

:: HEALTHWISE

### KNOWLEDGE TRANSFER

**A leading health care content provider uses Mindjet® MindManager® to create and manage its “information therapy” campaigns.**

Since its founding in 1975, Healthwise has been very successful at creating consumer-friendly information on just about every aspect of personal health care. In fact, its products, including the online Healthwise® Knowledgebase and printed “Healthwise Handbook”, are used more than 100 million times every year to help people make decisions about everything from first aid to living with chronic disease.

Both the Knowledgebase and the handbook are “self-serve”-requiring people to actively seek out Healthwise content. Healthwise’s newest “information therapy (Ix®) products,” on the other hand, digitally “prescribe” or “push” relevant content to consumers. One of the newest Ix products is an ongoing program of email-enabled Ix HealthMastery® Campaigns. Healthwise uses Mindjet® MindManager® to develop these campaigns, which are then used by major health insurers and other organizations to help their members manage complex, high-cost health conditions.

### THE DELIVERABLE: LARGE VOLUMES OF TAILORED MESSAGES

Once Healthwise settled on the Ix HealthMastery Campaign concept, there was the matter of enabling a diverse team of physicians, psychologists, writers, product managers and software engineers to create and manage the kind of complexity these campaigns would entail.

The goal would be to deliver timed messages to millions of consumers to help them deal with high-priority conditions such as Type II diabetes, osteoarthritis and heart conditions. To attain this goal, the Healthwise content team would need to create campaigns comprised of months of carefully timed email messages. Each email would be initiated by a specific event in the course of the patient’s health care, and would contain tailored content, questionnaires, links and subsequent emails—with some emails being triggered by the person’s answers to questionnaires or changes in their health

status. And, adding another layer of technical complexity, the emails would have to be routed through secure portals.

### MAKING PLANNING LESS STICKY

Lisa O’Toole is a Healthwise Software Engineer 5 and the development manager team lead for the HealthMastery Campaigns. It was her job to find the right tools to initiate and manage each campaign.

“At first, we started brainstorming campaigns using sticky notes on a big board,” she says. “But it quickly became apparent that that approach wasn’t going to work.” Then one of the writers tried to make a schematic diagram of the plans. “She just ran screaming out her office,” O’Toole jokes. “It was just way too hard to create flow charts that captured the complexity of what we were doing. And the non-technical people on the team couldn’t make heads or tails out of them anyway.”

So one day O’Toole showed the team how to create MindManager “maps,” which she had seen a reporter use one day to organize a presentation. Right from the start, O’Toole says, everyone latched on to the maps as an effective way to capture its planning process. “We’d project a map up on the big screen and capture all of our ideas, then drag and drop them around to figure out how to roll out the content. It was great because everybody could see exactly how the planning for each campaign was coming together in real time.”

### DEVELOPING PROJECTS WITH LEGS

Healthwise medical writer Christopher Hess, a member of the Ix HealthMastery Campaign team, says the team now uses MindManager to plan, manage and test each campaign.

“Once the team gets briefed by our medical directors and specialists, we create a MindManager map to break the campaign down into what we call ‘legs,’” he says. “Each leg corresponds to a different aspect of living with the chronic condition, such as the medicines involved, how to stay healthy, and how to get support from family and friends.



Ix HealthMastery Campaigns include multiple modules. For diabetes, for example, we have 10 different modules.

Each writer is then assigned one of the legs, and we go off and start individually mapping out contents and actions needed to communicate that information to the consumer.”

## MANAGING AND AUTHORIZING CONTENT WITH ONE APPLICATION

O’Toole notes that one useful feature of the maps is the ability to combine in one document a wide range of actions and information types. “First, the writers map out subject lines for the weekly email messages that will usually span about twelve months. They’ll switch to a text program to write the actual email content, then link that document to the map. Then we’ll use the maps’ Notes field to capture business rules the engineers will use to program exactly when and how each email message will be triggered.”

Hess says each team also uses MindManager to create patient questionnaires served up as web pages. “We’ll create a node for a question, a node for each of the multiple choice answers, and a node to branch to another page in the questionnaire. We lay out this logic as a tree right in the map. So the map itself has become an authoring tool.”

By the time the design phase is complete, the team will have one single, easy-to-read map that shows the overall flow of each individual campaign. That same map will also contain information such as all the email messages needed for the entire campaign, the contents of each message, accompanying questionnaires, and the triggers for each email.

The most common trigger, O’Toole says, is when a health care practitioner enters a certain code for a medical diagnosis into the patient’s electronic medical record.

“We usually design the campaign so when the unique code gets entered, the patient automatically gets an email message via their health plan’s secure portal. The email includes, among other kinds of information, a link that sends the patient to the web-based questionnaire. Depending on their answers, the plan will send out follow-up email A, B, or C—or maybe a link to related content in our online Knowledgebase.”

Healthwise’s ability to manage this kind of complexity enables patients to receive just the right information at just the right time.

## INFORMATION AT YOUR FINGERTIPS

Phyllis Royston, Healthwise vice president for healthcare Ix information products, says the maps’ combination of overview and access to detail is extremely helpful when it’s time to go out and sell the campaigns to clients. She notes that when she visits a health plan or portal, they’ll invariably want to know what happens at any given moment in a campaign.

“I bring printouts of each campaign map so that I can drill right down and explain exactly what’s going on at any point—and how it fits into the overall campaign. I think my being able to answer their questions right then and there, instead of having to get back to them later, gives clients a better impression of our information product—and of our company.”

Royston also likes how MindManager aligns everyone to the project objective, and helps the team manage the many “legs” of many concurrent campaigns. At a glance, anyone in the organization can clearly see which team member is working on what, where they are in the content-creation process, and how the different elements of the campaign come together to help get people the information they need, when they need it.

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## ROI

Diverse teams able to share a common platform for the creation, management and testing of complex, high-priority campaigns; accelerated product design and implementation.

## Company Profile

Healthwise is a nonprofit organization that provides consumer-friendly health-care information on more than 8,000 online health topics to program managers, physicians, nurses and patients from Alaska to South Africa. Nearly 100 million times a year, people use Healthwise information to make better health decisions. Healthwise self-care guides have been distributed to more than 30 million homes—the equivalent of one guide to every ten American homes. Healthwise content is used by all of the top ten managed healthcare organizations, all of the leading consumer health portals, all of the major disease management companies, and hundreds of hospitals and employers.

## Challenge

Give a team comprised of both highly technical and non-technical staff the ability to develop and manage complex projects in a shared environment; provide the team and management with both a continual overview of each project, as well as immediate access to content and planning details.

## Solution

Healthwise uses Mindjet MindManager to create quickly understood visual maps as an efficient, accessible way to manage complex project content, planning and flow.

## Product

Mindjet MindManager

## Result

Improved collaboration, more efficient product design and management, better products to market faster, and the ability to deliver relevantly timed information to patients when they need it.