# REPORT: AAFP.org Benchmark Test 2021

## Executive Summary

The main goal of this test was to get a usability score for the most common tasks completed on AAFP.org. The most common tasks were limited to finding information or accessing other service's start pages. For example, participants were asked to take the most recent AFP quiz but we stopped them once they got to the correct quiz. This is because we wanted to test the pages created and owned by the marketing and communications teams instead of the applications themselves. Additional tests should be run to test the usability for the applications like AFP, My Account, and the shopping cart.

The website's overall usability rated at 52.4% which is higher than last year (41%). People's opinion of the site also went up from last year from a C to a B-. We had 24 participants in this year's test.

The first major issue from last year, signing into their account, has fallen off the report. It is not a major concern anymore. The second major issue is still around. People don't know or care about separating the AAFP clinical guidelines from the articles publishing the the *American Family Medicine* journal. People often go to the journal directly or via our site's search tool when looking for this information.

This benchmark test should be repeated at least yearly to track how member expectations, perceptions, content, and development efforts effect the usability score. Additionally more in-depth research is advised to better understand the problems discovered in this test and to make corrections.

| | |
|---|---|
| **Report Date** | 22 Sep 2021 |
| **Date / Event of Test** | 25 Aug 2021 |
| **Report Author** | @ Nick Mosher |
| **Request** | AAFP.org Benchmark Test 2021 |
| **Application** | AAFP.org |
| **Grade (SUS)** | B- |
| **Score (SUM)** | 52.4% |
| **Participants (N)** | 24 |

**Prepared for:**

Marketing and Communications

### Questions

Questions or comments about this report and it's findings can be made in the comments section below or to @ Nick Mosher or @ Gretchen Schultz

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## Methodology

### What Participants Did

1. Attempted to find the membership application
2. Attempted to purchase the board review self-study package
3. Attempted to access previously purchased CME.
4. Attempted to find the most recent AFP quiz.
5. Attempted to find the clinical recommendations for antibiotic use for Otitis Media
6. Attempted to find the up to date vaccination guidelines
7. Attempted to find the right billing code for a group medical visit
8. Attempted to update their zip code in our system
9. Completed SUS questionnaire
10. Completed ease of use questions after each task
11. Asked general questions
12. Offered an opportunity to provide additional input
13. Participants were provided $50 American Express gift cards for their participation.

### What Data We Collected

1. Video
2. Audio
3. Audio transcript
4. Survey data
5. Satisfaction
6. Time on task
7. Success/Failure rates
8. Notes
9. Demographics
10. Member ID number

| Member Status | Number |
|---|---|
| Active | 14 |
| Student or Resident | 10 |

## Major Findings and Recommendations

| Major Issues | Recommended Solutions |
|---|---|
| AFP Articles get mixed up with AAFP content | <ul><li>Most of the participants who failed to complete this task thought that they had succeeded but instead they had found a recent AFP journal article on the same subject.</li><li>Nearly all of these participants did not intentionally go to the AFP Journal, instead they used our search tool and just clicked on the top results.</li><li>**Recommendation**: Find a better way to distinguish official AAFP content from American Family Physician articles.</li></ul> |

## Screenshots

## Coding for Group Visits

### Group Visit Coding

Many physicians are interested in providing group medical visits. Whether the drop-in group medical appointment (DIGMA), chronic care health clinic (CCHC) or other model is delivered, the coding and billing of these services raise questions about codes and payment policies.

While past instruction on coding for group visits often indicated that physicians should report code 99499 for unlisted evaluation and management services, using this code requires that documentation is sent with the claim to identify the service(s) provided and leaves pricing of the service in the hands of the payer.

No official payment or coding rules have been published by Medicare. However, the question of "the most appropriate CPT code to submit when billing for a documented face-to-face evaluation and management (E/M) service performed in the course of a shared medical appointment, the context of which is educational", was sent to the Centers for Medicare and Medicaid Services (CMS) with a request for an official response. The request further clarified, "In other words, is Medicare payment for CPT code 99213, or other similar evaluation and management codes, dependent upon the service being provided in a private exam room or can these codes be billed if the identical service is provided in front of other patients in the course of a shared medical appointment?"

The response from CMS was, "...under existing CPT codes and Medicare rules, a physician could furnish a medically necessary face-to-face E/M visit (CPT code 99213 or similar code depending on level of complexity) to a patient that is observed by other patients. From a payment perspective, there is no prohibition on group members observing while a physician provides a service to another beneficiary." The letter went on to state that any activities of the group (including group counseling activities) should not impact the level of code reported for the individual patient.

To view the any videos please contact @ Nick Mosher or @ Gretchen Schultz .

Detailed Findings and Recommendations

**Scenario/Task 1: Find the membership application**

You are a new medical student and just heard about the AAFP and want to become a member. You are expected to graduate from your own medical school in the spring of 2023. Please show me how you would become a member.

| | Success Criteria | URL: https://www.aafp.org/membership-application/application/home |
|---|---|---|

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| **2021** | 24 | 87.5% | 68.3 sec | 6.38 | 12.1 | 5.7 / 7 | 6.1 / 7 | 6.7 / 7 |
| **2020** | 19 | 78.9% | 78.5 sec | 9.2 | 15.5 | 4.8 / 7 | 4.8 / 7 | 5.6 / 7 |

| Severity | Findings | Details | Recommendations |
|---|---|---|---|
| LOW | Improved | Every metric improved from last year. | No changes recommended |

## Additional Comments:

- "You should add a link under the Medical Student Tab!"
- "The tab for Med Students and Residents is clear, then you click on it and it brings up Medical Students, when I clicked on that a whole list came up... perhaps one thing on that list should be membership? It wasn't immediately clear to me how to join... I had to take an extra step. So if this was real I may not have found that quickly. If I was a student and hadn't considered joining until I browsed it would have been better to have that option sooner"
- "It was weird that creating an account and becoming a member were through 2 different paths. Also I had to click join twice which was pointless because you already knew I had chosen to click join the first time."
- "Login button can also have create account/new user"
- "Easy to find, should have a join button at top of home page"
- "The membership tab was easy to use and quite visible."
- "May be helpful to put "becoming a member" under both the medical student tab and the membership tab."
- "I think having it towards the top than the bottom of the page would be better."
- "I guess I put myself in the mindset of being a medical student first, so I clicked on that before I could look further and click on the "Membership" tab! Maybe add to the list of resources for med students, a link to the Membership page?"
- Meta: Add good news page to success for next time for quicker analysis

### Scenario/Task 2: Purchase a product

Sign up for the Board Review online course to prepare for the ABFM exam. Be sure to note how much it would cost a member to purchase.

| | Success Criteria | How much does it cost for an AAFP Member to buy the Online Package? Correct: $795 |
|---|---|---|

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| **2021** | 24 | 87.5% | 126 sec | 9 | 16.5 | 5.1 | 5.6 | 6.1 |
| **2020** | 19 | 89.5% | 101.6 sec | 7.3 | 12.3 | 4.2 | 4.4 | 5 |

| Severity | Findings | Details | Recommendations |
|---|---|---|---|
| LOW | FP Comprehensive vs Board Review Self-Study Package | • The few participants who did not succeed did so because the selected the FP Comprehensive package. | • On pages that show multiple product provide a better description of what each will cover. |
| LOW | Pogosticking | • Participants took over 120 seconds to find the product because they were not sure which product was the right one. They had to click into the product page, back out, click into a different one, back out, etc. | • On pages that show multiple products, provide a better description or details to help differentiate products to purchasers. |
| GOOD | Price is easy to identify | • Everyone who found the correct page was able to quickly and accurately identify the active member price. | (no change) |

## Additional Comments:

- "It would be nice to have a button on the home screen to go directly to board review registration, I don't always think of it as CME specifically and I go through several steps to actually find it."
- "Was confused by other board review options. Costs varies based on if resident/taking for CME/etc."

- "easy one since I started with CME, then there was a pictogram thingy that said board study on the top line"I kept seeing the products for sale in several overlapping areas online which made them easier to find but made me feel like I wasn't seeing all the information available. I wish there was a more discrete marketplace or store type section that just featured products offered. Also in terms of this study, I did not realize that all I had to do was click success when I thought I found it. I thought it was say success when I clicked the right button like it did with the first problem.
- "I used the search tool instead and the first link did not specify the course price. It only noted that the course offerings were not posted yet."
- "easy to find board review but it would be easier if there was a section and not under CME"
- "There were a lot of options for board review, so making sure to find the right board review option was a bit confusing."
- "A little hard to find but intuitively makes sense where it is."

**Scenario/Task 3: Access purchased CME**

Let's pretend that you recently bought a CME package called "FP Comprehensive" that can be completed online. Please show us how you would access that online course. The course may not appear for you because we are just pretending. Please try to still complete this activity to the best of your ability.

| | Success Criteria | URL: https://www.aafp.org/account/profile/financialtransactions |
|---|---|---|

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| **2021** | 22 | 77.3% | 51.2 sec | 6.9 | 11.4 | 6.1 | 6.3 | 6.7 |
| **2020** | 19 | 73.7% | 59.7 sec | 6.9 | 11.4 | 5.1 | 5.1 | 5.3 |

| Severity | Findings | Details | | Recommendations |
|---|---|---|---|---|
| **MODERATE** | **Bad Search Results** | The search results are getting worse. They don't show the most recent version. | | • Reach out to members who have not logged in and provide them additional guidance. |

## Additional Comments:

- "I think there should be an online access tab without clicking on one's name though the tab would have different content depending on the person. Whether it is a tab or a button with individualized content does not matter - but you should not have to click your name first."
- It took me a minute to figure out that I had to click on one of the photos/names to find the course. I didn't easily see a search function. Since I only knew the course was "FP comprehensive" I would have probably searched instead of scrolling through all the boxes to find it. Finally I thought, "let me look under this category" and fortunately it was the right one, as it immediately came up"
- "Make the links for the products you are selling more attractive than just these blue hyperlinks! Those are your main source of income! Little blue links with just text is never going to maximize your sales!"
- "Yikes that was hard to find! I would have looked in my email for a direct link."
- "easy to access"
- "This was very easy to find"
- "This was fine because I knew to search for the words "FP Comprehensive", but if I had just purchased a board review package and could not remember the exact phrase or name of the product, I have to wonder if it would have been that simple."

**Scenario/Task 4: Find Assessment**

You have recently finished reading the most recent AFP issue. Please show me how you would test your knowledge of the material online.

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| **2021** | 22 | 81.8% | 69.2 sec | 5.4 | 15.2 | 5.4 | 5.7 | 6.2 |
| **2020** | 19 | 68.4% | 71.5 sec | 7 | 14.6 | 4.2 | 4.4 | 5.1 |

| | Success Criteria | https://www.aafp.org/assessment/take/10728/introduction/c |
|---|---|---|

| Severity | Findings | Details | | Recommendations |
|---|---|---|---|---|
| **MODERATE** | **Trouble finding it** | • Several participants had trouble finding the AFP Journal link in the universal navigation. | | • Consider providing links to the journals on the home page like we used to have. |

## Additional Comments:

- "Accidentally went to FPM not AFP but that may have been my fault - not sure how/why I did that... :-)"
- "I started searching in CME rather than journals. Might be nice to have a "journal quiz cme" button under CME too"
- "I almost did not notice the AFP tab at the very top. I felt like it took me to a totally new site. I would have liked it better if it was all one centralized site with consistent color patterns and design."
- "To me it, it always seems more intuitive that the quiz would be under CME rather the journal."
- "easy to access, journal heading easy to access"
- "Some of these tasks take one to login page - assuming that the survey does not want the respondent to actually log in."
- "straight forward, appreciated that it was noted in multiple different sections and the size of the button was large"
- "Overall easy to find."
- "It would be useful to have a quicker link to past CME quizzes from previous issues."

### Scenario/Task 5: Clinical Recommendations

Please find AAFP's published evidence-based guidance on appropriate use of antibiotics for Otitis Media.

| Success Criteria | https://www.aafp.org/family-physician/patient-care/clinical-recommendations/all-clinical-recommendations/otitis-media.html |
|---|---|

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| 2021 | 24 | 50% | 94.7 sec | 5.5 | 13.6 | 5.5 | 5.6 | 6.5 |
| 2020 | 19 | 52.6% | 76.9 sec | 6.7 | 17.1 | 4.3 | 4.5 | 5.2 |

| Severity | Findings | Details | Recommendations |
|---|---|---|---|
| MAJOR | AFP vs AAFP | <ul><li>Most of the participants who failed to complete this task thought that they had succeeded but instead they had found a recent AFP journal article on the same subject.</li><li>Nearly all of these participants did not intentionally go to the AFP Journal, instead they used our search tool and just clicked on the top results.</li></ul> | <ul><li>Find a better way to distinguish official AAFP content from American Family Physician articles.</li></ul> |

## Additional Comments:

- "Unless I knew it was there to begin with, I never would have been able to find this and didn't even know this section of AAFP existed."
- "Very easy with search bar"
- "I have used the site before, so I know my way around a little. I think it's a little confusing that you have to click to provider as med students and residents may look this up too. I think having a button for clinical info may be beneficial."
- "Went to the clinical practice guidelines manual which had how the guidelines were developed and not the guidelines themselves so backtracked 1x and was OK after that"
- "pretty straightforward"
- "It seemed like that was just an obscure non comprehensive section. I wish I could have found it by scrolling through many diagnoses or typing a diagnosis and it coming up similar to UptoDate which is what most of us use already for this type of thing. "Choose Wisely" is just some catch phrase the website made up and does not make sense to first time users."
- "It was hard to find the collection. I didn't know that collection existed."
- "search bar provided content"
- "The task requested was rather ambiguous as there are a number of articles on antibiotics use for otitis media, across different AAFP resources (journals, learning tools, etc.)."
- "Straightforward"
- "The answer was certainly findable, but not as easily as one would navigate in a site such as UpToDate. Frankly, I have not used the AAFP website for EBM clinical purposes, because UpToDate is easier to use (especially on a smartphone) and pulls from multiple sources, not just AAFP."

### Scenario/Task 6: Immunizations Schedule

Please find the most up-to-date vaccine resources for children on this site.

| Success Criteria | https://www.aafp.org/family-physician/patient-care/prevention-wellness/immunizations-vaccines/immunization-schedules/birth-through-age-18-immunization-schedule.html |
|---|---|

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |

| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| **2021** | 24 | 39.1% | 119 sec | 8.2 | 20.3 | 4.1 | 4.5 | 5.2 |
| **2020** | 19 | 42.1% | 111.2 sec | 8.9 | 21 | 3.5 | 6.6 | 4.4 |

| Severity | Findings | Details | Recommendations |
|---|---|---|---|
| **MAJOR** | **AFP vs AAFP** | • Most of the participants who failed to complete this task thought that they had succeeded but instead they had found a recent AFP journal article on the same subject.<br>• Nearly all of these participants did not intentionally go to the AFP Journal, instead they used our search tool and just clicked on the top results. | • Find a better way to distinguish official AAFP content from American Family Physician articles. |

## Additional Comments:

- "I could have used more clarity on what vaccine resources I was looking for. My time is very limited and if I can't find specific information I'm looking for in under a minute or so, I would give up and move to a different resource."I tried doing a search using vaccine schedule children which led to an article which led a CDC link to the latest vaccine schedule. I would consider that success but perhaps you would not...."

- "Quite a few clicks to find the right information. The first step of finding the clinical tools was the hardest. Also some of the gray boxes were not clickable when they seemed like they should be clickable."
- "I have had this problem in the past finding AAFP recommended resources. I had to search through all the tabs and none of them popped out to me."
- "I would go to CDC guidelines for any vaccine questions I had."
- "more difficult to find, no specific heading directing to appropriate site"
- "Rather vague task."
- "Very straight forward, also interested in the app that was available at the top of the screen."
- "Easy to find for the most part."
- "I think the question for this was a bit vague; did you want resources for me (the physician) or the patient/parent? I usually go straight to the CDC for quick guidance, but this would be a decent resource to read about each vaccine, as well. I did not find a link to VIS pages to print for parents."

### Scenario/Task 7: Practice Management

You are interested in providing group medical visits. Show us where you would go to learn more about coding for group visits. Please note what code number should be used for group visits.

| Success Criteria | What code should be used for group visits? Answer: 99213 |
|---|---|

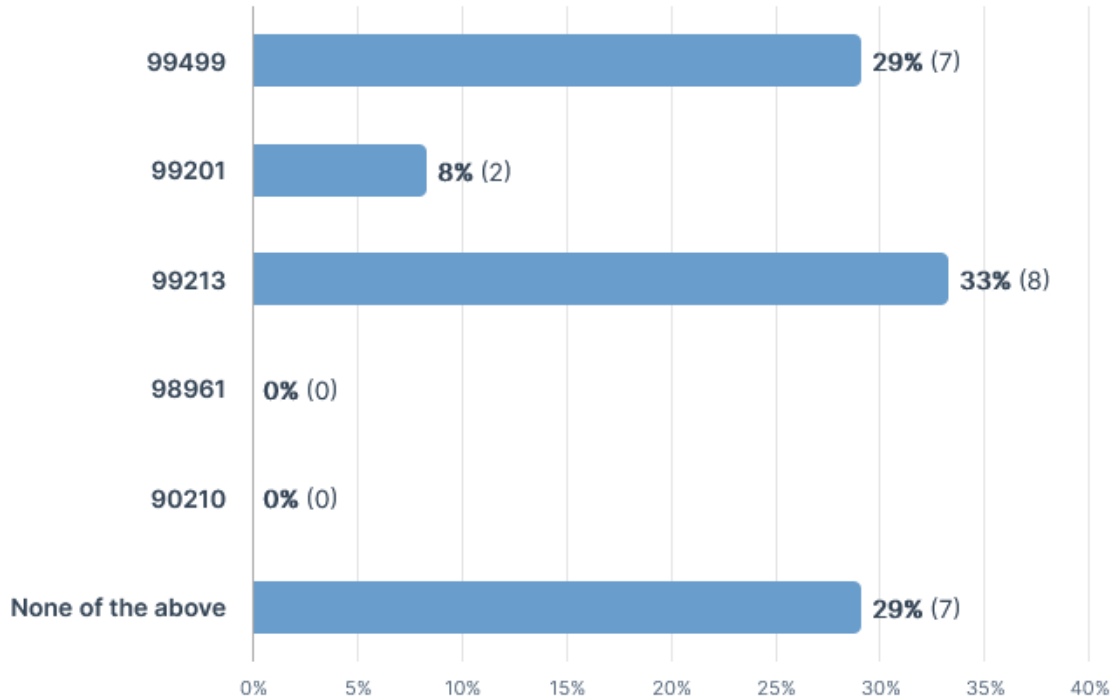| | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|---|---|---|---|---|---|---|---|---|
| **2021** | 23 | 30.4% | 166 sec | 7 | 18.3 | 4.8 | 4.9 | 5 |
| **2020** | 19 | 21.1% | 147.6 sec | 6.5 | 12.8 | 3.3 | 3.6 | 3.1 |

| Severity | Findings | Details | Recommendations |
|---|---|---|---|
| **MAJOR** | **Content was confusing** | • Participants were asked to determine what billing code to use but were extremely confused about the correct answer. The article had a lot of billing codes but no clear answers.<br>• Note: 100% of participants found the correct page. | • Provide a better, clearer answer on the page.<br>• Use a table if there are multiple options |

## 1. What code should be used for group visits?

24 responses

| Code | Percentage |
|------|-----------|
| 99499 | 29% (7) |
| 99201 | 8% (2) |
| 99213 | 33% (8) |
| 98961 | 0% (0) |
| 90210 | 0% (0) |
| None of the above | 29% (7) |

**Additional Comments:**

- "I think a table would help make this article more digestible."
- "I think there should be a search box under various general topics - coding, scheduling, etc."
- "using search function made it easy to find"
- "All the different links for the coding should have been put on the top of the page. I had to scroll through pages of black and white text to find the interesting coding info that I wanted. Put the most valuable things at the top and make them more aesthetically appealing. This was the same problem with the review products you were selling. Just not appealing enough and too low on the page."
- "It seemed we needed a little more information for the task based on the article I found. Was there a nutritionist/dietician present? Would the patients' insurance pay a 99214 for the visit?"
- "need a coding center on the home page"
- "FPM is easy enough to find but there are also a number of competing resources about coding on the website."
- "not too difficult to obtain information from that site"
- "Multiple different codes on the site which made it a bit confusing, no super clear answer."
- "Unclear if it was 99078 at the bottom or the 99499 (?) code at the top."
- "I'm not sure that the vague nature of this question/answer is AAFP's fault."

**Scenario/Task 8: Update Address**

Your city recently changed your zip code on your business address. Please go update it to 12345.

| Success Criteria | https://www.aafp.org/account/profile/edit |
|------------------|-------------------------------------------|

|  | N | Success | Time | Clicks | Pages* | Ease of Use | Satisfaction | Confidence |
|--|---|---------|------|--------|--------|-------------|--------------|------------|
| **2021** | 21 | 71.4% | 74 sec | 7.9 | 17.8 | 5.5 | 5.7 | 6 |
| **2020** | 19 | 78.9% | 90.5 sec | 10.5 | 14.5 | 4.5 | 4.6 | 5.0 |

| Severity | Findings | Details | Recommendations |
|----------|----------|---------|-----------------|
| MODERATE | Tabs are unclear | Those who have trouble with this task tend to not see the tabs on the My Account page. | Update the design of the tab component to make it easier to tell that it is a tab. |

## Additional Comments:

- "No specific feedback on this one."
- "Have no idea where to edit my profile"
- "Similar to all other sites"
- "pretty straightforward"
- "Took me a little longer because I had to reset my password to log in. Otherwise very easy to find and navigate."
- "I struggled to find the first step in the decision tree. Once I noticed the membership tab, I had a lot more options that were relevant, but I was still unable to figure it out. I am not sure if I was supposed to log in or not since you were tracking my key strokes and would have access to my log in info. Maybe for future studies like that, let me know more about what I can do."
- "update in my account section"
- "The task again lead to login page but do not feel comfortable login. Would have gone to profile and change the zip code."
- "Straightforward"
- "This was easy because I just did it recently in real life, having to update my practice address. However, when I first went to do it a few weeks ago, I had a little trouble finding the "Profile" tab on the blue bar."

\* The live chat tool has artificially inflated the unique page views for all tasks. The longer a participant stayed on any given page the more unique page views were logged.

Exit Questions / User Comments

| Question | Summary of Answers 2021 | 2020 |
|----------|------------------------|------|
| What other common tasks do you find yourself needing to complete on A AFP.org? | <ul><li>Improving clinical knowledge (CME/Journals /Quizzes) - 10</li><li>Purchase/Access CME or Conferences - 8</li><li>Clinical Guidelines - 5</li><li>Membership Info (Dues, account, etc) - 4</li><li>Vaccine Schedules - 2</li><li>COVID Guidance</li><li>Career</li></ul> | <ul><li>Reporting CME (8)</li><li>Reading journal articles (5)</li><li>Completing quizzes (3)</li><li>Looking up guidelines (3)</li><li>Board review prep (2)</li><li>Completing CME (2)</li><li>Event registration (2)</li><li>Completing education (general) (2)</li><li>Pay dues (2)</li></ul> |
| What more can the AAFP do for you, our member? | <ul><li>"Help students be involved</li><li>"Medical student shelf study resources would be nice!</li><li>"you are doing pretty awesome already! INCrease PROTECTION AGAINST SCOPE CREEP THOUGH PLEASE... fm IS not EASY, IT SHOUDL not BE WHERE INEXPERIENCED np/paS GO. (sorry, caps wrong) We can't prevent them from practiving nor shold we, they are good for certain things. But... we should be advocating for their programs to have standards and a vetting process for clinic training and a board to answer to. The BON in each state does NOT manage NPs. Their education is a mishmash... works fine for smart, self-motivated individuals, but it does not work for anyone else, and def not for drs who are asked to train them for free. They need to have formal training to switch specialties too.</li><li>"More live cme</li><li>"Free shelf exam resources! Put all the clinical tools up front and visible at the front of the website.</li><li>"I love that the AAFP helps me manage and complete my CME. I really love the journal. I wish the format of content display could be completely innovated. I wish we could have all content put in a format similar to dynamed or uptodate but with the</li><li>"opportunity for members to comment directly to sentences or phrases (like in a google doc). This activity made me realize there were multiple places with guidance on antibiotic use for AOM.</li><li>"Would like to see some advocacy for pushing forward universal healthcare</li><li>"Continue to be the FP advocate</li><li>"nothing but advocate for FP</li><li>"Thank the AAFP for all they do for us!</li><li>"The state chapter should have its own newsletter. For NJ I get the most info from my Osteopathic newsletter from NJAOPS. And their membership is less expensive overall.</li><li>"Continue being a great resource for CME!</li></ul> |

**Free Comments:**

None

## System Usability Scale
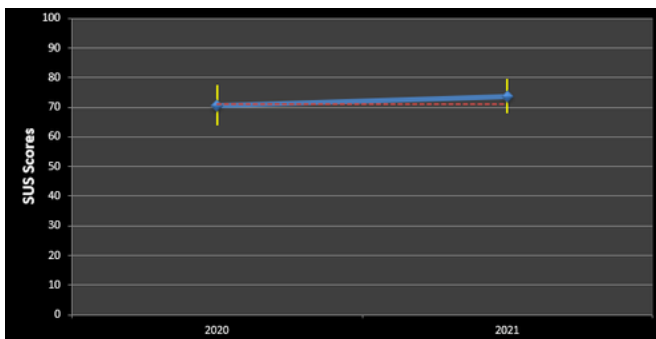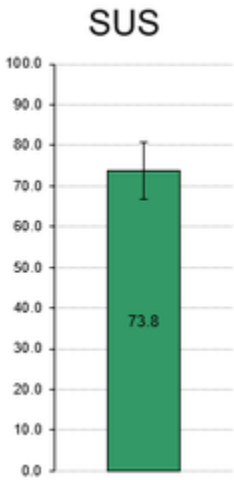




| Grade | B- |
|---|---|
| **System Usability Score** | 73.8 |
| **Usability** | 69.9 |
| **Learnability** | 89.1 |
| **Rank vs All Products** | 69.1% |
| **Margin of Error** | 6.97 |
| **Number** | 24 |

Reference: About System Usability Scale (SUS)

## Single Usability Metric
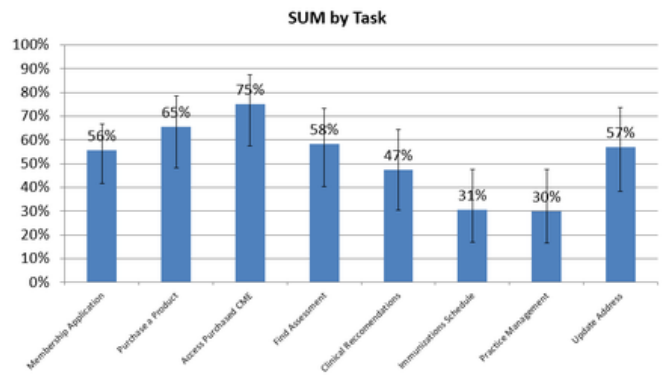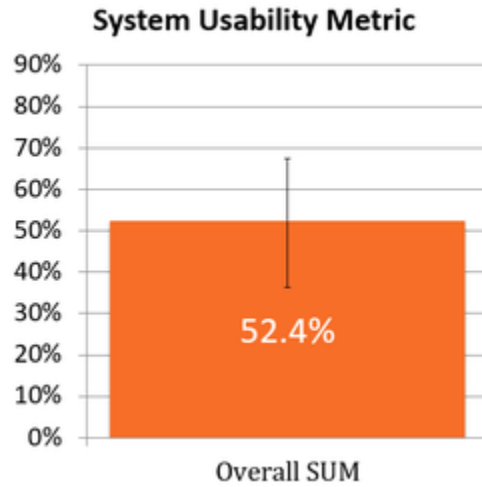




| SUM | 52.4% |
|---|---|
| **SUM High** | 67.4% |
| **SUM Low** | 36.2% |
| **Number** | 24 |

Reference: About Single Usability Metric (SUM)

## Next Steps

- Complete additional research to better understand the issues discovered in this research.
- Run this test again at least yearly to compare the scores.

## Related

- AAFP.org Usability Reports