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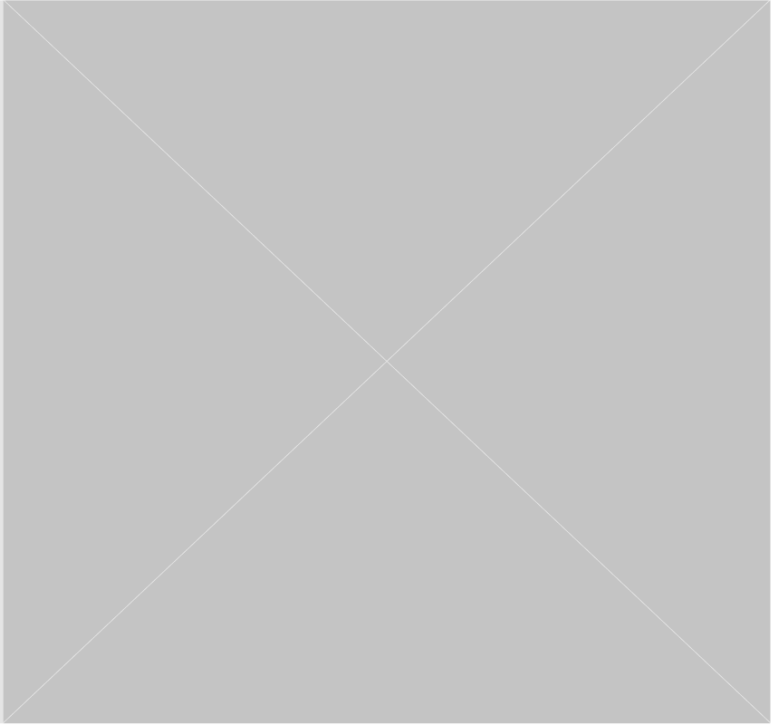
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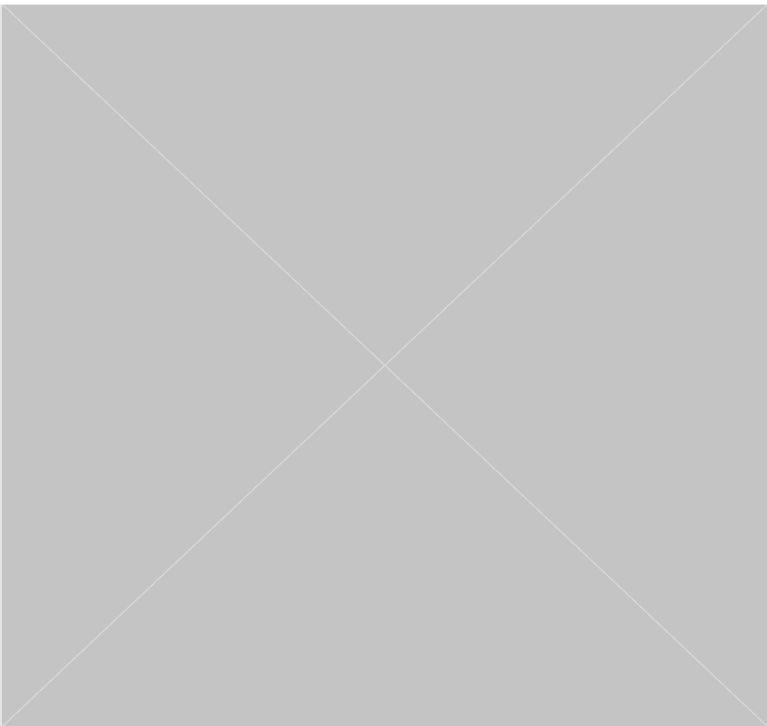
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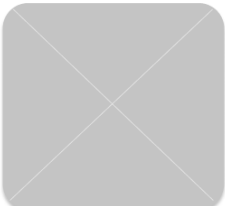
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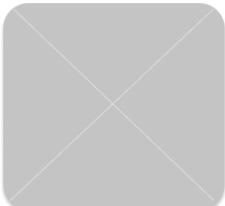
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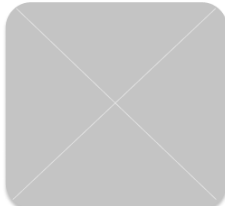
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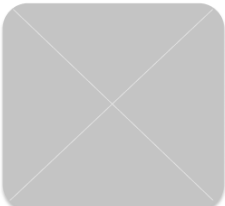
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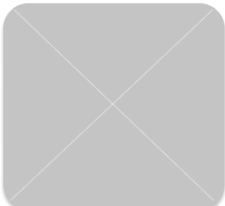
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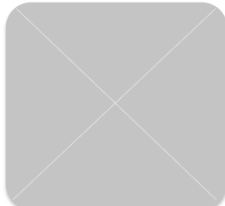
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The Team

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Name: Grace

Age: 32

Education: Bachelor's

Hometown: San Francisco, CA

Family: Husband

Occupation: Small business owner

"I want an easy way to understand my options."

Goals

- Close to her house
- Many options
- Easy price differences

Frustrations

- Since she has no option to get her procedure, she is frustrated she can't easily choose where to go

Grace is a 32 year old, living in San Francisco, with a tumor she needs to have chemotherapy to remove. She has to have this multiple times, and wants to have the best experience she can, as well as at a good price point. She also wants to be able to choose somewhere close to her house for short travel time.



Name: Gary

Age: 50

Education: Master's

Hometown: Tucson, AZ

Family: 2 kids, Wife

Occupation: High School Teacher

"I want the right procedure for me to be obvious, not mysterious."

Goals

- Fast
- Easy to use
- Obvious comparisons

Frustrations

- Never sure what prices are
- Takes too much time
- Doesn't know what option is best for him and his insurance

Gary is a 50 year old high school teacher who has had frustrations with past medical procedures. It always takes way too long to figure out what the best option is for him and what his insurance will cover. He wants a way to easily compare these procedures in a transparent, efficient way.