

State of Arkansas

Review of transform.ar.gov's Benefits Websites

Observations and Recommendations

September 15, 2021

Background

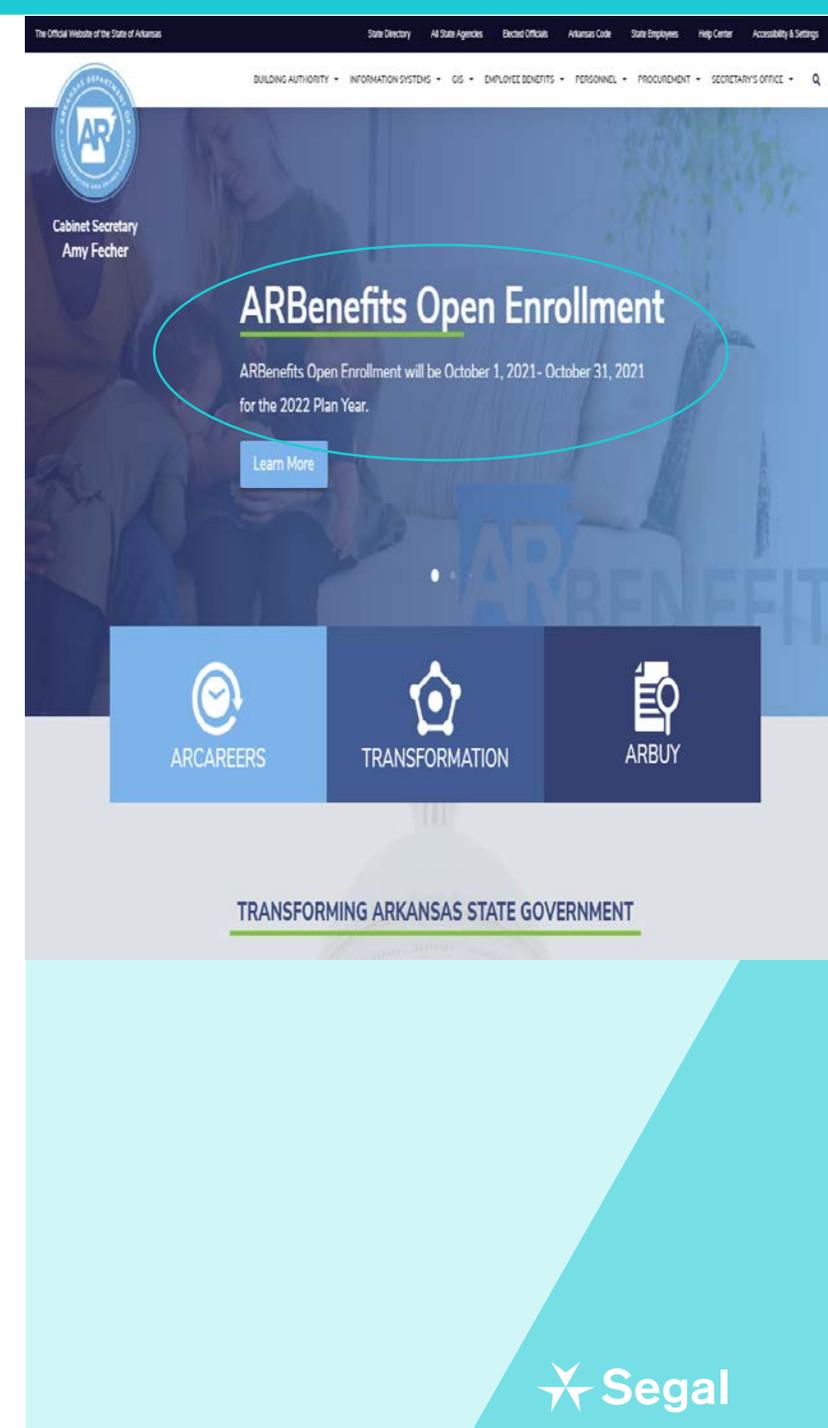
- **transform.ar.gov** has 2 similar benefits information website subsections:
 - State employees
 - Public School employees
- Segal took a brief look at the sites, analyzing them at a high level to help determine sites' value to current and prospective employees. We looked at:
 - Usability
 - Design
 - Content accessibility, hierarchy, and organization
 - Navigation
 - Naming and information linking conventions



For questions regarding your benefits or to speak with member services, please contact 501 682 9656 or email AsKEBD@dofa.arkansas.gov.

Observations/ Recommendations

- Employee Benefits home page doesn't incorporate current best-practice information presentation
 - **Example:** Rotating banner (that is, changing text appearing on top of image) hides promotional content
 - Users may not see all three content promotions
 - **Best practice:** Use “tiles” to highlight content promotion
- “Call-to-action” buttons don't go directly to featured information
 - **Example:** For annual enrollment call-to-action “learn more” button, button goes to benefits landing page, not directly to enrollment content
 - **Best practice:** Button should go directly to enrollment content so users don't need to search for it on benefits landing page



Observations/ Recommendations *cont'd*

- Acronyms appear as unfamiliar / unknown information
 - **Example:** In About Us section: “EBD Staff,” “ASE Rates,” and “PSE Rates”
 - **Best practice:** Spell out all acronyms, using them **only** if they are common and universally understood
- Content is organized from a benefits administrator or benefits program point of view
 - **Example:** On employee benefits landing page and left navigation pane, primary call to action is to read “About Our Office” and “About Us”
 - **Best practice:** Organize content from a user’s point of view

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Cabinet Secretary
Amy Fecher

Employee Benefits

Home / Employee Benefits / About Us

EMPLOYEE BENEFITS

- ABOUT US**
 - EBD Staff
- PUBLIC SCHOOL EMPLOYEES**
- ARKANSAS STATE EMPLOYEES**
- RETIREES**
- WELLNESS PROGRAMS AND RESOURCES**
 - ARBenefitsWell Program
 - ARBenefits Resources
 - Health Advantage Resources
- FREQUENTLY ASKED QUESTIONS**
 - ARBenefitsWell Program
 - Retirement
 - Enrollment and Eligibility
 - Voluntary Products
- BOARD INFORMATION**
 - 2021 Board of Finance Resources
 - 2021 Board Minutes

ABOUT EBD

The Employee Benefits Division (EBD) manages the group health and life insurance plans and other select benefits to build quality programs for eligible members while promoting customer service, education, accessibility, and affordability.

CONTACT US

Physical Location: Division of Employee Benefits
501 Woodlane St, Ste. 5
Little Rock, AR 72201

Mailing Location: P.O. Box 15610, Little Rock, AR 72231

EBD Front Desk: 501-682-5500

EBD Member Services Line: 877-815-1017 (press 1, then 2)

Email: AskEBD@dfa.arkansas.gov

[EBD Staff](#)

 Segal 4

Observations/ Recommendations *cont'd*

- Some design elements distract from content
 - **Example:** For “Employee Benefits” in left navigation pane and “Board Information” in main body, heading text underline in green is only a partial—rather than a full—underline
 - **Best practice:** Design elements should properly anchor page text and appear seamless with text
- Benefits information is trapped in PDFs, making it difficult for users to find what they’re looking for
 - **Example:** Enrollment guides posted as PDFs aren’t as helpful for mobile users or users who need better accessibility
 - **Best practice:** Include HTML (web-specific) text that’s descriptive and provides links to details

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Employee Benefits

Home / Employee Benefits / Board Information

EMPLOYEE BENEFITS

ABOUT US

- EBD Staff

PUBLIC SCHOOL EMPLOYEES

ARKANSAS STATE EMPLOYEES

RETIREES

WELLNESS PROGRAMS AND RESOURCES

- ARBenefitsWell Program
- ARBenefits Resources
- Health Advantage Resources

FREQUENTLY ASKED QUESTIONS

- ARBenefitsWell Program
- Retirement
- Enrollment and Eligibility
- Voluntary Products

BOARD INFORMATION

- 2021 Board of Finance Resources

Due to the Act 1004 of 2021, the duties of the State and Public-School Life and Health Insurance Board have been transferred to the State Board of Finance to further develop health and life insurance benefits for State and Public School employees and retirees.

Through this transition, Department of Transformation and Shared Services: Employee Benefits Division (TSS EBD) is committed to ensuring the long-term viability of health insurance and other products for employees, retirees and their families. Although the governance of the division has changed, the mission remains the same: to ensure that members receive quality health care at an affordable cost while promoting exceptional customer service, education and accessibility.

Members with questions or concerns regarding the impact of Act 1004 are encouraged to contact TSS EBD through phone at 877-815-1017 (press 1, then 2), or via email at AskEBD@dfa.arkansas.gov.

Additional information will also be available in our newsletters which can be found on our website under the "About Us" tab. Members may also sign up to receive our newsletter through email by following the steps below:

1. Log into the ARBenefits Member Portal
2. Go to the "Account" tab
3. Scroll down to the "Email Info" section and check the "Subscribe to ARBenefits Emails" box

You can learn more about The State Board of Finance and learn updated on meetings here.

Observations/ Recommendations *cont'd*

- Links don't describe where user will go or help them know what information they will find
 - **Example:** Use of “click here” under Benefits Resources doesn't allow screen readers (for sight-impaired) or users who scan for links
 - **Best practice:** Have link names describe where user will go, what information user will learn, or action user can take

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 Cabinet Secretary
Amy Fecher

Employee Benefits

Home / Employee Benefits / Wellness Programs and Resources / ARBenefits Resources

EMPLOYEE BENEFITS

- ABOUT US
 - EBD Staff
- PUBLIC SCHOOL EMPLOYEES
- ARKANSAS STATE EMPLOYEES
- RETIREES
- WELLNESS PROGRAMS AND RESOURCES
 - ARBenefitsWell Program
 - **ARBenefits Resources**
 - Health Advantage Resources
- FREQUENTLY ASKED QUESTIONS
 - ARBenefitsWell Program
 - Retirement
 - Enrollment and Eligibility
 - Voluntary Products
- BOARD INFORMATION
 - 2021 Board of Finance Resources

ARBenefits Resources

CHRONIC CONDITION MANAGEMENT

If you have one of the conditions listed below, you are eligible for the Nurse Coaching program. When you enroll, you will work one-to-one with an Arkansas-based Nurse Coach at no cost to you.

- Asthma
- Coronary Artery Disease
- Congestive Heart Failure
- Chronic Obstructive Pulmonary Disease
- Diabetes
- Chronic Pain
- High Cholesterol
- High Blood Pressure
- Chronic Kidney Disease

To enroll, call 1-800-402-0416. For more information [click here.](#)

SPECIAL DELIVERY (MATERNITY PROGRAM)

 Segal 6

Observations/ Recommendations *cont'd*

- Some content is buried, making it challenging for users to find
 - **Example:** List of preferred drugs is 4 levels down—
Employee Benefits > Arkansas State Employees > Member Forms and Resources > Preferred Drug List
 - **Best practice:** Have a higher-level section for prescription drug information and include Preferred Drug List there
- Naming can be confusing
 - **Example:** “Employee Benefits” vs. “AR Benefits”—is there a difference? If so, what is the difference?
 - **Best practice:** Use consistent and descriptive terminology to help avoid confusing users

arkansas-state-employees/

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Employee Benefits

Home / Employee Benefits / Arkansas State Employees

Arkansas State Employees

SUMMARY OF BENEFITS

- Summary of Benefits and Coverage – ASE Basic 2021
- Summary of Benefits and Coverage – ASE Classic 2021
- Summary of Benefits and Coverage – ASE Premium 2021
- ARBenefits Summary Plan Description (effective 01/01/2021)
- One Page Summary of Benefits – 2021

RATES

- 2022 Plan Year
 - 2022 Plan Rates – Active with Wellness
 - 2022 Plan Rates – Active without Wellness
 - 2022 Plan Rates – COBRA
- 2021 Plan Year
 - 2021 Plan Rates – Active with Wellness
 - 2021 Plan Rates – Active without Wellness
 - 2021 Cobra Rates

MEMBER FORMS AND RESOURCES

General Forms and Resources

- Active State and Public School Election Form
- Active State and Public School Change Form
- Affidavit of Spousal Health Care Coverage
- ARBenefits RX Member Reimbursement Form
- Authorization to Release Health Information
- Member Appeal Request Form
- Primary Care Provider Form
- Continuation of Insurance Due to Incapacity
- 2021 Open Enrollment Guide
- How to Enroll Online
- 2021 AR Coverage Policies
- Preferred Drug List**
- Health Advantage Coverage Policies

Observations/ Recommendations *cont'd*

- Site is not optimized for mobile viewing / use
 - **Example:** The left side bar navigation takes up too much space on a mobile device (see smartphone image, at right)
 - **Best practice:** Mobile viewing / use should be just as easy and engaging as viewing / use on laptop or desktop computer
- Search feature scans entire transform.ar.gov site, yielding results that are too broad to be useful
 - **Example:** Search “medical plan” and results include “State Panelists Endorse \$3.7M in Requests” to “Delegation Orders” to “Technology Legislation”
 - **Best practice:** Configure search engine to return results specific only to employee benefits



Observations/ Recommendations *cont'd*

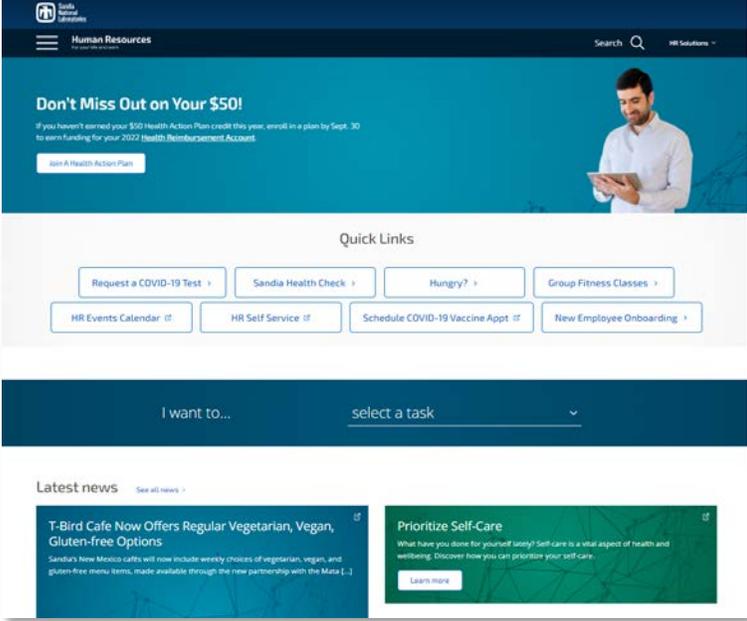
- Primary navigation should separate topics more clearly and be more intuitive and easy to follow
 - **Example:** Top-level navigation includes “About Us,” “Public School Employees,” “Arkansas State Employees,” and “Retirees” as groups / audiences, but also “Wellness” and “ARBenefits,” etc.
 - **Best practice:** User first selects user type, then topic area
- **Overall:** Site is reference-based and primarily a repository for documents
 - **Best practice:** Site should help promote and market the value of employees’ benefits, educate employees with easy-to-find information presented using a modern and attractive visual approach, and engage employees with their benefits plans and programs



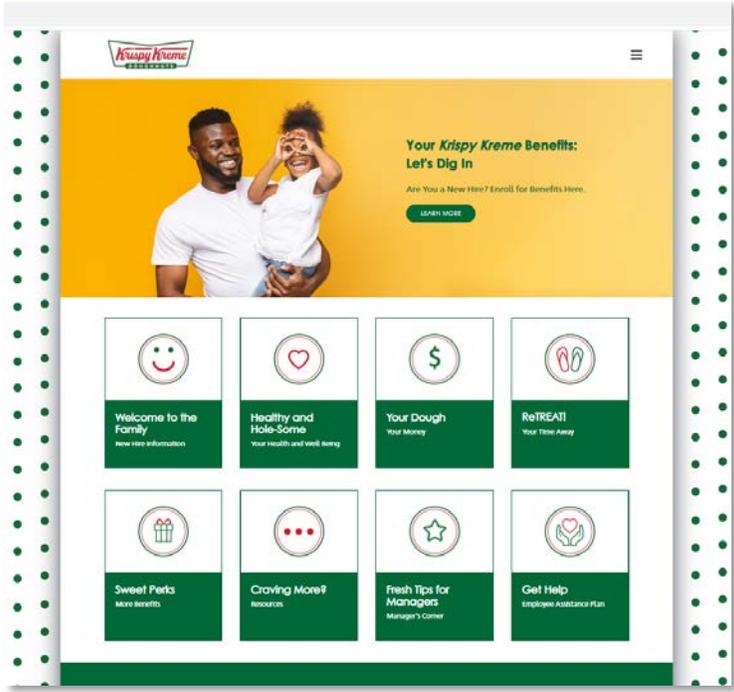
In Summary: Benefits Site Best Practices

- Host site outside the firewall for easy access anytime, anywhere, by employees, dependents, and prospective employees
- Integrate with intranet (if applicable)
- Optimize for mobile viewing / use
- Curate one centralized resource as a starting point for employee questions
- Organize content around employees' goals and priorities (not HR / Benefits organization silos)
- Promote as the go-to source for all benefits information
- Keep content and design fresh by updating consistently
- Review and act on site analytics regularly

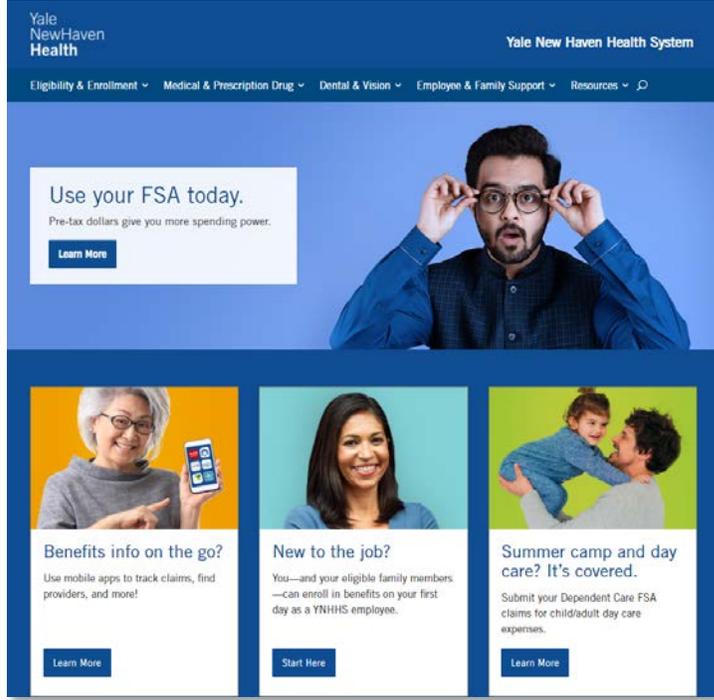
Sample Client Sites



hr.sandia.gov/



kkbenefits.com/



ynhhsbenefitsconnection.org/ynhhs/

Thank
You!

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