**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)