

BrainStation®

x Google Health

The Brainy Bunch

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# The Brainy Bunch



The Brainy Bunch

**WE'RE HERE TO...**

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**Humanize Healthcare**

# THE PROBLEM SPACE

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**What did we identify?**

# THE BIG IDEA

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## Darren Sanders

**Age:**

30

**Location:**

Los Angeles, CA

**Pronouns:**

He/him

## WHO IS THIS FOR?

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### Attitude

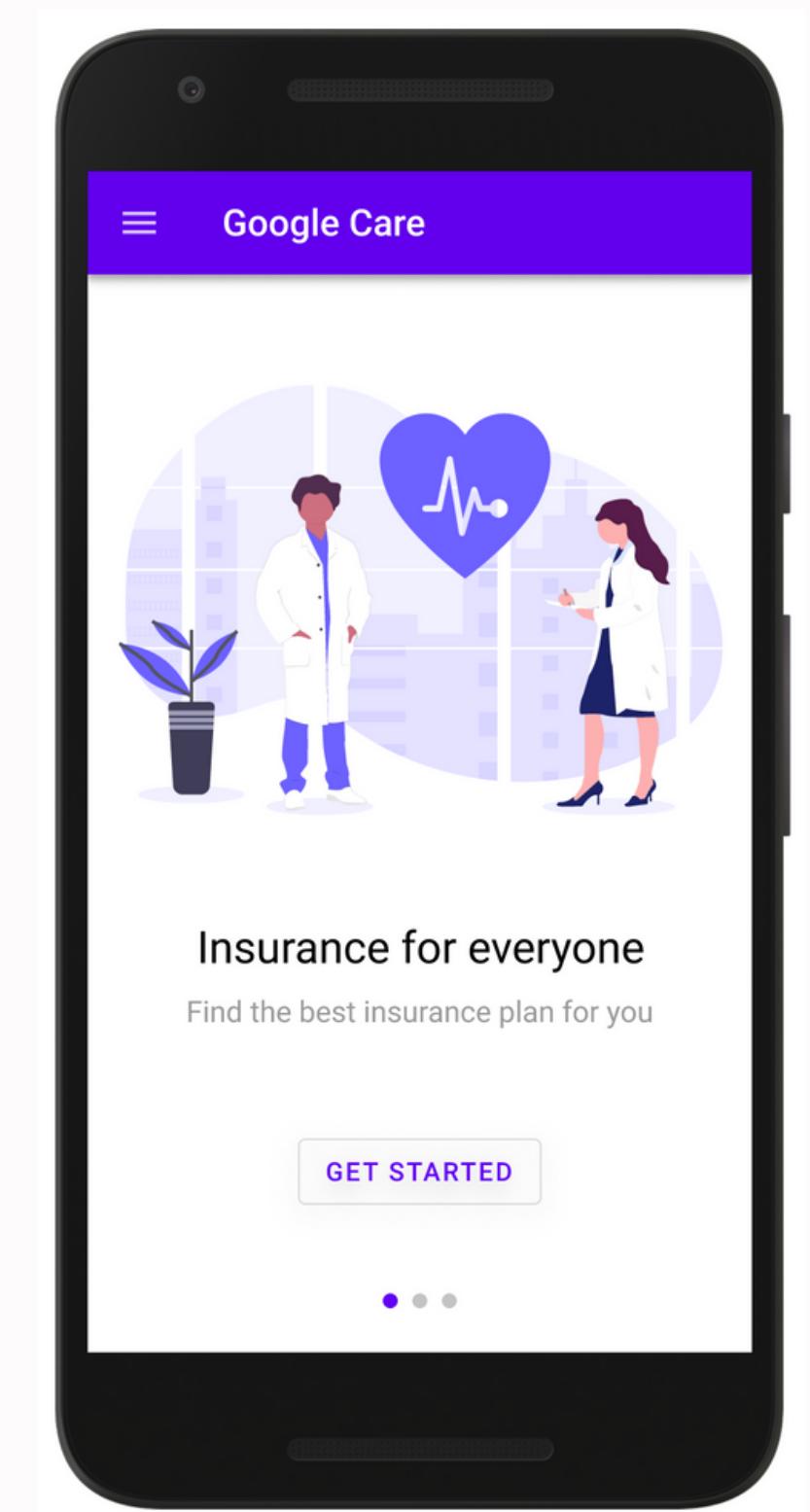
- Health insurance is expensive and isn't something they can afford

### Need

- See what insurance costs so he can plan ahead

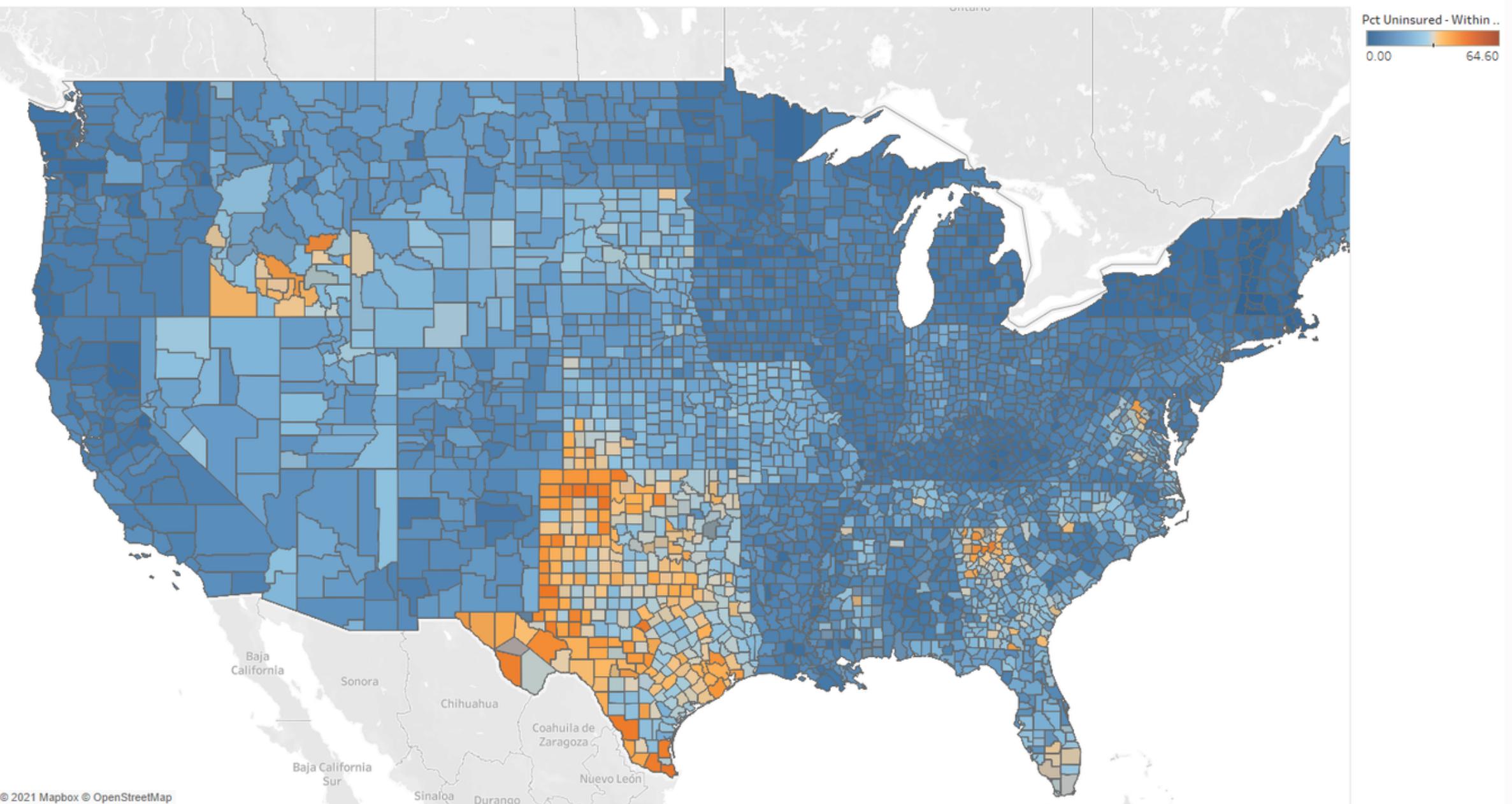
### Pain Points

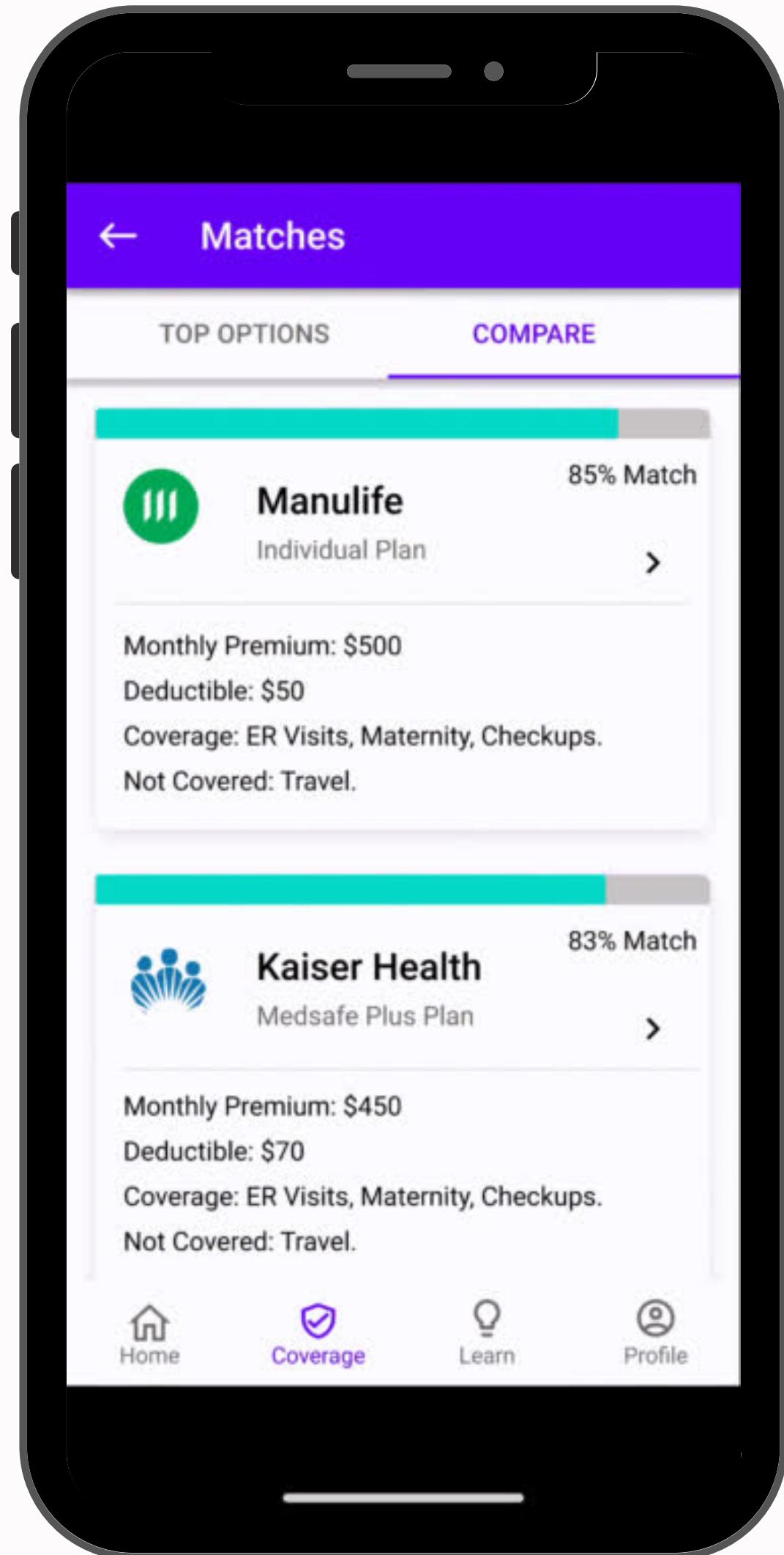
- Insurance is confusing and overwhelming



# DATA INSIGHTS

Uninsured Population of U.S. Counties Where Income Less than 138% of Poverty





## NEXT STEPS

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# Thank You!