TRICARE Beneficiary Delphi Council Report on Favored TRICARE URL Names

Purpose

This study was undertaken in anticipation of consolidation of the TRICARE.osd.mil TRICAREOnline.com and Web sites. Based on their past experience with each of those sites, we anticipate customers may have some negative associations with the two existing URL names. Consideration should be given to deploying the "new and improved" TRICARE Web information portal under a new and easily marketable name. The purpose of this research was to identify possible names.

Methodology

Identification of Potential Names: In February 2005 C&CS staff members were asked to brainstorm URL names that make broad reference to the Web information portal for all of our major internal and external customers, and that are also easy to market in being easy to pronounce and memorable. Approximately 20 "dot.com" candidate names were identified. Rights were secured to the 13 most promising available URLs through godaddy.com.

Surveys[1]:

- On 14 February 2005 **Delphi Council** members who previously indicated they used the Web were invited via an e-mail with a hyperlink to take a Web-enabled survey. The thirteen candidate names were arranged in two groups of four and one group of five and participants were asked to make a forced-choice indication of preference for each of the three groups and then to indicate their overall preference. Council members were also asked to nominate additional candidate names. A reminder was sent via e-mail on 22 February and the survey was concluded on 24 February.

- Results of the preceding survey were reported back to the Council membership and two follow-up surveys described below were deployed on 2 March and 14 March by the same methodology.
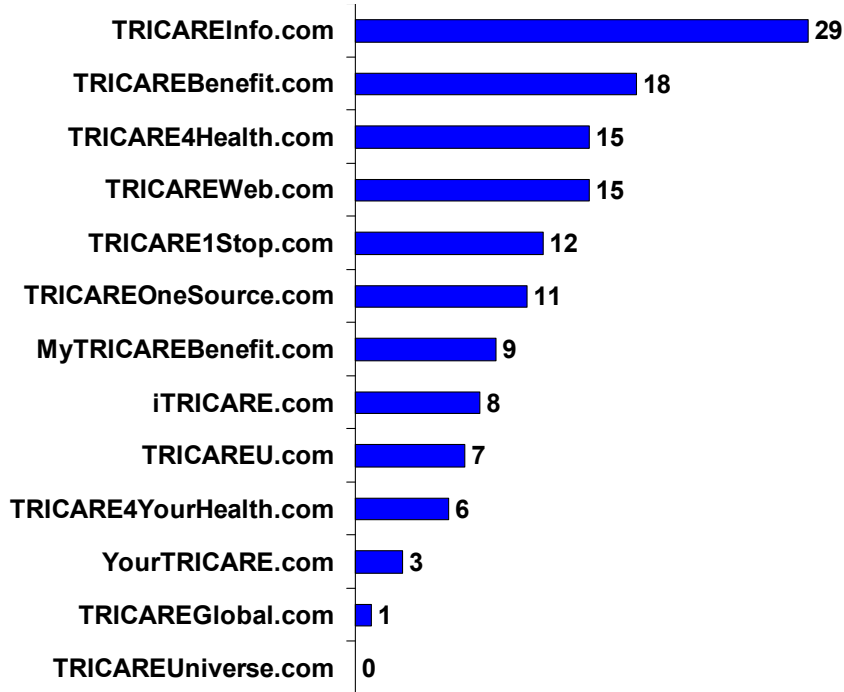
Response Rate: Responses were received from 134 of 224 members in the first survey (60%), from 133 of 218 surveyed (61%) in the second survey and from 118 of 207 (57%) in the third.[2]

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[1] Authorized by Washington Headquarters Service under Report Control Symbol, DD-HA(M)2178
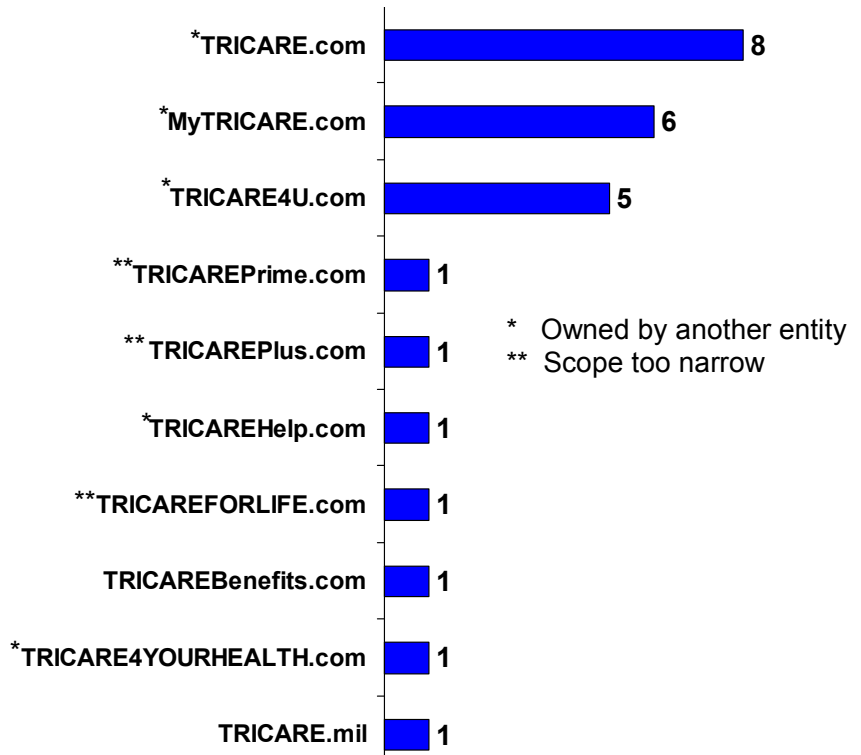
[2] Members who fail to respond to three consecutive surveys are dropped from Council membership.
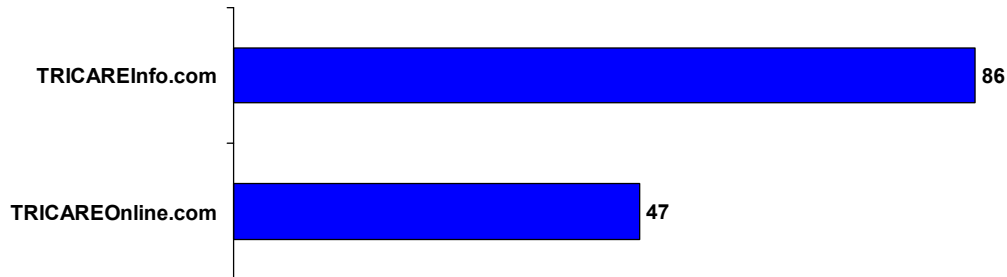
Results

Testing of 13 Candidate URL Names. As shown in the figure below, TRICAREInfo.com was the URL name preference of the Council. This was true regardless of gender, sponsor status, whether using primarily military or civilian sources of care, and for all enrollment options. TRICAREBenefit.com was the group's second choice and was the preferred choice of retirees less than 65.
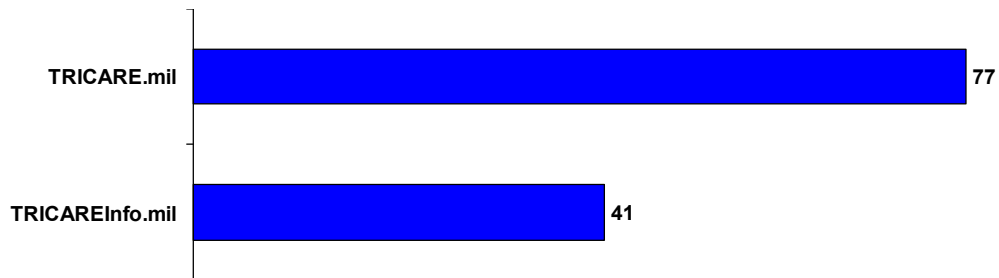
URL Name	Count
TRICAREInfo.com	29
TRICAREBenefit.com	18
TRICARE4Health.com	15
TRICAREWeb.com	15
TRICARE1Stop.com	12
TRICAREOneSource.com	11
MyTRICAREBenefit.com	9
iTRICARE.com	8
TRICAREU.com	7
TRICARE4YourHealth.com	6
YourTRICARE.com	3
TRICAREGlobal.com	1
TRICAREUniverse.com	0

Delphi Council URL Name Nominations. Of the ten proposals by Council members all but one (TRICARE.mil) were either owned by other entities or were deemed too narrow in scope to be used.

URL Name	Count
*TRICARE.com	8
*MyTRICARE.com	6
*TRICARE4U.com	5
**TRICAREPrime.com	1
**TRICAREPlus.com	1
*TRICAREHelp.com	1
**TRICAREFORLIFE.com	1
TRICAREBenefits.com	1
*TRICARE4YOURHEALTH.com	1
TRICARE.mil	1

*   Owned by another entity
** Scope too narrow

Preference for TRICAREInfo.com over TRICAREOnline.com. Results of the survey were reported back to the Council membership on 2 March and simultaneously a follow-up survey was deployed asking Council members for their preference between their previously stated preference, and the highly marketable existing URL TRICAREOnline.com. As shown, TRICAREInfo.com was preferred by 65% to 35%, nearly a two-to-one margin.

Option	Count
TRICAREInfo.com	86
TRICAREOnline.com	47

Preference for TRICARE.mil over TRICAREInfo.mil. An especially valuable feature of the Delphi process is that it provides both quantitative and qualitative feedback, involving survey participants in iterative two-way communication on survey findings. In this particular instance, as part of the feedback received in response to the 2 March survey, four Council members expressed their preference for our use of a "dot.mil" or "dot.gov" rather than a "dot.com" domain name. A third survey was therefore deployed on 14 March with results as follows:

Option	Count
TRICARE.mil	77
TRICAREInfo.mil	41

Conclusion and Recommendations

Preference Use of a 2nd Level "Dot.Mil" Domain Name. The common theme of Council feedback was a desire for simplicity and that a "dot.mil" domain name would convey additional credibility by indicating that the Web site is officially sanctioned by DoD rather than by a commercial entity. Two Council members took specific exception to our conclusion that the suggestion of TRICARE.mil was simply not available. The response to our initial inquiry to the NIPRnet Program Management Office into using a 2nd level domain name such as *www.tricare.mil* rather than a 3rd level name such as the current *www.tricare.osd.mil* was that this was not possible because it would establish a precedent. Subsequent review of DoD's 22 Defense Agencies and Field Activities found that 13 of the 15 Defense Agencies have a 2nd level domain name and of the 7 DoD Field Activities, one has already been established for the Washington Headquarters Service (*www.whs.mil*). We contend that TMA's customer base is much broader than WHS' of DoD civil service employees. This includes over 9.1 beneficiaries, comprised of active military and retirees, their family members and survivors, as well as network

and nonnetwork civilian healthcare providers. Most of those individuals are thoroughly unaware of and uninterested in TMA's organizational reporting structure within OSD.

As a result a request for the 2nd level domain name *www.tricare.mil* was resubmitted for consideration by the NIPRnet PMO on 21 April.