Case Study: Blue Cross Blue Shield of North Carolina

**Background and Challenges**
Blue Cross Blue Shield of North Carolina (BCBSNC) needed to improve return rates due to incomplete or incorrectly filled-out forms. For this project, TecEd partnered with Caroline Jarrett, one of the world’s most respected consultants in forms design.

**Objectives**
- Learn where the original forms were confusing to applicants
- Find out how easily the original forms were processed on completion
- Gauge how well the redesigned forms supported users

**Solutions**
- Applied an iterative design and usability-testing approach including both user feedback and stakeholder knowledge
- Limited the “fill in the blank” questions and standardized check boxes
- Created new verbiage to clarify each page of the application

**Results**
- Streamlined application form
- Reduced of user errors
- Fewer applications returned for clarification
- 23% more successful applications (no human intervention required), compared to the previous year

“[TecEd] did great work and had great attention to detail.”
--Jennifer Bachman, Project Manager