

# Government

## Making Government Information Work

### North American Clients

- *Canada Border Services Agency*
- *Canada Mortgage and Housing Corporation*
- *Canada Post*
- *Canada Revenue Agency*
- *Canadian Blood Services*
- *Canadian Environmental Assessment Agency*
- *Citizenship and Immigration Canada*
- *City of Burlington*
- *City of Ottawa*
- *Department of National Defence*
- *Health Canada*
- *Ministère des Transports du Québec*
- *New Brunswick Government*
- *Newfoundland & Labrador Office of the Auditor General*
- *Ontario Government*
- *Region of Peel*
- *Treasury Board*
- *U.S. Coast Guard*
- *U.S. Centers for Disease Control*
- *U.S. Food & Drug Administration*
- *U.S. Department of Defense*
- *U.S. Department of Transportation*

### The Challenges

Government develops and communicates enormous amounts of information

- internally to a vast organization of ministries, agencies, and departments that define the policies, programs, services, and initiatives used to run the government and the country, and
- externally to a vast population of citizens with a wide range of perceptual, physical, and literacy skills, who need this information to participate in the democratic process and access government programs and services.

### The Solution

High-quality communication requires information that is clear, accessible, and easy to understand. Information Mapping Canada has helped many federal, provincial, and municipal government agencies

- communicate complex information simply
- comply with government initiatives such as plain language, reengineering, and regulatory reduction
- become more customer focused
- capture and document tacit knowledge from a rapidly changing workforce
- standardize how information is communicated to maintain consistent messaging, and
- easily migrate information to an online medium for e-government services.

### The Method: Implementing the Solution

The kind of high-quality documentation standards needed by Government requires a whole new approach to structuring content. Information Mapping® is such a structured writing method. Information Mapping

- enables content developers to turn all information, from the highly complex to the most basic, into easy to use content
- enables companies to manage information strategically and tactically so they can
  - increase productivity and organizational performance, and
  - meet their business goals.



INFORMATION MAPPING

#### PARTNERS

Australia • Austria • Belgium • Canada • Denmark • Finland • France • Germany • Greece • Hong Kong  
Hungary • Iceland • India • Indonesia • Ireland • Italy • Japan • Luxembourg • Malaysia • Mexico  
Netherlands • New Zealand • Norway • Philippines • Portugal • Singapore • South Africa • Spain • Sweden  
Switzerland • Taiwan • Thailand • United Kingdom • United States

# Success Story: Improving Claims Process

## Our Products and Services

Information Mapping Canada equips you with practical tools that help maximize individual and organizational performance. We help you manage the way people, information, and technology work together.

We provide the following range of solutions.

### Seminars

We conduct seminars in the Information Mapping method that provide participants with the same core methodology and toolset, but customized for particular applications:

- policy and procedure documentation
- typical business communications
- Web content design
- email messages.

We deliver these seminars in two ways:

- On-Site Seminars at your location and at your convenience
- Public Seminars regularly scheduled in Toronto, Ottawa, Montreal, and Fredericton.

### Consulting Services

Our certified Mapping experts work with you to Map your content. Our experts can

- Map your existing content
- edit your Mapped content
- develop and Map your undocumented content
- test the usability of your content.

### Software

Formatting Solutions® Pro software works seamlessly with MS® Word to help writers apply the Information Mapping method easily, with quick formatting and editing, using pre-defined styles, layouts, and templates.



### U.S. Veterans Benefits Administration Improves Claims Process

The Veterans Benefits Administration processes millions of veterans' claims every year. However, 1 in 4 were being processed erroneously.

Information Mapping improved claims processing by

- reanalyzing audience needs for the Compensation and Benefits manual used by 52,000 service representatives
- designing an information architecture to create a knowledge-based claims processing system, and
- placing the knowledge on the intranet.

The streamlined and updated information has produced tremendous results for the home and field offices.

**Your organization, too, can perform better.**

**Call us now to discuss how:**

**1-888-INFOMAP (463-6627)**

**416.769.7016**

**info@infomap.ca**

**www.infomap.ca**

## About Information Mapping Canada

Since 1994, we have

- provided a series of dynamic seminars in Information Mapping to over 10,000 participants
- applied Information Mapping to significantly improve the usability of our clients' content, and
- enhanced our clients' written communications and writing skills for paper and online.

Our head office is in Toronto with a branch office in Ottawa.

## Our Unique Approach

Our products and services are rooted in the Information Mapping method. Mapping is a scientific and proven way to analyze, organize, and present electronic and printed information. Our unique approach

- creates reader-based, performance-oriented solutions to any communication challenge
- improves information accessibility and usability
- optimizes comprehension and performance.