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PLAN

Identify an opportunity and plan for improvement.

Area for Improvement

Vermont Department of Health Laboratory (VDHL) customers have difficulty finding information on drinking water testing on the VDH website www.healthvermont.gov. This causes frustration and follow-up phone calls.

Target Goal

Create a more user friendly website for VDHL customers with easy to find content.

Baseline Data

It took participants an average of **8 minutes** to find information before website changes were made. **58% of participants were dissatisfied with the website.**

What change ideas (theories) did you have before you started testing changes?

1. Add "Laboratory Services" to the Quick Links tab so customers could find lab information.
2. Create a "Forms" page.
3. Organize the information to fewer pages.

DO

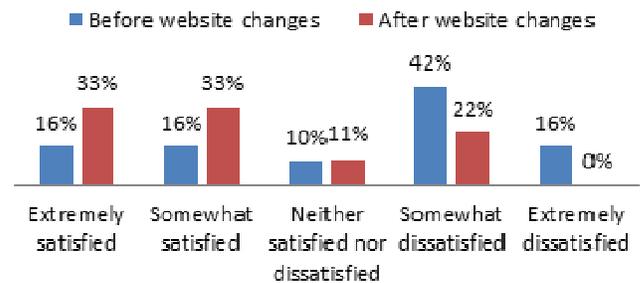
What ideas for improvement did you test?

A scenario was created where people were asked to find information on testing for chemicals in drinking water. 19 people participated in the scenario and then took a survey to describe their experience with the website. Website changes were made and 9 of the original participants repeated the same scenario/survey. Results of both surveys were compared. The changes include adding "Laboratory Services" to the Quick Links tab; creating a "Forms" page; changing the clickable tab names, which were laboratory terms, to names more identifiable by the public; deleted "dead links"; and consolidated information, which was scattered on various pages, to fewer pages.

STUDY

What were the results of your test(s)?

How satisfied are you with the VDH website in regards to finding information on Drinking Water?



Before changes were made:

1. **58%** were dissatisfied with the VDH website.
2. **68%** said they would return to the website.
3. **74%** said they would refer a friend.
4. The average amount of time to find the required information was **8 minutes**.

After changes were made:

1. Only **16%** were dissatisfied with the website.
2. **100%** said they **would return to the site and refer a friend**.
3. The average amount of time to find the information was reduced to **3.5 minutes**.

ACT

What lessons did you learn from the process? How will this change be sustained?

The VDH homepage is the starting point for VDHL customers when seeking laboratory related information. Our AIM team was unable to make any changes to the VDH homepage, which is a VDH future goal. Participants in the follow-up survey stated improvements were still needed including font size and a large amount of information to sort through, especially on a single page. The VDHL AIM team will sustain current and future changes to the VDHL web pages by reviewing how the other lab pages can be improved and by ensuring the content on each page is current and up-to-date.