InsureKidsNow.gov Mobile Website

Centers for Medicare & Medicaid Services – Office of Communications

What it is

- This is a mobile-optimized HTML site for InsureKidsNow.gov which will allow consumers to access the site from their mobile phones. The mobile site uses HTML 5, which allows for greater adaptability to more phones' operating systems (OS), GPS tracking and faster page load times.

How it works

- The mobile site technology will provide Medicaid and CHIP information to people around the country. The mobile site is in sync with the current HTML version of the website, so when we make a change to the website it will immediately change on the mobile site. We will also be able to monitor the use of the mobile site with GPS tracking and heat maps of the mobile site: the GPS will show us who is using the site and where; the heat maps indicate the most popular sections of the mobile site.

Successes

- The mobile site is new for CMS, but we anticipate that it will allow families on the move to learn about Medicaid and CHIP and also provide them with the contact information they need to enroll their children in coverage.

Challenges

- This is the first CMS mobile site to be developed. The challenge will be learning how families use this mobile site and how we can we can improve it to ensure that families get the as much needed information as possible. To promote the site, we will use a Quick Response (QR) code, which people can scan from their phone to immediately land on the IKN.gov mobile site. This is also a "first" for CMS and will be monitored closely.
- The mobile site allows consumers to get information about children's health coverage programs, but at this time they cannot apply for coverage using a mobile phone.

Implementation

- The cost to implement this project was about $20K, which includes hosting the site, tracking its use and creating a framework that adapts automatically to various types of OS.

For more information:

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- Visit: www.InsureKidsNow.gov via your mobile phone