

# LEMONAID



Senstivity

→ feel other X



## Accessibility

- Are there a broad range of states that they provide birth control in?

1) 10 states 2) 20 states 3) 30 states 4) 40 states 5) 50 states



## Recommendation Access

- How hard is it to get to an actual recommendation?

0) overly invasive 1) gov id 2) paywall 3) sms or email verification 4) recs w/no restraint  
5) recs with no restraint and prices



## Insurance Coverage

- How many different insurance providers do they take?

1) Does not take insurance 2) limited info on insurance, still lists prices 3) limited info on coverage, but customer service 4) most insurance accepted, lists plans not covered, co pay is listed as 0 5) accepts most, plans list, customer service to confirm.



## Cost & Transparency

- What did they tell us about product pricing?

1) Little info or charged consult 2) no info or info and charged consult 3) clear on product cost but no insurance 4) clear product price, fees 5) clear on prices, no fees

*little info + charged consult and/or membership*



## Privacy

Website	Rating Score	Average Score	Ratings	Range	Explanation
Hers	4	3.25	1	0-0.9	
Nurx	4	3.25	2	1-1.8	
Pandia	4	3	3	1.9-2.7	
The Lowdown	3	2.625	4	2.7-3.6	
Alpha	4	3.25	5	3.7-4.5	
Lemonaid	4	3.5			
Optum	3	2.25			
Twentyeight	4	3.125			

0 for retention

1 \*Calculating the score by adding up all the scores from the 8 different categories and then averaging them.

2 \*Took out Holding Services Harmless & Puts Sole Risk on Users for Liabilities

due to these being on terms and conditions for most companies. Rubric used

3 was used to analyze both privacy policies and terms and conditions; however, only read through privacy policies.



\*5 identified questions\*

### Medical Accuracy

- Are the right questions asked?
  - Is the information used properly?
- 1) Questions not asked/bad response 2) some questions asked, maybe okay result  
3) most questions asked, good result 4) almost all questions asked, good result  
5) all questions asked, good result

3/5 ~~no result~~

# OPTUM



## Accessibility

- Are there a broad range of states that they provide birth control in? 25

1) 10 states 2) 20 states 3) 30 states 4) 40 states 5) 50 states



## Recommendation Access

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5) recs with no restrain and prices



## Insurance Coverage

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## Cost & Transparency

- What did they tell us about product pricing?

1) Little info or charged consult 2) no info or info and charged consult 3) clear on product cost but no insurance 4) clear product price, fees 5) clear on prices, no fees

little info on product costs



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Pandia	4	3	3	1.9-2.7	
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Alpha	4	3.25	5	3.7-4.5	
Lemonaid	4	3.5			
Optum	3	2.25			
Twentyeight	4	3.125			
0					

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\*5 identified questions\* 5/5

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# ALPHA



## Accessibility

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5) recs with no restrain and prices



## Insurance Coverage

- How many different insurance providers do they take?

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## Cost & Transparency

- What did they tell us about product pricing?

1) Little info or charged consult 2) no info or info and charged consult 3) clear on product cost ~~but no insurance~~ 4) clear product price, fees <sup>nothing about fee</sup> 5) clear on prices, no fees



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### Medical Accuracy

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3) most questions asked, good result 4) almost all questions asked, good result  
5) all questions asked, good result

~~# questions asked~~

# TWENTY EIGHT



## Accessibility

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## Recommendation Access

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5) recs with no restrain ~~and price~~



## Insurance Coverage

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6 Alpha	4	3.25	5	3.7-4.5	
7 Lemonaid	4	3.5			
8 Optum	3	2.25			
9 Twentyeight	4	3.125			
0					

\* 0/5 on retention

\* 0/5 assets

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# THE LOWDOWN!



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## Insurance Coverage

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0					

3.5/5

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# NURX



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5) recs with no restraint and prices



## Insurance Coverage

- How many different insurance providers do they take?

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## Cost & Transparency

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\*5 identified questions\*

315

# PANDIA



## Accessibility

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## Recommendation Access

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 5) recs with no restrain and prices

(Accessibility)

## Insurance Coverage

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## Cost & Transparency

- What did they tell us about product pricing?

1) Little info or charged consult 2) ~~little info~~ and charged consult 3) ~~clear on~~  
~~product cost but no insurance~~ 4) clear product price, fees 5) clear on prices, no fees

3) ~~price info + no fees, vague "starts at"~~



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## Qualitative Importance



1/5

\*5 identified questions\*

1/5

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# HERS



5/5

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5/5

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 5) recs with no restrain and ~~prices~~  
 specific



1/5

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4/5

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3/5

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\*5 identified questions\*

1 Lowdown

2 NURX

3 Hers

4 Pandia

5 Alpha

6 28

7 Lemonaid

8 Optum