INFORMATION MAPPING: MANAGING AND REUSING CONTENT

THE INFORMATION MAPPING WEBINAR SERIES
AGENDA

• Managing and reusing content
  • Challenges
  • Benefits
• Information Mapping, Inc.
  • The company
  • The method
• How the Information Mapping method simplifies managing and reusing content
  • Paper-based
  • Online
• Results: case studies
• Getting started: our services
Why would anyone worry about managing and reusing content?
AN ORGANIZATION OF 1,000 EMPLOYEES ...

... spends 2,500 hours per week searching for information.

... has not centrally indexed 35-50% of its critical information.

... wastes $2.5M per year on employees searching for information they cannot find.

... faces many harder-to-quantify costs related to poor decisions, employee frustration, and lost sales.

... wastes $5M per year on employees recreating information that already exists.

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THE BENEFITS

Managing and reusing content is the key to

• operating efficiently and reducing costs
  • call centers
  • technical support
  • customer service
• improving employee performance
• successfully implementing CMS, and
• ensuring safety, security, quality, and compliance.
WHAT ABOUT CONTENT MANAGEMENT SYSTEMS? DON’T THEY SOLVE THESE PROBLEMS?

TODAY ONLY! $450,000.00!
GREAT SELECTION OF COLORS TO CHOOSE FROM!
WHY IS CONTENT MANAGEMENT SO PROBLEMATIC?

- Not captured—it’s only in employees’ heads
- Difficult to access
- Poorly or inconsistently organized
- Wrong level of detail
- Inconsistent
- Inaccurate (out of date)
DOCUMENTATION MANAGERS’ CONCERNS: 2012 SURVEY

- Ease of retrieval: 30%
- Version Management: 28%
- Integrating multiple authors: 17%
- Reusability of content: 15%
- Interface Flexibility: 10%

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WAIT A MINUTE...WHAT’S “TOPIC-BASED AUTHORING”? 

Definition: a modular approach to creating content that is structured around topics that can be reused in different contexts.

This approach contrasts with the traditional creation of book-oriented or narrative, linearly structured content.
THE FRANKENBOOKS PROBLEM
MANAGING AND REUSING CONTENT: CHALLENGES FOR TECHNICAL COMMUNICATORS

- Small modules of content, fewer words
- Consistent organization
- Hierarchical structure
- Presentation strategies that support comprehension
- Leverage technology capabilities
- Standardization
THE KEY TO SUCCESSFUL CONTENT MANAGEMENT AND REUSE: STRUCTURED AUTHORING

“Structured authoring: the process of systematically organizing information into independent units that make it easy to

• access
• manage, and
• reuse.”

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REPRESENTATIVE CLIENTS
RESEARCH BASED METHODOLOGY

• Since 1967
• Professor Robert Horn
• Harvard and Columbia Universities

• Based on:
  • Cognitive Psychology
  • Learning Theory
  • Instructional Design, and
  • Usability
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AN INFORMATION MAP: STRUCTURED, MODULARIZED CONTENT

Policy and Process for Appeal of a Providers’ Claim Denial

Policy

It is the policy of Midcoast Health Plan, Inc. (MHP) to allow Par and Non-par providers to appeal any claim denial made by MHP. MHP wishes to resolve all disputes as expeditiously and fairly as possible.

There are two levels of claim appeal within the Plan:
- Level 1, the initial appeal,
- Level 2, the final decision.

Further Appeals Beyond Level 2 Appeals

<table>
<thead>
<tr>
<th>Providers</th>
<th>Policy for Further Appeals</th>
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<tbody>
<tr>
<td>Contracted providers</td>
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What is a claims denial?

A claims denial is a non-payment of a claim for reasons such as, but not limited to:

- non-emergent
- not medically necessary
- denied authorization.

When to submit a claim appeal

All claim appeals must be submitted within sixty (60) days of either:
- the receipt of the original claim rejection, or
- the date of denial of a Level 1 appeal from Midcoast Health Plan, Inc.

Contents of an appeal

All appeals must include:
- a cover letter indicating basis for appeal, and
- the additional documentation supporting the appeal.

Resubmission of a denied claim alone does not constitute an appeal.

Continued on next page
Map: Boiler Restart Procedure
REUSING A MAP WITHIN OTHER DOCUMENTS

- Boiler Operator Training Manual
- Boiler Operation and Servicing Manual
- Emergency Boiler Restart Instructions
- Plant Safety Manual

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Continued on next page
UNDERSTANDING THE NATURE OF CONTENT: THE SIX INFORMATION TYPES

Periodic Table Of The Elements
How do I change a tire?

How does the engine work?

Should I drive on the left or on the right in the UK?

What is an airbag?

What are the parts of my dashboard?

How do I change a tire?

What’s the maximum speed of this car?
ORGANIZING THE CONTENT: SIX INFORMATION MANAGEMENT PRINCIPLES
ORGANIZING THE CONTENT: SIX PRINCIPLES

- Chunking
- Relevance
- Labeling
- Consistency
- Integrated Graphics
- Accessible Detail
APPLYING THE INFORMATION MANAGEMENT PRINCIPLES

Chunking

Relevance

Labeling

Consistency

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APPLYING THE INFORMATION MANAGEMENT PRINCIPLES, CONTINUED

Accessible detail

Integrated graphics
MODULAR CONTENT + HIERARCHICAL ORGANIZATION = “DRILL DOWN” CAPABILITY, BETTER INFORMATION MANAGEMENT
THE INFORMATION MAPPING® METHOD FOR STRUCTURED AUTHORING

The Method’s components are

• New units of information: Blocks and Maps
• Theory of Information Types
• Information Management Principles

These components combine to create a highly effective, flexible and technology–ready content management strategy.
IM Content Audit revealed 70-80% overlap
Harmonizing SOP’s across global R&D facilities

$2.14B in unnecessary SOP’s costs
INFORMATION MAPPING AND DITA: TWO WORLDS, ONE SOLUTION
SUMMARY

• Managing and reusing content is challenging, but the payoff is huge

• Key concept: gain control over your content by
  • understanding its nature
  • modularizing it, and
  • organizing it for easy storage, retrieval and repurposing.

• The Information Mapping® method is the effective solution
  • how it works
  • results

• Our services: how we can help
MANAGING AND REUSING CONTENT WITH INFORMATION MAPPING
INFORMATION MAPPING’S OFFERINGS

Our offerings will help you meet your content challenges
“Information Mapping is like our right arm now. I don’t know how we ever lived without it.”

Michelle Arwood, KCS
Project Leader - Knowledge Management
ADP Major Accounts Services
THANK YOU FOR ATTENDING!

WWW.INFORMATIONMAPPING.COM

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