



Healthcare

Case Study

ICF VOLTE® Smokefree Case Study

How **ICF's VOLTE®** process helped improve NCI smokefree.gov user experience.

smokefree.gov



Download quitSTART to help you live smokefree

Learn more about how ICF Digital Strategy can help your organization:

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The Client

The National Cancer Institute (NCI) is part of the National Institutes of Health (NIH), which is one of eleven agencies that are part of the U.S. Department of Health and Human Services. The NCI developed and maintains the Smokefree Program, a suite of web and mobile based smoking cessation interventions providing evidence-based information and support to smokers who want to quit. In the last decade, the program has grown to include 5 websites, 8 text-based cessation intervention programs, 2 smartphone apps, and 7 social media channels.

The Challenge

One goal drives the smokefree.gov portfolio of digital products: Help people quit smoking. However, disconnected Web, social media, text messaging, and mobile app channels made for a less-than-ideal user experience. It also resulted in inefficiencies. For instance, disconnected channels required duplicative content, and the program didn't fully leverage messaging important across products. Overall, smokefree.gov did not reflect a unified view of the quitter's full journey to becoming smoke free.

The Solution

ICF developed a framework for user engagement for smokefree.gov by using **ICF VOLTE®**, a proprietary process for strategic visioning and problem solving. **ICF VOLTE®** brings a multidisciplinary team together to work with clients and stakeholders in arriving at solutions that produce measurable results within the client's unique environment. NCI staff participated in a four-phase progression (**Gather**, **Discern**, **Shape**, and **Guide**) to craft a plan for stronger customer engagement.

Gather—We looked at Smokefree's entire digital ecosystem, including channels, services, content, and touchpoints. We laid the foundation for a data-driven, actionable digital strategy framework.

Discern—Through analysis and modeling, we developed a shared, evidence-based understanding of Smokefree's digital presence and audiences. We identified audiences' behaviors and motivations and connected them to the program's goal and objectives. We then prepared the outlines of an implementation plan that was both evidence based and achievable.



Case Study

How ICF VOLTE® Works



Survey core audiences, interview key stakeholders, review published and grey literature, and conduct competitive analysis.



Deliver actionable recommendations that will help the client understand and grow customer relationships.



Dive deeper into data, and identify root issues and their sustaining barriers.



Gather core influencers and decision makers to articulate the root problem and work through to a powerful solution.



About ICF

ICF (NASDAQ:ICFI) is a leading provider of professional services and technology-based solutions to government and commercial clients. ICF is fluent in the language of change, whether driven by markets, technology, or policy. Since 1969, we have combined a passion for our work with deep industry expertise to tackle our clients' most important challenges. We partner with clients around the globe—advising, executing, innovating—to help them define and achieve success. Our more than 5,000 employees serve government and commercial clients from more than 65 offices worldwide. ICF's website is icf.com.

Shape—At an intensive, one-day workshop, client representatives and the ICF team collaborated to design and refine models of current business processes and customer experience. We arrived at a vision for a truly connected experience that incorporates empathy, behavioral science-based programming, and information seamlessly available to quitters throughout their journey.

Guide—We delivered a smokefree engagement framework that mapped out a recommended plan of action to fulfill the vision derived in the Shape phase. This framework included quick wins to be implemented immediately, areas for further investigation and problem solving, and an outline of the larger technical and infrastructure development needs

The Results

We measure success by creating plans that will work in your environment. We deliver:

- Situational analysis to help you make a case for the resources you will need to move forward
- Scenarios that make it easy to explain how a solution would work
- Actionable and achievable roadmap document and presentation

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