PinkTech is developing a saving card and email newsletter sign-up for the medication "Rejuvenate". Participants that complete the sign-up form are provided a PDF that contains their saving card details. A saving card allows a patient to save money when fulfilling a prescription for Rejuvenate.

PinkTech is integral with 3rd party savings card vendor, "SaveHeart", which manages Rejuvenate savings cards on PinkTech's behalf. When a participant signs up, a saving card number is passed to PinkTech populated with the card details in the PDF. Participants that complete the sign-up form are also sent a welcome email and a follow-up email to redeem the discount on the purchase of their medication with their savings card.

Sign-up Form

♥ Rejuvenate

Register to receive your savings card

First Name: [   ]

Last Name: [   ]

Email Address: [   ]

☐ I am 18 years of age or older. By chcking this box, you give permission to use your personal information to receive product and disease-state information from Rejuvenate. You may revoke your permission at any time.

[Submit]

This project - clearly defining the scope and bringing it to the project team for the project to move forward seamlessly.

I need to create a Business Requirement Document(BRD) that helps align all the stakeholders on the project scenario above. This document will be utilized to align clients' expectations and used as input by the Developers and Quality Assurance team to further build their respective documentation.

What it is looking for is:
- Structure - flow to put into the documentation
- Delivery - Communication/Presentation Skills
- Strategic Thinking - ability to ask the right questions
- Leading - Outlining critical features/requirements that have not been mentioned above

PinkTech

Business Requirements Document

Rejuvenare Saving Card

Abstract

Implimentation of the savings card for Rejuvenate prescription.

Executive Summary

The savings card program will be part of Pinktech's strategy to launch more healthcare services, including discounts on prescribed medicines. It is anticipated that Rejuvenate will be the first prescription to be included on the savings card, with the possibility of adding other prescriptions in the future.

Once anyone join our newsletter mailing list, he/she will have access to the savings card. PinkTech will allow signup for the savings card online and will integrate with our partner SaveHeart to help manage the savings card program.

Problem Statement

Today many individuals are on the Rejuvenate medication which is very expensive especially when other medications have to be taken alongside it. People on this medication are seeking out options to reduce the burden of the high costs every time they fill their prescriptions.

The problem that these individuals face is how to get their Rejuvenate prescriptions at lower prices than their insurance company and still use the wide range of pharmacies at their convenience.
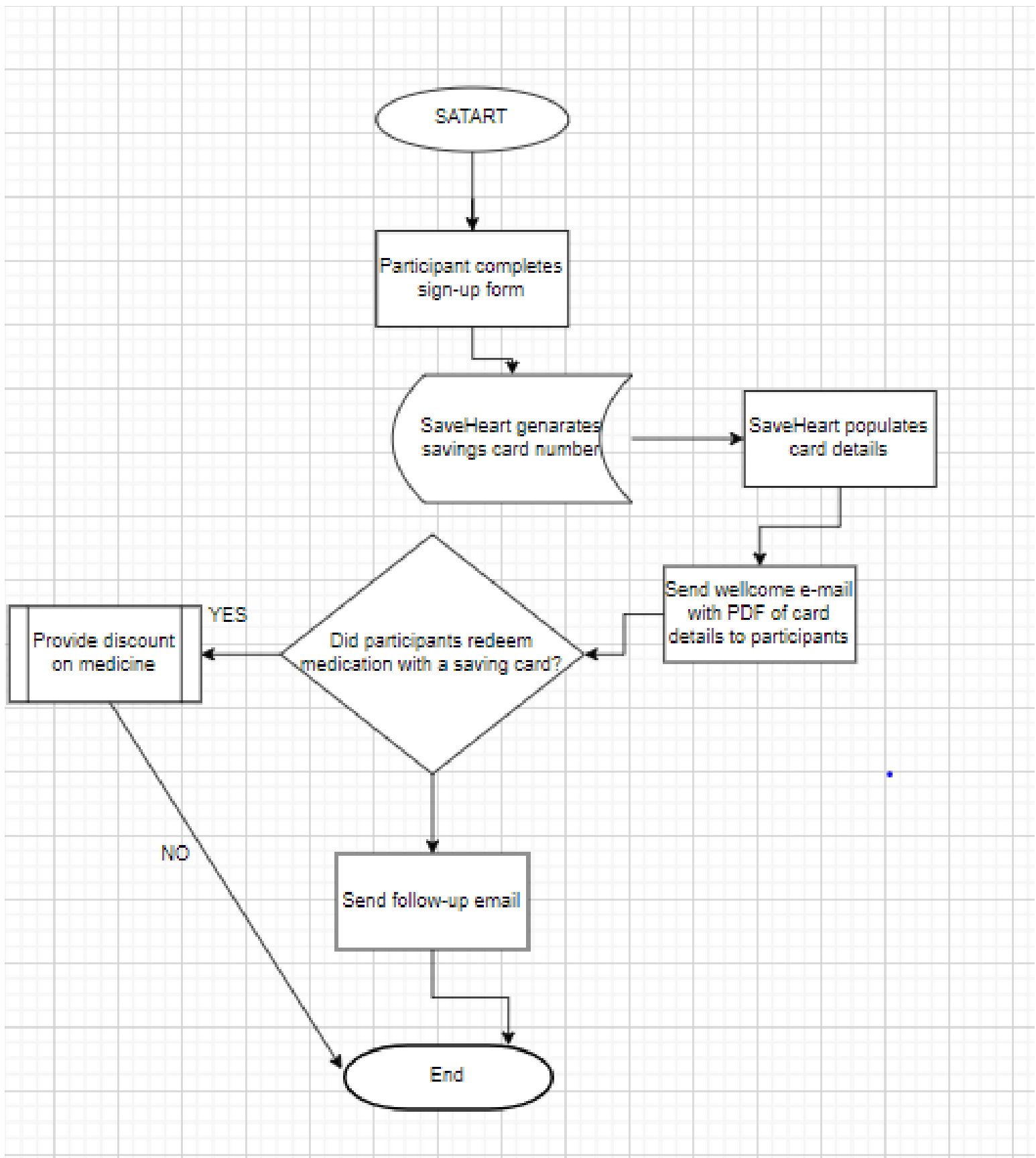
Solution Overview

To resolve the problems being faced by individuals in filling their prescriptions, PinkTech will leverage our partnership with SaveHeart to provide a savings card that can provide discounts for participants who sign up and use their savings card to fill the prescription.

Medium will charge a yearly subscription fee that will be shared with SaveHeart so that both partners benefit but the largest savings goes to the customers who could realize a reduced cost of Rejuvenate medication by up to 25%.

The savings card will be sent via email after signup and will be accepted on any of the existing pharmaceutical networks that SaveHeart already has set up.

SaveHeart has a proprietary algorithm that will calculate the discount that will be applied based on the prescription details for Rejuvenate. SaveHeart will also already has a proprietary system that allows pharmacies to check the price of the medication using the savings card and compare it with the prices with the insurance copay to ensure that the participant gets the best price.

With the SaveHeart integration, PinkTech will know all the participants who use the savings card and help set up reminders for those who have not yet used the card.

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SATART

Participant completes sign-up form

SaveHeart genarates savings card number

SaveHeart populates card details

Send wellcome e-mail with PDF of card details to participants

YES

Provide discount on medicine

Did participants redeem medication with a saving card?

NO

Send follow-up email

End

Risks

In order for the savings card to be successful, it must overcome some risks:

Potential low adoption - Because the savings card requires participants to voluntarily sign up and we cannot immediately say how much savings they can expect, there might be a reluctance to sign up or use it before realising its value.

Strong Dependency on SaveHeart - The savings card program will be owned by PinkTech but is being managed by SaveHeart, which would result in PinkTech being very dependent on SaveHeart where changes in the relationship could result in higher costs for PinkTech and none of the product knowledge is being shared in-house.

Limitations

The savings card product has the following limitations:

• Only used for Rejuvenate prescriptions not any other types of medications

Participants can only claim the discount at the time of purchase. Purchasing the medication and then sending in the receipt to be reimbursed is not allowed.

Assumptions

The following assumptions have been made on how the savings card will be managed:

• SaveHeart already has a network of pharmacies that will accept the PinkTech savings card

• SaveHeart already has an algorithm to generate the savings card number

• SaveHeart has an algorithm to calculate the rate of discount based on the prescription amount for Rejuvenate medication.

• Pharmacy personnel can access the savings card in the pharmacy system able to see what the discounted price would be to fill Rejuvenate Prescription.

• SaveHeart provides details of the participants who use the savings card

• SaveHeart will manage the savings card and PinkTech will provide the customers and do basic maintenance of the cards in the PinkTech software.

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• Savings cards will only be digital; however, participants can print them themselves.

Project Scope
In Scope
The following features are in scope:

1. Creation of signup form for a savings card

2. API integration to SaveHeart to generate savings card numbers and give real-time updates of card usage

3. Generation of follow-up emails based on card usage

4. Show a simplified dashboard of adoption and sales reports

5. Maintain savings card data (updating name and email address)

6. Maintain audit log for savings card updates

Out of Scope

The following features are out of scope:

1. Print and mailing of physical cards

2. Ability to reimburse prior prescriptions used without the savings card

High-Level Requirements

The following are the high-level requirements for the savings card product:

1. Ability to signup for a savings card program,

2. Ability to send emails for the welcome and follow up

3. Ability to integrate to SaveHeart

4. Ability to generate savings card reports

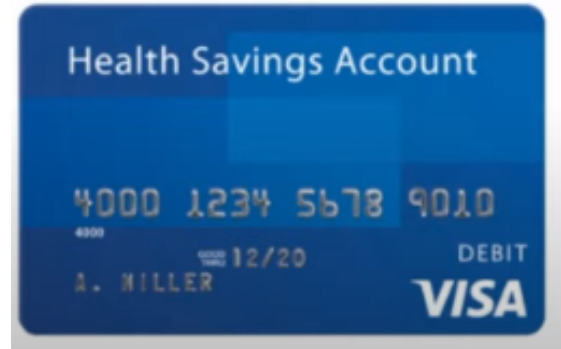5. Ability to update savings card data

Detailed Requirements

These detailed requirements are what is expected to be built by the developers and tested by our QA team.

1. Ability to sign up for savings card program

1.1. When the newsletter is sent, the system must include an option to sign up for savings card

1.2. When the user clicks on the option to sign up for a savings card, the system will navigate to the sign-up form which will have the following fields:

a) First name

b) Last name

c) Email address

d) Terms checkbox (see mockup below)

e) Submit button

f) Close button

1.3. When the user clicks on Submit, the system will call the SaveHeart API and get a savings card number.

1.4. The system will generate a savings card with the participant's name and assign a savings card number (see mockup)

2. Ability to send emails

2.1. When the user signs up for the savings card and the card is generated, the system will send a welcome email.

2.2. The savings card will be sent as a PDF attachment in the welcome email.

3. Ability to integrate with SaveHeart

3.1. The system must be able to make an API call to SaveHeart in order to pull the participant information real time. The information that will be pulled are:

a) Participant first name

b) Participant last name

c) Participant email address

d) Savings card number

e) Participant status (subscribed/unsubscribed)

f) Last used date

g) Pharmacy name card was used at

h) Pharmacy number

i) Prescription amount

j) Original price of prescription

k) Discounted price

l) Discount amount

4. Ability to show savings card usage reports/simplified dashboard

4.1. When the admin user logs into the PinkTech software, they will see a new option for managing savings cards called "Manage Cards".

4.2. When the user clicks on Manage Cards, the system will show a screen with dashboard widgets using the data pulled from the SaveHeart API integration with the following details:

a) Total number of signups

b) Total number of saving cards used

c) Total value of the prescriptions purchased with the savings cards

d) Total discounts given for the prescriptions

e) Total number upcoming for annual fees in the next 30 days

f) Total number of participants who unsubscribed in the last 30 days

4.3. For each of the totals shown the system will allow the admin user to drill down and see

a table view of the data that contributed to the total. The table will have the following headings

a) First name

b) Lastname

c) Email address

d) Sign up date

e) Uses count (total times the card was used)

f) Participant status (subscribed or unsubscribed)

g) Pharmacy last used (pharmacy name)

h) Pharmacy number

i) Prescription value

j) Discount received

4.4. Admin user is able to sort the table

4.5. Admin user is able to search and filter the results

4.6. Admin is able to export the tables as report in CSV format

5. Ability to manage savings cards

5.1. When the admin user accesses the Medlam software and selects the manage savings cards option, they will see an option to update card

5.2. Admin is able to search for a card holder by name or by the email address or card number and the system will show the participant information that matches the search results

5.3. The admin is able to make updates to the name on the card but is not able to edit the card number. The card number field will remain disabled

6. Ability to send follow up emails

6.1. When the admin accesses the dashboard and sees the list of participants who have not used the cards (usage count = 0), the system will provide an option to send a reminder email.

6.2. The admin is able to select the send reminder button and the system will ask for confirmation to send the reminder, if the admin chooses yes then the reminder is sent to all participants whose usage count = 0.

6.3. The reminder email that will be as shown below:

Don't forget to save!

Thank you for signing up for the savings card to assist you in getting your Rejuvenate prescriptions at a cheaper price!

We noticed you haven't used your card yet so please see your attached SaveHeart Savings card that is already activated.

Use it at your pharmacy every time you fill a prescription and benefit from our discounts!