What is our Goal?

* Ingrain understanding of needed tradeoffs in UHC
  + Leading to improved comprehensibility and perceived fairness of system
    - Leading to support for UHC.
* Reduce cognitive effort needed (striking a balance b/w ‘realism’ in the simulation, and applicability w.r.t. human use, engagement, and understanding?)
  + Can make the hurdle shorter, but NOT the runner stronger?
  + Information architecture could be improved
* Why do people not support UHC?
  + Could have a qualitative answer, or a categorical drop down type thing
  + Where ‘comprehensibility’ and ‘fairness’ are two options, can directly measure them against other options.

Topline Suggestions/Alterations By Category

Simplification/Abstraction:

* Provide Fewer Options / Less Information
* “Do the math for them”
  + How to do this, perhaps have people select ‘presets’?
  + Essentially would be plans that diverge on what they desire, depth vs breadth of coverage, or other elements to trade-off.
    - Could have people ‘punch in’ how often they expect to need certain things, and then have a calculator/formula spit out what the estimated cost for each plan is??
* The simplified model doesn’t have to ‘reflect’ the truth?
* Provide risk in absolute risk sense, using a ‘fixed’ denominator (1/1000, 5/1000, 100/1000, etc.)
* Could use analogies to communicate more information
* Can we limit options as ‘choose left or right’? (dumbing down the choices significantly)

Presentation:

* Order information/categories of care s.t. most important item is first or last.
* Highlight only important information using symbols
  + What is considered important information to highlight?
* Ask people to make choices based on the ASSUMPTION that this presented information is true?
  + Is this a big ask, and will it/should it even make a difference?

Provide additional information:

* Could provide risk ladder of relative base-rate of some common medical occurrences?
  + This could add useful context, but is also strictly more information
  + How to provide the ‘benefits’ of various health-care outcomes?
* Using language like IPCC colloquial ‘terms’ and define what they mean statistically
* Can we simplify the terminology as to what each thing means, and how it influences individual healthcare choices?
  + Huge problem w/ consumers as is regarding comprehending healthcare (the terminology, let alone complex value judgements!)
* How can we add, narratives, vividness, tailoring, and framing?
  + Would these elements be directly useful, and which ones do we already benefit from?