) of respondents have utilized other external Web sites for such information before. As shown in the chart below the most frequently visited external Web site is Web MD.



Participants also responded favorably about being added to the mailing list. Gathering Email addresses from visitors in a voluntary way may help establish a great database for outreach programs. As shown on the chart below sixty-eight percent (68%) responded that they would like to be added to the mailing list.



Only thirty-two percent (32%) were not interested in being on added to www.georgiahealthinfo.gov list and mailing database. It is anticipated that as visitors increase and regular users get comfortable utilizing the Web site and perceiving the site as a great resource that impacts their health decisions, visitors may voluntarily request to be added to the listserv. Until then, outreach and all marketing outreach programs

may have to be concentrated on other programs such as those noted above including events and community programs and print materials.

Based on the findings of the user satisfaction, it is determined that:

- **www.georgiahealthinfo.gov is user friendly and easy to navigate for average consumers using national Web site design. This assertion is supported by fact that:**

- Seventy-six percent (76%) of respondents indicated that they were either very satisfied (39%) or satisfied (37%).
- Eighty-seven percent (87%) of all participants responded that they would recommend www.georgiahealthinfo.gov to a friend or family member.
- Seventy-five percent (75%) and ninety percent (90%) of participants responded that the information very useful and/or useful.
- Eighty percent (80%) of participants responded that they were able to find information that they were looking for.
- Ninety-four percent (94%) of the respondents rated the www.georgiahealthinfo.gov Web site as 'Very Easy to Understand' (49%) and 'Easy to Understand' (45%).
- Seventy-four percent (74%) responded positively and that they were in a better position to make more informed decisions.
- Seventy-four percent (74%) of participants also responded that the information would help them to make better health care choices and decisions.

Appendix B and C provides a detailed recap of the results of the online survey and Web site statistical reports.

4. Challenges

During the evaluation process some challenges arose in implementing the qualitative or quantitative aspects of the evaluation. The following provides a list of issues and steps that were taken to address such challenges:

- Online survey was implemented as a pop-up window which prevented visitors from taking the survey if their computers had the pop-up blocker turned on. To resolve this issue, the online survey was also included as a link on the Web site – providing visitors with two options for accessing the site.
- Limited direct outreach to Medicaid beneficiaries which limited target population awareness of the Web site indirectly impacting the ability to have a large sample population to participate in evaluation. To resolve this issue, an outreach strategy was defined which involved additional usability tests being conducted at various DFCS facilities.
- Web site statistical reports were only created in PDF format which made it very difficult to extract, manipulate and analyze target data. To resolve this issue, a process was defined to convert PDF files to text formatted files and then targeted data could be efficiently extracted. There is an open action item to change the format of the Web site statistical reports into a file format that can be more easily analyzed.
- Unable to initially capture and document all IP addresses of unique visitors. AWStats was the initial tool used to generate the Web site statistics report. However, AWStats was limited in capturing and documenting no more than 3000 IP addresses. This issue was resolved by changing the web analytical tool to Webalizer Version 2.01 which provided the capability to capture and document all IP Addresses of unique visitors. For purposes of the evaluation a sample set of the 3000 IP addresses shall be used.

5. Conclusions and Recommendations

5.1 Conclusions

The evaluation of www.georgiahealthinfo.gov has showed that the use of the Web site by the healthcare consumers will improve healthcare quality and efficiency and will have a positive impact on Medicaid beneficiaries. It was concluded from the evaluation that:

- Georgiahealthinfo.gov easily and quickly provides users with specific and thorough information about health care;

- Participant's knowledge and perception of health care information changed after reviewing the contents of georgiahealthinfo.gov;
- The Web site format met users' expectations, especially as it relates to navigation, content and organization;
- Participants had a positive overall perception of the Web site.

This conclusion is supported by the following findings:

- Between seventy-five percent (75%) and ninety percent (90%) of participants of the study responded that the information was very useful and/or useful.
- Information reviewed or retrieved from the Web site is explained in terminology that Georgia Medicaid beneficiaries can understand. Ninety-four percent (94%) of the respondents rated the www.georgiahealthinfo.gov Web site as 'Very Easy to Understand' (49%) and 'Easy to Understand' (45%).
- Seventy-six percent (76%) of respondents indicated that were either very satisfied (39%) or satisfied (37%).
- Eighty-seven percent (87%) of all participants of the study responded that they would recommend www.georgiahealthinfo.gov to a friend or family member.
- Eighty percent (80%) of participants of the study responded that they were able to find information that they were looking for.
- Seventy-four percent (74%) of all participants of the study responded positively and were in a better position to make more informed decisions.
- Seventy-four percent (74%) of participants responded that the information provided on the Web site would help them to make better health care choices and decisions.
- Users have the ability to view, retrieve or generate data from various units of state government; internally and externally with partners and provider groups.
- Users have the ability to view or retrieve information from the Web site about services and service providers that will assist in the decision making process.
- Greater than 60% of visitors that made an information inquiry or accessed the Web site were not located in the State of Georgia.
- Users have the ability to view or retrieve educational materials.

- Users have the ability to view or retrieve cost and quality services information.

5.2 Recommendations

Based on the evaluation findings there were no critical usability issues or problems that arose as a result of the usability test. However, there are some recommendations that would make the www.georgiahealthinfo.gov more usable and effective.

- When randomly selecting participants for the focus group, it was observed that there were non-English speaking Medicaid beneficiaries – specifically Spanish speaking individuals. These individuals were not being included as part of the focus group because testing non-English speaking Medicaid beneficiaries was beyond the scope of this test.
- The Web site should be made accessible to non-English speaking Medicaid beneficiaries. The current Georgia Medicaid population also includes non-English speaking individuals; therefore, it is recommended that all populations are included in the test. This suggestion can be implemented by providing a translator and/or a multi-lingual version of the Web site.
- A greater number of Medicaid beneficiaries should be surveyed throughout the different regions of the Georgia Medicaid Program service area – particularly the DFCS regions that represent rural populations. This evaluation did not extend concentrated outreach efforts to all DFCS regions represented in the State of Georgia. In order to determine whether or not the performance measures suggested by this evaluation are valid and significant, it is recommended that extensive outreach be conducted in other Georgia Medicaid Program regions. The performance measures of this evaluation can be further validated by selecting multiple regions of the Georgia Medicaid Program that service both urban and rural populations using small focus groups. Conducting evaluations that extend across multiple regions to cover a population of diverse social-economic standing and geographic location provides a more comprehensive review of accessing health care information online.

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Appendices

Appendix A: Online Survey Questionnaire

Thank you for visiting georgiahealthinfo.gov. By completing the following survey, you will allow us to improve your Web site experience. The security of the information you provide is very important to the Georgia Department of Community Health, and we are committed to protecting such information against unauthorized use or disclosure.

It should take less than 5 minutes for you to complete this survey.

Thank you for your time and comments!

*** 1. How did you hear about georgiahealthinfo.gov ? Please select all that apply.**

- Brochure/Poster/Bookmark
- Community Event/Meeting
- Internet Search Engine (Yahoo!, Google, Ask!, etc)
- Read about it in a newspaper/magazine
- Social Networking Site (Twitter, Facebook, etc)
- Was told by a friend or family
- Was told by my case manager

*** 2. You are a:
Please select all that apply.**

- Caregiver: looking for information for parent
- Caregiver: looking for information for child
- General consumer: looking for information for self
- Government official
- Health care provider
- Health care professional
- Researcher
- Student

Other

*** 3. How would you rate the usefulness of the information provided on georgiahealthinfo.gov?**

	*			
	Very Useful	Useful	Not Useful	Does Not Apply
Users Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diseases & Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search for Care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compare Health Plans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical FAQs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthy Living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost and Quality Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*** 4. Were you able to find the information you were looking for?**

- Yes
- No

If yes, please rate the information you found.

- Very easy to understand
- Easy to understand
- Difficult to understand
- Very difficult to understand

*** 5. Did your visit to georgiahealthinfo.gov increase your knowledge of your health concern/issue?**

- Yes
- No

If yes, are you now able to make better health care choices and decisions?

- Yes
- No
- I'm not sure

(Optional) Please explain why you are able (or not able) to make better health care decisions.

*** 6. Have you visited other health information Web sites in the past?**

- Yes
- No

If yes, please write the name(s) of the health information Web site you have visited in the past and rate this Web site against georgiahealthinfo.gov .

	Much Better	Better	About the same	Worse	Much Worse
<input type="text"/>	<input type="checkbox"/>				
<input type="text"/>	<input type="checkbox"/>				

*** 7. How satisfied are you with your visit to georgiahealthinfo.gov ?**

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

(Optional) If you are dissatisfied, please describe the reasons for your dissatisfaction below:

*** 8. Would you recommend georgiahealthinfo.gov to a friend or family member?**

- Yes
- No

9. (Optional) What other improvements do you recommend adding to georgiahealthinfo.gov ?

*** 10. Which of the following is your source of health insurance coverage?**

- Amerigroup Community Care
- A plan through your or your spouse's employer or union
- A plan you purchased yourself
- Medicare
- Medicaid
- Peachcare for Kids™
- Peach State Health Plan
- Wellcare
- Uninsured
- Other: Please specify

(Optional) The following questions are designed to provide us with more information about who is using the Web site. Please tell us about yourself.

11. Where do you most often access the internet?

- Home
- School
- Office
- Cyber Café
- Other

12. How would you rate yourself as an Internet user?

- Beginner
- Average
- Expert

13. What is your gender?

- Male

- Female

14. What is your age?

- Under 18
- 18-34
- 35-49
- 50-64
- 65 or Older

15. What is your primary language?

- English
- Spanish
- Other, please specify:

16. What is your household income?

- Less than \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000+

17. What is the highest level of school you have completed?

- Some High School
- High School/GED
- Some College
- 2-year College Degree (Associate)

- 4-year College Degree (BA/BS)
- Post Graduate Degree
- Other, please specify:

18. Would you like to be added to our mailing list (optional)?

- Yes
- No

If you answered yes, please enter your e-mail address:

We will not disclose your e-mail to third parties except as required by law

Appendix B: Online Survey Summary of Results

1. Responses to Questions

<i>Question</i>	<i>No. Of Responses</i>	<i>Percentage</i>
Total Responses	208	
1. How did you hear about www.georgiahealthinfo.gov? Please select all that apply.		
Brochure/Poster/Bookmark	22	10%
Community Event/Meeting	36	17%
Internet Search Engine (Yahoo!, Google, Ask!, etc)	72	34%
Read about it in a newspaper/magazine	31	14%
Social Networking Site (Twitter, Facebook, etc)	4	2%
Was told by a friend or family	29	14%
Was told by my case manager	20	9%
Total	214	100%
2. You are a:		
Caregiver: looking for information for parent	15	7%
Caregiver: looking for information for child	28	13%
General consumer: looking for information for self	102	46%
Government official	16	7%
Health care provider	10	5%
Researcher	27	12%
Student	6	3%
Other Explain:	18	8%
Total	222	100%
3. How would you rate the usefulness of the information provided on georgiahealthinfo.gov?		
Users Guide		

Very Useful	98	47%
Useful	66	32%
Not Useful	14	7%
Does Not Apply	31	15%
Total	209	100%
Diseases & Conditions		
Very Useful	101	49%
Useful	67	32%
Not Useful	9	4%
Does Not Apply	31	15%
Total	208	100%
Search for Care		
Very Useful	90	43%
Useful	69	33%
Not Useful	16	8%
Does Not Apply	33	16%
Total	208	100%
Compare Health Plans		
Very Useful	72	35%
Useful	64	31%
Not Useful	19	9%
Does Not Apply	53	25%
Total	208	100%
Medical FAQs		
Very Useful	81	39%
Useful	72	35%
Not Useful	13	6%
Does Not Apply	42	20%
Total	208	100%
Healthy Living		
Very Useful	87	42%
Useful	72	35%
Not Useful	8	4%
Does Not Apply	41	20%
Total	208	100%
Cost and Quality Information		
Very Useful	71	34%
Useful	68	33%
Not Useful	24	12%

Does Not Apply	45	22%
Total	208	100%
Overall content		
Very Useful	100	48%
Useful	82	39%
Not Useful	14	7%
Does Not Apply	12	6%
Total	208	100%
4. Were you able to find the information you were looking for?		
Yes	166	80%
No	42	20%
Total	208	
If yes, please rate the information you found.		
Very easy to understand	86	49%
Easy to understand	80	45%
Difficult to understand	5	3%
Very difficult to understand	5	3%
Total	176	
5. Did your visit to www.georgiahealthinfo.gov increase your knowledge of your health concern/issue?		
Yes	153	74%
No	55	26%
Total	208	
If yes, are you now able to make better health care choices and decisions?		
Yes	129	74%
No	12	7%
I'm not sure	34	19%
Total	175	100%
Optional: Please explain why you are able (or not able) to make better health care decisions.		
6. Have you visited other health information Web sites in the past?		
Yes	103	50%

No	105	50%
Total	208	100%
If yes, please write the name (s) of the health information Web site you have visited in the past and rate this Web site against www.georgiahealthinfo.gov.		
Name: Web MD	41	41%
Much Better	6	15%
Better	13	32%
About the Same	16	39%
Worse	5	12%
Much worse	2	5%
Name: Mayo Clinic	6	6%
Much Better	2	33%
Better	2	33%
About the Same	2	33%
Worse	0	0%
Much worse	0	0%
Name: Well Care	2	2%
Much Better	0	0%
Better	0	0%
About the Same	0	0%
Worse	1	50%
Much worse	1	50%
Total	99	100%
7. How satisfied are you with your visit to www.georgiahealthinfo.gov?		
Very satisfied	82	39%
Satisfied	77	37%
Neutral	33	16%
Dissatisfied	8	4%
Very dissatisfied	8	4%
Total	208	100%
Optional: If you are dissatisfied, please describe the reasons for your dissatisfaction below:		

8. Would you recommend www.georgiahealthinfo.gov to a friend or family member?		
Yes	180	87%
No	28	13%
Total	208	100%
9. What other improvements do you recommend adding to www.georgiahealthinfo.gov?		
10. Which of the following is your source of health insurance coverage?		
Amerigroup Community Care	10	5%
A plan through your or your spouse's employer or union	75	36%
A plan you purchased yourself	22	11%
Medicare	18	9%
Medicaid	18	9%
Peachcare for Kids™	3	1%
Peach State Health Plan	5	2%
Wellcare	8	4%
Uninsured	24	12%
Other Explain:	25	12%
Total	208	100%
11. Where do you most often access the internet?		
Home	139	71%
School	8	4%
Office	47	24%
Cyber Café	0	0%
Other:	3	2%
Total	197	100%
12. How would you rate yourself as an Internet User?		
Beginner	11	5%
Average	106	52%
Expert	85	42%
Total	202	100%
13. What is your gender?		
Male	41	20%
Female	163	80%

Total	204	100%
14. What is your age?		
Under 18	2	1%
18-34	49	24%
35-49	71	35%
50-64	70	34%
65 or older	11	5%
Total	203	100%
15. What is your primary language?		
English	197	99%
Spanish	0	0%
Other, please specify:	3	2%
Total	200	100%
16. What is your household income?		
Less than \$15,000	41	22%
\$15,000 - \$24,999	21	11%
\$25,000 - \$34,999	18	10%
\$35,000 - \$49,999	20	11%
\$50,000 - \$74,999	32	17%
\$75,000 - \$99,999	12	7%
\$100,000 - \$149,999	22	12%
\$150,000+	18	10%
Total	184	100%
17. What is the highest level of school you have completed?		
Some High School	9	5%
High School/GED	28	15%
Some College	48	25%
2-year College Degree (Associate)	12	6%
4-year College Degree (BA/BS)	51	27%
Post Graduate Degree	44	23%
Other, please specify:	0	0%
Total	192	100%

18. Would you like to be added to our mailing list (optional)?		
Yes	64	32%
No	136	68%
Total	200	100%
If you answered yes, please enter your e-mail address:		

2. Comments

Participants were allowed to provide comments or feedback on questions 5, 6, 9, 10, 11, 15 on the online survey. The following provides the comments from participants from these questions.

- **Question 5**

Optional: Please explain why you are able (or not able) to make better health care decisions.
I have an understanding and awareness of co-morbidly. I get to see and understand how under the right conditions your primary condition can become a primary condition plus a co morbidity. If you are aware and understand the conditions that create these conditions, you are still able to make alternative decisions that will be less harmful.
This is my first visit to the site. I found out from the DeKalb County Commissioners office.
I was looking for a pharmacy that carred the medicine that my child takes at the most affordable price but when I typed in the drug information and it autofilled it in the blank that is all the website would do. It would not submit the information. I could only go back to the previous screen or cancel.
I came looking for pharmacy cost information as my health insurance will be terminating next month (COBRA) and I will be having to pay privately. This information will be invaluable. I wish it gave more than four choices. I don't understand why it can't give more so you could look for those not only closer but so that you could group trips for medications together.
Drug that I was searching for was not on the list to compare prices and pharmacies.
While i knew of the symptoms i had , i did not know if there was a name for them. Now i know.
This excellent site will help me and my staff as well as those for whom we provide care do a better, faster job in finding resources for ourselves and our clients. Thanks for developing & managing this site!
Was not able to view any reports on any of the long term care facilities (assisted living homes). Why are they not posted???
No mention of long term care insurance or the need to plan for long term care costs !!!

Did not find the disease that i was looking for. pulmonary hemosiderosis
Am looking for complaints registered about nursing and in-home care providers to decide whether or not to consider using for my mother, could not find.
Was able to review other potential solutions to the problem by reviewing and understanding other potential causes.
I was unable to locate information on income guidelines for public health and the costs related to income.
Want laws to be changed. Combining of Workers Comp Court with a Medical Court into one system. Also combining Group Insurance with Workers Comp Insurance into one system so that office personal can not rule out work condition that a doctor should be doing.
prescription drug costs cheapest
Parents being abused by a son..Now I know what I need to do.
I will probably forget what to do!
I am looking for info to share with the Medicaid member population, I need general guidance type info and the web site delivers what I require.
Better understanding of types of long term care available
Providing more comparison data on the health plans. I am a student and I'm concerned with catastrophic coverage, not so much breast cancer screenings and cholesterol. Being able to compare health insurance options by age or preventative care would be nice to see.
Because I use my brains! With my medical professional, together we consist of an awesome team! I'm not giving anyone power over me or my family's bodies without full knowledge of my concerns.
I was pleased to learn that Mr Chambliss does not support President Obama's ridiculous health care reform plan. I would like to know if there are any ways to help get the word out about this so that uninformed people don't vote for something they don't understand.
Did not have any particular reason to visit site other than was told by department to do so.
It's good to be able to compare the price, length of stay, and number of cases
Looked at several articles-already knew about H1N1 and re: ARRA, wasn't very detailed information
Fantastic website - I will continue to refer both internal and external customers to this website! Great job
The site explain all aspect of the condition I was looking for, the information was great and easy to find
The brief descriptions were helpful as overviews.
I was searching for info on eczema.
I know what to expect during my pregnancy.
I just wanted to see where they sold a certain drug - they don't list places nearby that I know has it.
I was able to understand what is a biventricular pacemaker with ICD which my husband will need.
better able to assist primary physician in my care

The site has too much verbiage when a simple explanation would do. The explanations are too complex and when I try to find an answer I find more questions and no answer that I can understand.
found out more information
Given more options for health care, I feel that I am able to make better choices for myself and my family.
anytime you have more info on healthcare you make better choices
Because I am able to make better decisions because of other health problems that are being dealt with at this time.
I'm looking for an in house treatment center with doctors who specializes in conversion disorder, severe depression
Obtained smoking cessation information for a patient.
I am 60 years old with no insurance, due to high blood pressure and cholesterol I did find insurance for myself \$241.00 but I had to pay the premiums for 6 months before I could see a Dr. Aug 6 I was admitted to the hospital with breathing problems(which I have never had before)...I have accumulated bills totaling about \$13,500...I have found no resources to help with medical bills; so I have opted if I have any more problems I cannot afford to go to the hospital or even a Dr. for that matter...Health plans that you can pay a premium according to your income is better than something happening and a person dies..People in Washington have all they need but people here in Georgia are stuck no jobs, no health care..We need someone to stand up and let our voices be heard.....
need more information on the insurance companies - - access information by product and a range of pricing would help.
I have 2 young grandsons from different families who are allergic to peanuts. This information helps me to better understand the allergy and how to deal with it.
Example: Regarding home health/long term care - I have a better understanding of the importance of the person's emotional health and desire for independence in determining the need for home health care assistance.
i am able to make better health care decision because i have learn things or a couple of things that i didnt know and i sould have known i will try to make better chose.
think i eat very badly gressy food and candy alot....
I will have to call GA SHIP/"Georgia Cares", for help to find out how/what do I do to change my PA Gateway Health Plan Medicare Assured plan to either a GA supplement (no cost to me out-of-pocket) or back to regular Medicare? (I am confused trying to do this alone)- I have Gateway as primary & have applied to GA Medicaid, as secondary. I am Type1 Diabetic 30 yrs, on an insulin pump, and will need "new" insurance plans ASAP, so I can apply for new Endo, primary, optomologist, OB/GYN & gastroenterologist, and labwork ASAP!
I believe that the website gave detail on conditions, that as a mother of a 4 year old boy very helpful and time saving.
the site give you knowledge on health concerns
iam able because the internet is good and helpful to me and you can find clincs,hospital,etc and it gives you the address so its very helpful.
i am able to make better deciaions because i found out things that i didnt know about breast cancer because my aunt died from breast cancer

it help me better understand the issue i was looking up and let me understand that its a real life issue.
I was able to look up what disease I wanted to research and it listed all the symptoms and things that would help with the disease. I think the website was very informing and I would use it in the future for my knowledge!
The information is vague and incomplete resulting in a lack of pertinent information in order for one to make an educated decision regarding appropriate coverage for the individual.
I think it's very helpful
haven't had to make any but the site is very helpful if needed
Did not find information.

• **Question 6**

If yes, please write the name(s) of the health information Web site you have visited in the past and rate this Web site against georgiahealthinfo.gov .	If yes, please write the name(s) of the health information Web site you have visited in the past and rate this Web site against georgiahealthinfo.gov .	If yes, please write the name(s) of the health information Web site you have visited in the past and rate this Web site against georgiahealthinfo.gov .
webmd	About the same	
Web MD	Better	
Web MD	Worse	
WebMD	About the same	
webmd	About the same	
webmd	Worse	
Dr.com	Better	
American Heart Assoc	Much Worse	CDC
mayo clinic	Much Better	
Aetna	About the same	Webmd
oasis	Better	
Unable to remember name	About the same	
webmd	Better	
WebMD	About the same	
WebMD	Better	
webmd	Better	
Web Md	About the same	Mayo Clinic
webmd	Better	
Web MD	Better	
webmd.com	Better	
webmd.com	About the same	

Web d	Better	
hospitalcompare	Much Better	healthgrades
web md	About the same	
Florida site	Worse	
Web M D	Much Better	
WebMD	Better	
WebMd	Much Better	Mayo Clinic
web md	Worse	
web md	Much Better	
web md	Much Worse	
Web MD	Worse	
GAO reports	Better	Cancer related
GHA	About the same	
Web MD	About the same	
BCBS	About the same	humana
WebMD	Much Better	Kaiser Web Site
can't remember the site	About the same	
WebMD	About the same	www.cancer.org
webmd	About the same	
Living with Crohn's Disease	About the same	
HRSA - Find A Health Center	Better	ORS - Facility Location
Emoryhealthblog.com	About the same	
WebMd	Better	
Kaiser	About the same	
mayo clinic	Better	web md
WebMD	About the same	
Web MD	Much Worse	
WebMD	Much Better	Google
cdc	About the same	surgeon general
Mayoclinic.com	Better	Webmd.com
blue cross and blue shield	About the same	
WellCare	About the same	My Web MD
welcare	Much Worse	
Web md	Better	United healthcare
Mayo Clinic	About the same	
Blood Pressure screening		Diabetic screening
CDC	About the same	
webmd	About the same	
mayoclinic	About the same	
web md	About the same	

www.webmd.com	About the same	
Kaiser HealthCare	Worse	Aetna
webmd	About the same	
Emory	About the same	Johns Hopkins
WebMD	Worse	
i village	Worse	web md
liberty medical	About the same	scbn
WebMD	About the same	GoogleHealth
blue cross blue shield	About the same	
mayo clinic	Much Better	NIH-NIDDK
georgia families	Worse	
i don't remember the name		
WebMD	Much Better	UHC
webmd	Better	
webmd.com	Better	

• **Question 7**

(Optional) If you are dissatisfied, please describe the reasons for your dissatisfaction below:
I am very happy to have this site at my disposal
Could not find the information that I needed for the pharmacies.
Would like more choices (more than four) in the pharmacy/medication section so that you could group trips for medications together
Can't find link to prescription drug price comparison.
Searching for Pharmacies with my med. Only found 1 on the other side of Atlanta when there are several in my area. Not a very robust database.
Looking to compare prescriptions prices. could not find the link.
It is hard to find info on PLS. Your site had some very informative details.
Looking for new price comparisons at local pharmacies for expensive drugs I take--not Medicaid info. The information may be here, but I don't have all day to look for it. I will try again in case new info just isn't available yet (I read that it would start yesterday)
Was not able to view any reports on any of the long term care facilities (assisted living homes). Why are they not posted???
Did not find the disease that i was looking for. pulmonary hemosiderosis
could not locate info needed
No workers comp information
looking for cheapest drug cost
i have e.d and wanted to know more
Was told to visit it--had no need to
Still prefer to be able to speak w/ someone
It would be helpful to also have waiver information listed in with Long Term Care as

there are options for Medicaid recipients in the community that qualify to have alternative living options and day programs etc as another option. There is no information about the 5 waivers in Long Term Care and no information about how to access the information to assist members in the community with getting waiver services.
The project needs to be done much better, or not at all. The databases are useless incomplete (or worse - someone might trust the site, drive halfway across GA, instead of just calling a pharmacy to find out.)The UI was relatively good, though.
No areas available to voice concerns
Looking for list of patient/health care consumer rights. I am new to Ga. The MD I have been using has ben unavailable due to family emergency for 4 1/2 months and his office refuses to release my medical records to me stating it is office policy. i paid a great deal of money to take tests this MD ordered and now I will have to start all over and pay again. Was hoping to find that this office is in violation of Ga state law and quote this to have my info released.
I was informed that this web site would help you with free medication and supplies and clinic for someone with my condition. I am a diabetic and can not find any company that will help me out. I am on the pump and can not get medicaid and am out of insulin and supplies
believe that the words were hard to understand concerning the diffrent parts of health body part of site.
very difficult to maneuver around to find answers.
i am very pleased with this website
First time on the site and the survey kept popping up, so I stopped my search to answer survey questions.

• **Question 9**

9. (Optional) What other improvements do you recommend adding to georgiahealthinfo.gov?
Usual and Customary Pharmacy Charges
move the online guide to the top menu
At this time I haven't given it any thought, so I will say I don't know.
I need to take another look this is my first time going to the site.
To fix the pharmacy page
Would like more choices (more than four) in the pharmacy/medication section so that you could group trips for medications together
the font chosen for the site is difficult for older adults to read
Better prescription information
Either make the reports on assisted living homes available or remove the option/link from the site to prevent user frustration
Discussion of LTC insurance and include the valuable partnership program. Why did so many people work so hard to make the partnership program and now not even

Medicaid is willing to discuss it !
i want to know the facts on starting a personal care home.
Games for children, games with morals or a tip on a health problem.
Always be sure to address issues in a way that motivates the reader to see a physician if necessary.
The grey text on white background makes it very hard to see. I like that you have included videos on the website, however I think you should highlight the fact that you have them here. Unless someone is looking around the site, they may not find them. Videos are a great way to educate people on health especially elderly who may have a hard time reading and remember the content of the topic.
More advertising to inform Georgians that this is available.
Please check out the section on Diabetic information. This is the error I received from this page. "http://www.mayoclinic.com/health/blood-glucose/MY00558" page can not be displayed.
Add waiver information to long term care to include Community Care Services Program (CCSP) serving the Aged Blind and Disabled population meeting a Nursing Home level of care, Service Options Using Resources in the Community Environment (SOURCE) serving the Aged Blind and Disabled population meeting a Nursing Home level of care, New Options Waiver (NOW) and the Comprehensive Supports Waiver (COMP) serving individuals with a diagnosis of Mental Retardation and/or Developmental Disability, Aged meeting a Intermediate Care Facility for Mental Retardation (ICF/MR) level of care, and the Independent Care Waiver (ICWP), serving the Physically Disabled and/or individuals with a traumatic brain injury, meeting a Nursing Home level of care or Hospital level of care.
Although I believe the site is more comprehensive with regard to overall healthcare I would suggest you insert links with each topic to various articles or research for the selected conditions. Even though Emory's blog site is short the linked articles and information are very helpful. I like they are placed within each area of concern rather than in a separate forum.
Better Databases (more complete), more information, better integration of the other health sites on the web - you shouldn't try to duplicate what exists, as it is a waste of taxpayer money. Just put up a disclaimer, and link to WebMD, or something similar.
Very simple answers that are easy to find, i.e., "How much does each plan cost, answer, \$ for STANDARD and \$ for PREMIUM.
button to click to add bookmark, add to face book, or share with others.
Icons are very user friendly; pictures are helpful when visiting sites.
I was trying to find out about the qualifications that my child must meet for disability.
Send it to OBAMA
knowledge of other gov. health insurance programs
Supply area for one to voice concerns i.e., I am 100% against 'Big Government Health Care' and would like Governor Saxby to take note of my position.
Don't change a thing!
Some idea of baseline pricing would be of great assistance.
I would like to learn more about how the government and schools work together to disseminate the information on food allergies. Also, I would like to know how school

systems handle the issue of food allergies in their schools. Is there a mandate or how is this handled in GA?
i really don't have any but keep up the work
First time visiting this site, having moved to GA 2 weeks ago, and I cannot find what information I need here, so I am holding judgment of any recommendations at this point....
Try to make it easier to find answers.
there nothing left everything is here rite here on this website i mean its very amazing.
i don't think it needs any improvement because it is a good website that enhances your brain and make u think more about the decisions u make in life
an area with information for babies and young children about any remedy if any on common cold and how to handle it better if it turns to pneumonia.
Do no annoy people by having the survey constantly appear.

• **Question 10**

BCBS GA
Blue CROSS BLUE SHIELD
BlueCross
Cigna
Job
Kaiser Permanente
n.h.s
nhs
OH state teacher's retirement system
PA Gateway Health Plan Medicare Assured & PA Medicaid for now, trying to "switch" to GA plans
Parent's Insurance
private insurance
TRICARE
Tricare
UHC
United Health
United Health
United Health Care
United Healthcare
United Healthcare
United Healthcare
United Healthcare
V.A.

- **Question 11**

family's house
family's house
home/office
no access

- **Question 15**

Arabic
Arabic
Japanese

Appendix C: Web site Analytics Results

1. Usage/Visitor Trends

- Overall usage #

Visits – per month					
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan-09	3866	5533	37191	466139	3.58 GB
Feb-09	36014	40706	95622	1409469	9.46 GB
Mar-09	62434	69843	134245	2567362	15.58 GB
Apr-09	141264	162756	315305	4267250	24.38 GB
May-09	154695	178891	346690	4806390	27.26 GB
Jun-09	28349	32759	162883	3894266	22.39 GB
Jul-09	12981	73277	186158	1729289	
Totals	439603	563765	1278094	19140165	

- Visitors Trends

Number of Unique Page views						
Monthly Totals	Jan	Feb	March	April	May	June
		1033	1314	1546	1506	1706
Average # of pages viewed						
			1260			

Average time spent on site (Seconds)						
Monthly Totals	Jan	Feb	March	April	May	June
		312	121	92	87	83

Average time spent over 6 months(Jan thru Jun)

141

2. Traffic Sources

• Search Engines

Number of Hits From an Internet Search Engine							
	January	February	March	April	May	June	Totals
Google	983	4738	14375	35739	333058	18859	407752
Google Images	0	69737	157109	300286	43612	127035	697779
Windows Live	706	811	505	931	1251	539	4743
Yahoo	68	198	294	116	335	420	1431
AT&T	36	35	9	8	4	42	134
AOL	35	378	789	1810	1759	710	5481
MSN	25	68	106	98	134	0	431
Unknown	21	155	240	432	466	225	1539
EarthLink	3	6	12	26	20	17	84
Ask	2	0	8	44	44	59	157
Stumble Upon (Social Bookmark)	1	0	0	1	2	0	4
Exite	1	0	0	1	0	0	2
Dogpile	1	0	3	5	0	10	19
AltaVista	1	4	1	0	2	5	13
Virgllio	0	0	47	81	83	25	236
MyWebSearch	0	4	10	30	32	6	82
MetaCrawler	0	1	0	0	0	1	2
My Search	0	1	0	0	1	0	2
Tiscall	0	2	0	2	2	7	13
Sphere	0	0	2	1	0	0	3
InforSpace	0	0	0	1	0	0	1
NetScape	0	6	15	30	18	18	87
Mamma	0	0	0	0	160	3	163

- **Top Browsers (number of hits from browsers)**

	January	February	March	April	May	June	Total
MS Internet Explorer	388578	977243	1620438	2558525	2837039	2438772	10820595
Foxfire	60560	296257	655572	1142730	1304363	971649	4431131
Safari	11698	101376	226450	427150	511747	371806	1650227
Mozilla	2105	5976	11990	19627	23325	25101	88124
Opera	545	7241	16133	28094	32284	23800	108097
Unknown	371	1229	3324	43783	54376	56883	159966
Netscape	219	1808	2534	5333	5581	3834	19309

- **Top Operating Systems (number of hits from operating system)**

	January	February	March	April	May	June	Total
Windows	446394	1259995	2246456	3651260	4104576	3406694	15115375
Macintosh	14837	117033	261782	483269	554567	379314	1810802
Unknown	2398	9081	17448	68780	83058	86987	267752
Linux	448	5484	11140	20962	26005	18335	82374

- **Top Domains Visiting (number of hits from domains / countries)**

	January	February	March	April	May	June	Total
Network (.net)	190516	522580	1028471	1714065	1976062	1708419	7140113
Unknown (ip)	159728	409716	537859	825307	915294	800217	3648121
Commercial (.com)	69233	227271	483537	863877	954017	748690	3346625
Non-Profit Organization (.org)	24283	25037	30395	51001	52769	51753	235238
USA Educational (.edu)	6723	34502	60090	143520	88727	53872	387434
United States (.us)	5283	23422	28388	43275	52002	23226	175596
Canada (.ca)	356	21565	52691	99573	105198	67247	346630

Australia (.au)	985	11981	35327	53865	80347	53694	236199
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- **Searches**

Search Option Results			
	Key Phrases	Key Words	Total Searches
January	1200	2006	3206
February	1149	1654	2803
March	1821	2539	4360
April	4846	4880	9726
May	4946	4953	9899
June	4903	4234	9137

- **Monthly Results**

The following table provides a summary of the data collected from the www.georgiahealthinfo.gov monthly statistics report as of June 30, 2009. It also summarizes the findings of the number of unique visitors that reside in the Division of Family and Children Services (DFCS) 17 Medicaid Program service regions.

DFCS Mapping Summary Report							
<u>Sample* of Unique Visitors to www.georgiahealthinfo.gov</u>							
Monthly Totals From Sample Set	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>Total Visitors From Sample Set</i>
		2755	2752	2776	2816	2776	2785
GA Monthly Totals From Sample Set	1288	1589	548	292	548	1121	5386

Georgia DFCS Regional Mapping Summary Report									
Regions	January	February	March	April	May	June	Region Totals	% of Visitors Per Georgia Total	% of Visitors of Sample Set Total
Region 1	41	68	21	6	21	18	175	3%	1%
Region 2	71	92	36	15	36	53	303	6%	2%
Region 3	73	61	12	6	12	19	183	3%	1%
Region 4	38	37	18	2	18	23	136	3%	1%
Region 5	66	92	26	15	26	54	279	5%	2%
Region 6	68	82	37	33	37	53	310	6%	2%
Region 7	27	55	22	6	22	13	145	3%	1%
Region 8	28	31	7	0	7	6	79	1%	0%
Region 9	29	55	16	5	16	21	142	3%	1%
Region 10	29	63	12	9	12	28	153	3%	1%
Region 11	56	78	28	15	28	32	237	4%	1%
Region 12	105	130	32	12	32	32	343	6%	2%
Region 13	275	356	135	82	135	320	1303	24%	8%
Region 14	82	110	40	23	40	81	376	7%	2%
Region 15	115	75	41	26	41	159	457	8%	3%
Region 16	31	55	19	12	19	42	178	3%	1%
Region 17	153	128	43	24	43	161	552	10%	3%
Totals	1287	1568	545	291	545	1115	5351	99%	32%