DESIGN OF OUR ONLINE WORLD

CCSQ WORLD USABILITY DAY 2021

Content Strategy

Building trust through communication

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Human-Centered Design Center of Excellence

Introduction

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CMS Slack: jstroms

- Sr. Content Strategist at Fearless
- Currently partnered with A1M
- Member of the Content Support Center team within the Center for Medicaid and CHIP Services (CMCS)

Introduction

UX (HCD) Content Strategy focuses on **how the experience communicates with the user**.

Builds trust through:

- Understanding user needs
- User research and testing
- Language and emotion
- Thoughtful iteration

"Once users start noticing typos and inconsistencies, they start losing trust in your ~~company~~ organization. If your ~~company~~ organization can't take the time to ~~write~~ communicate properly, why should they trust you...?"

- **John Saito**, Sr. Product Designer, Lattice

Case Study: Overview

T-MSIS Operations Dashboard Outcomes-based Assessment

Case Study - Project Overview

Step 1	Step 2	Step 3
Each month, states submit eight files of Medicaid-related data to the CMS Transformed Medicaid Statistical Information System (T-MSIS).	CMS uses the **T-MSIS Priority Issues (TPIs)** category system to assist states in identifying which gaps and errors in the data to address.	States use T-MSIS Operations Dashboard tool to confirm data files were successfully submitted and to see what errors occurred.

T-MSIS Priority Issues > Outcomes Based Assessment (OBA) method

Case Study - Project Overview

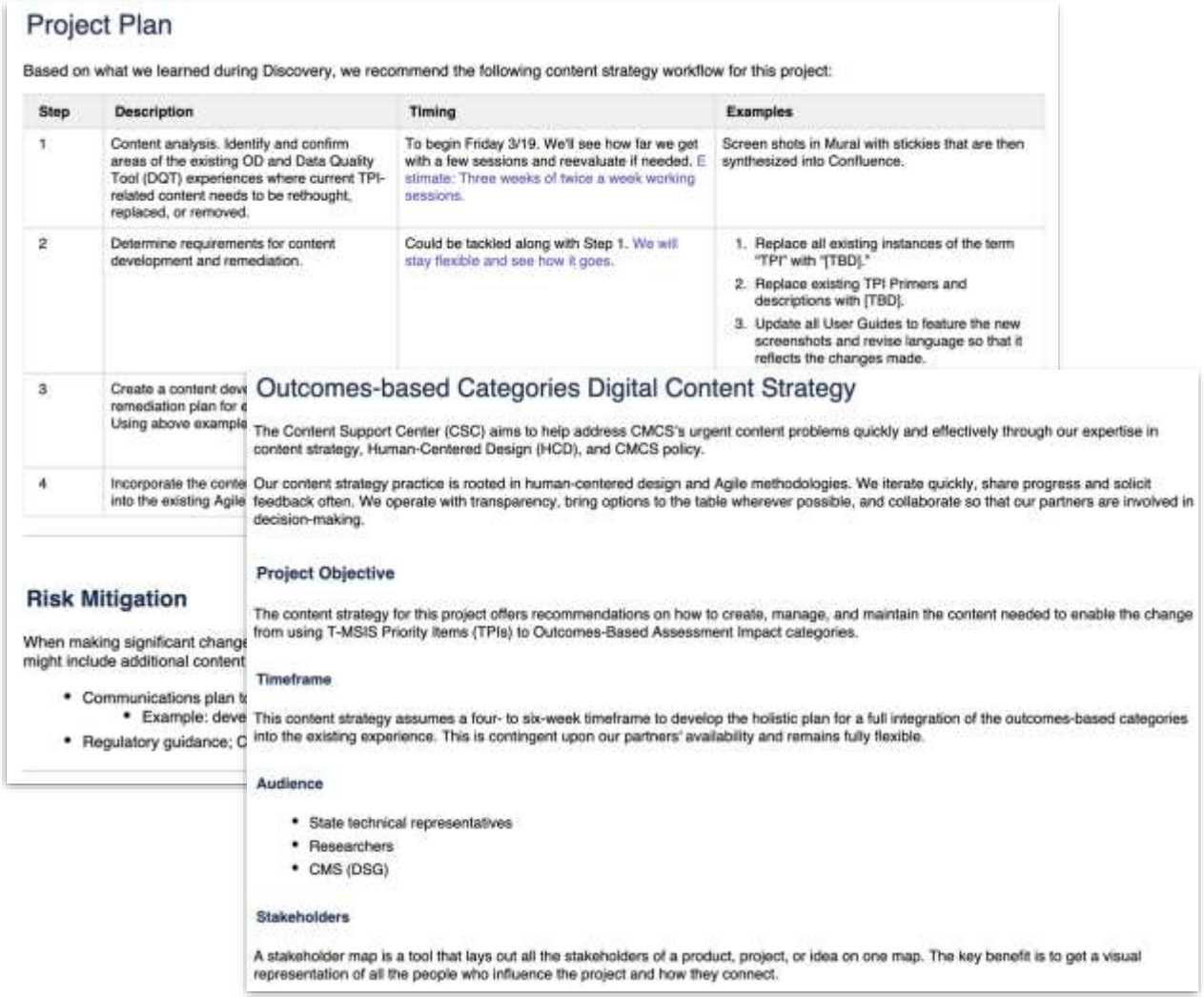
Case Study: Discovery

T-MSIS Operations Dashboard Outcomes-based Assessment

Case Study - Discovery

Built trust with the existing team

- Comprised of CMS partners and other contractors
- CSC filled the content gap
- Project plan demonstrated how CSC would slot in and relieve other disciplines
- Set up time with UX and UI designers



Project Plan

Based on what we learned during Discovery, we recommend the following content strategy workflow for this project:

Step	Description	Timing	Examples
1	Content analysis. Identify and confirm areas of the existing OD and Data Quality Tool (DQT) experiences where current TPI-related content needs to be rethought, replaced, or removed.	To begin Friday 3/19. We'll see how far we get with a few sessions and reevaluate if needed. Estimate: Three weeks of twice a week working sessions.	Screen shots in Mural with stickies that are then synthesized into Confluence.
2	Determine requirements for content development and remediation.	Could be tackled along with Step 1. We will stay flexible and see how it goes.	1. Replace all existing instances of the term "TPI" with "[TBD]." 2. Replace existing TPI Primers and descriptions with [TBD]. 3. Update all User Guides to feature the new screenshots and revise language so that it reflects the changes made.
3	Create a content dev... remediation plan for ... Using above example		
4	Incorporate the conte... into the existing Agile		

Risk Mitigation

When making significant change... might include additional content

- Communications plan t...
  - Example: deve...
- Regulatory guidance; C...

Outcomes-based Categories Digital Content Strategy

The Content Support Center (CSC) aims to help address CMCS's urgent content problems quickly and effectively through our expertise in content strategy, Human-Centered Design (HCD), and CMCS policy.

Our content strategy practice is rooted in human-centered design and Agile methodologies. We iterate quickly, share progress and solicit feedback often. We operate with transparency, bring options to the table wherever possible, and collaborate so that our partners are involved in decision-making.

Project Objective

The content strategy for this project offers recommendations on how to create, manage, and maintain the content needed to enable the change from using T-MSIS Priority Items (TPIs) to Outcomes-Based Assessment Impact categories.

Timeframe

This content strategy assumes a four- to six-week timeframe to develop the holistic plan for a full integration of the outcomes-based categories into the existing experience. This is contingent upon our partners' availability and remains fully flexible.

Audience

- State technical representatives
- Researchers
- CMS (DSG)

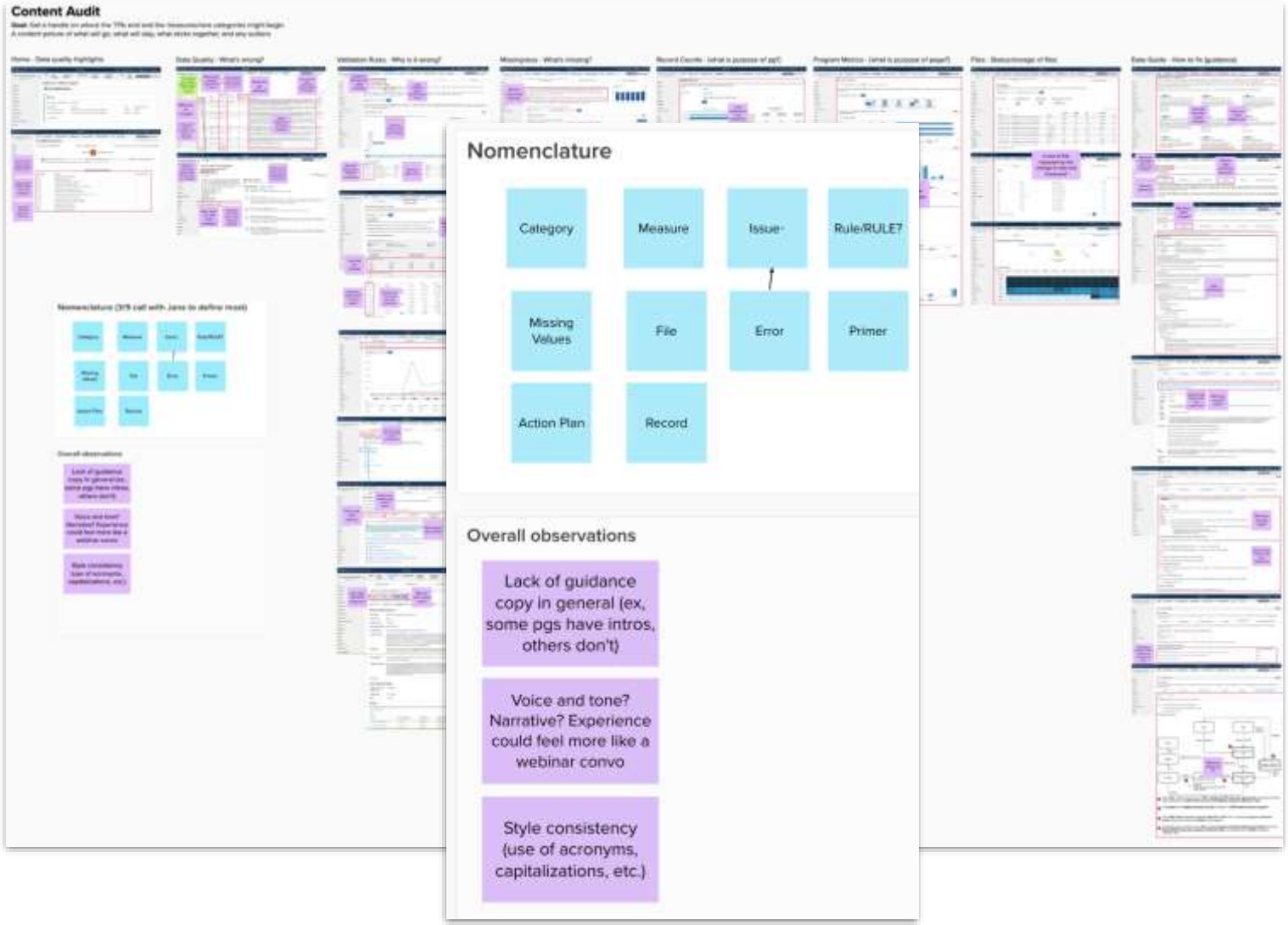
Stakeholders

A stakeholder map is a tool that lays out all the stakeholders of a product, project, or idea on one map. The key benefit is to get a visual representation of all the people who influence the project and how they connect.

Case Study - Discovery

Conducted Content Audit

- Know what you already have so you can figure out what users need
- Provides context for holistic planning that can be broken down into smaller efforts
- Great way for contractors to get up to speed

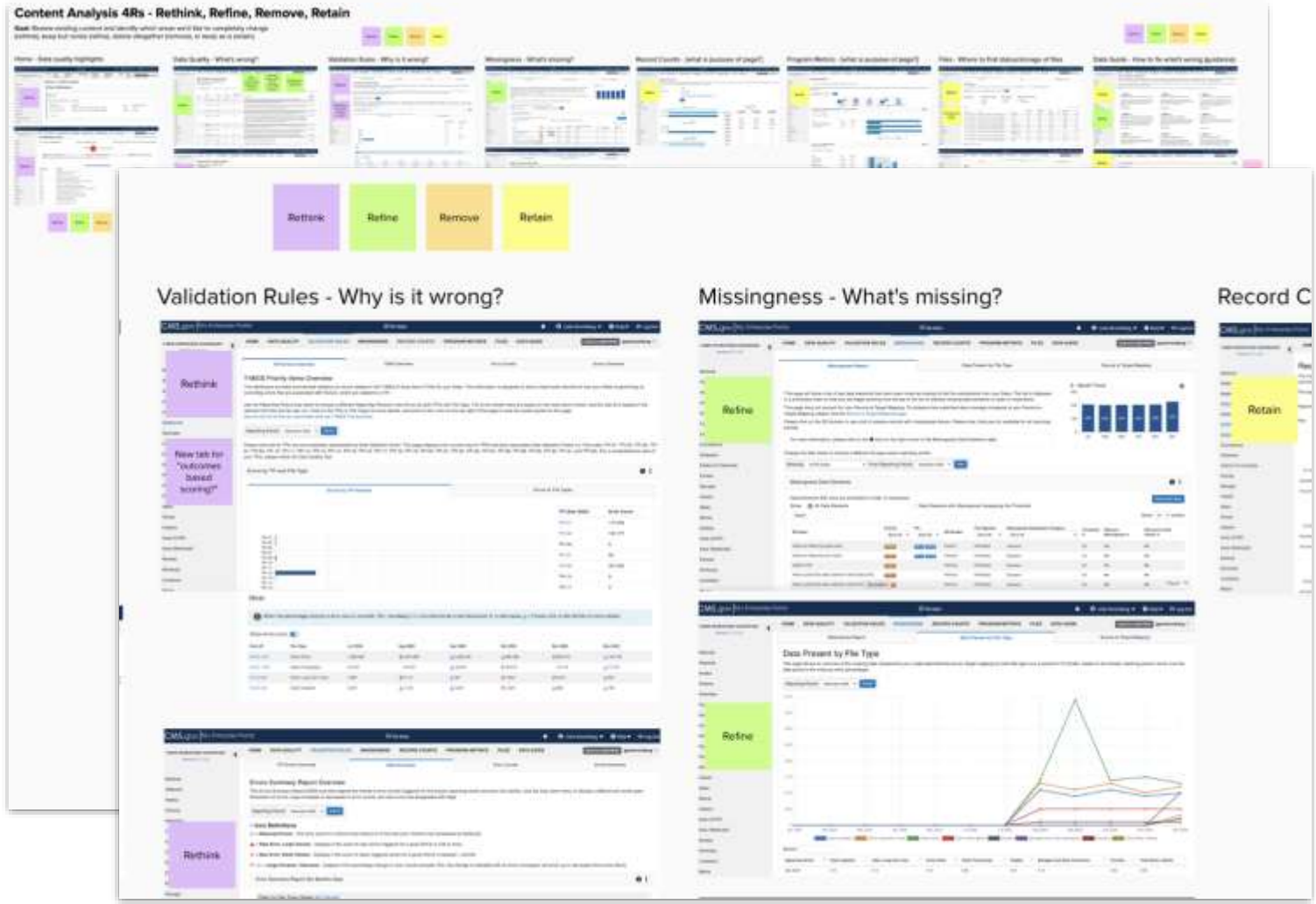


Case Study - Discovery

Facilitated Content Analysis 4r's Exercise

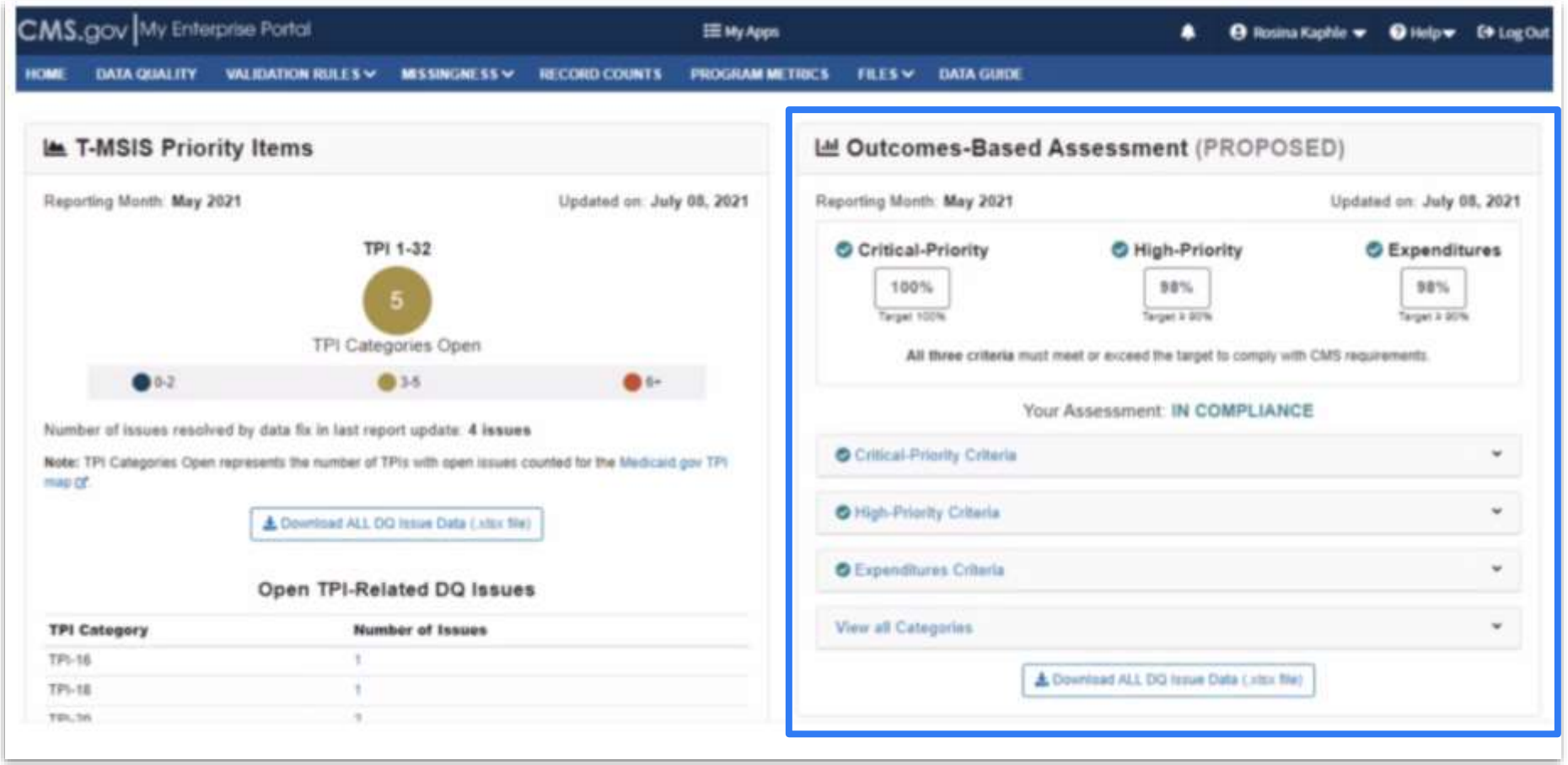
Reviewed content elements as a team and determined if each needed to be:

- **Rethought:** completely changed
- **Refined:** kept-but-revised
- **Removed:** deleted altogether
- **Retained:** kept as-is



Case Study: Design

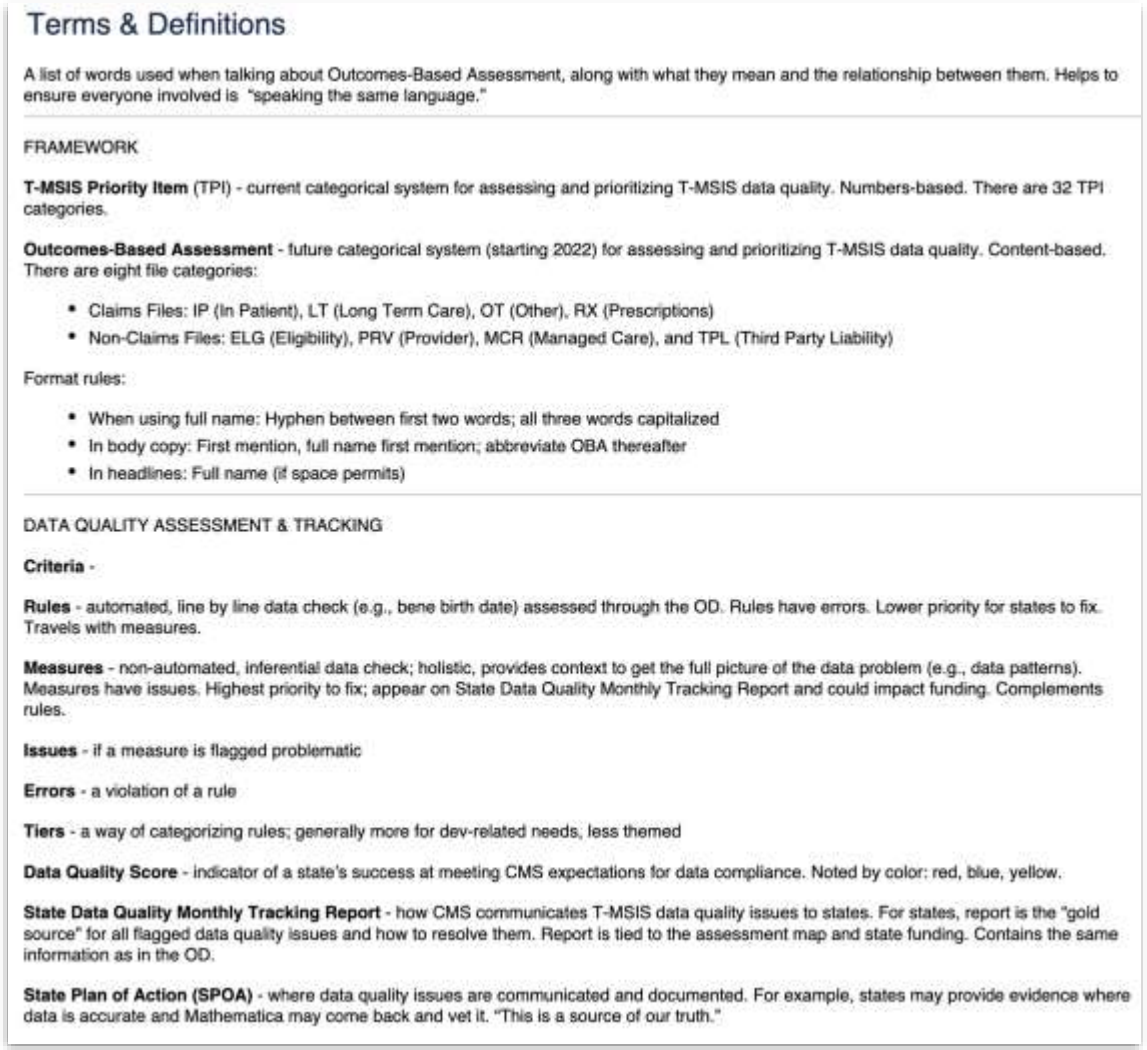
T-MSIS Operations Dashboard Outcomes-based Assessment


CMS.gov | My Enterprise Portal
My Apps
Rosina Kaphle
Help
Log Out
HOME
DATA QUALITY
VALIDATION RULES
MISSINGNESS
RECORD COUNTS
PROGRAM METRICS
FILES
DATA GUIDE
T-MSIS Priority Items
Reporting Month: May 2021
Updated on: July 08, 2021
TPI 1-32
5
TPI Categories Open
0-2
3-5
6+
Number of issues resolved by data fix in last report update: 4 issues
Note: TPI Categories Open represents the number of TPIs with open issues counted for the Medicaid.gov TPI map
Download ALL DQ Issue Data (.xlsx file)
Open TPI-Related DQ Issues
TPI Category
Number of Issues
TPI-16
1
TPI-18
1
Outcomes-Based Assessment (PROPOSED)
Reporting Month: May 2021
Updated on: July 08, 2021
Critical-Priority
100%
Target 100%
High-Priority
98%
Target ≥ 90%
Expenditures
98%
Target ≥ 90%
All three criteria must meet or exceed the target to comply with CMS requirements.
Your Assessment: IN COMPLIANCE
Critical-Priority Criteria
High-Priority Criteria
Expenditures Criteria
View all Categories
Download ALL DQ Issue Data (.xlsx file)

Case Study - Design

Drafted Terms and Definitions

- Helpful to ensure consistency and that the same terms are used across channels
- Collaborative effort involving the whole team with content strategist as lead



Terms & Definitions

A list of words used when talking about Outcomes-Based Assessment, along with what they mean and the relationship between them. Helps to ensure everyone involved is "speaking the same language."

FRAMEWORK

T-MSIS Priority Item (TPI) - current categorical system for assessing and prioritizing T-MSIS data quality. Numbers-based. There are 32 TPI categories.

Outcomes-Based Assessment - future categorical system (starting 2022) for assessing and prioritizing T-MSIS data quality. Content-based. There are eight file categories:

- Claims Files: IP (In Patient), LT (Long Term Care), OT (Other), RX (Prescriptions)
- Non-Claims Files: ELG (Eligibility), PRV (Provider), MCR (Managed Care), and TPL (Third Party Liability)

Format rules:

- When using full name: Hyphen between first two words; all three words capitalized
- In body copy: First mention, full name first mention; abbreviate OBA thereafter
- In headlines: Full name (if space permits)

DATA QUALITY ASSESSMENT & TRACKING

Criteria -

Rules - automated, line by line data check (e.g., bene birth date) assessed through the OD. Rules have errors. Lower priority for states to fix. Travels with measures.

Measures - non-automated, inferential data check; holistic, provides context to get the full picture of the data problem (e.g., data patterns). Measures have issues. Highest priority to fix; appear on State Data Quality Monthly Tracking Report and could impact funding. Complements rules.

Issues - if a measure is flagged problematic

Errors - a violation of a rule

Tiers - a way of categorizing rules; generally more for dev-related needs, less themed

Data Quality Score - indicator of a state's success at meeting CMS expectations for data compliance. Noted by color: red, blue, yellow.

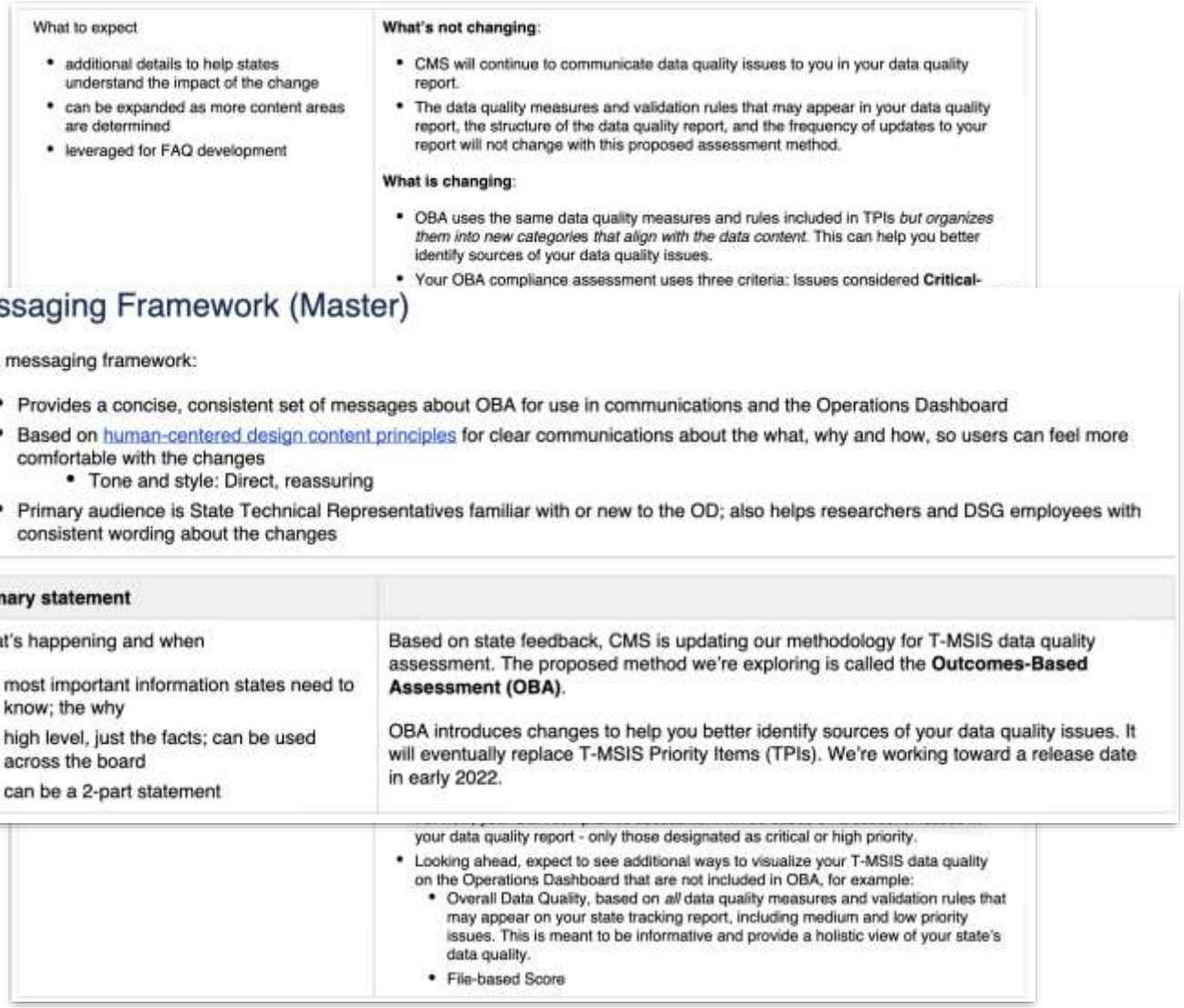
State Data Quality Monthly Tracking Report - how CMS communicates T-MSIS data quality issues to states. For states, report is the "gold source" for all flagged data quality issues and how to resolve them. Report is tied to the assessment map and state funding. Contains the same information as in the OD.

State Plan of Action (SPOA) - where data quality issues are communicated and documented. For example, states may provide evidence where data is accurate and Mathematica may come back and vet it. "This is a source of our truth."

Case Study - Design

Created Messaging Framework

- A method for identifying primary and secondary messaging
- Serves as a “single source” to avoid making edits in multiple places
- Messaging can be used across channels



What to expect

- additional details to help states understand the impact of the change
- can be expanded as more content areas are determined
- leveraged for FAQ development

What's not changing:

- CMS will continue to communicate data quality issues to you in your data quality report.
- The data quality measures and validation rules that may appear in your data quality report, the structure of the data quality report, and the frequency of updates to your report will not change with this proposed assessment method.

What is changing:

- OBA uses the same data quality measures and rules included in TPIs *but organizes them into new categories that align with the data content.* This can help you better identify sources of your data quality issues.
- Your OBA compliance assessment uses three criteria: Issues considered **Critical-**

Messaging Framework (Master)

Why a messaging framework:

- Provides a concise, consistent set of messages about OBA for use in communications and the Operations Dashboard
- Based on human-centered design content principles for clear communications about the what, why and how, so users can feel more comfortable with the changes
  - Tone and style: Direct, reassuring
- Primary audience is State Technical Representatives familiar with or new to the OD; also helps researchers and DSG employees with consistent wording about the changes

Primary statement	
What's happening and when • most important information states need to know; the why • high level, just the facts; can be used across the board • can be a 2-part statement	Based on state feedback, CMS is updating our methodology for T-MSIS data quality assessment. The proposed method we're exploring is called the **Outcomes-Based Assessment (OBA)**. OBA introduces changes to help you better identify sources of your data quality issues. It will eventually replace T-MSIS Priority Items (TPIs). We're working toward a release date in early 2022.

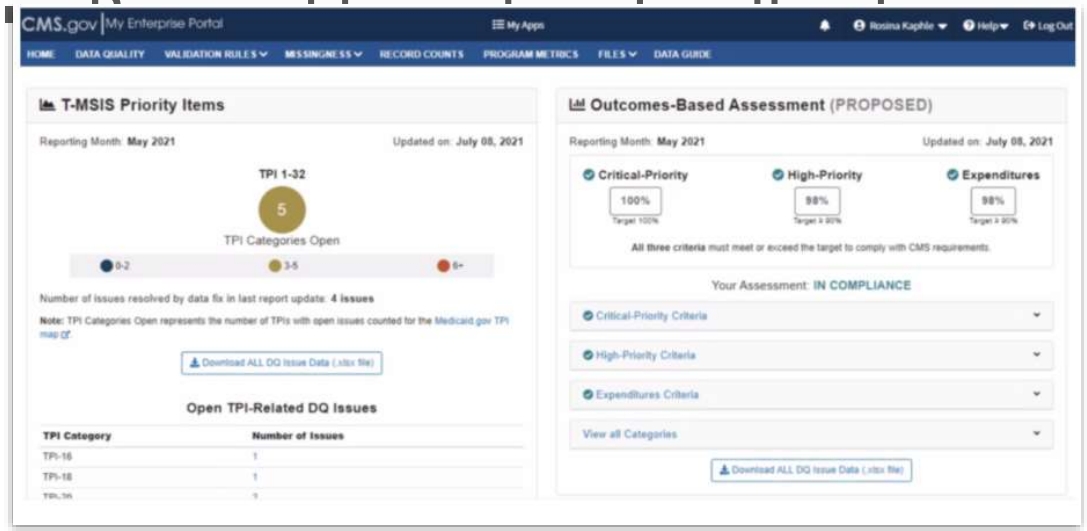
your data quality report - only those designated as critical or high priority.

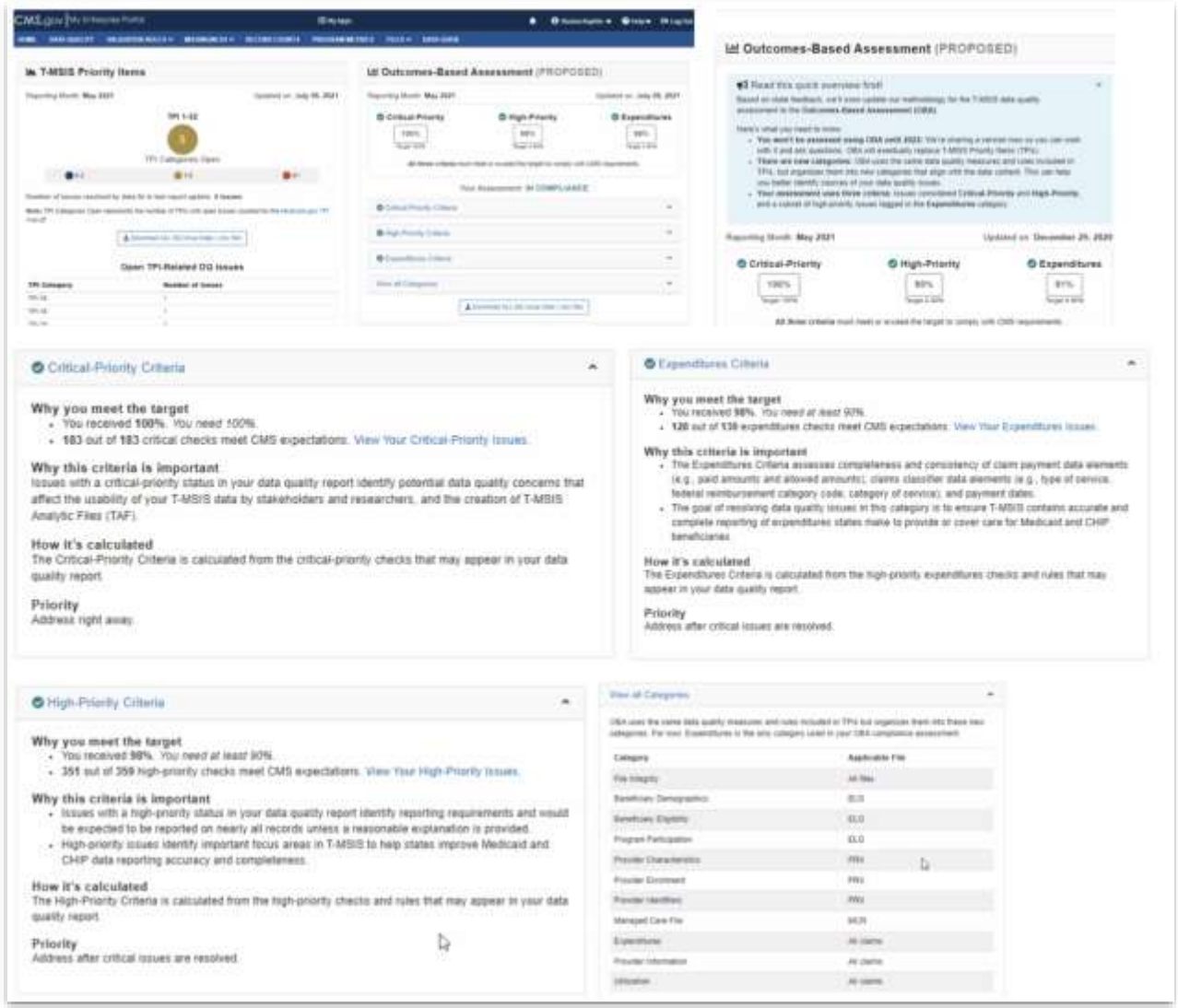
- Looking ahead, expect to see additional ways to visualize your T-MSIS data quality on the Operations Dashboard that are not included in OBA, for example:
  - Overall Data Quality, based on *all* data quality measures and validation rules that may appear on your state tracking report, including medium and low priority issues. This is meant to be informative and provide a holistic view of your state's data quality.
  - File-based Score

Case Study - Design

Developed and Tested Content

- Based on Terms and Definitions, Messaging Framework
- Tested with state users (remote moderated)
- Revised based on feedback

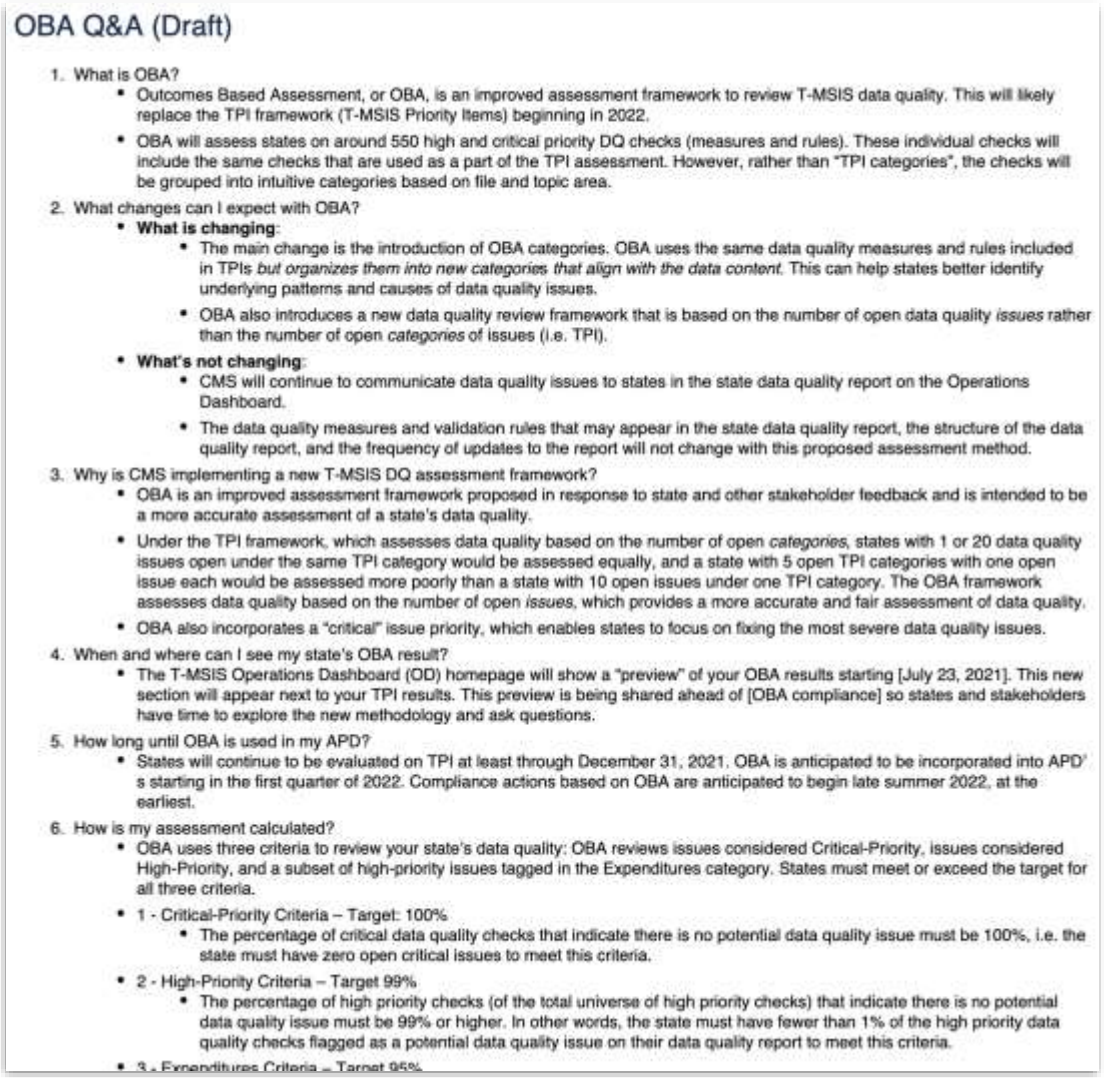




Case Study - Design

Assisted with Detailed Q&A

- Collaborated with Mathematica partners to develop
- Messaging Framework served as initial baseline



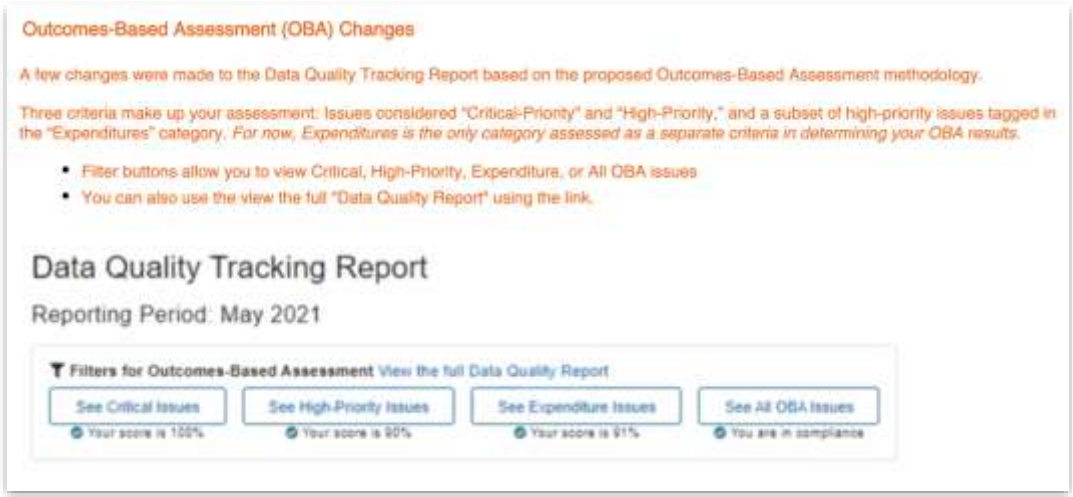
OBA Q&A (Draft)

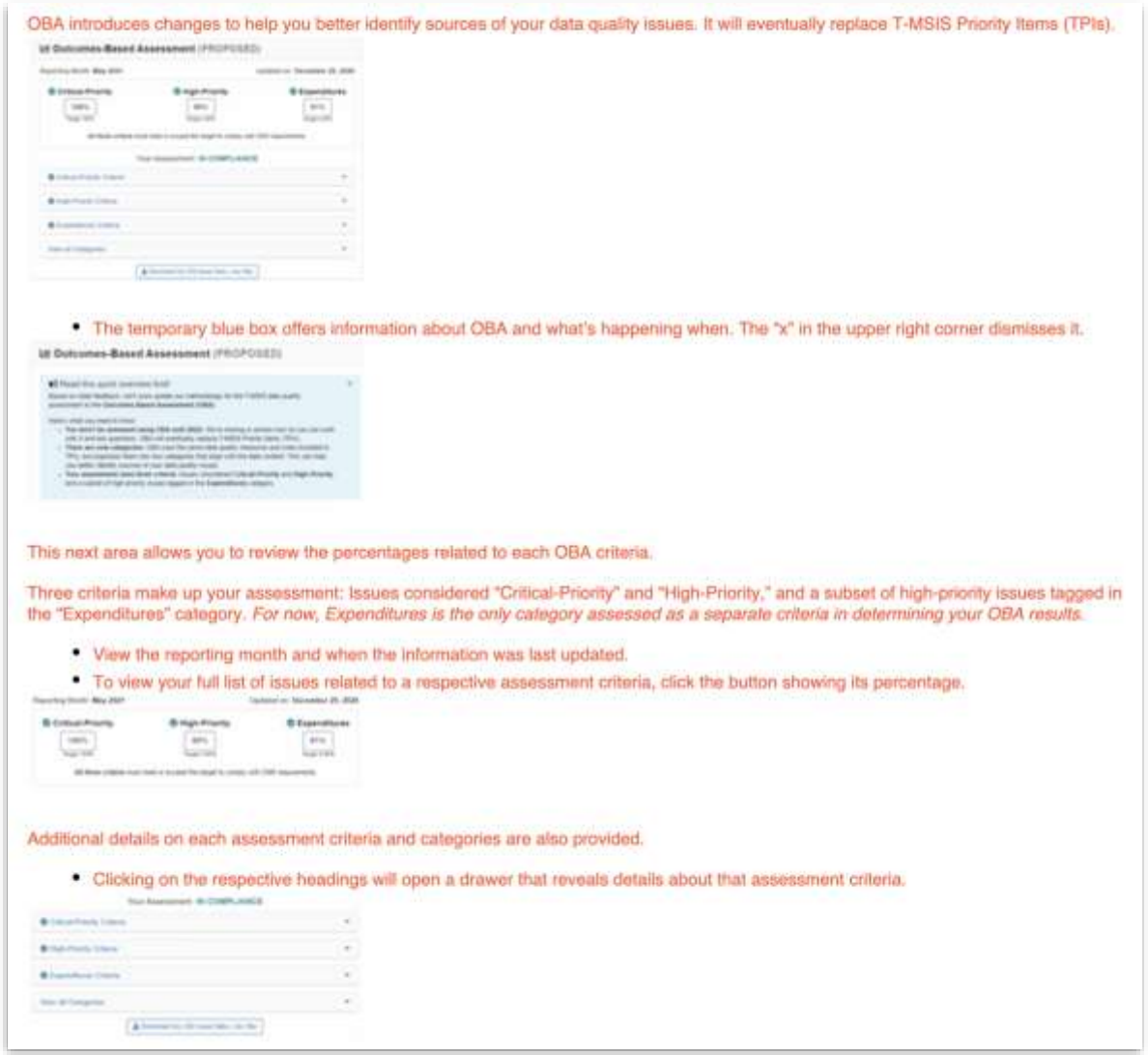
1. What is OBA?
   - Outcomes Based Assessment, or OBA, is an improved assessment framework to review T-MSIS data quality. This will likely replace the TPI framework (T-MSIS Priority Items) beginning in 2022.
   - OBA will assess states on around 550 high and critical priority DQ checks (measures and rules). These individual checks will include the same checks that are used as a part of the TPI assessment. However, rather than "TPI categories", the checks will be grouped into intuitive categories based on file and topic area.
2. What changes can I expect with OBA?
   - **What is changing**:
     - The main change is the introduction of OBA categories. OBA uses the same data quality measures and rules included in TPIs *but organizes them into new categories that align with the data content.* This can help states better identify underlying patterns and causes of data quality issues.
     - OBA also introduces a new data quality review framework that is based on the number of open data quality *issues* rather than the number of open *categories* of issues (i.e. TPI).
   - **What's not changing**:
     - CMS will continue to communicate data quality issues to states in the state data quality report on the Operations Dashboard.
     - The data quality measures and validation rules that may appear in the state data quality report, the structure of the data quality report, and the frequency of updates to the report will not change with this proposed assessment method.
3. Why is CMS implementing a new T-MSIS DQ assessment framework?
   - OBA is an improved assessment framework proposed in response to state and other stakeholder feedback and is intended to be a more accurate assessment of a state's data quality.
   - Under the TPI framework, which assesses data quality based on the number of open *categories*, states with 1 or 20 data quality issues open under the same TPI category would be assessed equally, and a state with 5 open TPI categories with one open issue each would be assessed more poorly than a state with 10 open issues under one TPI category. The OBA framework assesses data quality based on the number of open *issues*, which provides a more accurate and fair assessment of data quality.
   - OBA also incorporates a "critical" issue priority, which enables states to focus on fixing the most severe data quality issues.
4. When and where can I see my state's OBA result?
   - The T-MSIS Operations Dashboard (OD) homepage will show a "preview" of your OBA results starting [July 23, 2021]. This new section will appear next to your TPI results. This preview is being shared ahead of [OBA compliance] so states and stakeholders have time to explore the new methodology and ask questions.
5. How long until OBA is used in my APD?
   - States will continue to be evaluated on TPI at least through December 31, 2021. OBA is anticipated to be incorporated into APD's starting in the first quarter of 2022. Compliance actions based on OBA are anticipated to begin late summer 2022, at the earliest.
6. How is my assessment calculated?
   - OBA uses three criteria to review your state's data quality: OBA reviews issues considered Critical-Priority, issues considered High-Priority, and a subset of high-priority issues tagged in the Expenditures category. States must meet or exceed the target for all three criteria.
   - 1 - Critical-Priority Criteria – Target: 100%
     - The percentage of critical data quality checks that indicate there is no potential data quality issue must be 100%, i.e. the state must have zero open critical issues to meet this criteria.
   - 2 - High-Priority Criteria – Target 99%
     - The percentage of high priority checks (of the total universe of high priority checks) that indicate there is no potential data quality issue must be 99% or higher. In other words, the state must have fewer than 1% of the high priority data quality checks flagged as a potential data quality issue on their data quality report to meet this criteria.
   - 3 - Expenditures Criteria – Target 95%

Case Study - Design

Revised User Support Guide

- Incorporated Messaging Framework
- Highlighted technical and design updates





Case Study: Communications and Governance

T-MSIS Operations Dashboard Outcomes-based Assessment

Case Study - Communications

Prepared Communications Plan Template

- Initial release and post-MVP templates created
- Allowed team to consider what would be needed in both short- and long-term

Preview Phase (June - October 2021)
"OBA now on OD"

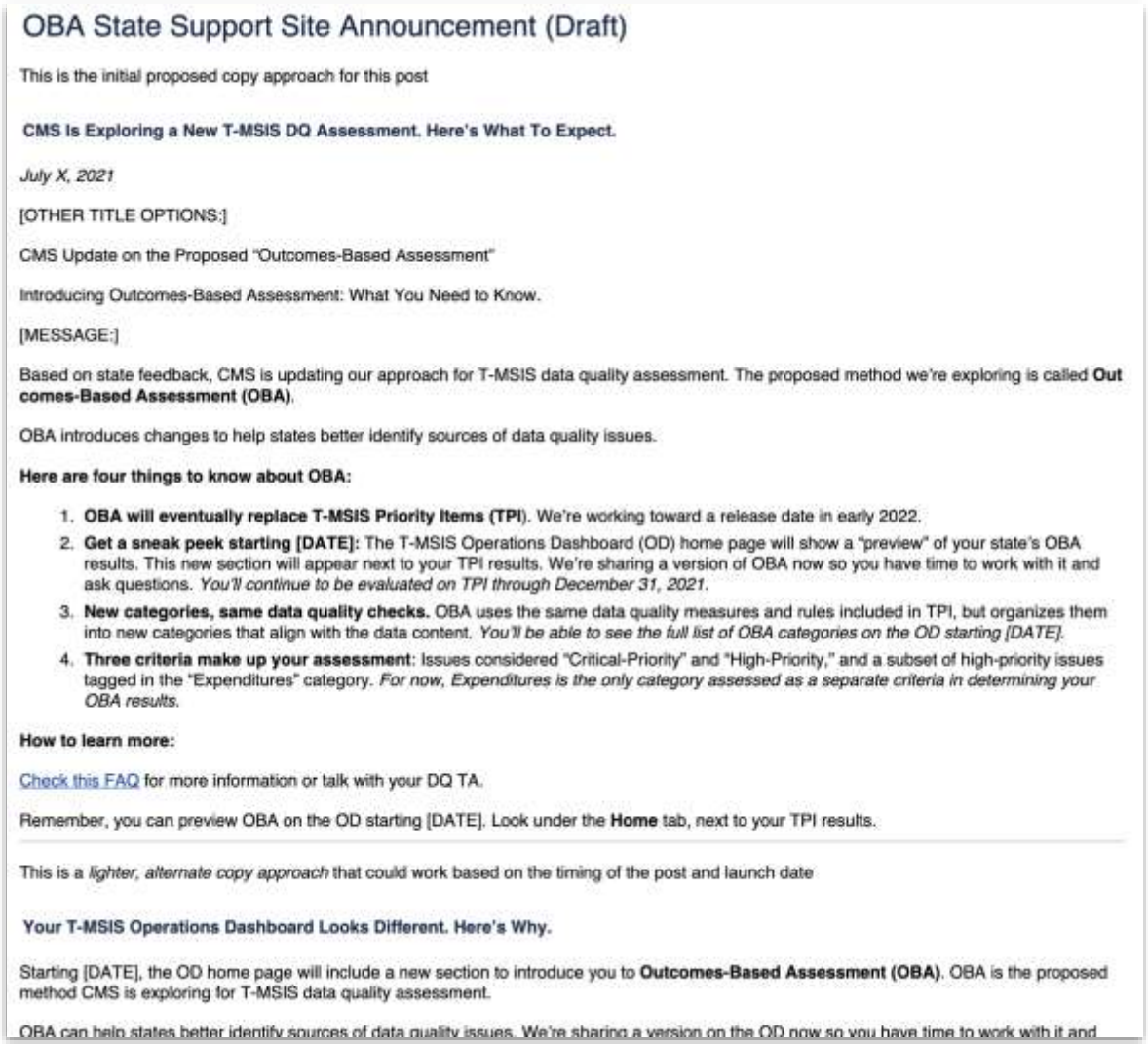
Strategy
"CMS is exploring this proposed method of reviewing data quality"

	Strategy	Activities	Timeframe	Success Criteria
1	Support Site Announcement	Draft announcement	Internal July 2 (internal testing) States July 23 (all states, comms 7/22)	Announcement shared through State Support Site.
2	Presentation Slides	Work with presenters to draft slides based on messaging framework if desired	Mathematica will handle as needed	Presentation complete and given.
3	FAQ/Long-form Description/More About OBA (internal and external versions)	Draft document taking into consideration different needs of internal and external audiences	Mathematica will handle (Fearless can assist)	FAQ completed and shared.
4	1:1 State UX Meetings (prototype sharing) (not TA calls)	Share directly with states.	March-June	States review prototype and ask questions.

Case Study - Communications

Wrote State Support Site Announcements

- Let states know what changes were coming
- Linked to FAQ
- Based on Messaging Framework



OBA State Support Site Announcement (Draft)

This is the initial proposed copy approach for this post

CMS Is Exploring a New T-MSIS DQ Assessment. Here's What To Expect.

July X, 2021

[OTHER TITLE OPTIONS:]

CMS Update on the Proposed "Outcomes-Based Assessment"

Introducing Outcomes-Based Assessment: What You Need to Know.

[MESSAGE:]

Based on state feedback, CMS is updating our approach for T-MSIS data quality assessment. The proposed method we're exploring is called **Out comes-Based Assessment (OBA)**.

OBA introduces changes to help states better identify sources of data quality issues.

Here are four things to know about OBA:

1. **OBA will eventually replace T-MSIS Priority Items (TPI)**. We're working toward a release date in early 2022.
2. **Get a sneak peek starting [DATE]:** The T-MSIS Operations Dashboard (OD) home page will show a "preview" of your state's OBA results. This new section will appear next to your TPI results. We're sharing a version of OBA now so you have time to work with it and ask questions. *You'll continue to be evaluated on TPI through December 31, 2021.*
3. **New categories, same data quality checks.** OBA uses the same data quality measures and rules included in TPI, but organizes them into new categories that align with the data content. *You'll be able to see the full list of OBA categories on the OD starting [DATE].*
4. **Three criteria make up your assessment**: Issues considered "Critical-Priority" and "High-Priority," and a subset of high-priority issues tagged in the "Expenditures" category. *For now, Expenditures is the only category assessed as a separate criteria in determining your OBA results.*

How to learn more:

Check this FAQ for more information or talk with your DQ TA.

Remember, you can preview OBA on the OD starting [DATE]. Look under the **Home** tab, next to your TPI results.

This is a *lighter, alternate copy approach* that could work based on the timing of the post and launch date

Your T-MSIS Operations Dashboard Looks Different. Here's Why.

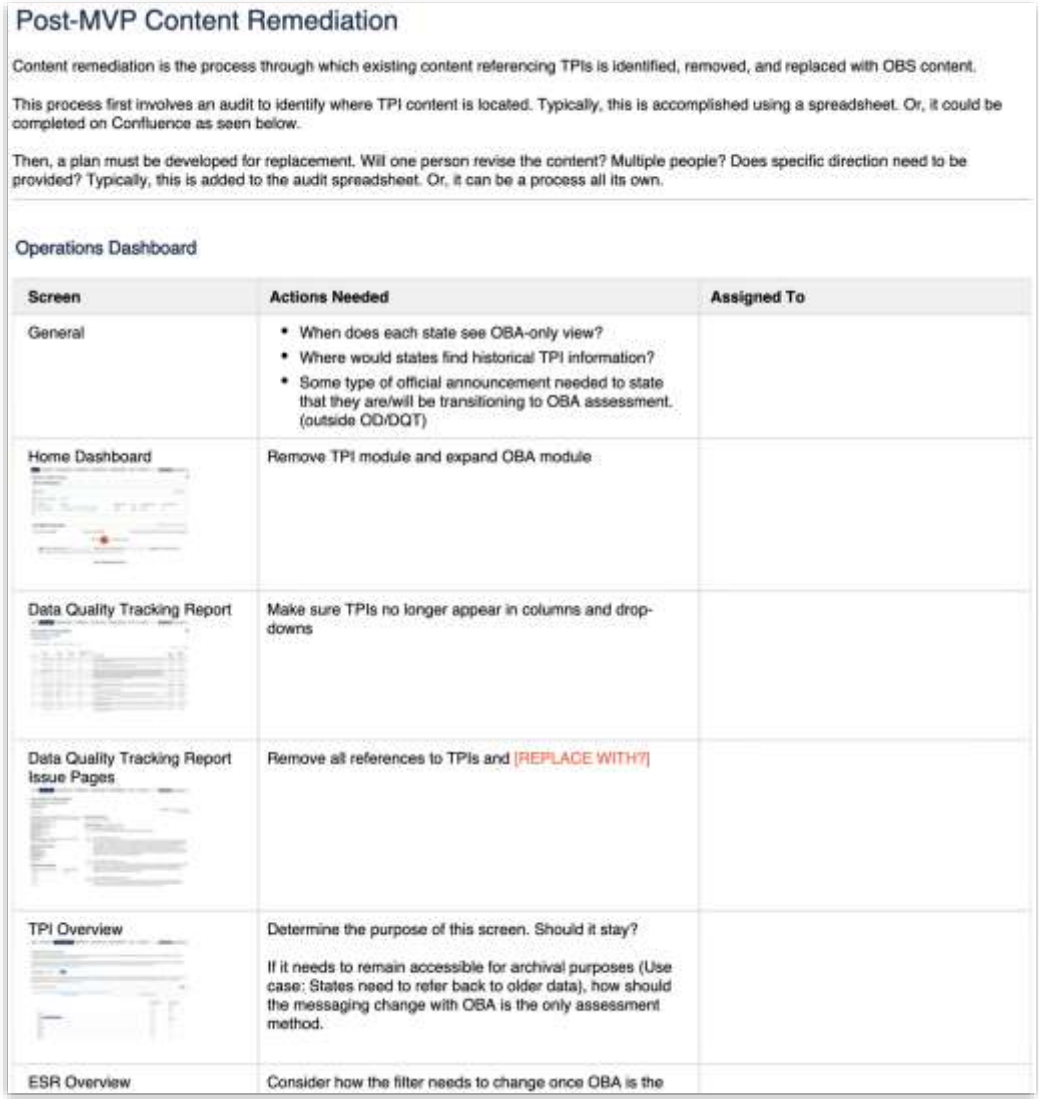
Starting [DATE], the OD home page will include a new section to introduce you to **Outcomes-Based Assessment (OBA)**. OBA is the proposed method CMS is exploring for T-MSIS data quality assessment.

OBA can help states better identify sources of data quality issues. We're sharing a version on the OD now so you have time to work with it and

Case Study - Governance

Created Content Remediation Plan Template

- All references to TPIs will need to be replaced in 2022
- Allows team to identify all areas where TPI content appears
- Resources can then be assigned to manage the remediation



Post-MVP Content Remediation

Content remediation is the process through which existing content referencing TPIs is identified, removed, and replaced with OBS content.

This process first involves an audit to identify where TPI content is located. Typically, this is accomplished using a spreadsheet. Or, it could be completed on Confluence as seen below.

Then, a plan must be developed for replacement. Will one person revise the content? Multiple people? Does specific direction need to be provided? Typically, this is added to the audit spreadsheet. Or, it can be a process all its own.

Operations Dashboard

Screen	Actions Needed	Assigned To
General	• When does each state see OBA-only view? • Where would states find historical TPI information? • Some type of official announcement needed to state that they are/will be transitioning to OBA assessment. (outside OD/DQT)	
Home Dashboard	Remove TPI module and expand OBA module	
Data Quality Tracking Report	Make sure TPIs no longer appear in columns and drop-downs	
Data Quality Tracking Report Issue Pages	Remove all references to TPIs and [REPLACE WITH?]	
TPI Overview	Determine the purpose of this screen. Should it stay? If it needs to remain accessible for archival purposes (Use case: States need to refer back to older data), how should the messaging change with OBA is the only assessment method.	
ESR Overview	Consider how the filter needs to change once OBA is the	

Case Study: Conclusion

T-MSIS Operations Dashboard Outcomes-based Assessment

“Trust is the glue of life. **It's the most essential ingredient in effective communication.** It's the foundational principle that holds all relationships.”

- Steven Covey

DESIGN OF OUR ONLINE WORLD
CCSQ WORLD USABILITY DAY 2021
THANK YOU!