

PATIENT First



Discovering the Problem Space

After conducting a thorough secondary research plan, the following areas of the problem space in Canada's Healthcare system were discovered:



Current State:

- Canadians are unaware of how much healthcare expenses as a whole costs and any ways to offset these costs

Future State:

- To identify and redesign key areas of improvement for the Canadian patients with the many existing knowledge gaps as to what portions of healthcare are their responsibility.

Validation through Research

EXPENSE ANXIETY

“Few patients are confident they can afford an expensive medical bill, as high out-of-pocket healthcare costs continue to be a cause for patient concern, according to a report from the Commonwealth Fund.”

-patientengagementhit.com



Validation through Research

COVERAGE LIMITATION

“Hidden Canadian Healthcare Costs- Canada's universal healthcare system doesn't offer universal drug coverage. Only about one-third of the population is eligible for government drug programs in Canada -- the rest pay cash or have private insurance.”

-fraiserinstitute.com



Validation through Research

Decision Restriction

“Many cancer patients don't realize that chemotherapy may only be covered if it's performed in a hospital—if you opt to take it in pill form, either for convenience or due to an aversion to needles, you may have to pay up to thousands of dollars per week.”

-Oma Insurance

Hypothesis

Peripheral healthcare costs consistently surprise and disappoint working Canadians.

Assumptions

- Canadians have paid out of pocket costs for a portion of their prescriptions and medical procedures
- They are unaware of what costs are their responsibility.
- They needed to plan for unexpected medical procedures, due to lack of full coverage.

How might we address the knowledge gap Canadians have for unexpected medical costs so that they can plan for the future and be financially prepared?

RESEARCH OBJECTIVES

- To prove my assumptions to be true or untrue
- To understand a patient's pain points and view opportunities for a potential solution
- To view if my hypothesis can be proven true or untrue

RESEARCH METHOD

- Virtual User Interviews
- Recruitment Method- Network through connections and phone call
- Schedule of Interviews: Friday August 28, 2020; interviews from 7pm-11:45pm

PARTICIPANT CRITERIA

- Current working professional in Canada
- Access to private insurance
- Had undergone a medical procedure within the last five years.
- Can be interviewed via zoom or phone call
- Able to schedule 20-30 minutes for interview

INTERVIEW SUMMARY

Almost all procedures result in the patient paying out of

pocket to some extent.

There exist many areas of improvement for the patient experience,

ranging from unanticipated payments and lack of coverage to general

lack of knowledge and issues onboarding patients

Despite the above findings, there is still a generally positive reputation

of Canadian healthcare.

A persona, Maryam was designed to represent our Canadian patient body.



User Persona: Maryam Tanus

Age: 30

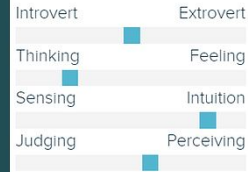
Work: Teacher

Family: Married with one child, also lives with elderly parent

Location: Etobicoke, Ontario

Character: Archetype

Personality



Goals/Motivations

- To find the best way to feel prepared and knowledgeable about her medical expenses and coverage.
- To ensure that she is getting the best treatment with optimal coverage
- Motivated to take care of her health and her family's health
- To ensure she has enough resources to make informed decisions when preparing for a procedure

Frustrations

- When Maryam is hit with unexpected medical costs after events occur, and she has no choice to pay out of pocket.
- Maryam gets frustrated and confused when there is no clear indication as to what her coverage is.
- There is a lack of resources to help her plan or understand her coverage for medical expenses.

Brands

- Pinterest
- Instagram
- Whatsapp
- UberEats

Bio

- Maryam is a teacher with the Peel District School Board. She enjoys being a teacher and lives at home with her husband, young child and elderly parent.
- Last year she had her wisdom teeth removed and is still having to pay for some of the out of pocket expenses that she incurred.
- She was very frustrated that despite her existing coverage from her employer, a significant portion was not covered. She was not given enough time to plan or figure out what her options were and does not want to go through this experience again.

Establishing Epics from User Stories

In order to establish what tasks a user like Maryam would find the most value in for this app, user stories of what she would hope to accomplish were created. Once all possible options were noted, they were then grouped into categories called "Epics" to decipher between which choices would add the best value to her.

Based on Maryam's persona, the following Epics have been established:



Bridging my Knowledge Gap

Maryam wants to be better informed in regards to healthcare



Financially Planning for Procedures

Maryam wants to feel better prepared in regards to her medical expenses and coverage



Onboarding as a New Patient

When entering a new healthcare institution, Maryam wants to have a seamless onboarding process



Secondary Patient Care (Child/Ward)

As a parent, Maryam wants to feel informed about her child's healthcare options



Secondary Patient Care (Elderly)

As an elder caretaker, Maryam wants to feel informed about her parent's healthcare options

Identifying the Key Epic- Financially Planning for Healthcare Procedures



Bridging my
Knowledge
Gap

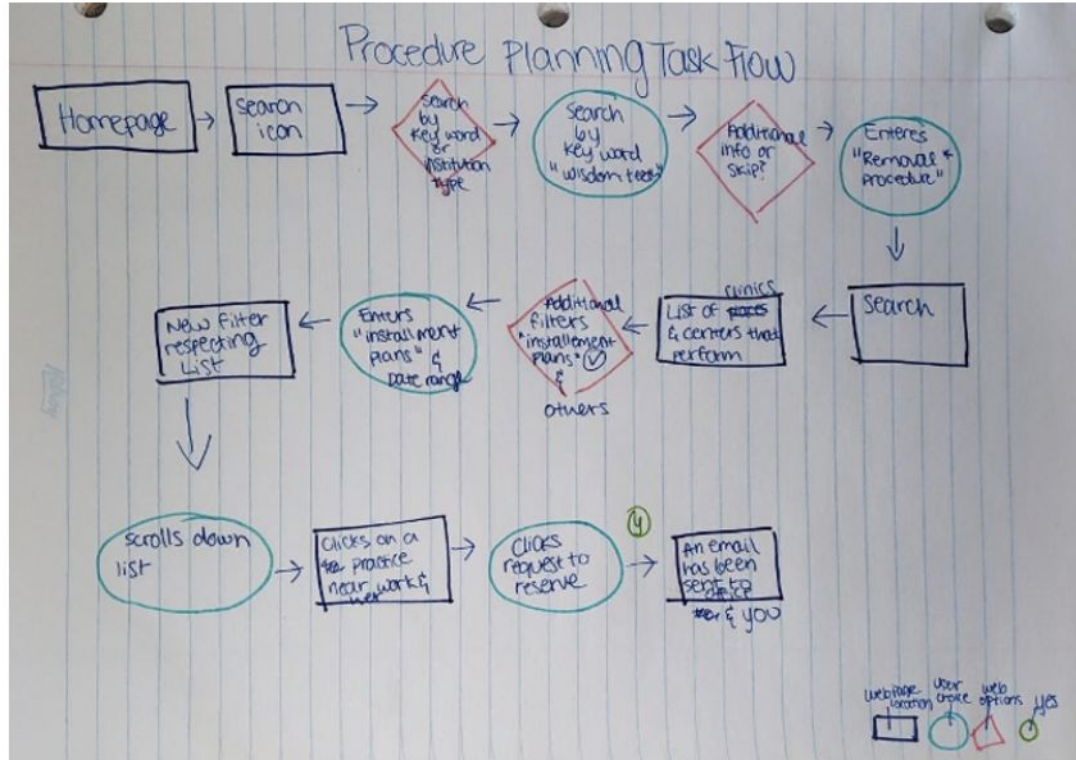
Maryam wants to
be better informed
in regards to
healthcare



Financially
Planning
for
Procedures

Maryam wants to
feel better
prepared in regards
to her medical
expenses and
coverage

Establishing A Core Task Flow

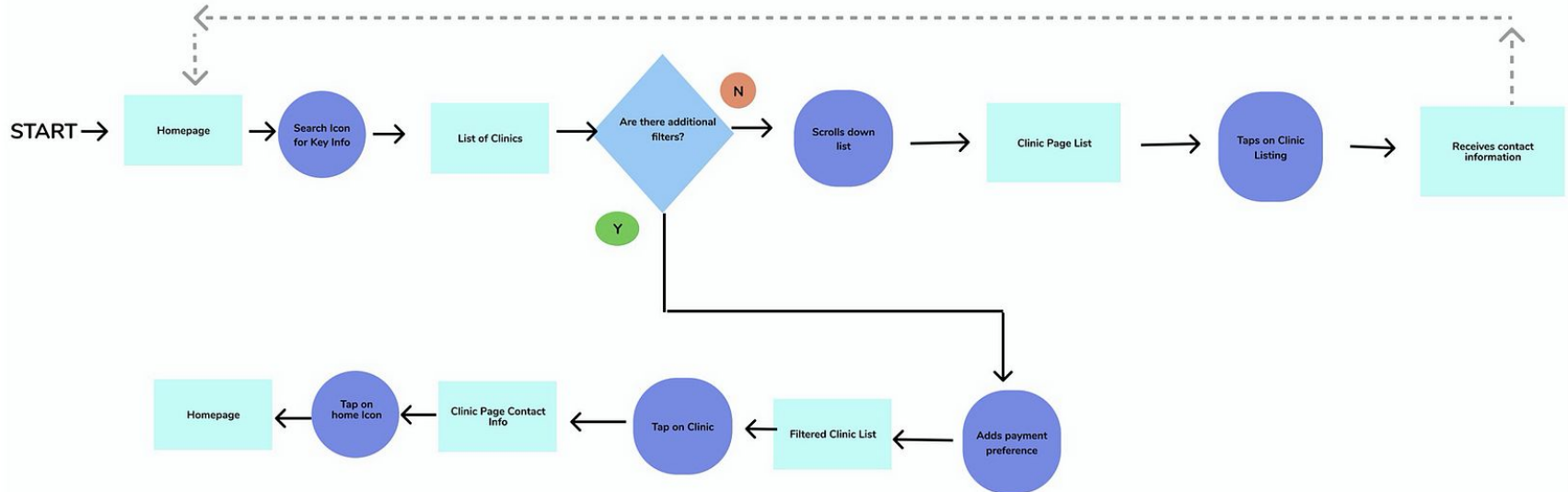
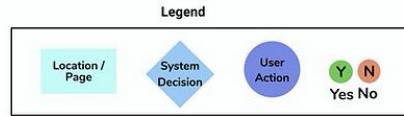


A Notable Pivot

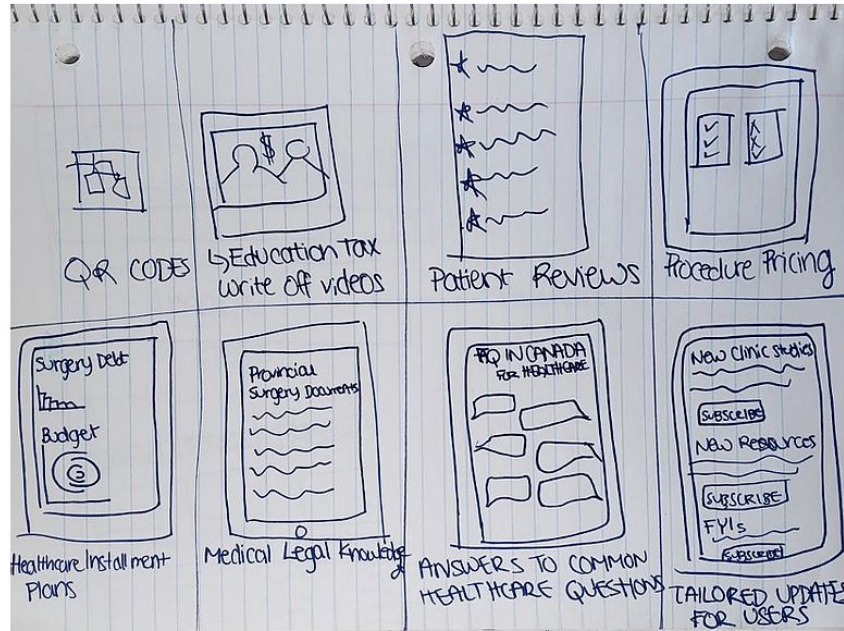
Task Flows - Procedure Planning

Task

Finding a clinic that also allows for flexible payment options.



Sketches & Ideation



UI Inspiration Board



HI FI Prototype





**Next Steps for
Patient First**

Tech Stack

- React- Using react component libraries to match the UI desired
- Node for the back end
-

API data to be used

- <https://health-products.canada.ca/api/documentation/summary-report-documentation-en.html>
- Federal government API reports for healthcare associated costs