

# Excellence in Action: Anthem, Inc.

## Human Factors International's Usability Staffing Solution

Anthem, Inc., a leading national health benefits provider, creates value for over 12 million customers. Driven by customer feedback, Anthem made a corporate commitment to develop a new user-centered Web site. As a result, Anthem's Certified Usability Analysts (CUAs) faced a backlog of work. Anthem had the usability tools but lacked the staff to fully implement their new standard. Deploying Human Factors International's (HFI) Centers of Excellence (CE) staffing solution solved their usability backlog in a flexible and cost-effective manner while achieving professional results.

**THE CHALLENGE** Anthem analyzed its goals and asked questions to determine how to:

- **Cost-effectively update** thousands of pages to match new standards templates and design goals
- **Solve backlog** while feeling comfortable about staff management
- **Extend the workday** without straining existing staff
- **Utilize staffing** across projects and developers
- **Advance the process** of institutionalizing usability

### Common Questions, One Solution



Anthem's Center of Excellence was the only solution that met all these challenges.

Anthem worked with a skilled CE team to solve the backlog problem created by a corporate goal to improve customer satisfaction through usability.

*"The nice part about having a CE team is you don't have to manage the staffing, you can scale up. We are usually very busy 3rd and 4th quarter and always need more help."*



— Kyle Tolar  
Usability Program Director  
Anthem, Inc.

**THE SOLUTION** HFI's experts in Mumbai, India, had a positive impact on Anthem's usability initiatives. Today, Anthem benefits from sustained CE expertise across a broad group of initiatives, incorporating usability into more and more projects.

- **Productivity:** A sustained CE team allowed Anthem to economically revise thousands of pages, implementing the standard developed with HFI.
- **Cooperation:** The CE team updated code and graphics under the direction of Anthem's CUAs.
- **Communication:** A secure extranet provided a reliable way to confidentially track, schedule, and share resources.
- **Diverse Skills:** HFI's usability, graphic, and coding specialists gave Anthem the flexibility to construct a team that satisfied their staffing needs.

**Human Factors International** helps customers create Web sites, applications, and Intranets that are intuitive and easy to use. For more information on how CE staffing can solve your development backlog, visit our Web site, [www.humanfactors.com](http://www.humanfactors.com).

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