



Canada

# Using page feedback to improve the Canadian Dental Care Plan

## Rapid iteration post program launch

February 2024

# Canadian Dental Care Plan: Iterative approach

December 11, 2023

Program content published to the web.

A highly anticipated dental benefits program:

- Canada Dental Benefit was announced in September 2022 for children
- September 6, 2023 - [News release](#) for expanded program
- Health Canada program leads, ESDC service leads

## Post-launch iteration approach from ESDC web

- Summarize priority issues from page feedback
- Submit a consolidated set of requests per day (or as required)
- Reduce approvals timeline by focusing on design based improvements
- Measure improvements post-fix (reduction in feedback or other KPIs)

# How web page feedback is collected

The page feedback tool was included at the bottom of CDCP web pages invites visitors to:

- indicate if they found what they were looking for (yes / no)
- explain a problem in their own words

782

Comments in the first week:  
December 11-18

(1,700 as of January 5, 2024)

16

Dental care plan pages include  
the feedback tool

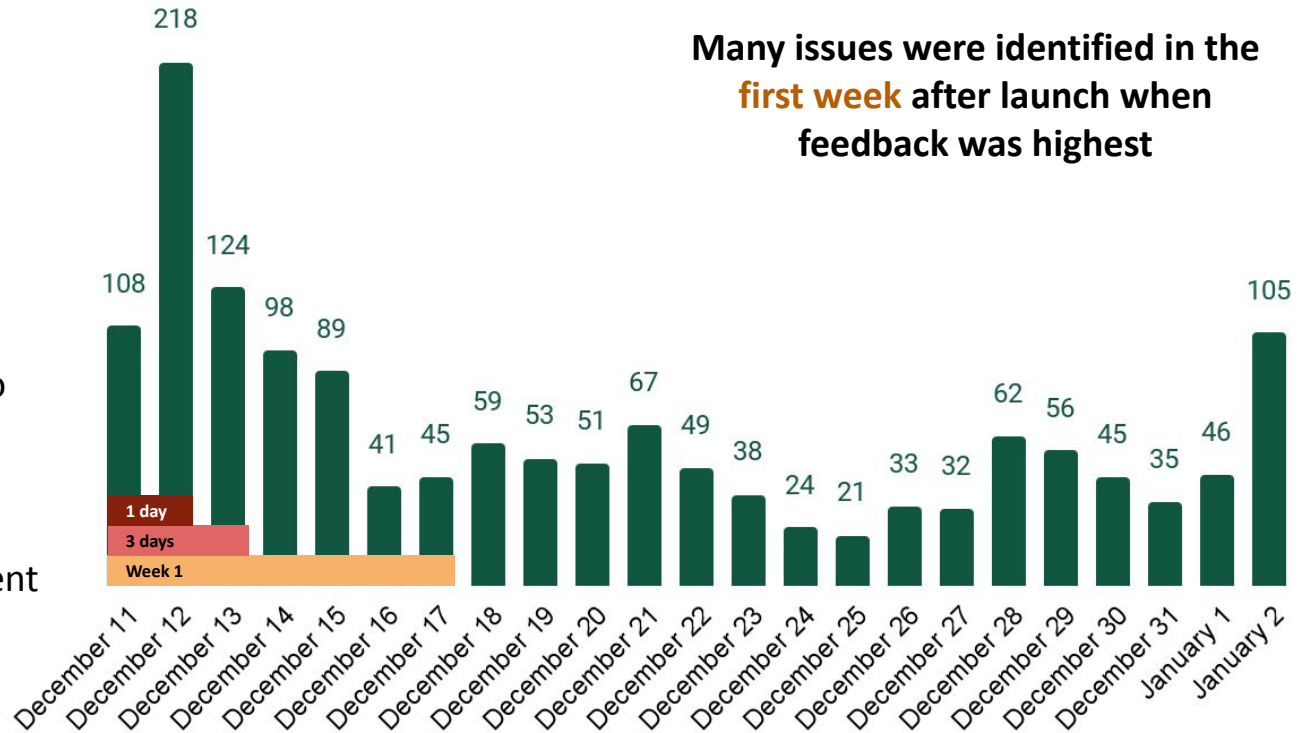
Did you find what you were looking for?

**Please provide more details**  
You will not receive a reply. Don't include personal information (telephone, email, SIN, financial, medical, or work details).  
Maximum 300 characters

# Our approach to analyzing page feedback

Before launch, we got approval to address issues identified in user comments **quickly and iteratively** by monitoring feedback in 3 key ways:

- post-launch to identify usability issues
- after making changes to see if iterations were successful
- when adding new content to identify new issues



# How we analyzed page feedback

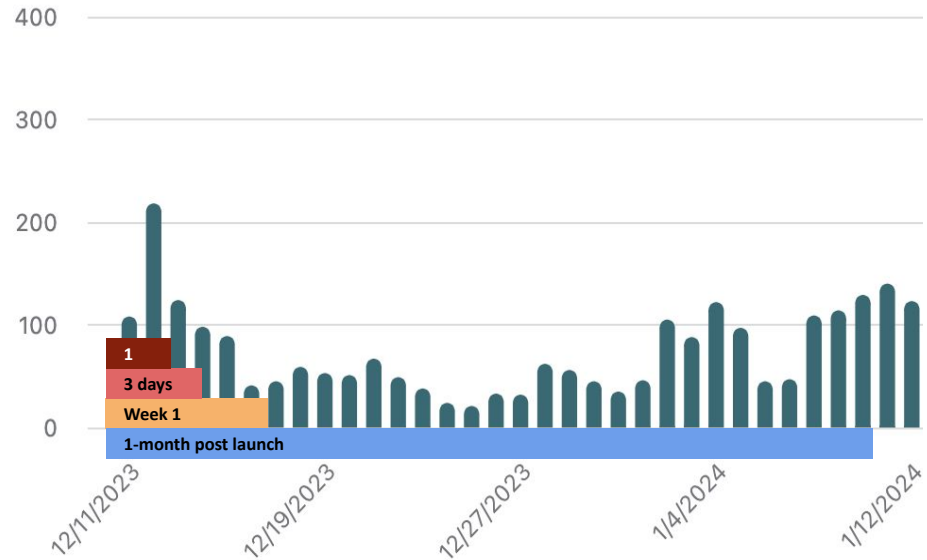
As a team of 2, we began **manually** tagging and sorting user comments starting the day after launch.

This exercise helped us to:

- Gain a deep understanding of usability issues by reading feedback in users own words
- Build a taxonomy of classification to:
  - a) compare manual tagging with the outputs of cluster analysis; and,
  - b) to triage cluster results with existing tags

We **summarized the top issues** and provided **recommendations** on improvements to decision-makers.

We've since shared **4 reports** on the top issues from user comments to all partners



# Key usability issues were identified in the first week

## Web page feedback identified both web and policy issues:

- 1 Birth date calendar picker was hard to use to determine when to apply
- 2 Children's dental benefit alert reduced the scent of information for seniors
- 3 "Adjusted family net income" terminology confuses single seniors
- 4 Policy for eligibility: What if someone has partial dental coverage?

1

**Birth date calendar picker was difficult for seniors**

# Birth date calendar picker was difficult for dates in the past

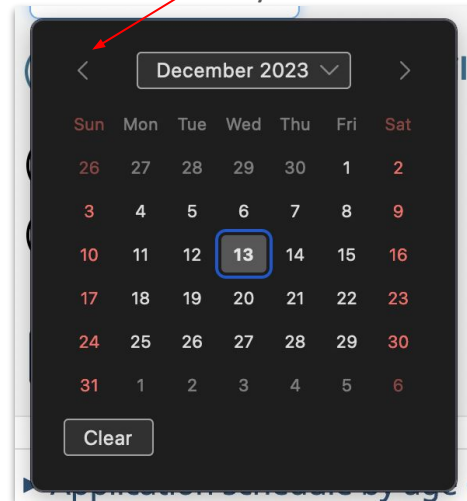
## Users tried to scroll by month to reach their birth year



*"... there is no practicable way for scrolling back the "year" field except by tapping the month, one months at a time, instead of holding down the "<" sign. So for someone 82 years old (like me), I would have to tap down 984 times. That's crazy."*

*"Your calendar only goes one month backwards at a time. I need to go back 71 years."*

Using the back arrow to go back month by month



### Scale of issue

"When to apply" was the 3rd biggest issue in feedback in the first 24 hours (32 total comments)

### Impact on users

**Seniors gave up** using the "when to apply" wizard when trying to scroll back by month hundreds of times.

### Location of issue

Page: [How to apply](#)



# Improved date picker made it easier to enter date of birth

Removed the calendar. Split the date picker into two entry fields for year and month.



## Calendar date pickers are a known problem

[Gov.uk](#) recommends to only use a calendar picker if users need to pick a date in the near future or recent past

[US Web Design System](#) recommends using text entry fields for day, month, and year.

### Before (December 11-14)

#### When can you apply

Applications for the Canadian Dental Care Plan (CDCP) will open in phases.

Answer a couple of questions to find out when you can apply.

 What is your date of birth?

yyyy - mm - dd 

### After

#### When can you apply

Applications for the Canadian Dental Care Plan (CDCP) will open in phases.

Answer a couple of questions to find out when you can apply.

 What is your date of birth?

\* Year (required)

yyyy 

\* Month (required)

Select month... 

Year entry changed to a text entry  
(type in a year, click up/down to reach year)

Month entry changed to a dropdown of months

# Application schedules made visible

Removed the application schedule from an expand/collapse. The table is easier to use than the wizard since it requires no user input.



Users have the option to use the wizard or consult the table by looking up their age bracket

Before (December 11-14)

## When can you apply

Applications for the Canadian Dental Care Plan (CDCP) will open in phases.

Answer a couple of questions to find out when you can apply.

 What is your date of birth?

yyyy - mm - dd 

 Do you have a valid Disability Tax Credit certificate?

Yes

No

When you can apply?

▶ Application schedule by age group

## When can you apply

Applications for the Canadian Dental Care Plan (CDCP) will **After**

Answer a couple of questions to find out when you can apply.

 What is your date of birth?

\* Year (required)

yyyy

\* Month (required)

Select month... ▾

 Do you have a valid Disability Tax Credit certificate?

Yes

No

When you can apply?

### Application schedule by age group

Group	Applications open
Seniors aged 87 and above	Starting December 2023
Seniors aged 77 to 86	Starting January 2024
Seniors aged 72 to 76	Starting February 2024
Seniors aged 70 to 71	Starting March 2024
Seniors aged 65 to 69	Starting May 2024
Adults with a valid Disability Tax Credit certificate	Starting June 2024
Children under the age of 18	Starting June 2024
All remaining eligible Canadian residents	Starting 2025

# Timeline, results, takeaways



## What made this iteration successful?

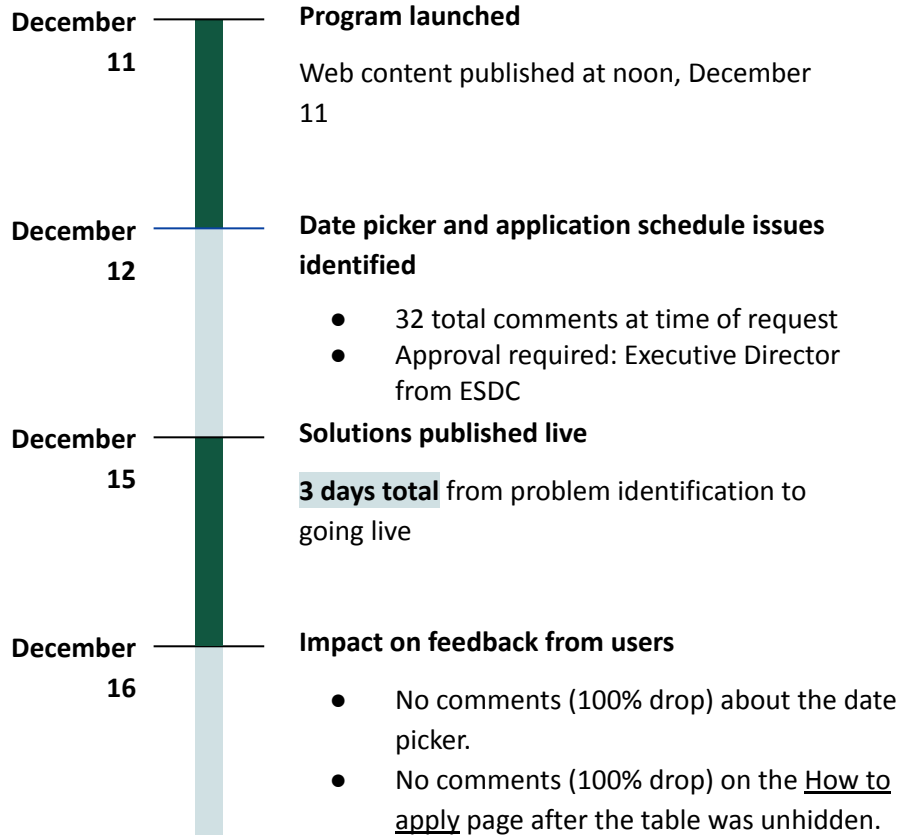
- ✓ Two solutions did not require changes to text
- ✓ Approval level from ESDC web only
- ✓ Quick turnaround time
- ✓ Immediate drop in feedback



## What would help the GC web community?

Improve the current guidance on date entry  
<https://wet-boew.github.io/v4.0-ci/docs/ref/datepicker/datepicker-en.html>

Date pickers should not be used for dates in the past -  
[see guidance from US Web Design System](#)



2

**Children's dental benefit alert reduced the information scent for seniors**

# Weak information scent for seniors on CDCP index landing page

## “Families with children” alert made seniors question if this benefit was for them



*“What is the eligibility (income) amount for seniors for the new dental plan. All I see is for families with children under 12. Where is the information for seniors.”*

*“I am looking for the dental plan details relevant for seniors aged 87+”*

*“I was searching for dental care for seniors”*

### Canadian Dental Care Plan

The Canadian Dental Care Plan (CDCP) will help ease financial barriers to accessing oral health care for eligible Canadian residents with an annual adjusted family net income of less than \$90,000 who do not have access to dental insurance.

Applications will open in phases. Find out [when you can apply](#).

#### **Families with children under the age of 12**

If you're a parent or guardian of a child under the age of 12 and do not have access to dental insurance, you may already be eligible for the [Canada Dental Benefit](#). This benefit is available until June 30, 2024.

### Scale of issue

- 64 comments in first 72 hours

### Impact on users

- Made seniors second guess if they were on the correct page

### Location of issue

- [CDCP index landing page](#)

# Weak information scent for seniors on CDCP index page

Added a sentence with the keyword “seniors” bolded ahead of the alert



We also recommended that the alert be removed or modified.

Before

## Canadian Dental Care Plan

The Canadian Dental Care Plan (CDCP) will help ease financial barriers to accessing oral health care for eligible Canadian residents with an annual adjusted family net income of less than \$90,000 who do not have access to dental insurance.

Applications will open in phases. Find out [when you can apply](#).



**Families with children under the age of 12**

If you're a parent or guardian of a child under the age of 12 and do not have access to dental insurance, you may already be eligible for the [Canada Dental Benefit](#). This benefit is available until June 30, 2024.

After: December 21

## Canadian Dental Care Plan

The Canadian Dental Care Plan (CDCP) will help ease financial barriers to accessing oral health care for eligible Canadian residents with an [annual adjusted family net income](#) of less than \$90,000 who do not have access to dental insurance.

Applications will open in phases **starting with seniors**. Find out [when you can apply](#).



**Families with children under the age of 12**

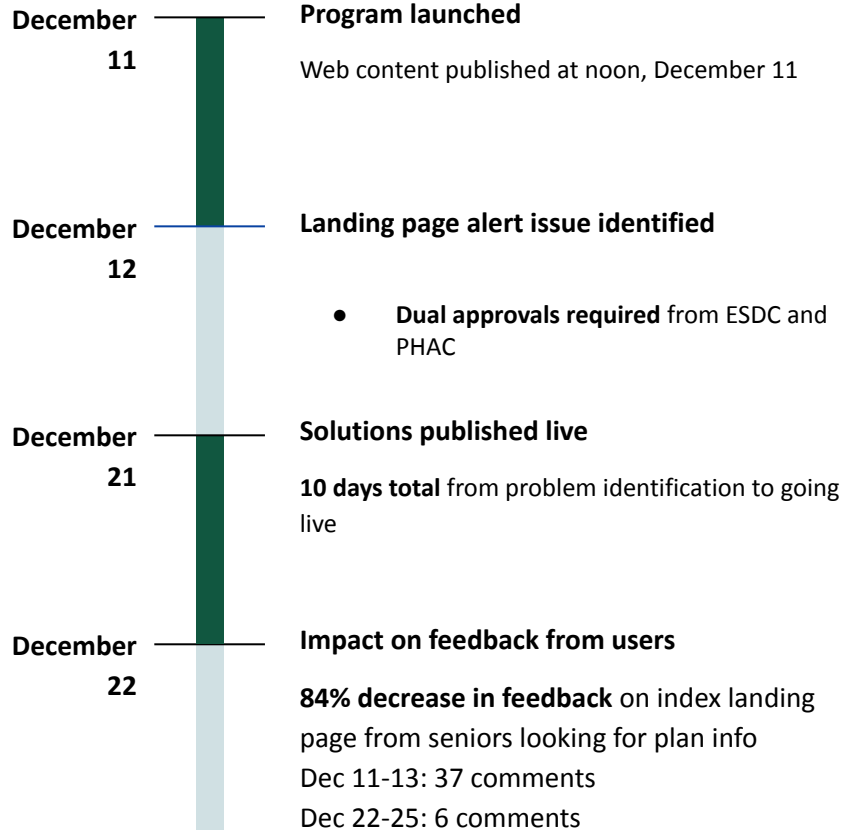
If you're a parent or guardian of a child under the age of 12 and do not have access to dental insurance, you may already be eligible for the [Canada Dental Benefit](#). This benefit is available until June 30, 2024.

# Timeline, results, takeaways



## What made this iteration successful?

- ✓ Specifically addressing a key target audience
- ✓ Bolding the keyword “seniors”
- ✓ Starting with small changes, measuring impact as we go



3

**“Adjusted family net income”  
terminology confused single seniors**



# “Adjusted family net income” terminology confused single seniors

Single seniors wanted to know the income cap for a single person and not a “family”



*“What about single seniors? We do not have “family” income. Many seniors are widowed, divorced or never married. What is the income requirement for us.”*

*“What happens if you are a single person with one income?”*

*“If \$90000 is the entry point for families, what is the income tax number for a 76 year old SINGLE SENIOR?”*

*“I am a SINGLE senior. All the information disclosed to date about the CDCP talks about “families” and does not mention single people. For the love of ##### do you have a bias against people who are ONE (1) person families??”*

## Do you qualify

To qualify for the Canadian Dental Care Plan (CDCP), you must meet all the eligibility criteria.

If you have a spouse or common-law partner, you **both** need to meet the eligibility criteria.

Eligibility for children under 18 will be determined by the parents’ or guardians’ eligibility.

## Eligibility criteria

To qualify for the CDCP, you must:

- not** have access to dental insurance  
This means you don’t have dental insurance:
  - through your employer or a family member’s employer benefits, including health and wellness accounts
  - through your pension (previous employer) or a family member’s pension benefits
  - purchased by you or a family member or through a group plan from an insurance or benefits company
- have an adjusted family net income of less than \$90,000
- be a Canadian resident for tax purposes
- have filed your tax return in the previous year

## Scale of issue

- 22 comments in first 72 hours

## Locations of issue

- Do you qualify
- CDCP index landing page
- Dental plan chooser page

# Avoid specific eligibility criteria on navigation pages

Before

## Canadian Dental Care Plan

The Canadian Dental Care Plan (CDCP) will help ease financial barriers to accessing oral health care for eligible Canadian residents with an annual adjusted family net income of less than \$90,000 who do not have access to dental insurance.

Applications will open in phases. Find out [when you can apply](#).

December 21


## Canadian Dental Care Plan

The Canadian Dental Care Plan (CDCP) will help ease financial barriers to accessing oral health care for eligible Canadian residents with an [annual adjusted family net income](#) of less than \$90,000 who do not have access to dental insurance.

Applications will open in phases **starting with seniors**. Find out [when you can apply](#).

February 16

## Canadian Dental Care Plan

 Service Canada is aware of scams targeting Canadians related to the Canadian Dental Care Plan (CDCP). If you are concerned about the legitimacy of a letter you received regarding CDCP, you can contact 1-833-537-4342 (TTY: 1-833-677-6262).

The Canadian Dental Care Plan (CDCP) will help ease financial barriers to accessing oral health care for eligible Canadian residents.

[Canadian Dental Care Plan](#) index landing page

# The term “adjusted family net income” includes single people

## Before

### Do you qualify

To qualify for the Canadian Dental Care Plan (CDCP), you must meet all the eligibility criteria.

If you have a spouse or common-law partner, you **both** need to meet the eligibility criteria.

Eligibility for children under 18 will be determined by the parents' or guardians' eligibility.

### Eligibility criteria

To qualify for the CDCP, you must:

- not** have access to dental insurance  
This means you don't have dental insurance:
  - through your employer or a family member's employer benefits, including health and wellness accounts
  - through your pension (previous employer) or a family member's pension benefits
  - purchased by you or a family member or through a group plan from an insurance or benefits company
- have an adjusted family net income of less than \$90,000
- be a Canadian resident for tax purposes

## January

### Do you qualify

To qualify for the Canadian Dental Care Plan (CDCP), you must meet all the eligibility criteria.

### Eligibility criteria

To qualify for the CDCP, you must:

- not** have access to dental insurance  
This means you don't have dental insurance:
  - through your employer or a family member's employer benefits, including health and wellness accounts
  - through your pension (previous employer) or a family member's pension benefits
  - purchased by you or a family member or through a group plan from an insurance or benefits company
- have an adjusted family net income of less than \$90,000
- be a Canadian resident for tax purposes


## February

### Do you qualify

To qualify for the Canadian Dental Care Plan (CDCP), you must meet all the eligibility criteria.

### Eligibility criteria

To qualify for the CDCP, you must:

- not** have access to dental insurance
    - ▶ What counts as access to dental insurance?
  - have an adjusted family net income of less than \$90,000
    - ▶ What is adjusted family net income?
  - be a Canadian resident for tax purposes
  - have filed your tax return in the previous year
-  You need to meet all the eligibility criteria to qualify for the CDCP.

# Approach and key takeaways



## Our approach

- Cross-link to definitions
- Remove eligibility criteria from navigation pages
- Move definitions directly below the specific eligibility criteria
- Continue to iterate content of expand and collapse with partners



## What did we learn from this comment group

- ✓ Iteration, iteration, iteration!
- ✓ Be cautious when integrating solutions for possible issues as they may introduce new ones



## What would help the GC web community?

- Improved guidance on usage of expandos - when not to hide content.
- Where to best place eligibility criteria? Navigation pages?

4

**Policy: What about people with partial coverage?**

# Policy: What about people with partial dental coverage?

Users are confused about what access to dental coverage "through your employer" means - does this mean PAID by employers or offered/made available to them?

Users want to know if they can cancel their existing coverage and then apply to the CDCP



*"I have dental insurance, but they **do not cover dentures**"*

*"Do people who have **partial dental coverage through the employer** qualify for partial CDCP coverage."*

*"I have a dental plan through work that **only covers cleaning and scaling** but nothing else am I disqualified"*

## Scale of issue

- 4th biggest feedback issue as of the last week of December, 2023.
- This issue has been sent to the policy team to review

## Impact on users

- Many people have partial coverage but it may only be for basic dental procedures and not more expensive services like dentures.

## Location of issue

- [Do you qualify](#)
- [How oral health providers can enrol](#)
- [CDCP landing page](#)

# Policy: What about people with partial dental coverage?

[CBC News: February 6, 2024](#)

Politics

## Seniors unclear on whether they can drop their private dental insurance for national plan

Ottawa says those with dental coverage are ineligible but the rules are less clear on dropping existing plans



Marina von Stackelberg · CBC News · Posted: Feb 06, 2024 4:00 AM EST | Last Updated: 8 hours ago

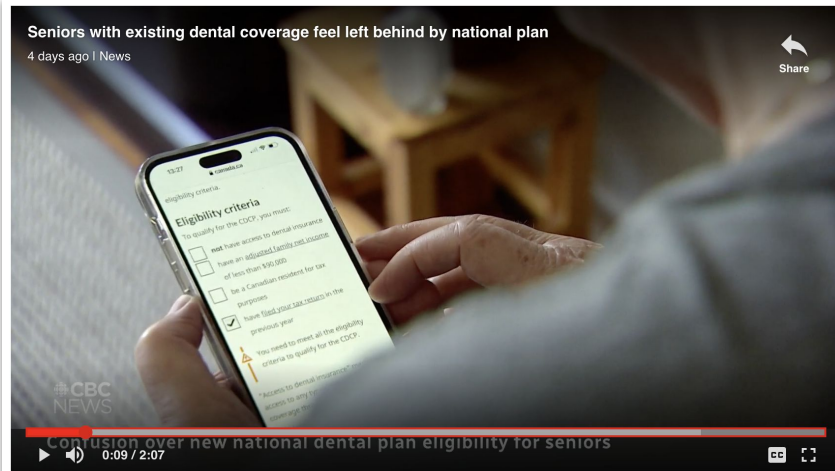


The Canadian Dental Care Plan will begin providing partial or full coverage to eligible seniors by May. (Brian Morris/CBC)

[CBC News - February 2, 2024](#)

## Seniors with existing dental coverage feel left behind by national plan

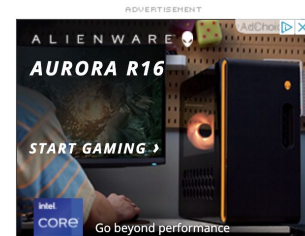
4 days ago | News



## Seniors with existing dental coverage feel left behind by national plan

4 days ago | News | 2:07

Seniors with existing dental insurance won't be eligible for the new national dental program — even if it is minimal or they cancel their private plans — which has many of them wondering why they've been left behind.



# Approach and key takeaways



## Our approach

- Share top policy questions with program/policy partners in both departments
  - Program/policy in ESDC/HC
  - Communications partners
  - Cross-channel partners
- Triangulate data with call centres to determine if an answer to these questions has been identified through other service channels
- Monitor feedback, flag to decision-makers
- Explore co-design sessions with all partners to come up with shared solutions



## What did we learn from this comment group

- ✓ User comments can reveal key policy questions
- ✓ We can begin 'working on answers' early



## What would help the GC web community?

- Update guidance on use cases for using the page feedback tool to identify policy questions/issues
- Explore crowdsourcing use cases from GC Web community members to share tips and tricks



# Takeaways

- ✓ Reduce risk by testing with target audiences early, design with humility
- ✓ Prepare content owners / approvers for quick turnaround in the first week after launch
  - [Expedited approvals](#) (template)
- ✓ Have a process in place to read, summarize, and share feedback
- ✓ Share comments with all partners (program, policy, cross-channel, and departments) so we approach issues identified from all angles
- ✓ Identify quick wins early that do not require translation or shorter approval chains
- ✓ Raise policy issues as early as possible since they may take longer to resolve