

# Client Meeting Notes

## Why do this:

- 1) Healthcare Transparency
- 2) Saving people money
- 3) Empowering the customer? (we didn't write this down for this section, but it seems like it might apply)

## Value Propositions:

- |   |                    |
|---|--------------------|
| 1) Gain experience                      | --> Student team   |
| 2) Empowering Consumer                  | --> Cash Doctor    |
| 3) Save Money/Build Network             | --> Customer/Users |
| 4) Reducing bottom line                 | --> Corporations   |
| 5) Make money through increased traffic | --> Doctors        |

## Goals:

- 1) We want to help people save money
- 2) Consumer/Customer empowerment

## For Whom?

- 1) Consumers
- 2) Corporations
- 3) Cash Doctor
- 4) Student team
- 5) Healthcare Providers

## What?

What tasks will make this project a success:

- 1) Shared vision
- 2) Defined scope
- 3) User friendly mobile app
  - 3a) OCR
  - 3b) geolocation
  - 3c) inviting and intuitive interface
  - 3d) networking capabilities
  - 3e) potential user motivation tools (teledoc)

## Assumptions:

- 1) adoption of the technology by consumers
- 2) corporations will push their employees to use it via incentives
- 3) people will move away from insurance providers if it saves them money

## Costs:

- 1) Development time (in person-hours)
- 2) Hardware
- 3) Software
- 4) Network
- 5) maintenance
- 6) miscellaneous

**Benefits:**

- 1) consumers and corporations save money
- 2) consumers have access to healthcare, information, and networks(intangible)
- 3) doctors make more money
- 4) usage
  - 4a) registered users
  - 4b) downloads
  - 4c) rate of access
  - 4d) rate of sharing
- 5) time saved finding coverage

**Benefits Chain** (very draft):

Developers (SCS)--> develop mobile app (initiative) --> Good mobile environment/Multiple platforms (outcome) --> Ability to search and share healthcare information (outcome) --> Saving time and money (outcome) --> Success for Cash Doctor (outcome)

Acquirers (SCS) --> Start mobile program (initiative) --> Good mobile environment/Multiple platforms (outcome) --> Ability to search and share healthcare information (outcome) --> Saving time and money (outcome) --> Success for Cash Doctor (outcome)

Corporations (SCS) --> Incentivize employees (initiative) --> Creates employee motivation (outcome) --> Ability to search and share healthcare information (outcome) --> Saving time and money (outcome) --> Success for Cash Doctor (outcome)

Providers (SCS) --> Volunteer price and information, receiving customers (initiative) --> Ability to search and share healthcare information (outcome) --> Saving time and money (outcome) --> Success for Cash Doctor (outcome)

Customers (SCS) --> Share and search healthcare information (initiative) --> Ability to search and share healthcare information (outcome) --> Saving time and money (outcome) --> Success for Cash Doctor (outcome)