

Choose Care

UXR study

Initial Screening

- Goal
- Participation
 - States: California, Colorado, Georgia, Indiana, Kentucky, New York, Virginia, Wisconsin (most populated suburban area)
 - Total response
 - Reaching out to 20 (10 Anthem, 5 United Health, 5 others)

Qualitative Interview Study

- **Goal**

- Targeted 5-8 participants
- Overall understanding on care packages
- Preference of finding available care options
- How pricing affects behaviors

- **Methodology**

- 45 - 60 Minute Behavioral and Attitudinal Interview
- Will be used to identify pre-existing behaviors and attitudes of patients (with a focus on Willful Endurers). Useful in understanding and learning voice of our primary users and validating any product and design assumptions.

Qualitative Interview Study

- **Participant**

- Scheduled 11 and completed 5 sessions (6 no show)
- Anthem Insurance holder 4
- United Health Insurance holder 1
- All primary insurance holder

Qualitative Interview Study

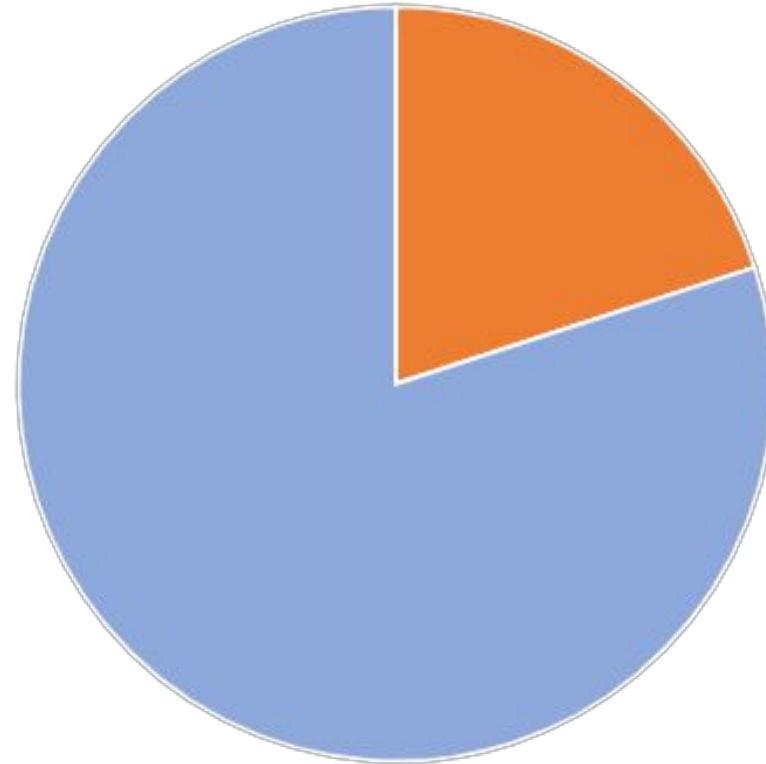
- Session Rating 5
- Feedback
 - Easy to follow on presentation and tasks
 - Opportunity to share personal experience
 - Feel heard
 - Feel positive to be part of design process
 - Would love to see more use cases other than UTI
 - Quote: This is a good service and hope this can solve many problems. "I feel like you understand things that I'm bringing up, they're things that you've experienced yourself. I feel like that's going into the design and the motivation for it."

Statistics

Service

- Google symptoms
- Ehealth or Insurance websites to check benefit plans
- Check medical history
- Buy over the counter medicines
- Schedule or look for service availability

How often do you shop online healthcare services?



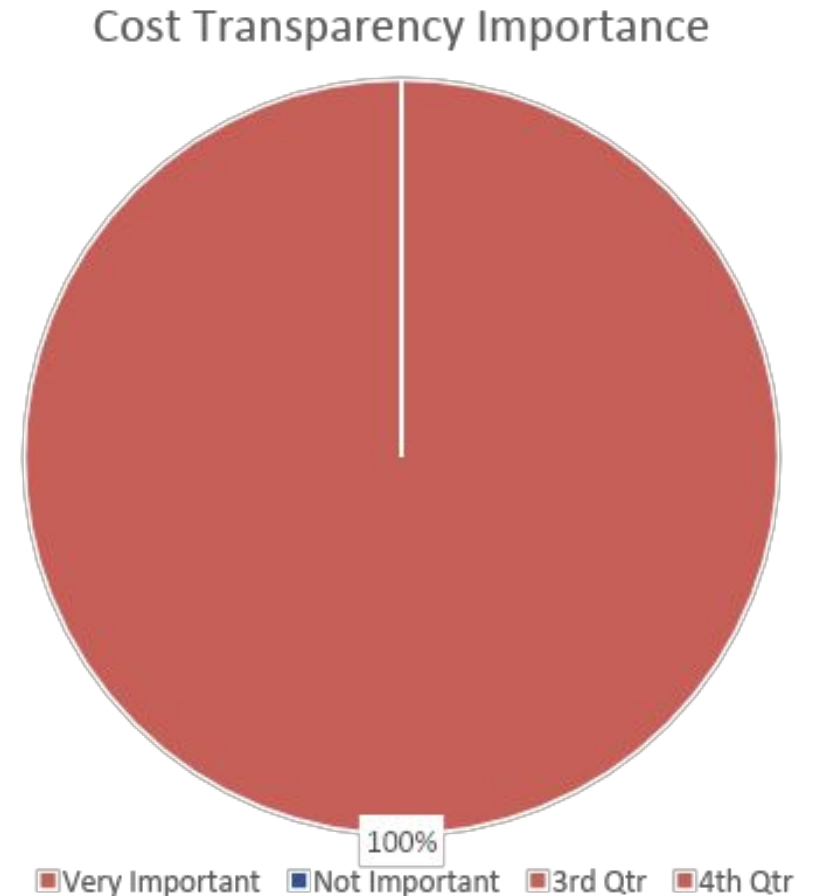
■ Few Times a Week ■ Few Times a Month ■ Few Times a Year ■ Never

Frustrations

- Wrong information
- Overall cost too much without coverage
- Privacy concern (security, password)
- Time consuming to find exact information
- Disconnected online experience
- Schedule or look for service availability
- Difficult to find and compare options
- Quote: Regular checkup, routine – We were thinking everything will be covered but we were sent to another lab and cost from pocket was few hundred \$ more. That is very upsetting. .
- Quote: Actual price was never informed to me in the text and insurance never covered it. No explanation/reason was provided to me about the hidden cost.

Cost Transparency

- All had experience having to pay extra after service is being done
- No clear price estimate
- Extra services required after standard process is done
- Claim came late without explanations so don't know what else to do since the service is already finished



Care Packages

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← 🔍

CARE PACKAGE FOR YOU (2)

UTI Care (Basic)

[View](#) Comprehensive package of services including basic care needs **\$45** Best Price

UTI Care (Advanced)

[View](#) Advanced package of services with extra care needs **\$70** Best Price

Frequent Urination

Burn Urination

Cramps

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← **UTI Care (Basic)**

WHAT'S IN IT FOR YOU

- Free Consultation**
Ask a doctor about your health questions **\$0** Member Price
- Urinalysis**
A basic urine test to detect and manage a wide range of disorders **\$15** Member Price
- Urine Culture**
A test to find to identify the bacteria or yeast causing the infection **\$30** Member Price

[Edit](#)

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← **UTI Care (Advanced)**

WHAT'S IN IT FOR YOU

- Free Consultation**
Ask a doctor about your health questions **\$0** Member Price
- Urinalysis**
A basic urine test to detect and manage a wide range of disorders **\$15** Member Price
- Urine Culture**
A test to find to identify the bacteria or yeast causing the infection **\$30** Member Price
- Detection of infectious agent**
A test for Sexually Transmitted Infections (STIs) **\$25** Member Price

[Edit](#)

Overall Understanding

- Able to follow the UI and definitions
- Terminology and images are matching and clear
- Currently many are being done in lab or clinic which doesn't include preview of list of services vs. price
- **Improvements**
 - Member price brought up price accuracy concerns
 - More options to customized services
 - Would want to confirm with PCP or someone I trust depends on symptoms
 - Would want to know why these packages are cheaper than other places
- Quote I presently don't have many options to preview or pick from my present plan. Your service model is very helpful.
-

Disadvantages vs. Advantages

- Helpful to see services, offer, price, and coverage
- Great to have if I don't have insurance, I can see estimate of how much these procedures usually take before my own research
- Some consultation to go over packages will be helpful
- It's fairly convenient I don't have to pre-fill my own medical history

Conditions

- non-emergent checkups
- sprain ankles
- dermatology visits
- X-rays
- STDs
- mental health services
- Not comfortable to use this if it's a major surgery since they feel more comfortable with in-person consultation

Motivation



Filters: Location

 **Activate Healthcare**
2301 N Bendix Dr Ste 500,
South Bend, IN 46628
0.2 mi

\$500
Member Price

 **South Bend 11th**
2002 S 11Th St, Niles, IN
49120
2.2 mi

\$450
Member Price

 **UChicago Lab**
2002 S 15Th St, Niles, IN
49120
5.7 mi



Filters: Price

 **South Bend 11th**
2002 S 11Th St, Niles, IN
49120
2.2 mi

\$450
Member Price

 **Activate Healthcare**
2301 N Bendix Dr Ste 500,
South Bend, IN 46628
0.2 mi

\$500
Member Price

 **UChicago Lab**
2002 S 15Th St, Niles, IN
49120
5.7 mi

\$523
Member Price

Overall Impression

- It's not a single decision factors. More of a combination of cost, time, convenience, ratings, reviews, availability, affordability, and what services
- Depends on how much the service costs, the importance of how close and far away differs. High cost (e.g. a couple hundreds > can drive within 30miles)
- Great service but a little further, I am okay traveling for it
- All participants want to see rating and review of services
- Comparison of service prices and how much it saves being a member
- " I will use the option if they were combined. I would use the location with the flat price. Depending on situation I will see how close or far the good service is available. "
- "I don't care about the rating if it's a standard service like X-RAY -MRI. I will check the rating if I am using a specialty care. "

Pricing

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MRI

Review Results **Services** Reminder

Filters: Price

	Activate Healthcare 2002 S 11Th St, Niles, IN 49120 2.2 mi	\$440-550 Member Price
	South Bend 11th 2301 N Bendix Dr Ste 500, South Bend, IN 46628 0.2 mi	\$410-500 Member Price
	UChicago Lab 2002 S 15Th St, Niles, IN 49120 2.7 mi	\$470-530 Member Price

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MRI

Review Results **Services** Reminder

Filters: Price

	Activate Healthcare 2002 S 11Th St, Niles, IN 49120 2.2 mi	\$450 Member Price
	South Bend 11th 2301 N Bendix Dr Ste 500, South Bend, IN 46628 0.2 mi	\$445 Member Price
	UChicago Lab 2002 S 15Th St, Niles, IN 49120 2.7 mi	\$500 Member Price

Pricing

- Fixed price means firm and no surprising cost (with uncertain about hidden fees)
- Range is difficult to estimate in cost comparison
- Range is easy to ballpark how much total may cost and knowing what to expect
- Range allows surprising cost which sometime happens
- “travel is also a cost”
- “I Would be "very upset" if she received a price range, and the price ends up being at the higher end.”

