

Hi there,

Thanks for all of your team's hard work on overhauling the HESG claims experience. The UX changes were pretty straightforward but they've made a big difference, and I'm grateful for your help in focusing on the most impactful items... we would've wasted a lot of time otherwise!

With that in mind, I'm hoping you might be able to help me with a final piece of work before the project wraps up. We have a long list of potential further changes - mostly to the site, although some to the HESG programme itself - which we need to review and prioritise. We need to cut the list down to just five initiatives, and we're struggling to choose. If you have a framework or method which could enable a more scientific selection process, that would be great!

As usual, budget is a constraint; the Blockchain programme is exciting but it'll consume a large chunk of my budget, so I have just \$1.9m to work with for these five things. With that money, I'd also like to ensure we have a range of short-term and longer-term initiatives - it's good to show ambition, but we need to show some progress on smaller projects in the meantime, too.

I've attached our current 'candidate list' of initiatives... could you and your team work through them and let me know your recommendations and rationale?

Thanks

Henry