

CTA para cotización

Número telefónico con alta jerarquía

Oscar for Business is now available. [Learn more](#)

oscar

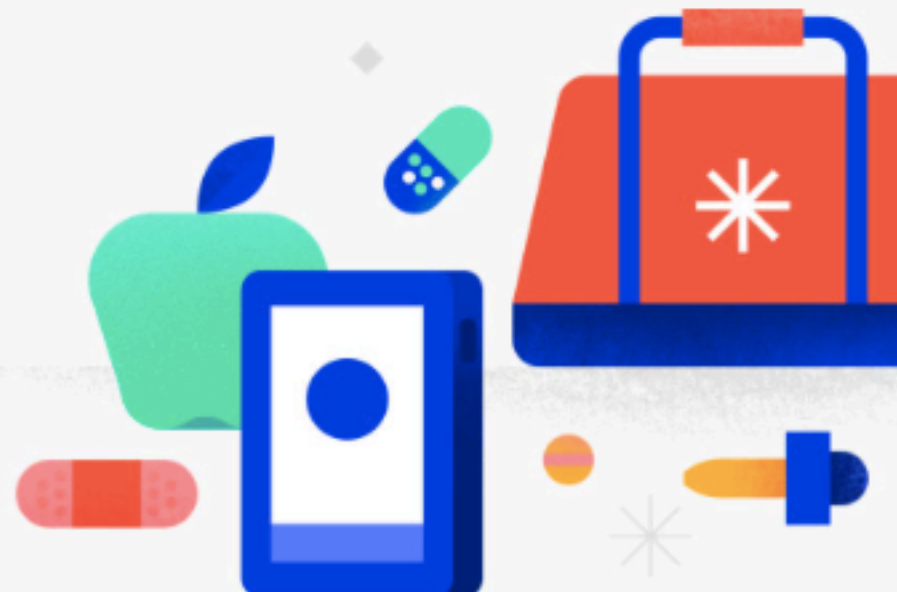

Hi, we are Oscar

Simple health insurance, smart health care.

[Get Your Free Quote](#)

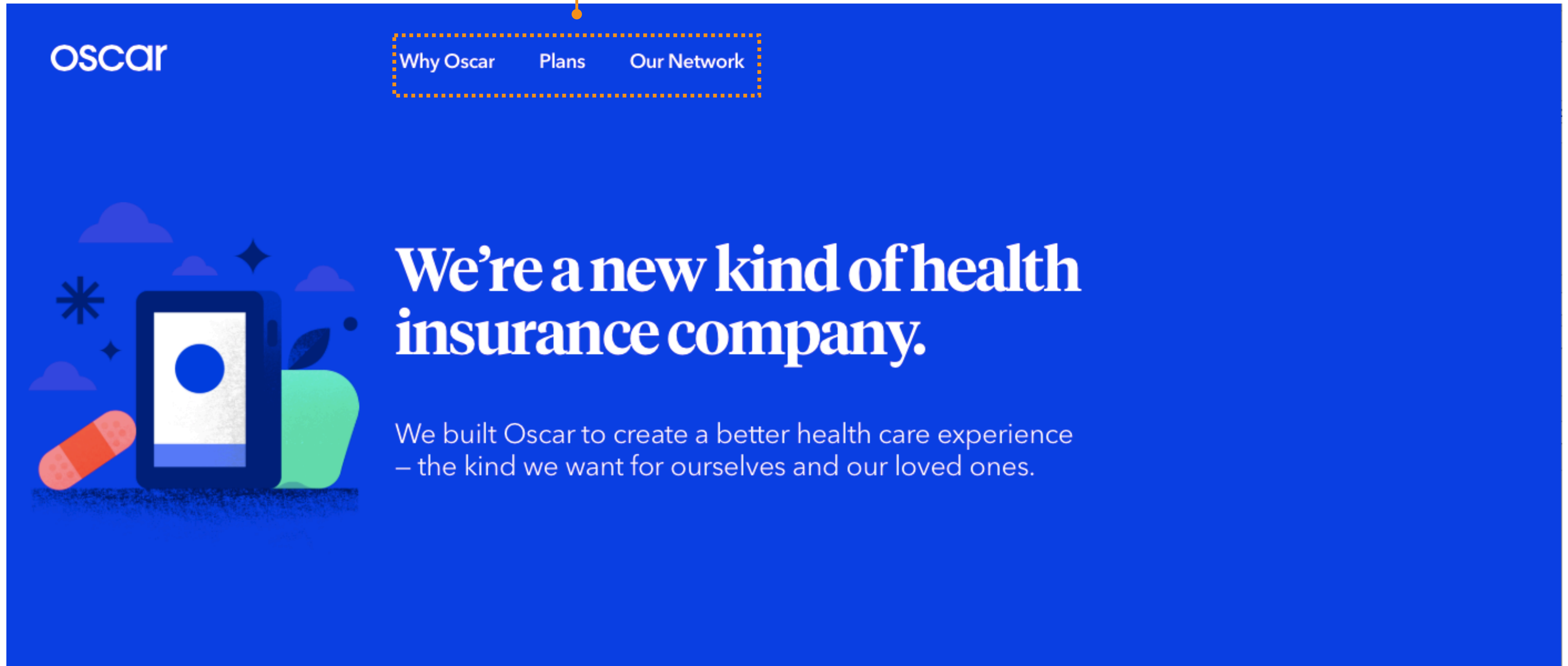
Looking for a **Business quote**?

- Why Oscar?
- Our Plans
- Our Network



Primer nivel de navegación

Primer nivel de navegación



Diseño de páginas secundarias con un cambio drástico

Segundo nivel de navegación

Primer nivel de navegación

Tono de voz fuerte

The image shows a website layout for 'oscar' with a blue color scheme. The top navigation bar is dark blue with the 'oscar' logo on the left and three links: 'Why Oscar', 'Plans', and 'Our Network'. Below the navigation bar is a large hero section with a dark blue background. On the left side of the hero section is a sidebar with three links: 'Who we are', 'How it works', and 'Why it works'. The main content of the hero section features a large headline: 'Health care is broken. We're on a mission to fix it.' Below the headline are three columns of content, each with an icon and a text block. The first column has an icon of a pill bottle and text about high US health care costs. The second column has an icon of a medical cross and text about building a better health care experience. The third column has a location pin icon and text about current plan availability in New York, California, and Texas. At the bottom left of the hero section is a quote from an employee. The entire layout is annotated with orange lines and dots pointing to specific elements, and a dashed orange box highlights the headline.

oscar


Why Oscar Plans Our Network

Who we are


How it works

Why it works


Health care is broken. We're on a mission to fix it.



Health care costs in the US are the highest in the world. But we're not healthier because of it.



We're building a better health care experience with simple plans that give you easy access to better care.



We currently offer plans in New York, California, and Texas, and we're continuing to expand.

What our employees say

"We're trying to change one of the largest, most important industries in the country. That's audacious, awesome, and a rare opportunity."

Pequeños bloques informativos

Who we are

How it works

Why it works

We're built to be with you every step of the way. For example, suppose one day...



What our members say

"I just used an app to speak to a doctor, told him what was wrong, and had a prescription in 30 min. I love @OscarHealth so hard."

Oscar member

Your kid's cough sounds terrible

You need a physical

You drop a pot of hot coffee

Your knee hurts

Testimonios

Escenarios para mostrar cómo funciona

Who we are

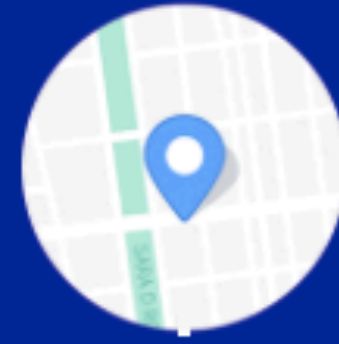
How it works

Why it works

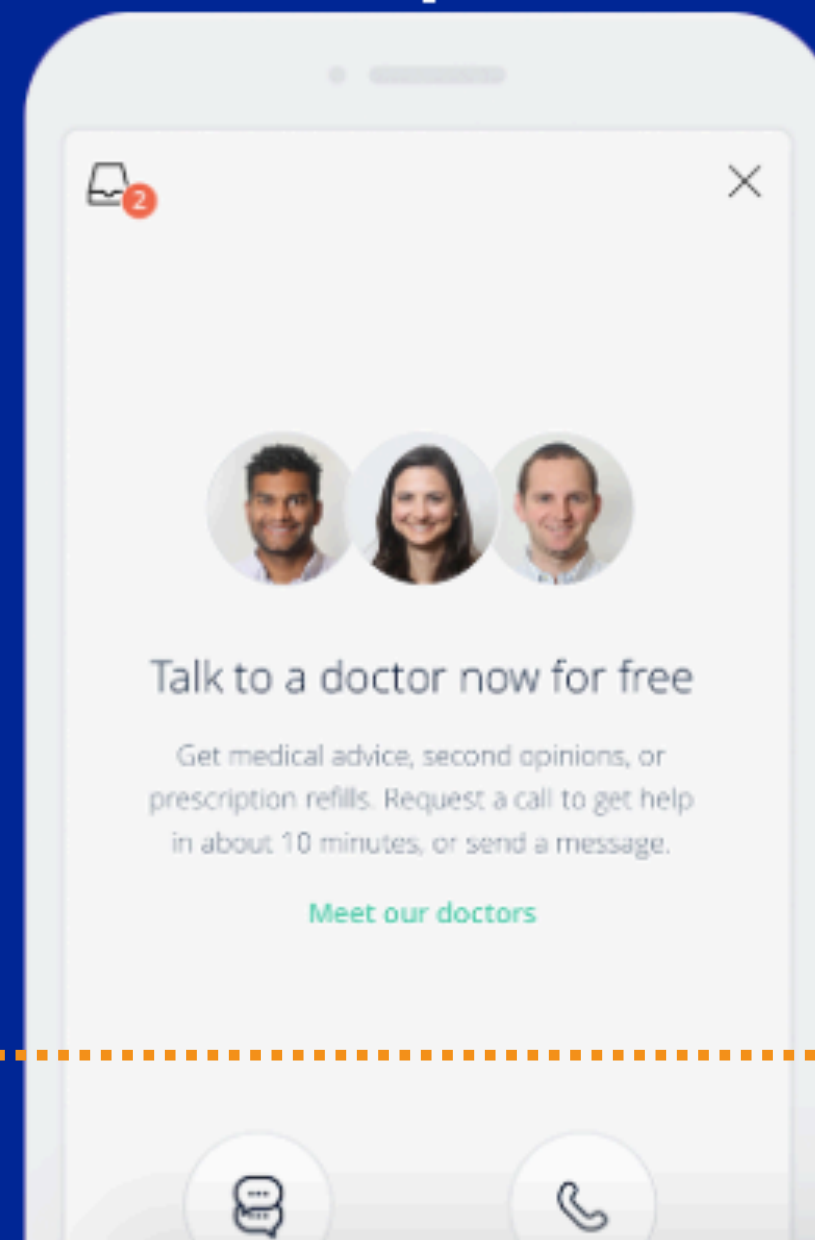
What our members say

"I just used an app to speak to a doctor, told him what was wrong, and had a prescription in 30 min. I love @OscarHealth so hard."

Oscar member



First, grab your phone and open the Oscar app.



Request a call from a doctor—you'll get a call back in about 10 minutes.

Pasos para hacer uso de Oscar

What's so different about Oscar?

Who we are

How it works

Why it works

What our doctors say

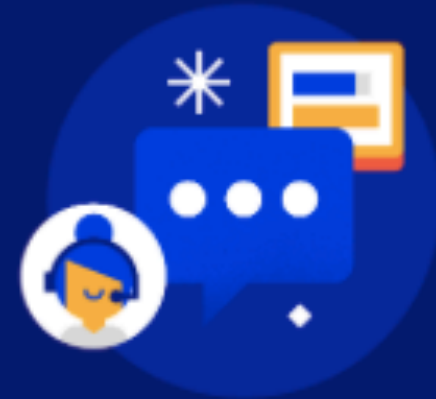
"It really seems like Oscar's thinking ahead and trying to solve old problems in new ways. As a result, I've recommended Oscar to many patients who currently don't have insurance."

Dr. Barry Cohen



Simple plans

Our plans have affordable copays for most routine care, so you always know what you owe. Plus, you can earn rewards just for walking.



Concierge service

Get expert guidance from doctors, nurses, and care guides who have your back. They can help you find a doctor, understand your plan, and save money.



Quality care

Our network of world class doctors & hospitals are here to take care of you.

Sección sobre por qué Oscar funciona

oscar

My zipcode is 10012

I'd like to cover

- ✓
me
- me and my spouse
- me, my spouse and my kids
- me and my kids

Natural language form



Simple

Market

Recommended

Secure
\$164.14/mo

Pay a low premium, then pay-as-you-go for care. Best for healthy adults under 30.

Bronze
\$424.52/mo

Pay lower premiums, then pay-as-you-go for care up to the max.

Silver
\$483.44/mo

Pay low copays for routine care before you've met your deductible.

Gold
\$634.68/mo

Low copays and a lower max help limit health care costs.

Platinum
\$735.91/mo

Lowest max limits your costs when you need a lot of care.

Most Simple plans offer affordable copays for routine care and Oscar covers 100% of your care after you meet your max.

If you take brand name drugs, you may prefer a Market plan, but premiums are usually a bit higher.

Comparación precios

Highlights

\$ \$ \$ \$

Lower monthly cost

Highlights

\$ \$ \$ \$

Lower monthly cost

Highlights

\$ \$ \$ \$

Lower monthly cost

Highlights

\$ \$ \$ \$

Higher monthly cost

Highlights

\$ \$ \$ \$

Higher monthly cost

Comparación deducible

● ● ● ●

Highest deductible

● ● ● ●

Highest deductible

● ● ● ○

High deductible

● ● ○ ○

Lower deductible

● ○ ○ ○

Lowest deductible

PROS

- Descripción sobre cómo se utilizar Oscar
- CTA para cotizar con buena jerarquía
- Tono de voz fuerte y confiado
- Poco texto
- Escenarios con los cuales usuarios pueden sentirse identificados
- Formulario amigable con el usuario
- Testimonios que generan confiabilidad
- Número telefónico a simple vista
- Sección de FAQ

CONTRAS

- Páginas secundarias muy distintas entre si
- Modelo Onepage corta información importante
- Menú principal cambia de posición entre el homepage y el resto de páginas

Primer nivel de navegación



HEALTH INSURANCE

BAYZAT BENEFITS

MORE ▾



Log in

Try Bayzat

Indicación sobre el uso de su sitio

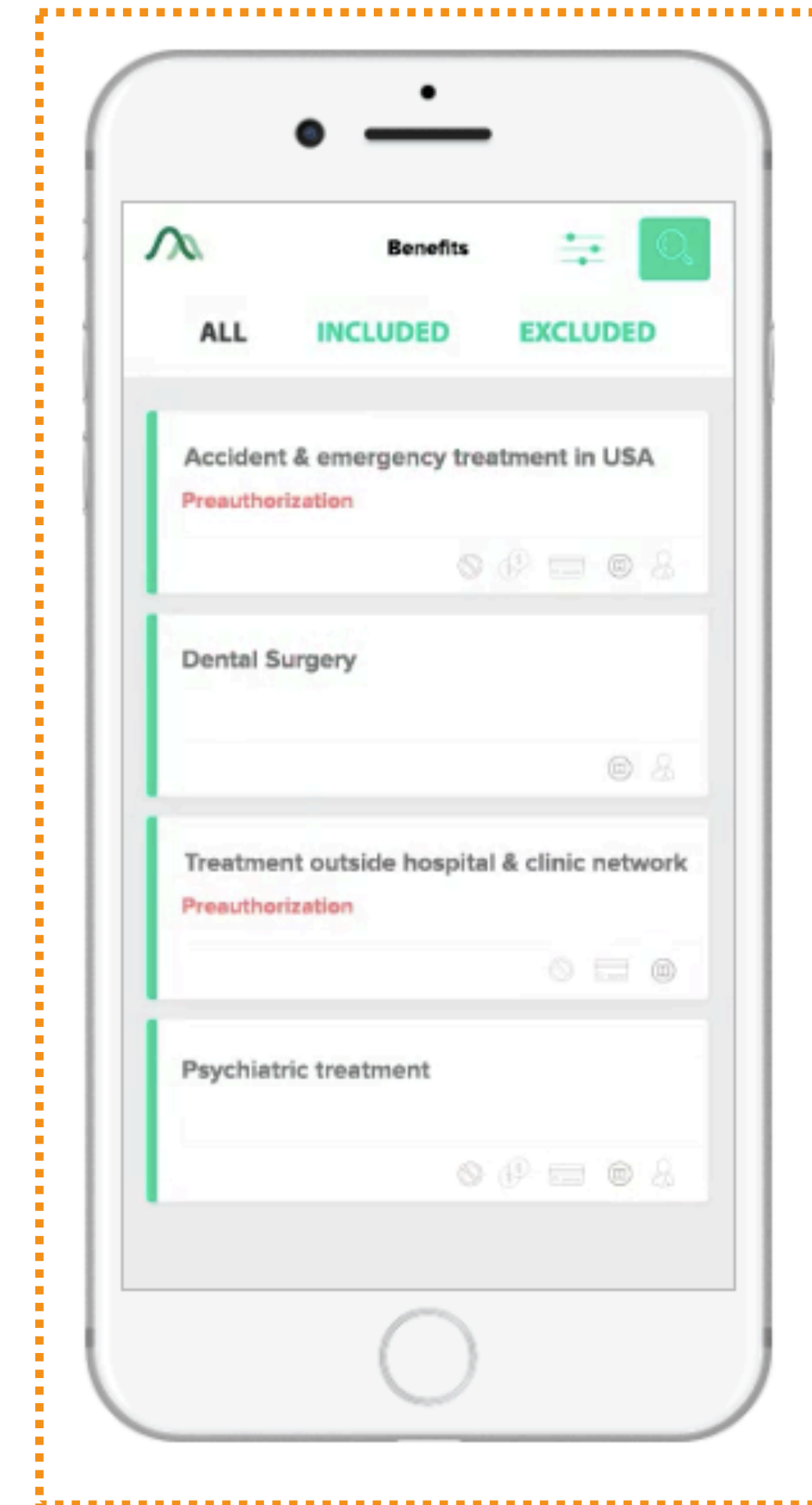
Compare, buy and use your health insurance

Plans from leading insurers, easy payment and powerful technology to access your benefits online

Company Health Insurance

Individual Health Insurance

CTAs prominentes separando en dos grandes tipos de seguros



Demo de su aplicación

Detalle sobre las indicaciones mostradas anteriormente



HEALTH INSURANCE

BAYZAT BENEFITS

MORE ▼

 Log in

Try Bayzat



Compare

Compare over a 100 policies in real time. Filter through policies to find the ones that fit your criteria or select based on their network map.



Buy

We make it easy for you to decide and buy your policy, helping you through each step of the process.



Use

Use Bayzat Benefits to access your full benefits and network map. Search for symptoms and specialists covered by your policy.

Iconografía sencilla como apoyo al texto

Verbo como título. Pequeño texto explicativo

Texto con una voz simple pero apelante



HEALTH INSURANCE

BAYZAT BENEFITS

MORE ▾

Log in

Try Bayzat

Bayzat Benefits™

Your policy in your pocket

Bayzat gives all of your employees access to Bayzat Benefits app where they can search through their benefits and network to make sure they avoid time consuming claim processes.

Hospitals & Clinics



Helps you find hospitals, clinics and more that's covered by your network. Stop paying out of your own pocket.

Benefits

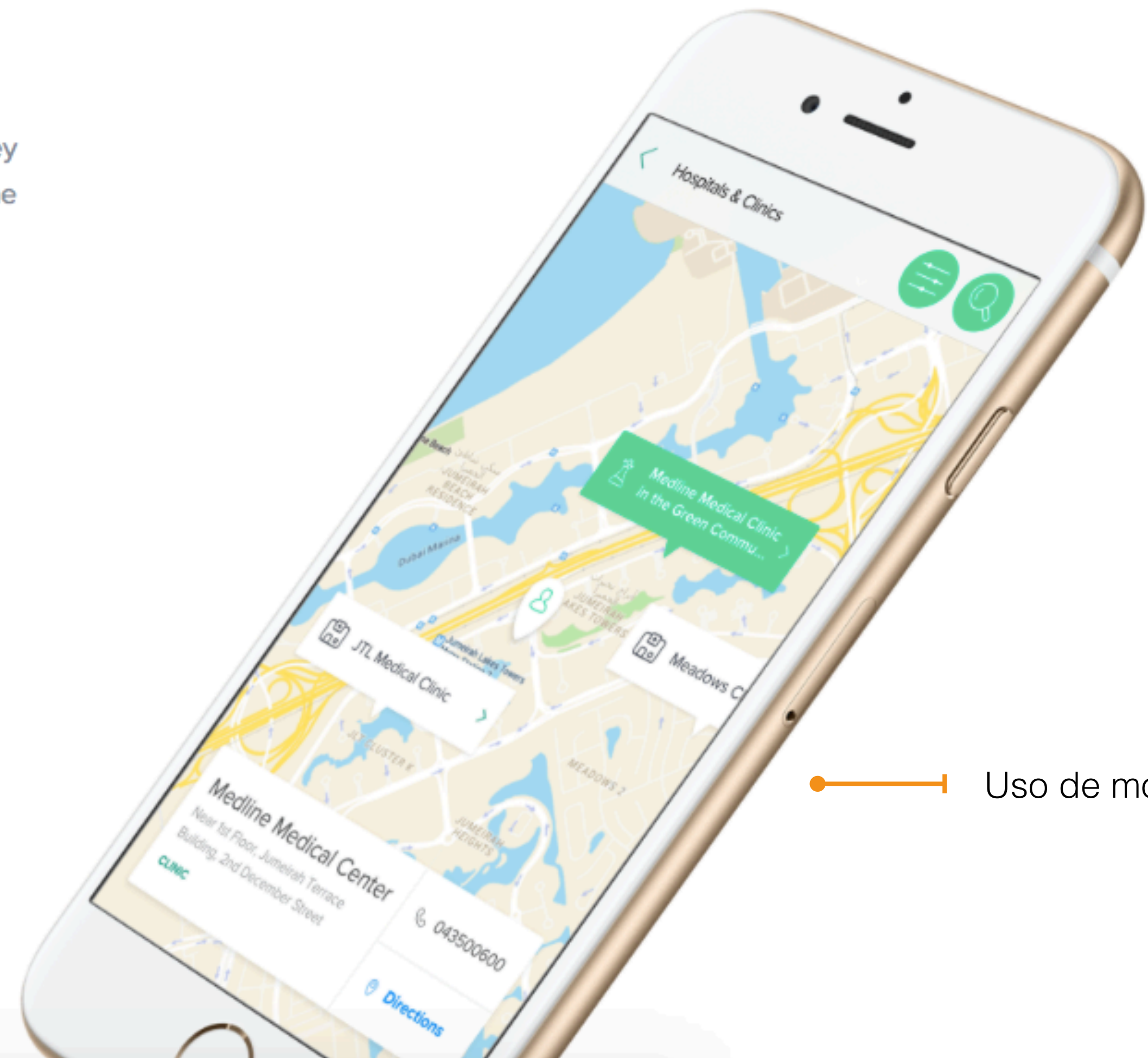


Your policy has been simplified and organized for you to easily browse through on your mobile device.

Search



Search for hospitals & clinics, benefits, symptoms and more.



Uso de mockups realistas

INDIVIDUAL HEALTH INSURANCE

The UAE's #1 way to get health insurance

Compare prices and benefits from leading medical insurance companies in the UAE.



What's your visa emirate? ⓘ

📍 Abu Dhabi

What's your age?

🎂 28

What's your gender?

👤 Female (single)

👤 Add another member

Find a policy & save now

Filtra información para buscar productos

We found 11 plans for you!

Too many to choose from? Customize your search by clicking the green button below.

Opciones para depurar la búsqueda

Clasificación de los planes

Slider con rango de precio

Sort by

Annual Premium (Low-High) ▼

Annual Premium between

AED 500

AED 150 000

Reset

AED 500

AED 150 000

CUSTOMIZE YOUR SEARCH

Add your own criteria to your search

01	<div>Annual Premium</div> <div>AED 3,727</div> <div>See breakdown</div> <div>Provider 11</div>	<div>MAX ANNUAL COVERAGE</div> <div>AED 250,000</div>	<div>DEDUCTIBLE</div> <div>AED 50 per consultation (including maternity)</div>	<div>COVERAGE</div> <div>GCC, Southeast Asia</div>	<div>+ COMPARE</div>	<div>APPLY</div>
	<div>NETWORK COVERAGE</div> <div>5166 Hospital 1791 Clinic</div> <div>See Network</div>	<div>+ Al Noor</div> <div>+ Zulekha Hospital</div> <div>+ NMC</div>	<div>✗ ROUTINE DENTAL</div> <div>Not Covered</div> <div>See more</div>	<div>✓ MATERNITY</div> <div>Covered in full inside Abu Dhabi & Al Ain with AED 500 deductible per delivery; Covered up to</div> <div>See more</div>		
02	<div>Annual Premium</div> <div>AED 4,844</div> <div>See breakdown</div> <div>Provider 11</div>	<div>MAX ANNUAL COVERAGE</div> <div>AED 250,000</div>	<div>DEDUCTIBLE</div> <div>AED 50 per consultation (including maternity)</div>	<div>COVERAGE</div> <div>GCC, Southeast Asia</div>	<div>+ COMPARE</div>	<div>APPLY</div>
	<div>NETWORK COVERAGE</div> <div>5532 Hospital 2609 Clinic</div> <div>See Network</div>	<div>+ Al Noor</div> <div>+ Zulekha Hospital</div> <div>+ NMC</div>	<div>✗ ROUTINE DENTAL</div> <div>Not Covered</div>	<div>✓ MATERNITY</div> <div>Covered in full inside Abu Dhabi & Al Ain with AED 500 deductible per delivery; Covered up to</div>		

Capacidad de comparación de productos

Join over 7,000 happy customers!

We believe that everyone has the right to simple health insurance in the UAE



Cantidad de clientes, brinda credibilidad

CTA para cotizar



HEALTH INSURANCE

BAYZAT BENEFITS

MORE ▾



Log in

Try Bayzat

Real time quotes

Compare hundreds of health insurance plans from the comfort of your home.

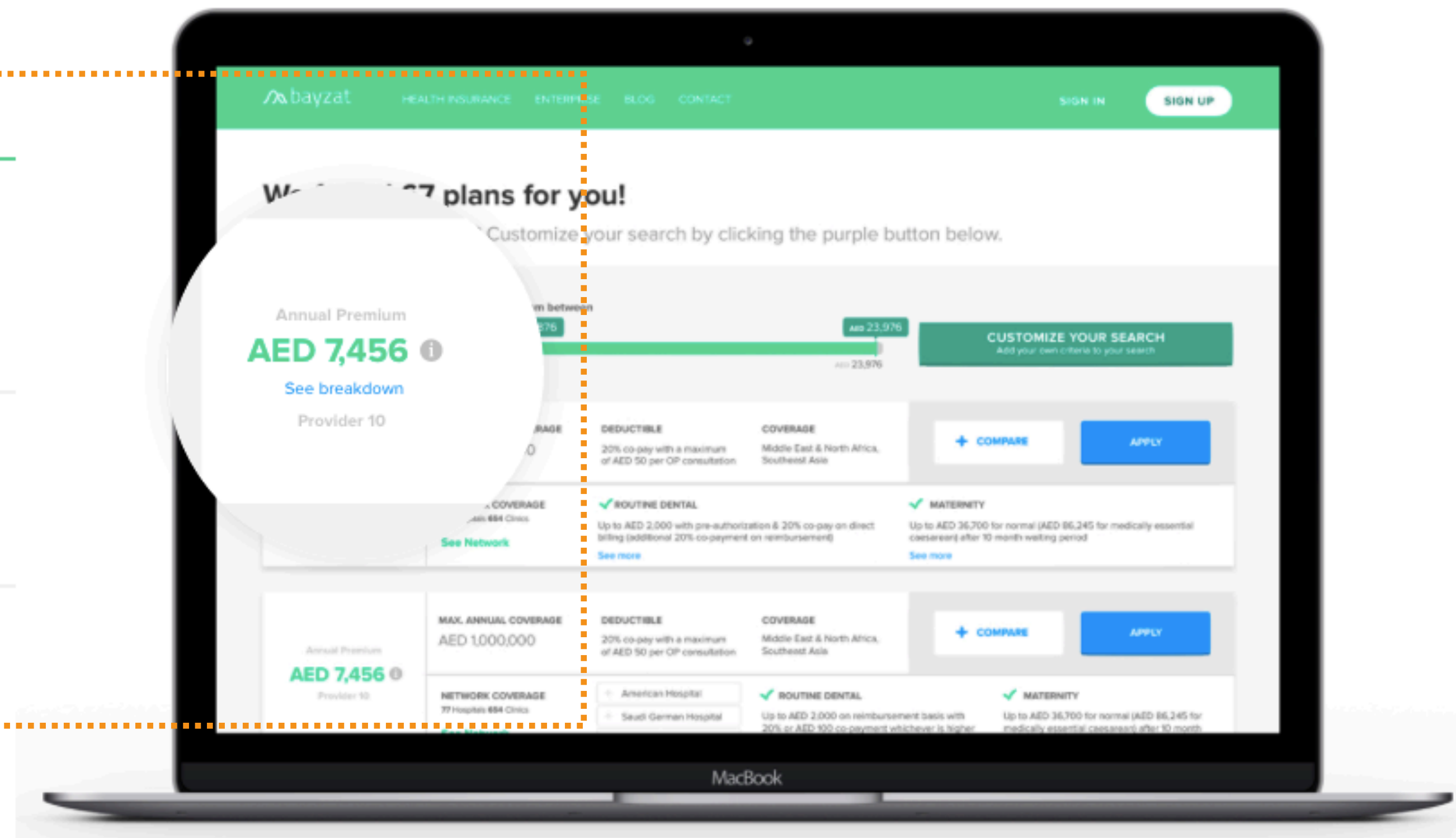
Filter your results

Easily find the right policy for your needs.

Compare plans

Use our quick and easy side by side analysis to compare benefits.

Compare plans and apply today



Muestra de forma simple cómo utilizar su sitio

Online Payment

We make buying medical insurance fast and easy - and that includes being able to pay online.

Customer Service

Choose the area of cover, specific hospitals and clinics, pregnancy requirements and other important benefits to find exactly what you're looking for.

Primera persona y todo de voz confiado, en donde le indica al usuario que son distintos a la competencia

Bayzat Benefits™ for you

Choose the area of cover, specific hospitals and clinics, pregnancy requirements and other important benefits to find exactly what you're looking for.

Hospitals & Clinics

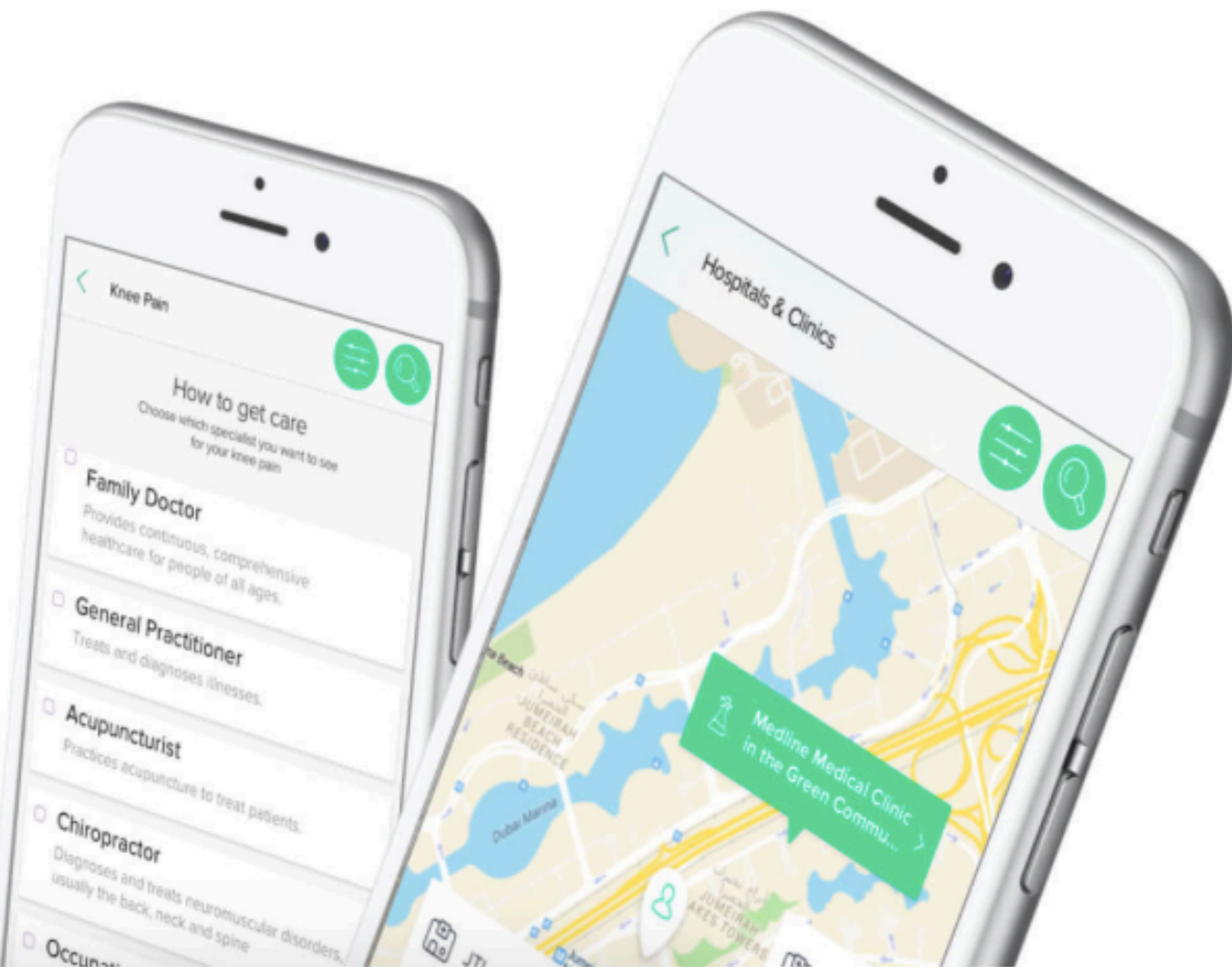
A convenient list of your covered network available on a map. Never go outside your network again.

Benefits

Your terms and conditions can be confusing. We have gathered everything in simple to read benefit cards.

Search

Search for anything from benefits, your network or symptoms with our get care search feature. Find the right specialist for your need.





HEALTH INSURANCE

BAYZAT BENEFITS

MORE ▼

 Log in

Try Bayzat

Footer simple

About Bayzat

Bayzat is a technology company that provides insurance and HR solutions.

Health Insurance

Individual

Company

Insurance Companies

Benefits Benefits™

Try it out

Features

Pricing

Company

Blog

Privacy Policy

Terms & Conditions

Contact

Repetición
del CTA
para cotizar



Link para bajar la aplicación

Try Bayzat

Redes sociales



Bayzat © 2017

What will Bayzat Benefits™ cost you?

HEALTH PRO

LIGHT

ENTERPRISE

Free

AED 249 /month

AED 499 /month

Health Insurance Clients

Up to 10 employees

Up to 20 employees ▾

Employee Records

Employee Records

Employee Records

Health Insurance Benefits

Health Insurance Benefits

Health Insurance Benefits

Health Insurance Onboarding

Time Off

Time Off

Time Off

Find a policy

Try a demo

Try a demo

Diferencias entre
productos

CTAs diferentes para distintas acciones

PROS

- Descripción sobre cómo se utilizar la sección de cotizaciones
- CTA para cotizar con buena jerarquía
- Tono de voz confiado en primera persona
- Bloques de texto pequeños
- Uso de iconografía simple
- Formulario amigable con el usuario
- Cantidad de clientes inscritos que brinda confiabilidad

CONTRAS

- La clasificación de las páginas no es clara
- En la navegación principal hay dos secciones en 'More' y no es innecesario
- Algunas secciones que parecen importantes solamente se encuentran en el footer

Tono de voz 'agresivo' y apelante

Don't risk going without any health insurance

Find a suggested insurance package if you don't have a major medical plan.

Shop short-term

CTA de compra prominente

Have a Qualifying Life Event?

You may still enroll in coverage outside of open enrollment period.

See if you qualify

CTA de cotización

- <
- Accident Insurance

Health Insurance

Short-term Insurance

Small Business Insurance

Critical Illness Insurance

Vision Insurance
- >

Play it smart.
Lower your eye
care costs with
coverage

Shop now

Detalle del hover

Cantidad de clientes, brinda credibilidad



Over **5 million customers** insured

Don't have a Qualifying Life Event? Get a Short-term Plan.

HCC short-term plans start as low as \$1.07 per day.

Mención de precios bajos



Shop Short-Term Plans

CTA de compra prominente

Cantidad de opciones que poseen

13,000+ plans from **180+** carriers

Tono de voz 'agresivo' y apelante

You will not find a better price anywhere. Get started now to see the top health plans in your area.

Find the best short-term plan for your interim coverage needs

Primary applicant

Gender

☐ Male

☐ Female

Date of birth

mm / dd / yyyy

Smoker?

☐ Yes

[Add Spouse](#)


[Add Child](#)

Payment [\(Learn more\)](#)

☒ Monthly

☐ Single up-front

Coverage start

04/19/2017 

NOTE: Starting April 1, 2017, the maximum coverage length for short-term plans is 3 months because of government regulations. Coverage expiration dates vary by insurance company.

Where do you live?

Zip code

Continue

Plans starting at

\$28

per month

from these carriers & more

National General
Accident & Health

THE IHC GROUP
Independence Holding Company

UnitedHealthOne
Underwritten by Golden Rule Insurance Company

Formulario
tradicional

PROS

- Clasificación de seguros clara: dental, salud, autoexpedibles, etc.

CONTRAS

- Muchos elementos por página, por lo que aumenta la carga cognitiva
- El formulario no es amigable con el usuario
- Inconsistencia gráfica entre páginas
- Hay varios tipos de CTAs, por lo que el propósito de la página no queda claro

hi oscar

bayzat

e health insurance

comparación entre planes	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
comparación interactiva		<div><div></div></div>	
formulario cotizaciones	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
testimonios	<div><div></div></div>	<div><div></div></div>	
iconografía		<div><div></div></div>	
mostrar cómo se utiliza el sitio	<div><div></div></div>	<div><div></div></div>	
buscador			<div><div></div></div>
menú principal fijo	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
enlace a redes sociales	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
categorización de seguros	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
teléfono a primera vista	<div><div></div></div>		<div><div></div></div>