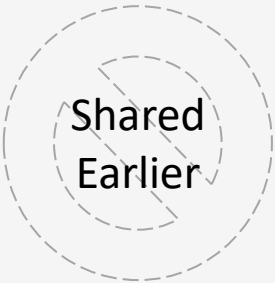


KPI Framework

Finalisation

02nd Mar, 2023

Uplift Trust

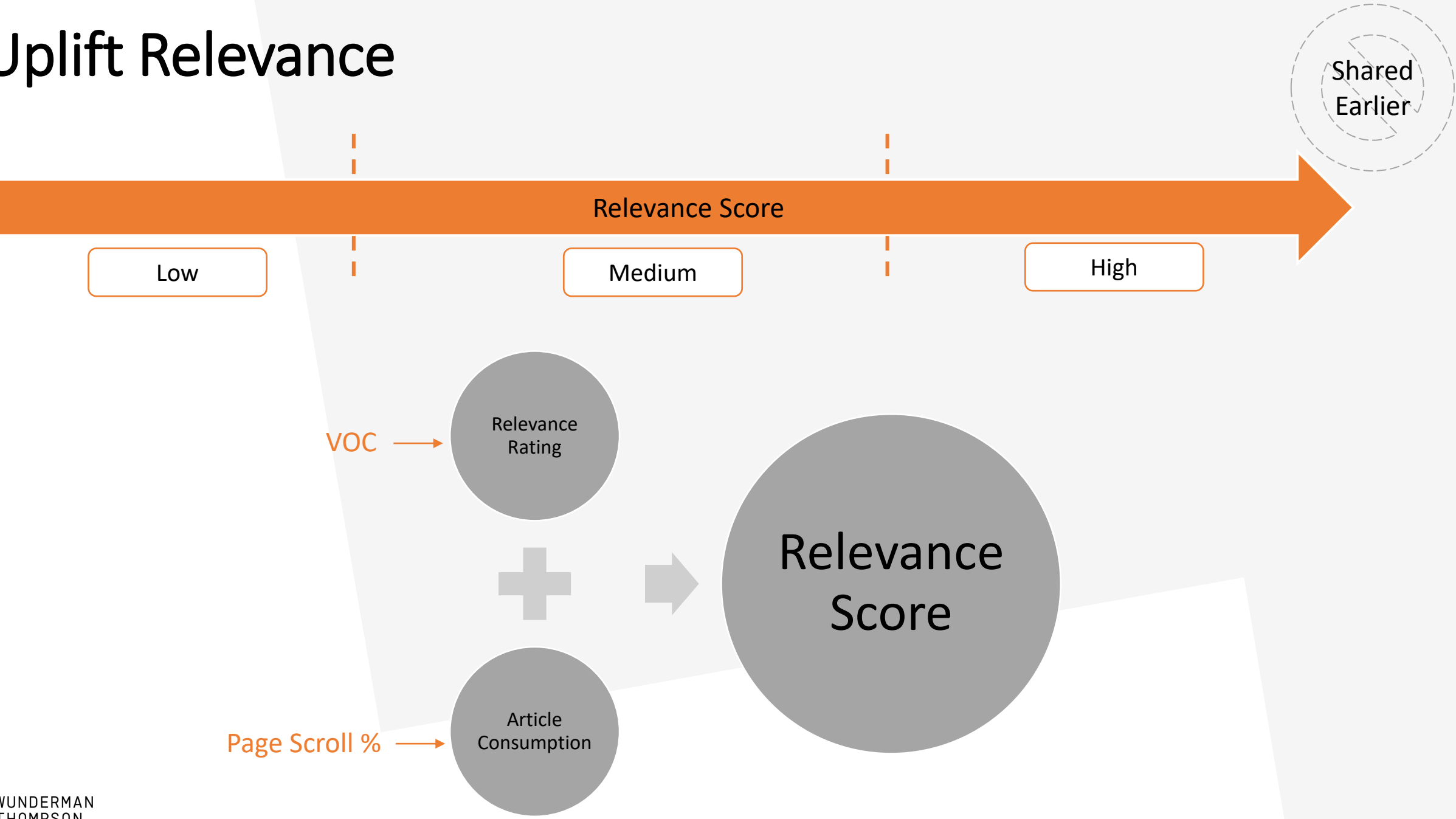


Visits only **Programs**:
Incentivised to use platform

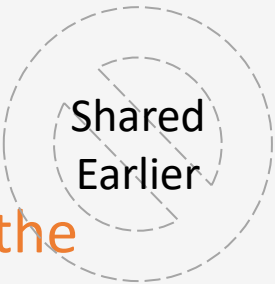
Visits **Programs** and **Transactions**:
Recognises added convenience of
health transactions through HH
portal

Visits **Programs, Transactions** and **Articles**:
Uses HH as go-to portal for all Health
Information & Transaction Needs

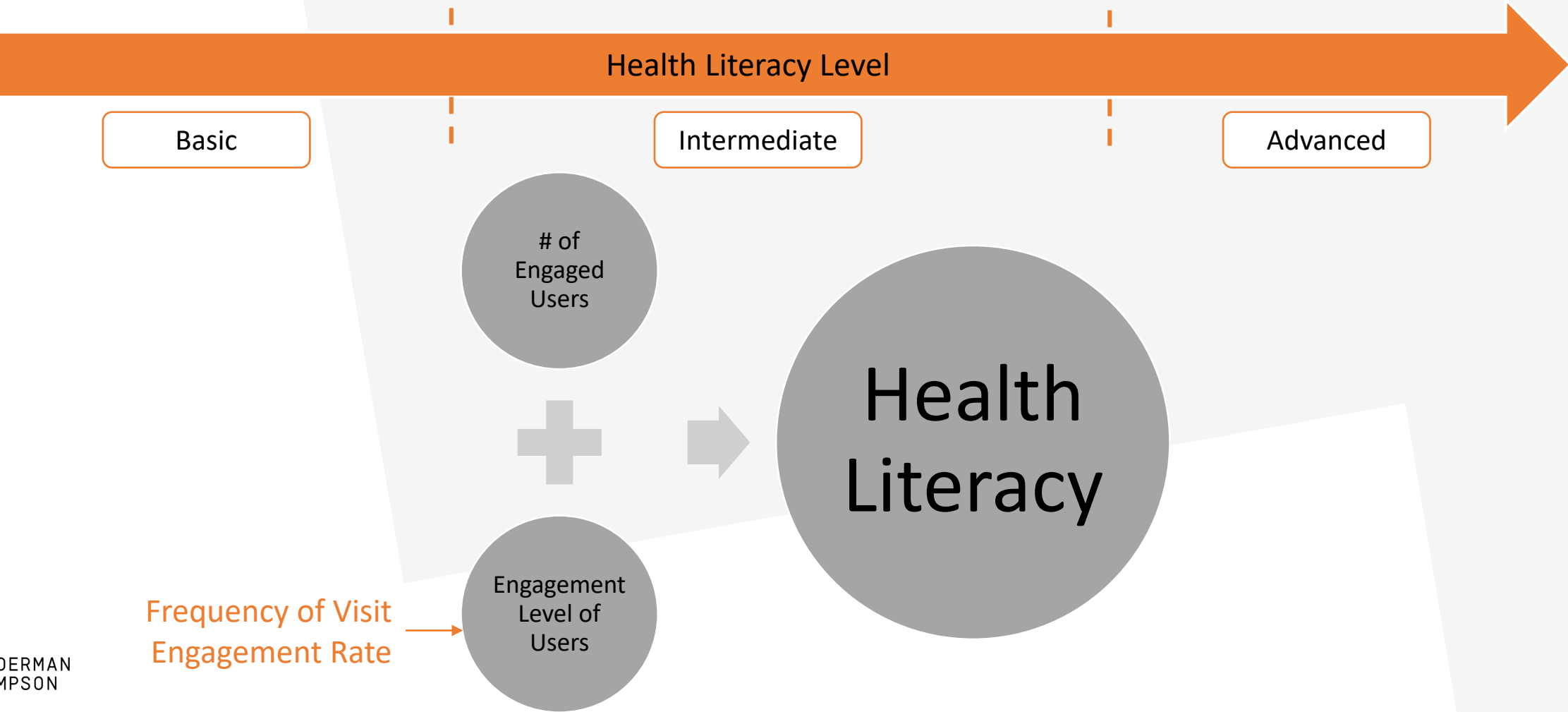
Uplift Relevance



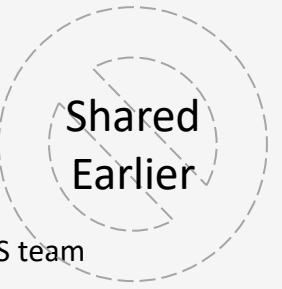
Uplift Health Literacy



A population that is more aware of its healthcare needs will engage more with the national digital health platform?



In Summary



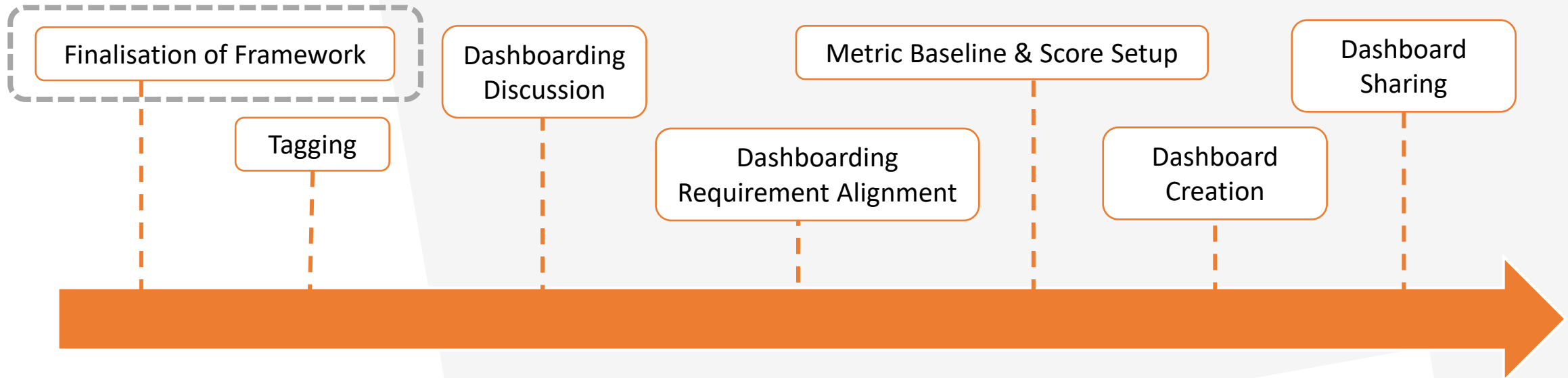
- The 3 pillars of KPI framework were finalised. The names of the 1st 2 pillars are confirmed as Trust and Relevance. The name of the 3rd pillar is to be shared by iHIS team
- The metrics to be considered were finalised for each pillar as shared in deck above. Change requests are as follows
 1. Number of Xprofiles to be incorporated as KPI
 2. Visits for Trust score to exclude bounces
 3. Engaged Users to include those who clicked on links on a page
 4. Engaged Users to include Brightcove Video View metric, if technically feasible. Else to be incorporated as support metric in Dashboard
 5. Article Views and Votes from Zendesk to be included in Dashboard as support metric
 6. Domain Authority and Linking Domain Authority to be included in Dashboard as support metric
- Tech audit data on LCP, TBT, CLS, Crawl errors and 404 errors to be provided by WT to iHIS after site migration in order to commission a code clean-up project. The same data points will be provided post the tag clean-up to see improvement in site functionality.

Next Steps

- IHIS: Tag clean-up to commence as per recommendations in GTM Audit:
 - 4 separate HH properties in GA4 to be consolidated into 1
 - Rectify double counting of PVs in GA4
 - Rectify Referring Traffic Channel reporting
- New Metrics to be added:
 - Visits to Programs; Programs & Transactions; Programs & Transactions & Articles +Exclude Bounced Visits
 - Page scroll % at 25%, 50%, 75% and 90% levels
 - users with engaged sessions that lasted longer than 10 secs, or clicked on links on the page, or had 2 or more screen or page views

Next Steps

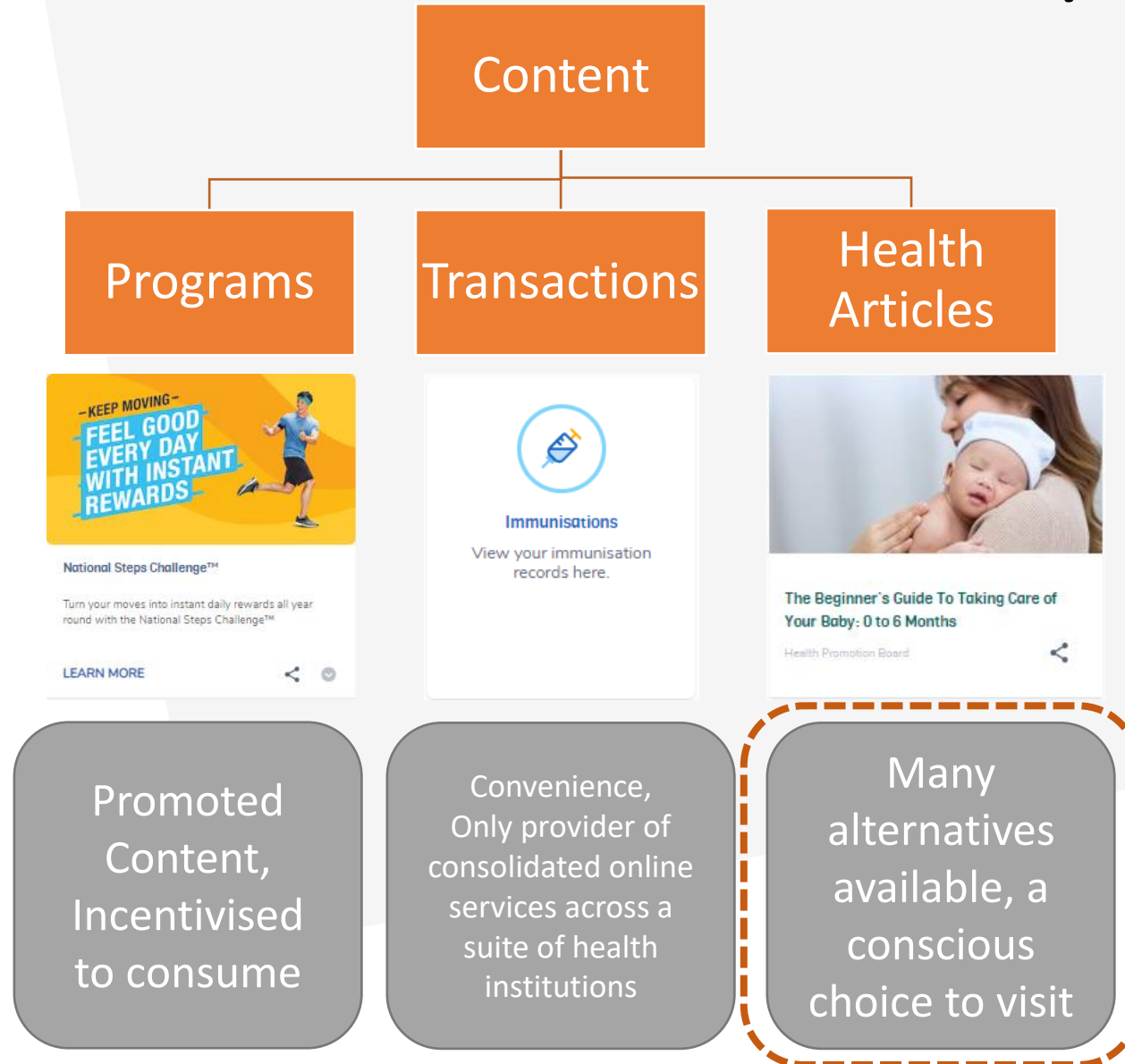
Shared
Earlier



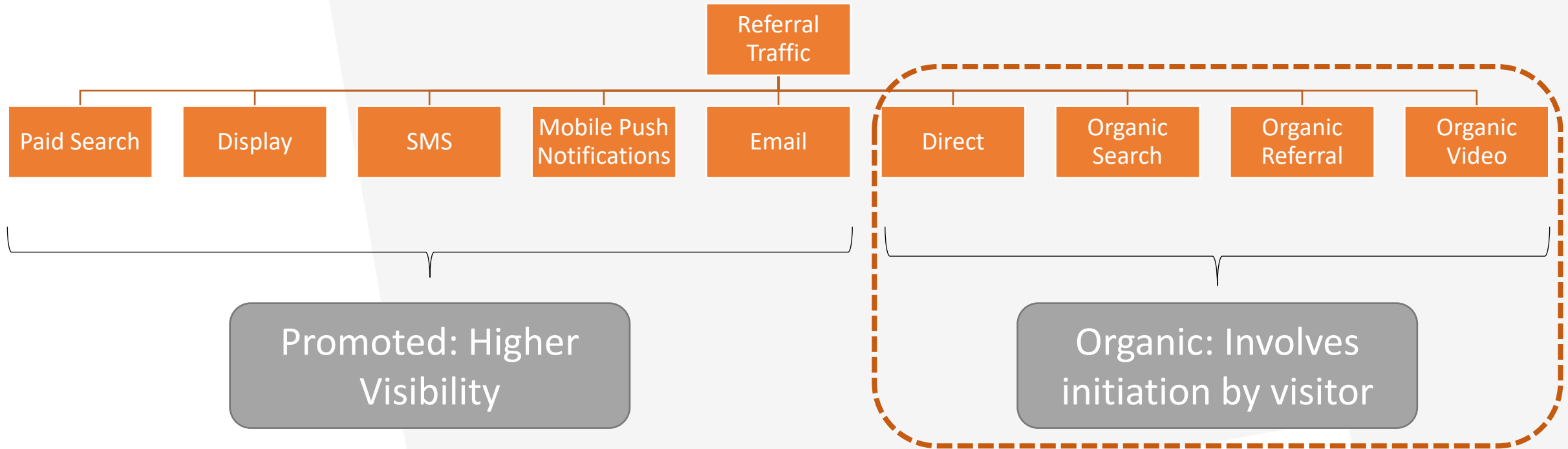
What is Trust?

6	Improving cues of credibility and trust so HH becomes the user's go-to health resource.	Feedback	Slide 38: We agree that crediting the articles to a specific professional will improve the credibility and trust, however, we do have some challenges in implementing this. It is also important for us to provide branding for the organisation where the contributor is from.	Please help to clarify the challenge in attributing to HCP Please help to clarify "branding for the org the contributor is from"
6		Question	Slide 38: There are concerns by content partners on crediting the articles to specific staff member as the writer/review may leave the organisation or receive a lot of questions pertaining to the article directly from the public. We have been crediting the organisation instead of an individual. 1 article/content can be contributed by multiple contributors. So how can we go about	Multiple contributors – credit all
6		Question	Slide 39: All the content will need to be accurate and factual. So how do we have virtual cues to reflect	Please help to clarify. Also virtual or visual?
6		Question	How can we attribute Healthline's better readership to credibility and trust? Especially when the perception of the public on HH is that it is a "government platform", which by right should have higher credibility and trust with the people?	The mechanics of attributing content readership to higher credibility and trust will be taken up in detail in the KPI Framework discussion
7		Feedback	article is being reviewed but do not need to show the whole workflow and review history.	Noted on preference

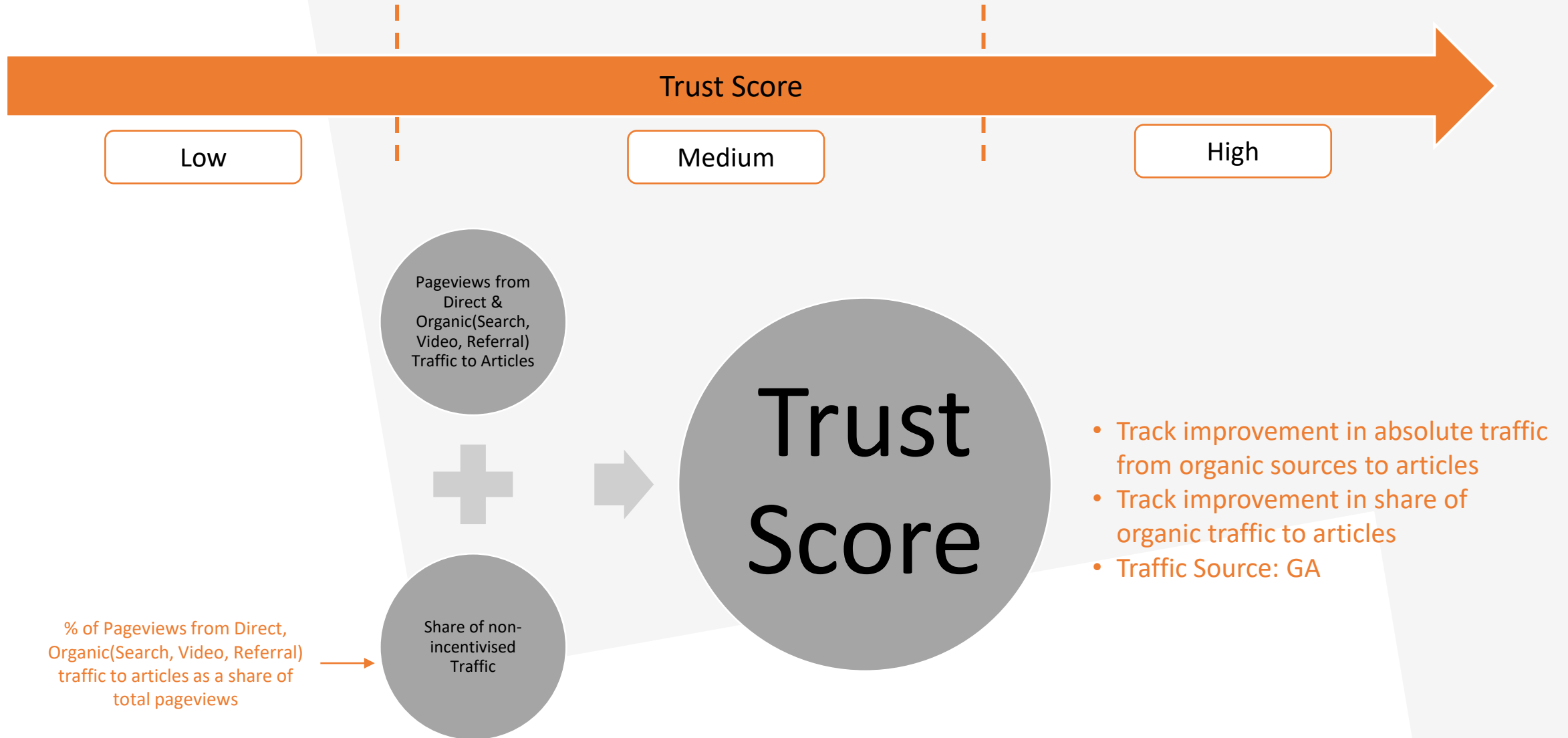
'Trust' can be derived from the underlying motive



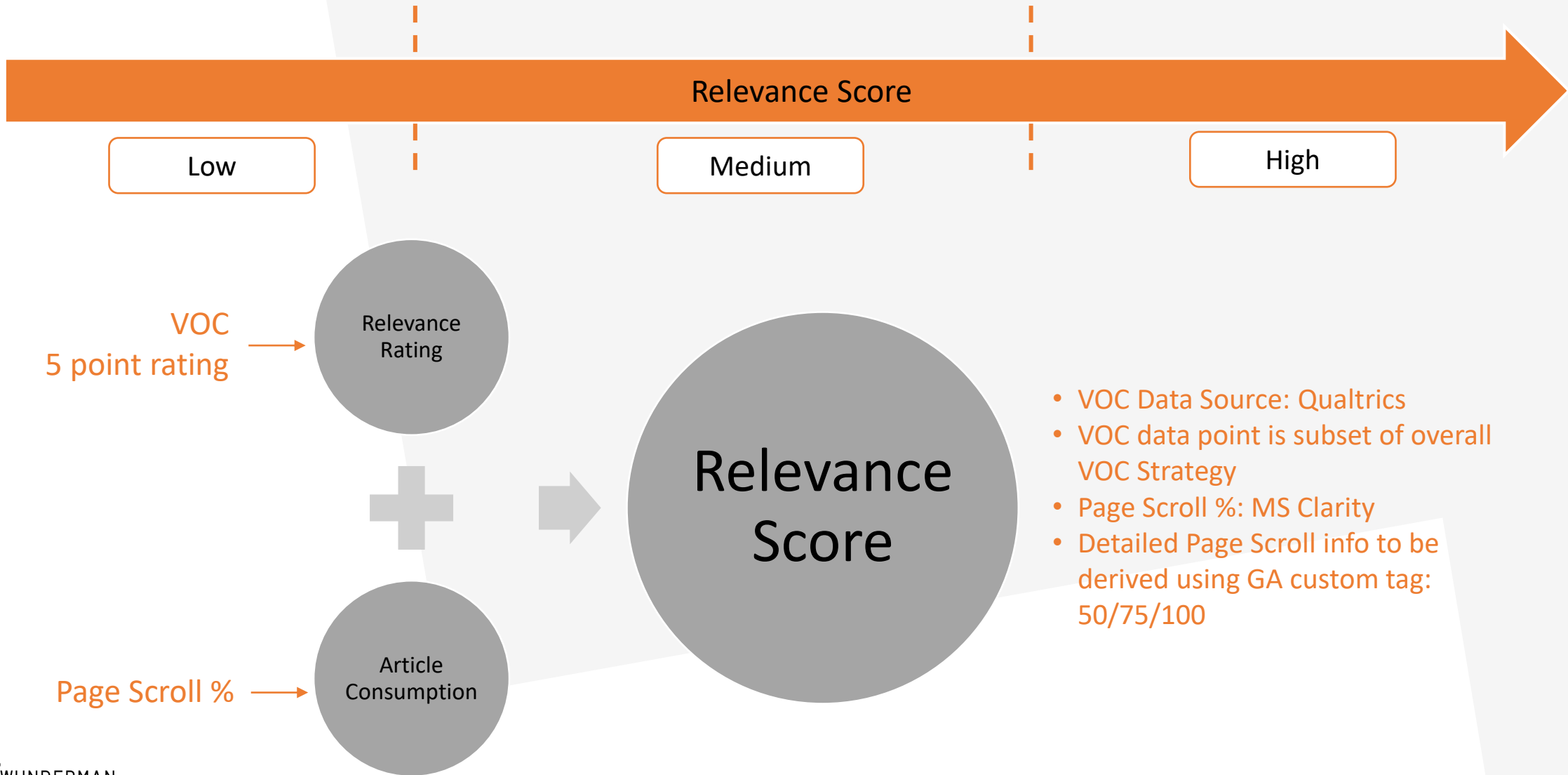
'Trust' can be derived from the method of discovery



Uplift Trust

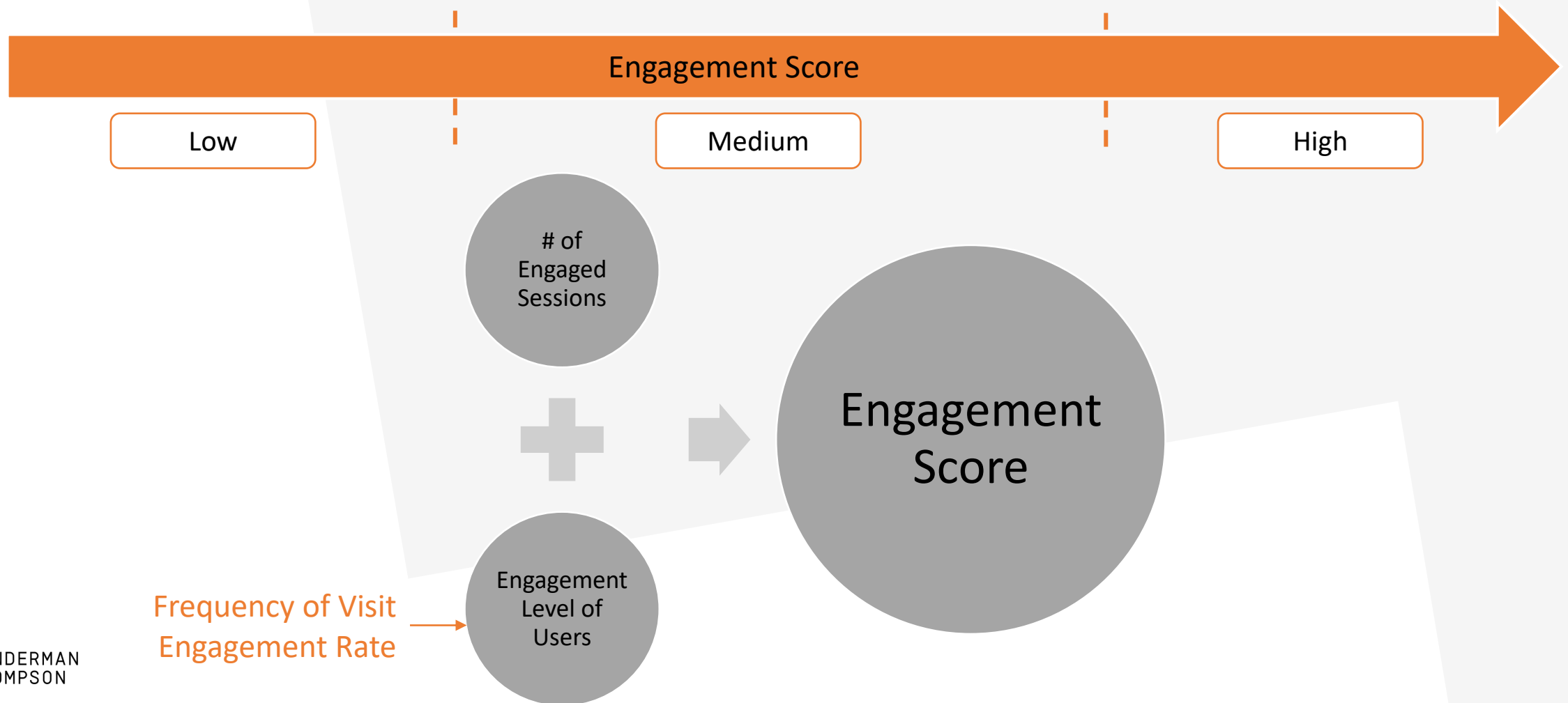


Uplift Relevance



Uplift Engagement Score

A population that is more aware of its healthcare needs will engage more with the national digital health platform?



To Note: Bounces are factored in Engaged Users Metric

Conclusion from Jan

In Summary

- The 3 pillars of KPI framework were finalised. The names of the 1st 2 pillars
- The metrics to be considered were finalised for each pillar as shared in c
 - Number of Xprofiles to be incorporated as KPI
 - Visits for Trust score to exclude bounces
 - Engaged Users to include those who clicked on links on a page
 - Engaged Users to include Brightcove Video View metric, if technic
 - Article Views and Votes from Zendesk to be included in Dashboard
 - Domain Authority and Linking Domain Authority to be included in
- Tech audit data on LCP, TBT, CLS, Crawl errors and 404 errors to be provided points will be provided post the tag clean-up to see improvement in site f

2

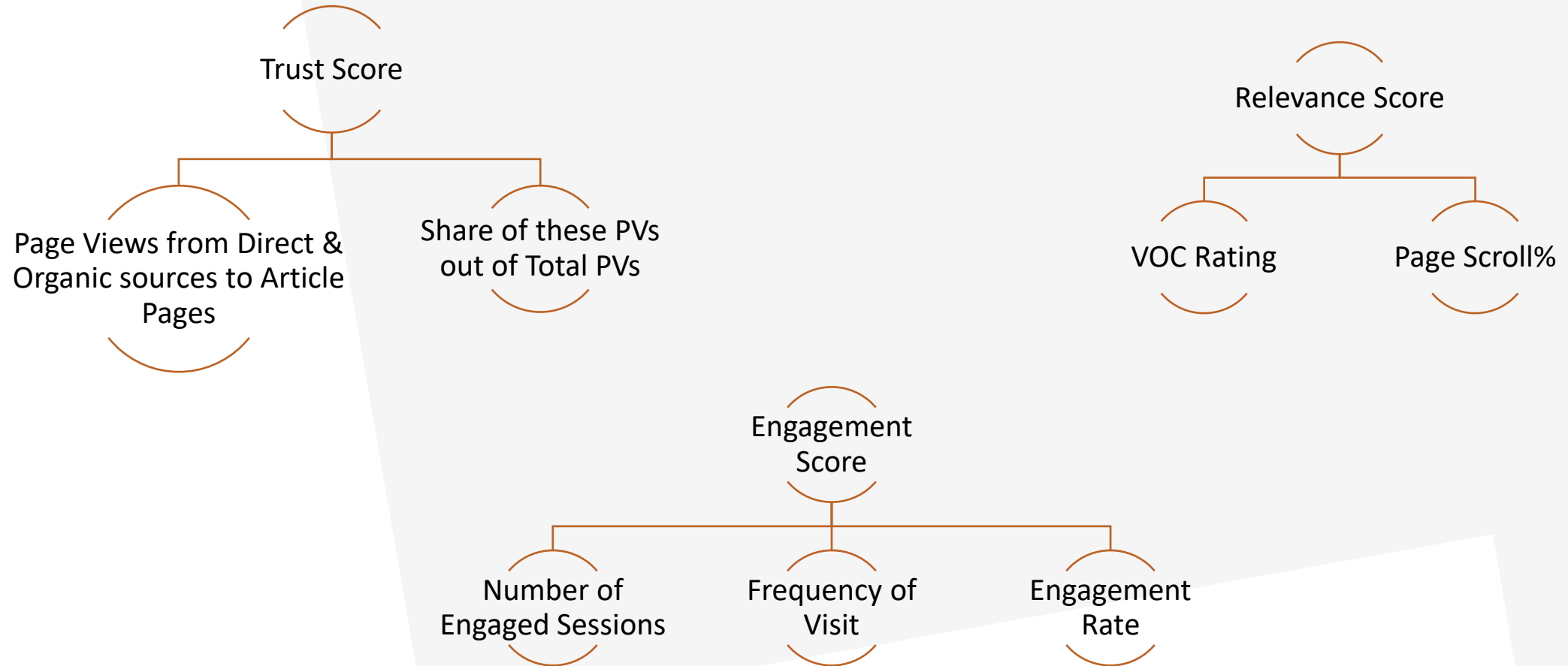
- >10 seconds on page
- Link clicks that result in new page views
- Predefined conversion events.
Eg: video views, file downloads and BMI calculator

1

Bounce rate

Metric	UA	GA4
<i>Bounce rate</i>	Percentage of single page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds. For example, if a user visits your website and reviews content on your homepage for several minutes, but leaves without clicking on any links or triggering any events being recorded as interaction events, then the session will count as a bounce.	<p>Percentage of sessions that were not engaged sessions. For example, if a user visits your website, reviews content on your homepage for less than 10 seconds, and then leaves without triggering any events or visiting any other pages or screens, then the session will count as a bounce.</p> <p>An engaged session is a session that lasts 10 seconds or longer, has 1 or more conversion events, or has 2 or more page or screen views. If a user doesn't have an engaged session (that is, they don't meet any of the criteria for an engaged session), then Google Analytics counts the session as a bounce.</p>

Summary



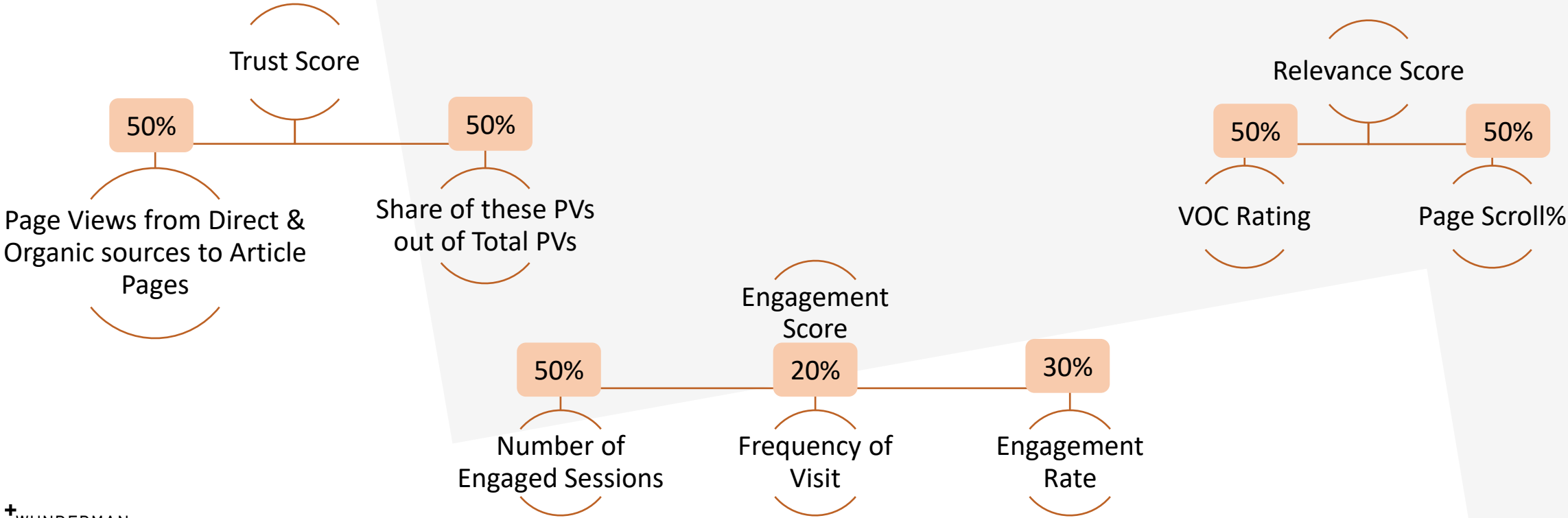
Scoring Methodology

Scale

Range 0 to 10

Frequency of Update

Monthly/Quarterly?



Scoring Methodology

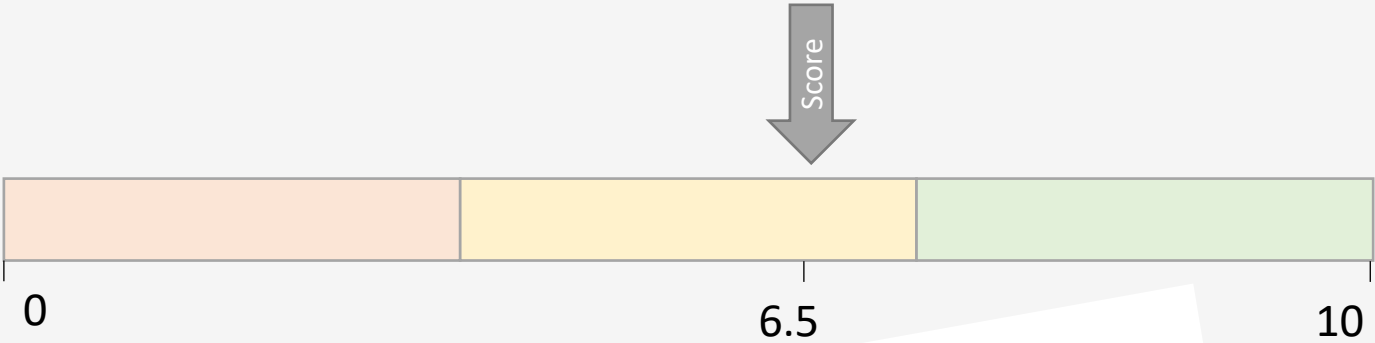
	Metrics	Usage
Trust	Page Views from Direct & Organic sources to Article Pages	Incremental increase over last year
	Share of these PVs out of Total PVs	Incremental increase over last year
Relevance	VOC Rating	Average rating
	Page Scroll%	Average Scroll%
Engagement	Number of Engaged Sessions	Incremental increase over last year
	Frequency of Visit	Incremental increase over last year
	Engagement Rate	Incremental increase over last year

Scoring Methodology

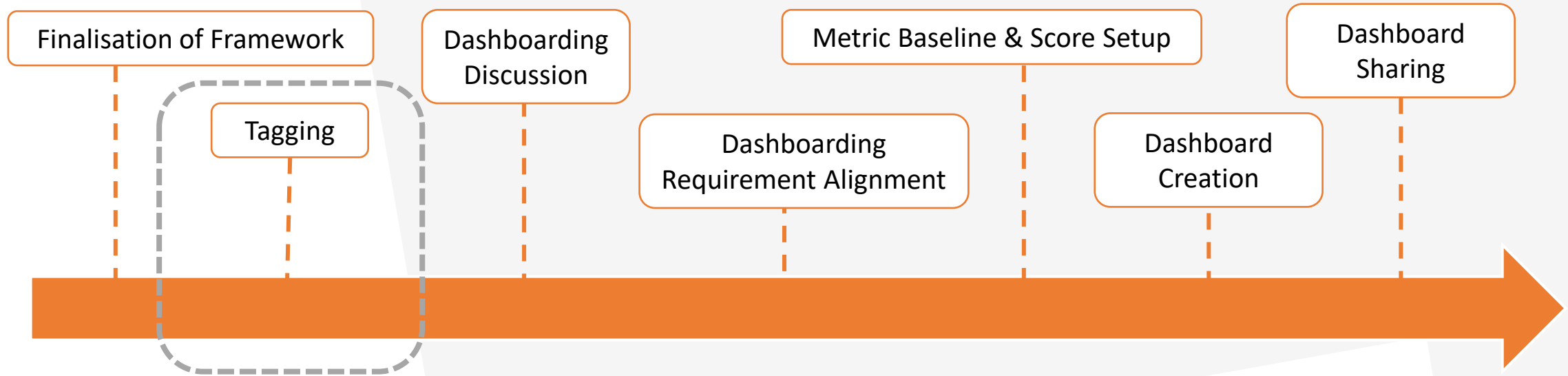
Index

<0	0
0-24	1
25-49	2
50-74	3
75-99	4
>100	5

Sample Visualisation
subject to
Dashboarding Tool
Limitation



Next Steps



In Summary

- iHIS team understands the change in Bounce measurement and incorporation in Engaged Sessions metric, instead of the previously requested Trust Score
- iHIS team will integrate Brightcove Video Views into GA in a couple of months. Post that WT team will update event tagging to include Brightcove Video Views so that Engaged Sessions consider Brightcove Video Views as well
- iHIS team will consider including a list of conversion events from Healthhub website in the upcoming months
- It was decided to name the 3rd measuring pillar as 'Engagement Score' in a voting session from the team

Next Steps

- iHIS team will revert back with comments in a few days on the shared KPI framework
- Meanwhile the tagging requirements for new metrics as per the KPI framework will be discussed on 6th March

Thank you 😊