

Hello Members of the MHDO Consumer Advisory Group,

The folks at NORC at the University of Chicago are working with MHDO to identify key elements of consumer-friendly cost and service websites and are excited to have your insights on what you find most useful and appealing. Your feedback will be used to enhance the HealthCost website (or perhaps called "HealthPort Maine" or HealthCompare Maine") in the short and long term. While not all consumer wishes can be accommodated right away, MHDO and NORC will do what is possible.

Please don't hesitate to offer all your thoughts, even beyond the three specific questions listed below (no idea is too far out!). We plan to review a synthesis of the findings at the MHDO meeting scheduled for March 13.

By Friday, February 27, please reply directly to me with answers to the following:

A. Please choose your favorite websites (or up to 3 favorites) that present information on choosing consumer shopping sites, with information on product, cost, consumer rating/quality, etc. This could include Amazon, eBay, etc.

B. Describe some characteristics of a typical visit that you might make to each of them, including:

1. What would be a typical goal? (e.g., browsing, buying, sharing)
2. Circumstances of the visit (need, curiosity, suggestion from a friend)
3. How you arrive at the site (e.g., Google search, favorite, link from another site)
4. How long you spend on the site
5. Another site you might visit after this site and why

C. On a typical visit to each site, please consider and give feedback about:

1. What features you like best, such as
 - o Ways to compare goods or services by cost, quality and other characteristics;
 - o Choice of items for shopping cart;
 - o Ease of looking through website
 - o Consumer-friendly information that helps you to make decisions
2. Which features you like least:
 - o What seems to slow you down?
 - o What is frustrating to try to find?
 - o Can you select items by the characteristics that you especially value?

If you would like to discuss these questions with others, please participate in the Between Conference Call scheduled for Wednesday, February 11, 2015.

To participate in the **call** on February 11: Just before 12:00 noon, please dial (605) 477-3000 and enter access code 196852#.

To view the **shared screen** during the call on February 11: Just before 12:00 noon, please click on the following link and follow the simple instructions: <https://global.gotomeeting.com/join/879457869>

Of course, please don't hesitate to write or call with any questions.

Craig Freshley