Data in Organizations

sidecar health

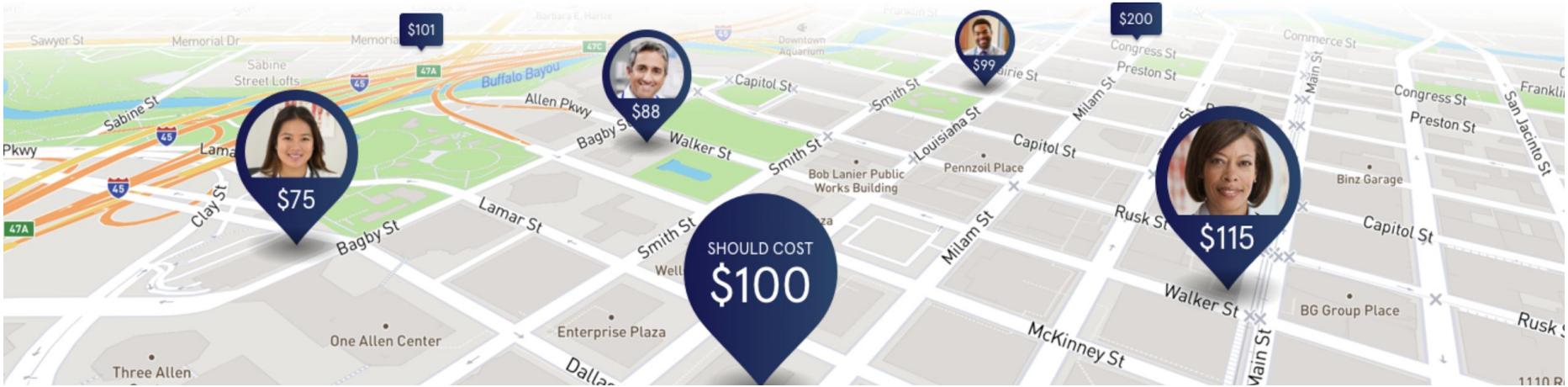
Cade, Kendall, & Trevor

Doctors charge different prices for the same services

We tell you how much services SHOULD cost‡

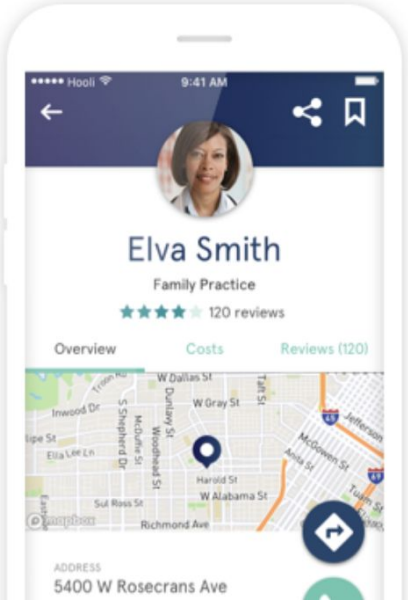
Every doctor and/or health care facility sets pricing for their services, and those prices can be whatever the doctor or facility wants them to be. One doctor can charge $85 for a visit, while another doctor on the same street can charge $200 for the same visit.

So how do you know what the fair price is for your visit? We've taken multiple data points to come up with what procedures should cost and based your Benefit Amount on that. You can find your Benefit Amount and what procedures should cost through the Sidecar Health app or on our website.

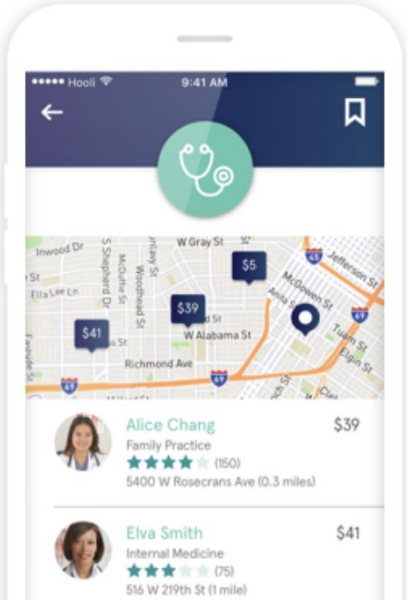


Here's how it works

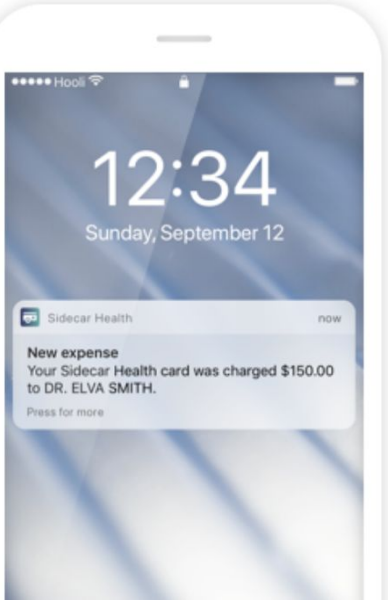
Ask your doctor for the discounted self-pay price.



Compare prices between doctors to find the best rate.



Pay with your Sidecar Health payment card when you see your doctor.



Upload a picture of an itemized bill and you're done!

See any doctor you'd like

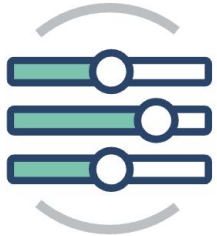
You can see any licensed health care provider you want. Goodbye, networks!

Use a Sidecar Health payment card

When doctors don't need to chase reimbursements from the insurance company, they often give discounts. Pay them instantly with your Sidecar Health payment card.

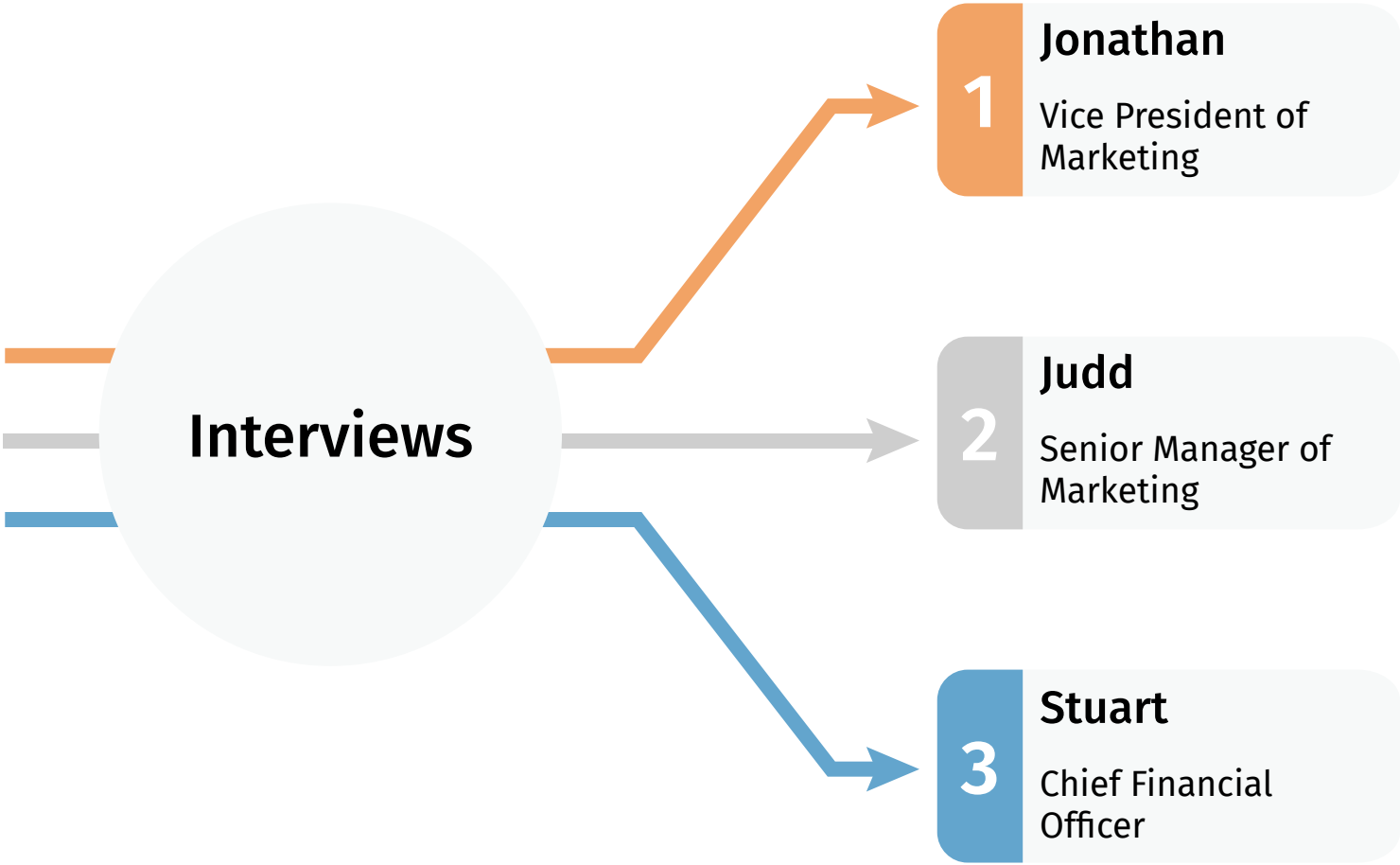
Access transparent, fixed benefits

Look up exactly what your plan will pay toward your health service so there are no surprise bills later.



Personalize your coverage

Choose how much coverage you want so you're only paying for the coverage you need.


Interviews
1
Jonathan
Vice President of Marketing
2
Judd
Senior Manager of Marketing
3
Stuart
Chief Financial Officer

Key

- Judd
- Jon
- Stuart
- All

Growth > Revenue

Data from the cloud

Email

Tableau

Zoom

Google Analytics

Excel

Slack for communication across team members

Meeting with marketing team

Customer Retention

Cost per member analysis

Slide deck for investors

Visualizations from Excel

Everything Financial

Weekly report of customer loss and gain

Data from website & app

Cohesive Ecosystem

Flow of Data

01

Snowflake Program

02

Cloud

03

Tableau

04

Data interpreted through Excel on individual level

Data Journey Map

Data is sorted and constructed in Tableu after being collected from website

The Program

Data exported to Excel

CFO

Data is sorted into tabs and shaped to be comprehensible

Presentation

Data is shared to potential investors from banks

The Program

Data is pulled from Tableu and formatted into excel to become legible

VP Of Marketing

Data transcribed into slides on powerpoint to be shared

Presentation

Data is shown to ad agency in regards to satisfaction, ads for company approved to run on tv

The Program

Tableu data transferred to excel in regards to customer satisfaction

Senior manager of Marketing

Excel satisfaction data churned into legible graphs and stored for later employee use

Presentation

Data is pulled as to how to improve company and applied to ensure customer satisfaction

Challenge #1: Stuart's Time

Waste of time, as CFO Stuart should be doing more high level tasks. He needs a programmer for this task.

Performing Excel Calculations by hand

Stuart is forced to complete time intensive calculations that a computer script could easily do.

Gathering Data from Tableau

Pulling data into Excel

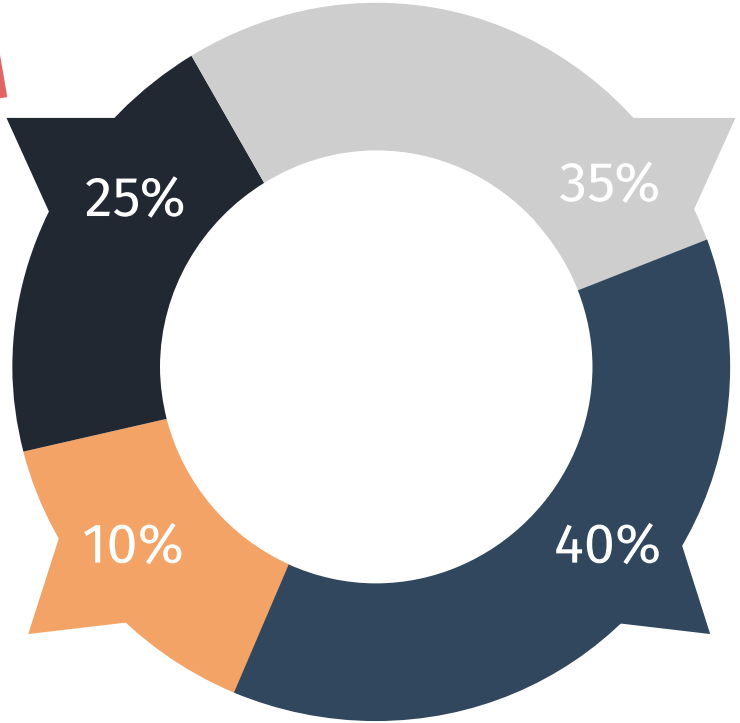


Chart of Stuarts time spent at work

Talking to potential investors

Calling and working with banks to get investments.

Analyzing Financial Data

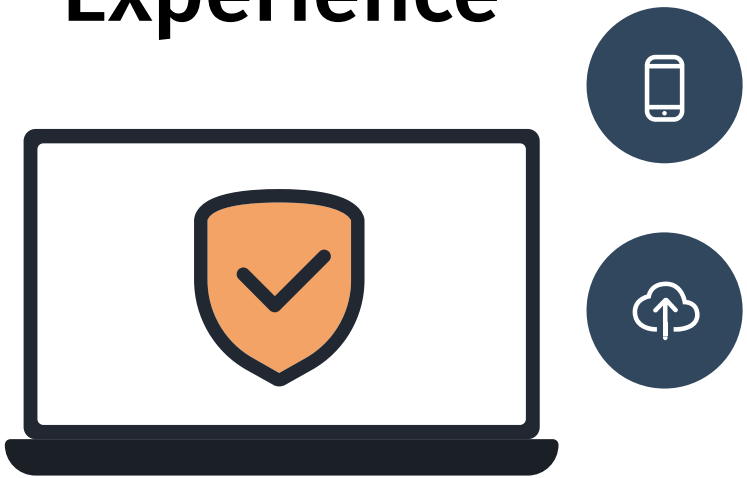
Accounting work, looking at revenue and expenses

Challenge #2: Improving User Experience

Without A/B Testing

Guessing user preferences
Designers are going off of what they think is best without insight from users

Worse Design
Design may not suit the users needs



With A/B Testing

Concrete Data
Will have data to inform decisions on User Experience Design

Quote from Judd:

"You'd be surprised at just like a button change can increase conversion by a slight amount and any little increasing conversion really helps the bottom line"

Why this matters

SideCar Health is focused on building their website and new app to support their users. A/B testing would allow for these designs to be optimized.

Challenge #3: Understanding the Significance of Data

Less Data

Because Sidecar Health is a small company, they have relatively small amounts of data compared to larger companies. Therefore, they face the challenge of competing against larger companies who have the power of larger amounts of customer data.

Harder Decisions

Sidecar Health still has to make decisions based on data. However, since they have less data than other companies these decisions are less informed. Therefore, they need to focus on understanding the significance of their data.

Conclusions for our Project

While conducting our interviews and talking amongst ourselves, throughout this all we realized how data can tell a story. We were able to see the flow of data and how important young people like us are in that process. Some of the work needed to be done could easily be completed by people like us, those versed in code and data structures. We were able to learn about this company but more importantly where we can fit into the story. Data is also used to communicate ideas and progress business as we learned, giving us an entirely new appreciation for the collection of data itself.