



Darren Sanders

Age: 30
Location: Los Angeles, CA
Pronouns: He/him

WHO IS THIS FOR?

Attitudes

- Risking it and "going without" because he is relatively "healthy"
- Health insurance is expensive and isn't something they can afford
- Intimidated by the system that isn't designed for accessible information and communication

Needs

- Get affordable coverage and have agency to choose when to go to a doctor
- A clear description of affordable health insurance options
- See what insurance costs so he can plan ahead
- Find doctors in their area that is covered by insurance providers

Pain Points

- Doesn't understand which insurance options are available to him
- Having to choose between paying bills and having health coverage
- Tends not to receive preventative health care
- Insurance is confusing and overwhelming