



Agency Priority Goal | Action Plan | FY 23 – Q1

Improve health insurance selection customer experience

Goal Leader(s):

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Goal Overview

Goal statement

- **Improve customer experience by making it easier for Federal employees, annuitants, and other eligible persons to make more informed health insurance plan selection.** By September 30, 2023, complete user-centered design and develop a minimum viable product for a new, state-of-the-art FEHBP Decision Support Tool that will give eligible individuals the necessary information to compare plan benefits, provider networks, prescription costs, and other health information important to them and their families.

Goal Overview (continued)

Problem to Be Solved

- OPM developed the current FEHB Plan Comparison Tool in 2002 and updated it through several iterations to increase functionality, but it is at the end of its lifecycle and unable to deliver a versatile or comprehensive interface.
- The FEHB Plan Comparison Tool is the most frequently visited webpage for OPM/Healthcare and Insurance (in the top five on Opm.gov) and, in 2020, there were 2.4 million page views, 1.6 million user sessions, and 1.3 million unique views; however, it does not currently support the unique health benefit comparison needs of its users, including those in underserved communities.
- The customer experience of current and prospective enrollees is impacted by the current Plan Comparison Tool technology; persons with specialized health care needs, such as people with disabilities, annuitants, and LGBTQ+ populations, are most impacted by the inability to conduct a specialized health plan benefit search.

Goal Overview (continued)

What Success Looks Like

- OPM will develop a minimum viable product for a new, state-of-the-art Decision Support Tool that will give eligible individuals the necessary information to compare plan benefits, provider networks, prescription costs, and other health information important to them and their families.
- The Decision Support Tool will support improvements in health outcomes Government-wide by supporting health literacy and offering user-centric comparison of available health insurance benefits.
- The Tool will support:
 - OPM's strategic objective 1.1 - Achieve a Federal workforce that is drawn from the diversity of America, exhibited at all levels of Government, by supporting agencies in fostering diverse, equitable, inclusive, and accessible workplaces. By 2026, increase a Government-wide Diversity, Equity, Inclusion, and Accessibility index score by 6 percentage points.
 - OPM's strategic objective 3.4 - Transform the OPM website to a user-centric and user-friendly website. By 2026, achieve an average effectiveness score of 4 out of 5.

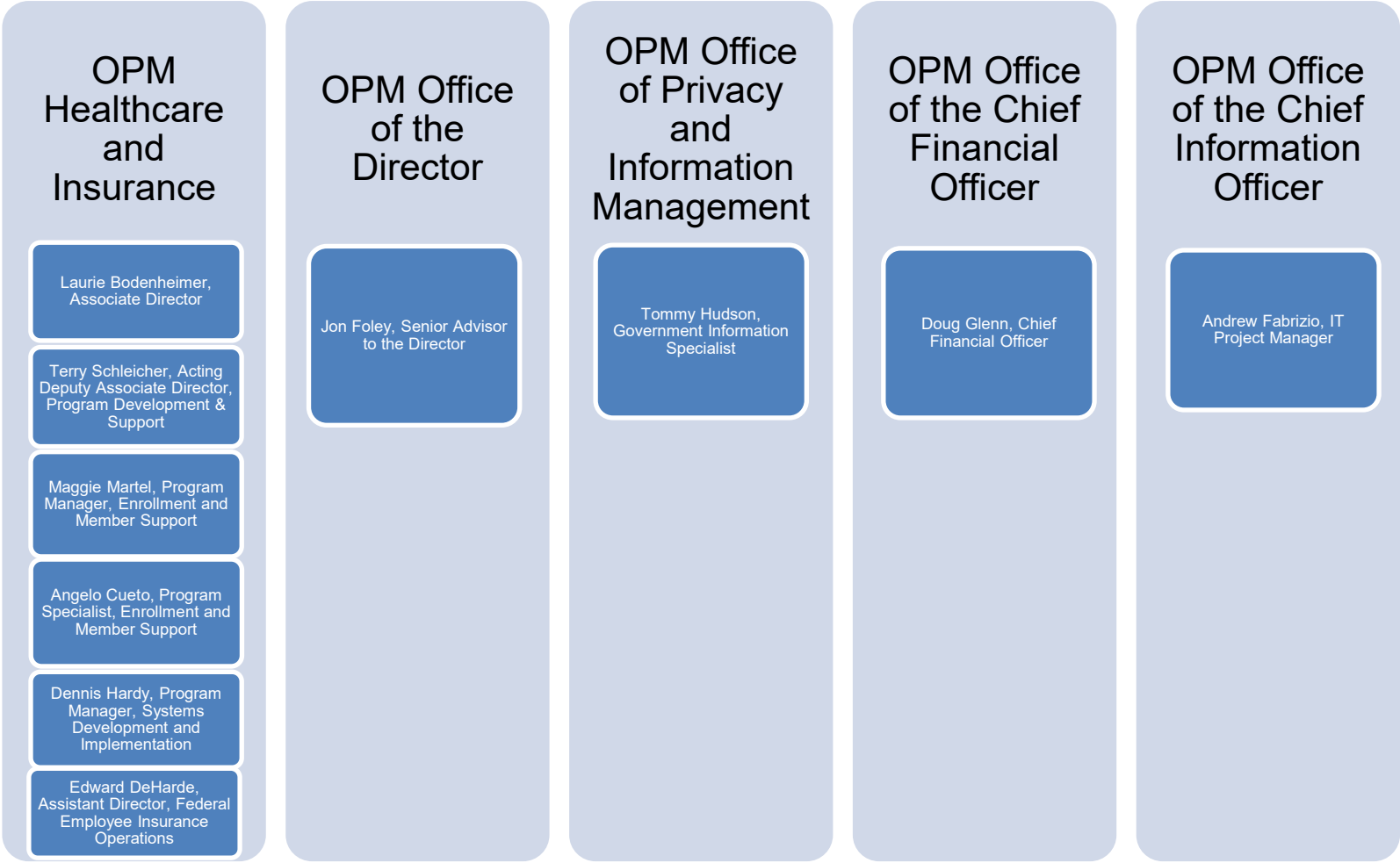
Goal target(s)

In the table below, please repeat the key metrics included in the goal statement (previous slide) that will be used to track progress.

Please update this column each quarter.

Achievement statement		Key indicator(s)	Quantify progress			Frequency
Repeat the achievement statement from the goal statement on the previous slide		A "key performance indicator" measures progress toward a goal target	These values enable us (and you!) to calculate % complete for <u>any</u> type of target*			When is there new data?
By...	We will...	Name of indicator	Target value	Starting value**	Current value	Update cycle
09/30/2023	complete user-centered design and develop a minimum viable product for a new, state-of-the-art FEHBP Decision Support Tool that will give eligible individuals the necessary information to compare plan benefits, provider networks, prescription costs, and other health information important to them and their families.	Complete user-centered design and develop a minimum viable product for a new, state-of-the-art FEHBP Decision Support Tool	1	0	0%	Quarterly

Goal Team



Partners: FEHB carriers, agency Benefits Officers

Goal Strategies

- Manage the Decision Support Tool System Development Life Cycle using agile principles and guidelines developed by the US Digital Service team.
- Utilize customer experience research and incorporate that feedback throughout the life of the effort.

Key indicators

- Progress toward this APG is measured by milestones. During the development of the new Decision Support Tool, OPM will survey Plan Comparison Tool users to establish baseline customer satisfaction. OPM will measure changes in customer satisfaction following the FY 2023 deployment of the Decision Support Tool.

Key milestones

Milestone Summary

Key Milestone	Milestone Due Date	Milestone Status	Change from last quarter	Comments
Finalize capability matrix for an updated customer experience-driven health plan and benefit Decision Support Tool	Q3, FY 2022	Completed		
Determine prototype capability feasibility	Q4, FY 2022	Completed		
Conduct user-centered design focus groups to inform customer needs in Decision Support Tool	Q4, FY 2022	Complete	Delayed to Complete	OPM conducted the focus groups in Q1 FY 2023
Determine Decision Support Tool procurement strategy	Q4, FY 2022	Delayed	Delayed to Q2 FY 2023	OPM will develop the strategy with the Postal Decision Support Tool procurement strategy in Q2 FY 2023
Finalize requirements traceability matrix	Q1, FY 2023	Completed	Delayed to Complete	
Publish draft Request for Proposals containing requirements for Postal Decision Support Tool	Q1, FY2023	Completed		
Conduct focus groups with subject matter experts to inform the design and functionality of Carrier Connect, which will serve as the data source for the Decision Support Tool	Q1, FY 2023	Completed	On-Track to Complete	
Report on first round of focus groups	Q2 FY 2023	On-Track		

Develop user interface mock-ups	Q2, FY 2023	Delayed	Delayed to Q4 FY 2023	Milestone completion dependent on contractor selection and dedicated funding.
Issue final Request for Proposals with updated Decision Support Tool requirements based on draft Request for Proposals feedback	Q2, FY 2023	On Track		
Implement Plan Comparison Tool customer experience survey	Q2, FY 2023	On-Track		
Develop and document Decision Support Tool data requirements for Carrier Connect to support	Q2, FY 2023	On-Track		
Conduct focus groups to gauge user acceptance of the Decision Support Tool Prototype mock-ups	Q3, FY 2023	Delayed	Delayed to Q1 FY 2024	
Release Carrier Connect Minimum Viable Product	Q4, FY 2023	On Track		
Develop working prototype of Decision Support Tool Minimum Viable Product	Q4, FY 2023	Delayed		Completion of this milestone is likely not feasible in FY 2023.

Narrative – FY 23 Q1

IN Q1 FY 2023, OPM published a draft request for proposals that included requirements for a Decision Support Tool. OPM received and reviewed comments from industry and updated the Decision Support Tool requirements to reflect these comments. OPM also conducted six focus groups of Federal employees related to the Decision Support Tool. While many of the focus groups were open to all Federal employees, some were specific to underserved communities such as Federal employees who identify as persons with disabilities, LGBTQIA+, people of color, and women. OPM captured participants' feedback on what they look for in selecting a plan, a demo of the current tool, and the most useful functions in selecting a plan.

Additional information

Contributing Programs

Organizations:

- FEHB carriers – partners
- Agency Benefits Officers - partners

President's Management Agenda

- Priority 2 - Delivering excellent, equitable, and secure Federal services and customer experience

Regulations:

- 5 CFR Part 890, which sets forth the regulations governing the FEHB Program, including carrier reporting and enrollment eligibility rules

Stakeholder / Congressional Consultations

- To help inform the identification and prioritization of strategic issues facing OPM in FY 2022-2026, the agency assessed its environment by conducting an environmental scan as well as internal and external stakeholder consultations.
- OPM:
 - reviewed and analyzed 132 publications, including reports, studies, and scholarly articles;
 - interviewed 30 internal stakeholders and 58 external stakeholders, representing 36 organizations, who provided their feedback on OPM's strengths, weaknesses, opportunities, and challenges;
 - conducted three focus groups – two with members of the Chief Human Capital Officers (CHCO) Council and one with representatives of OPM employee resource groups; and
 - administered an agency-wide survey to solicit employee ideas for strategies that OPM could employ to achieve its draft goals and objectives.
- In addition, for this Agency Priority Goal, OPM consulted:
 - FEHB carriers
 - Agency Benefit Officers
 - Federal employees via focus groups