

Reach the Mature Market

How Seniors Use Hospital Web Sites

Presented By:
Devendra Shrikhande
Senior Project Manager
Geonetric, Inc.

Getting the most out of
today's Webinar

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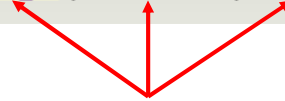
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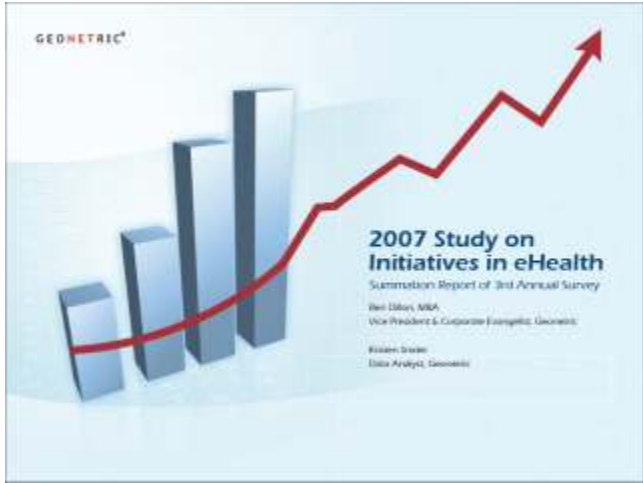
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Who is Geonetric®?

All Geonetric clients have won awards with their industry-leading Web sites and portals. A sample of our clients includes:



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Take-Away

- Reference sheet: Online resources for senior use of the Internet

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About Today's Presenter

Devendra Shrikhande
Senior Project Manager, Geonetric

Devendra has more than seven years of experience leading Web initiatives for Buffalo Bill Historical Center and Northwest College in Wyoming, and St. Ambrose University in Iowa. Devendra has also consulted with numerous organizations across a variety of industries in developing online strategies and effective IT solutions. He enjoys being on the front line of project engagements and helping deliver value for clients. Along with degrees in engineering and photography, Devendra also has an MBA from the University of Wyoming.

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Reach the Mature Market

How Seniors Use Hospital Web Sites

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Overview

- Population Statistics
- Online Statistics
- Online Behavior
- Usability Challenges and Solutions
- Encouraging Participation Online and Offline
- Sample Sites
- Questions and Answers
- Conclusion

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Population Statistics

Seniors represent the fastest growing demographic worldwide

USA	Census 2000	Projections 2005	Projections 2010	Projections 2015	Projections 2020	Projections 2025	Projections 2030
Total	281,421,906	295,507,134	308,935,581	322,365,787	335,804,546	349,439,199	363,584,435
65 years and over	34,991,753	36,695,904	40,243,713	46,790,727	54,631,891	63,523,732	71,453,471
% of Population	12	12	13	15	16	18	20

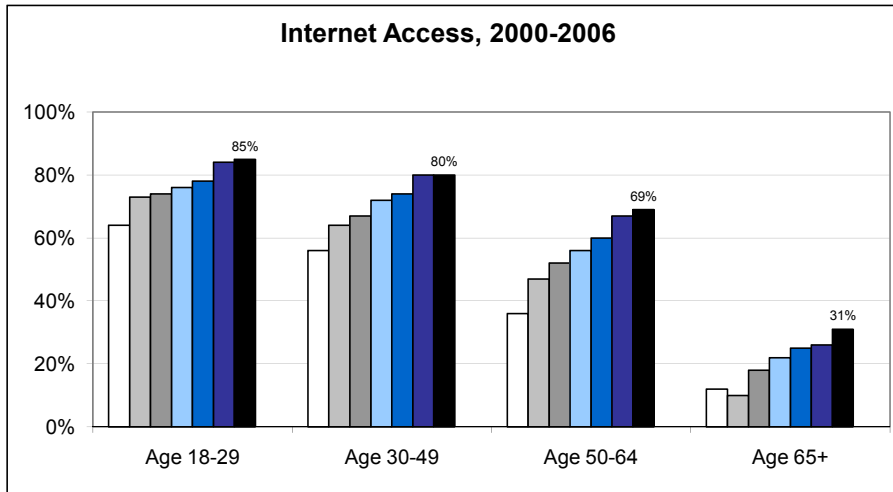
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Online Statistics

- A Silver Tsunami?
 - Most seniors 65+ are not online
 - Baby Boomers become seniors in 10 years
 - Many current users joining this demographic
 - Many workers are staying past age of 65
 - Equal parity among men and women

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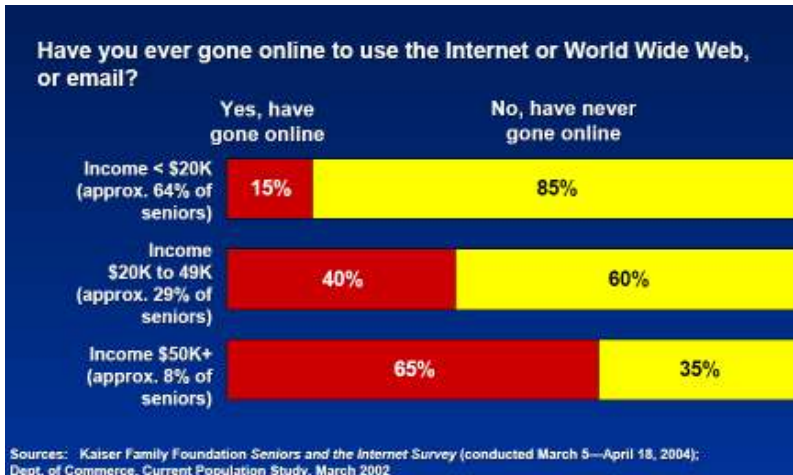
Online Statistics



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Source: *Seniors and the Internet*, Susannah Fox, Pew Internet and American Life Project, Nov 14, 2006

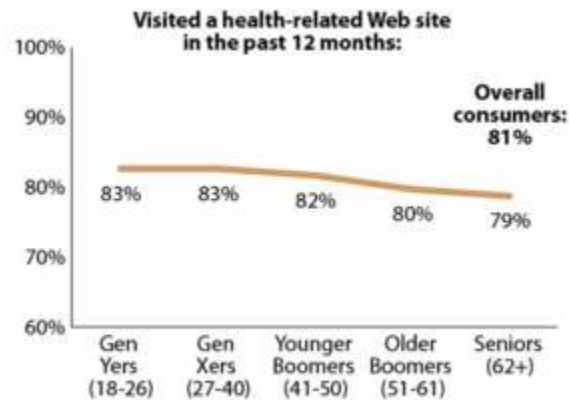
Online Statistics



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Online Statistics

Health Web Site Visits By Generation



Base: 5,001 US online consumers

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Source: Forrester North American Consumer Technology Adoption Study – Q4 2006

Online Behavior

- 66% - Research Health or Medical Information
- 66% - Product Research
- 47% - Online Purchases
- 41% - Travel Reservations
- 60% - Government Web Sites
- 26% - Religious and Spiritual Information
- 20% - Online Banking

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Online Behavior

- “Cautious Clickers”
 - Concerned that a false move could place them in unsafe or unknown territory
 - Less vulnerable and less careful with security
 - Seniors online are as enthusiastic as other generations
 - Seniors offline are completely offline



Online Behavior

- Lack online experience
 - Retired before computers entered the work environment
- Have usability issues/physical challenges
 - Sight
 - Hearing
 - Fine motor control



Online Behavior

- Web sites developed by younger adults
 - Physical differences
 - Cultural differences
- Cognitive changes

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Usability Challenges

- Cautious clickers
- Click non-links
- Read all content
- Do not understand Web jargon
- Cannot process detailed table data
- Do not understand location and path
- Challenged by (multiple) windows and scrolling
- Challenged by dynamic (tabbed or popup) navigation

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Usability Solutions

- Cautious clickers
 - Improve terminology
 - Use action words as links
 - *Go to* this account
 - *Register* as a patient
 - *Pay* your bill

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Usability Challenges

- Click non-links
 - Increase the number of links
 - Use a consistent visual theme to identify links
 - Make icons and bullets links

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Usability Challenges

- Read all content
 - Edit text
 - Revise instructions – should be concise

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Usability Challenges

- Do not understand Web Terminology
 - Review content (and then review again)
 - KISS (Keep it simple...)

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Usability Challenges

- Cannot process detailed table data
 - Distill detail to only required information
 - Split tables
 - Add instructional text

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Usability Challenges

- Location confusion
 - *Where am I?*
 - Review content structure, bread crumbs, and “active choice” indicator

Home > Conditions We Treat > Seniors' Health	
Seniors' Health	
Get Care	Seni
Medical Team	Why c
Request an Appointment	Universi
Why Choose UCH	patients health is

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Usability Challenges

- Challenged by windows and scrolling
 - Announce when a new window will open
 - Eliminate horizontal scrolling

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Usability Challenges

- Tabbed or Popup Navigation
 - Keep navigation simple
 - Make options visible

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Encouraging Participation

- Use a multi-pronged approach:
 - Online features to promote participation
 - Offline activities to encourage participation



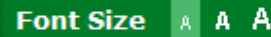
Encouraging Participation

- Follow usability and design best practices
- Create architecture by audience
- Add features beyond your core services
 - Online games
 - Online instructions
- Use the Web as a communications channel
- Invest in your site; your results will equal your investment

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Encouraging Participation

- Usability and design best practices
 - Avoid tightly clustered links
 - Provide options to increase text size
 - Use preferred fonts: sans serif with a reasonable default size
 - Keep navigation simple and obvious
 - Add icons and bullets links

A UI element for font size control. It consists of a white rectangular box with a thin border. On the left, the word "Font" is written in a small, grey, sans-serif font. To the right of "Font" are three small, grey, sans-serif "A" characters of increasing size, representing different font size options.A UI element for font size control. It consists of a green rectangular box with rounded corners and a thin white border. On the left, the words "Font Size" are written in a white, sans-serif font. To the right of "Font Size" are three small, white, sans-serif "A" characters of increasing size, representing different font size options.

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Encouraging Participation

- Usability and design best practices (cont.)
 - Explore cookies to pre-populate form fields
 - Use separate fields to format phone/credit card numbers
 - Create forgiving search engines
 - Keep content tone simple and active; do not patronize
 - Write simple and direct error messages
 - Display industry affiliations and security seals

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Encouraging Participation

- Architecture by audience
 - Identify area for “seniors”
 - Establish, display and promote your privacy policy
 - Cross-populate content, but adjust tone
 - Modify structure so information is in short sections

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Encouraging Participation

- Features beyond core services
 - Add “fun” into “functional” to encourage senior participation and sharing
 - Add online games
 - Example: puzzles and pets at <http://www.aarp.org>



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Encouraging Participation

- Features beyond core services (cont.)
 - Utilize online tutorials to help seniors learn
 - Example:
<http://www.cityofseattle.net/tech/seniors/training/>



Encouraging Participation

- Web as a communications channel
 - "Just because you built it.."
 - Offline engagement is important online
 - Promote, promote, promote
 - Email signatures, print materials, media releases, relatives, etc.
 - Partner with stakeholder institutions
 - Beyond link exchange
 - Partner in activities
 - Offer classes and programs; tap volunteers as teachers

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Questions?

- To learn more:
 - Contact us
 - 319-221-1667
 - Ben@geonetric.com
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 - www.geonetric.com

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Conclusion

- Seniors are a growing proportion
- Extra diligence about accessibility and usability
- Cross-promote offline and online

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Take-Away

- Reference sheet: Online resources for senior use of the Internet

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Next Month's Webinar

Create an Effective Web Culture
Thursday, May 22, at 2:00 PM CDT

Many people who manage Web initiatives are able to obtain a tacit level of buy-in, but can't achieve the level of executive support that counts when it comes to securing resources. From engaging key stakeholders to meeting the needs of key service lines, Geonetric's May Webinar will walk you through the critical steps of creating an effective Web culture and demonstrate the different ways you can prove your Web site's value.

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