

Healthcare Bluebook's Member Site Redesign

After months of development, Healthcare Bluebook is ready to roll out a fresh new site layout! To accomplish this, we utilized:

- ✓ Member feedback through user interviews and testing
- ✓ Client feedback throughout the years
- ✓ Third-party web design and research expertise
- ✓ Bluebook's experience and product growth, ensuring the site continues to grow with us

The Redesign Approach

Bluebook is always advancing. As we expanded and enhanced our features and offerings, it was time to take a fresh look at our site's layout to ensure the simplicity of navigation and wayfinding.

New Site Benefits for Employers and Their Members

- ✓ Clean, consistent page layouts with improved information flow
- ✓ Easier navigation with streamlined, expanded search function and additional ways to navigate the site
- ✓ Iconography that encourages utilization by clearly identifying reward amounts
- ✓ Messaging that builds awareness and educates members along the way

Objectives for the Redesign

Simplify – Drive utilization by making Bluebook's data easier to navigate and understand

Refresh – Improve the website experience with an updated look and simplified wayfinding

Balance – Ensure a mutually beneficial experience for users and clients

Differentiate – Consistently deliver value as defined through feedback and collaboration with clients and members

Adapt – Build a site that can easily grow with new features and products

Bluebook's site functionality and information are not changing—just the look and feel that will encourage positive shopping behavior by making it easier for members to see their eligible rewards for choosing cost-effective, high-quality care.

Simplified Search with Results Page Highlighting Rewards

