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GráficaGroup Revamps Online Provider Directory for New Jersey's Largest Health Insurer

Chester, New Jersey (January 15, 2009) – The online provider directory is *the* most used tool on the Horizon Blue Cross Blue Shield of New Jersey (Horizon BCBSNJ) Web site. In fact, a health insurer's provider network is one of the most important factors consumers consider when selecting a health plan.

To improve the functionality and usability of the tool, GráficaGroup did a total redesign of the Horizon BCBSNJ provider directory (www.horizonblue.com/pd). Due to its increased functionality and ease of use, 66 percent of the users who initially visited the redesigned directory reported that they prefer the new format to the previous version, and 60 percent said it is now easier to locate the information they need.

In order to create a new directory format that supported Horizon BCBSNJ's priorities while also meeting the needs and expectations of its primary constituents, GráficaGroup conducted focus groups to gauge user expectations and determine how to enhance search options and improve the overall user experience. The latest technology was also incorporated to allow for future growth of content and functionality. The redesign was followed by usability testing to ensure the new online directory's effectiveness.

"It is always GráficaGroup's objective to help our clients provide the best user experience to their customers. We bring our expertise in usability, design, and technology to the table – and we are excited to see that it all translates into enhanced customer satisfaction," says Debra Taeschler, President and CEO of GráficaGroup.

About GráficaGroup

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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