



PREMERA MEMBER EXPERIENCE

# OUT-OF-POCKET EXPENSES

# INTRODUCTION

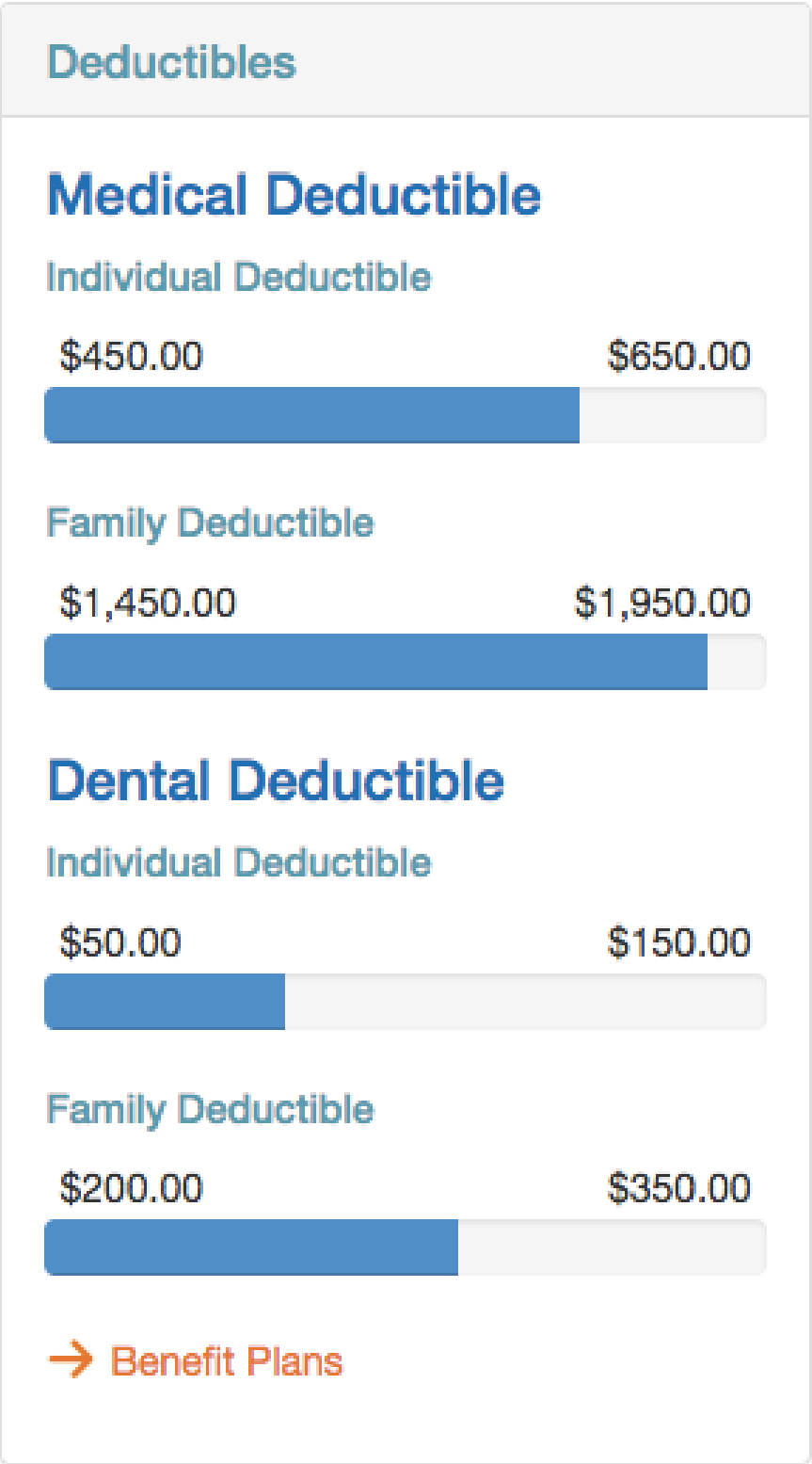
## Overview

“Why am I still paying?”

How might we provide a design that gives Premera the most important expense related information and help build transparency in the health insurance system?

Improve the visualizations to reduce calls.

Research and design conducted during March and April 2017 by Susan Evans.



# BASELINE STUDY

# 2 designs, 4 versions

## Description

In order to test both designs and limit bias we used two data sets, one in which the deductible has not yet been met, and one in which the deductible has been met.

## Differences

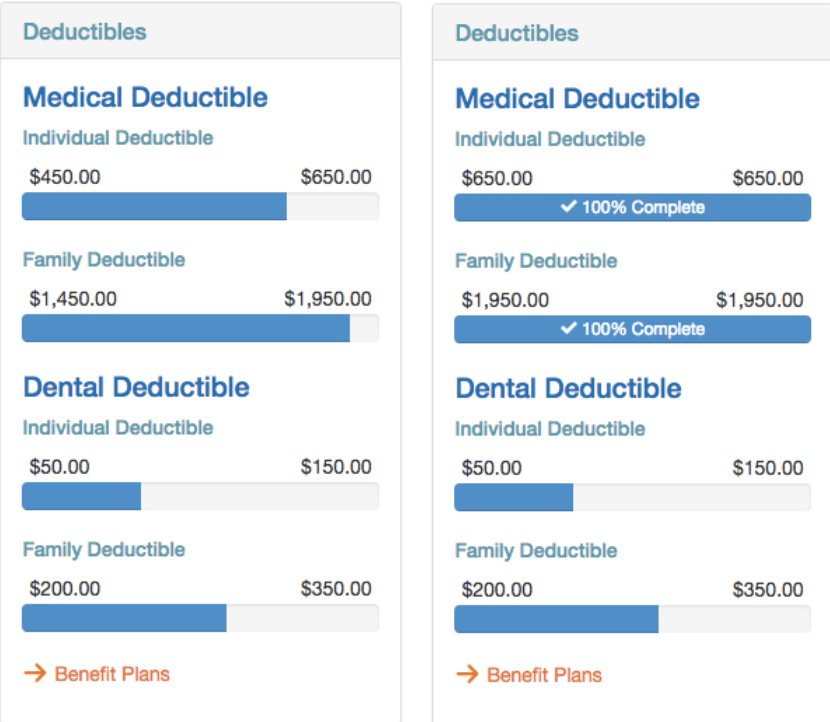
### Design A

Separates individual and family deductibles

### Design B

- Includes a bar for coinsurance
- Demonstrates how to calculate out-of-pocket expenses
- Describes when the plan will cover 100% of expenses

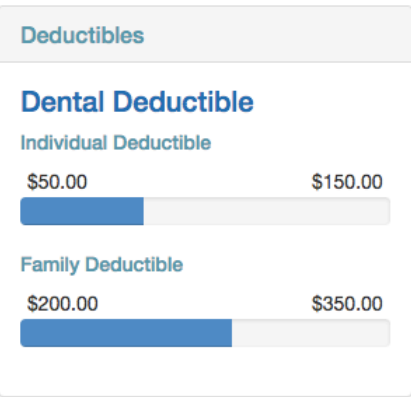
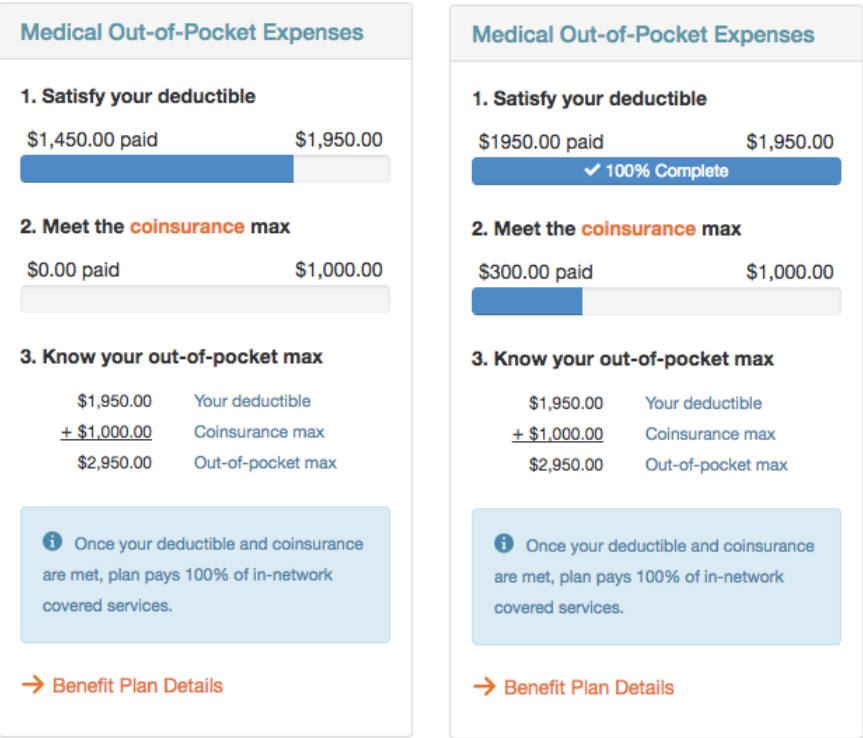
Design A



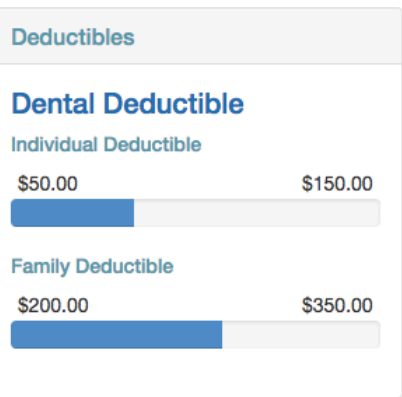
27 participants

20 participants

Design B



25 participants



26 participants

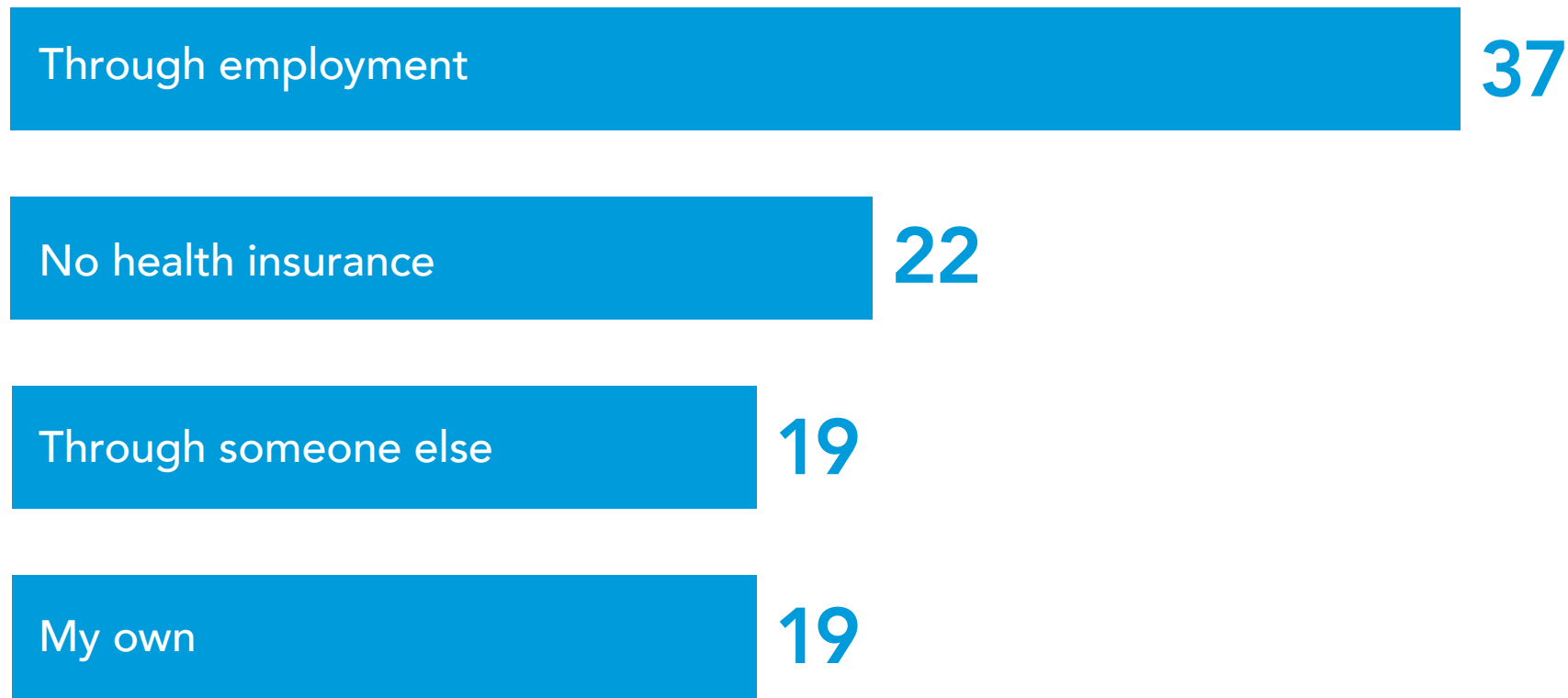
# Participants

## Participants

98 Survey Monkey participants sourced from Mechanical Turk were shown an image and asked a series of questions to determine whether the visualization is able to effectively communicate information.

\*Note: 2 participants were removed from the data set due to study errors

## Do you currently have health insurance?



\*Note: This question was optional, 1 person chose not to provide an answer.

# Questions

### Image Questions

How much do you still have to pay to meet your medical deductible?

How did you determine your answer?

What information could we add to make it easier for you to answer this question?

How much more do you have to pay for medical services until your plan will pay all of your covered services?

How did you determine your answer?

What information could we add to make it easier for you to answer this question?

### General Questions

What is a deductible?

What is coinsurance?

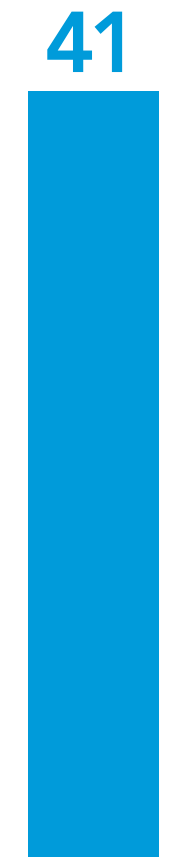
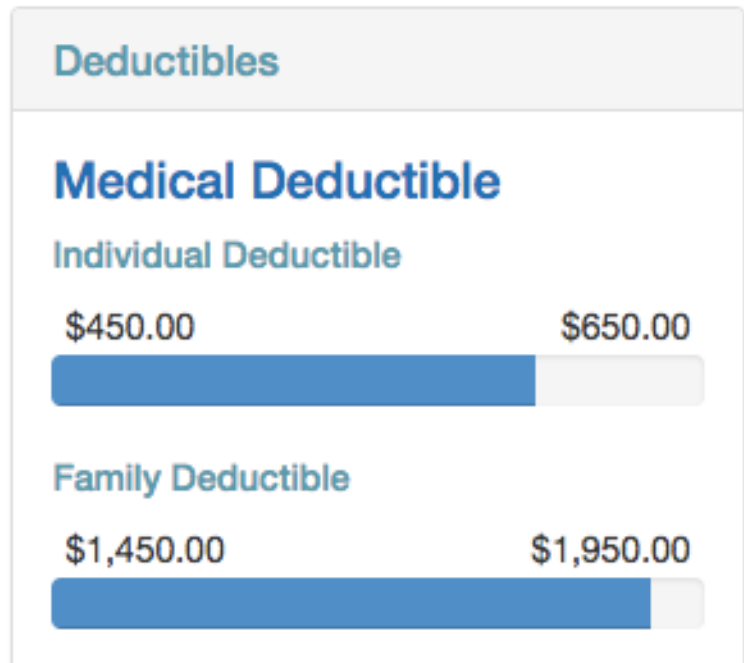
RESULTS

# Image Question 1

*How much do you still have to pay to meet your medical deductible?*

## Design A

47 participants



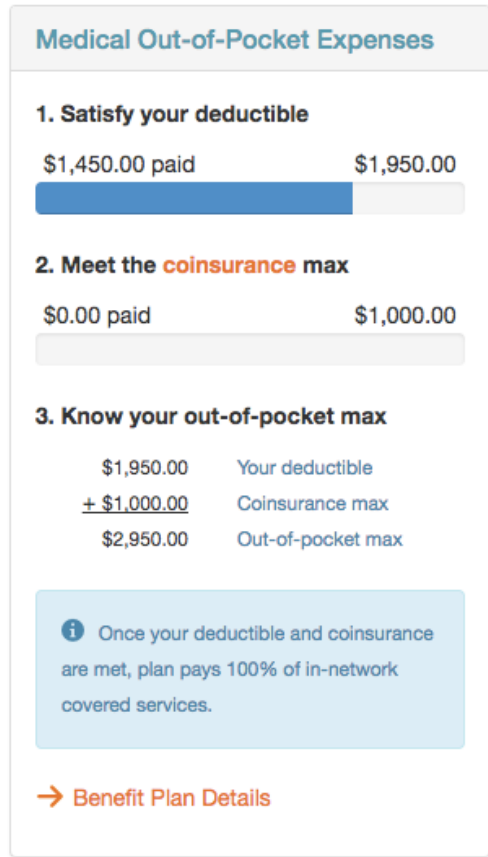
Correct



Incorrect

## Design B

51 participants



Correct



Incorrect

RESULTS

# Image Question 1

*How much do you still have to pay to meet your medical deductible?*

## Participant suggestions

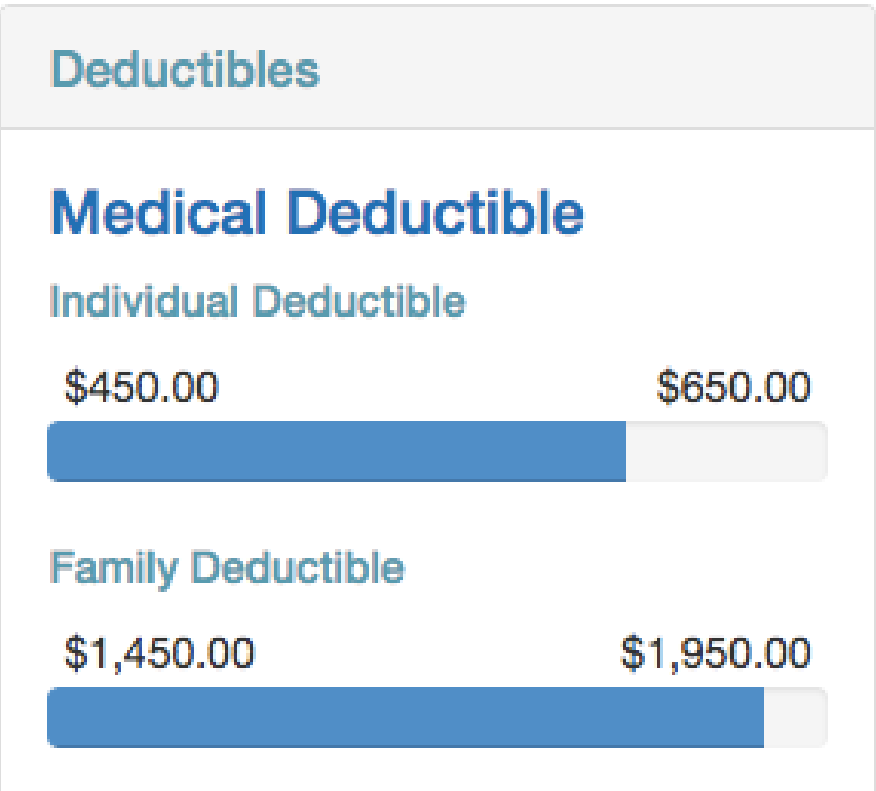
Include total amount left to pay as a number (39)

Add text explaining what the words mean (5)

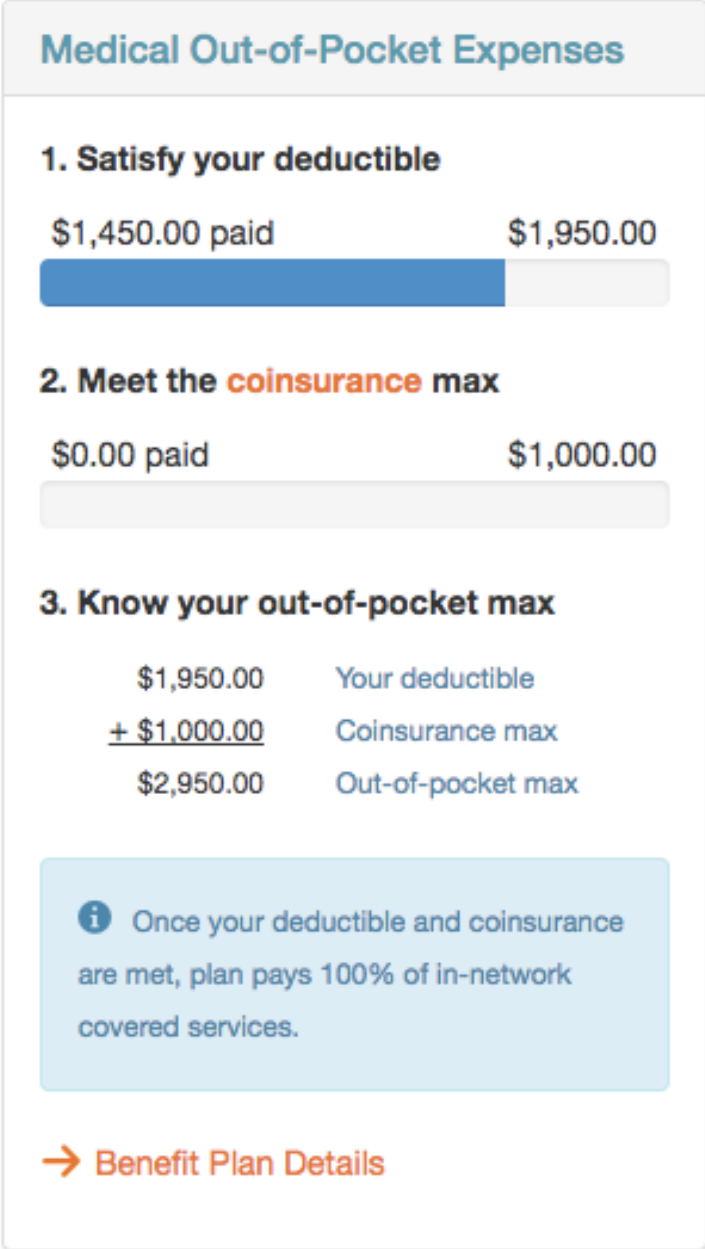
Highlight the 100% complete (3)

Use better labels on bars (2)

Start the graph at zero (2)



Design A



Design B



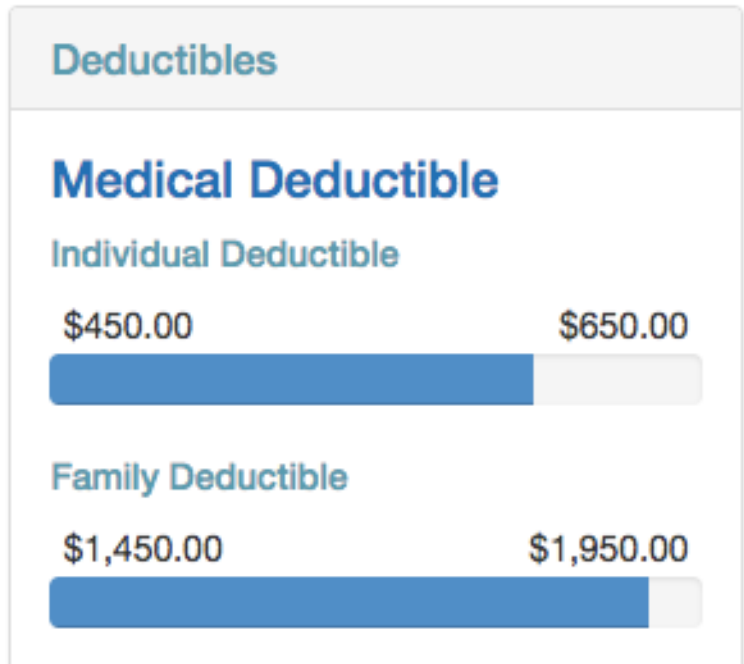
RESULTS

# Image Question 2

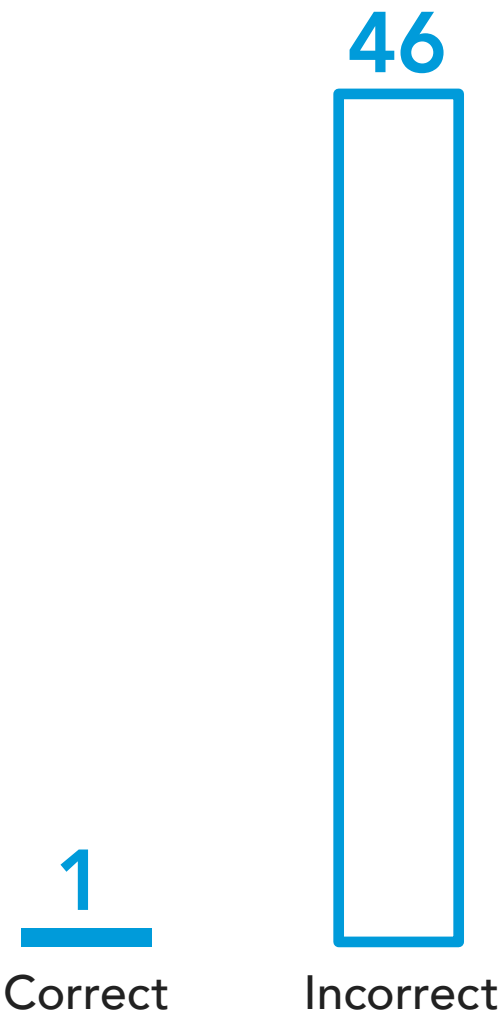
*How much more do you have to pay for medical services until your plan will pay all of your covered services?*

## Design A

47 participants

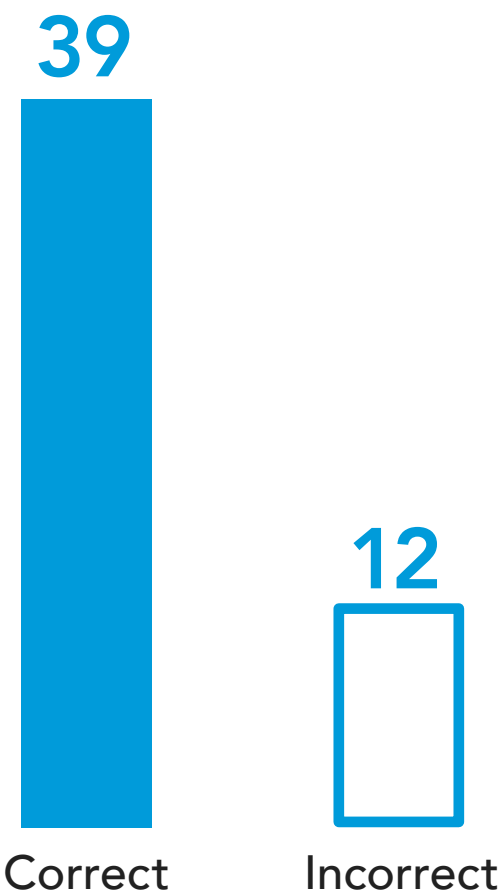
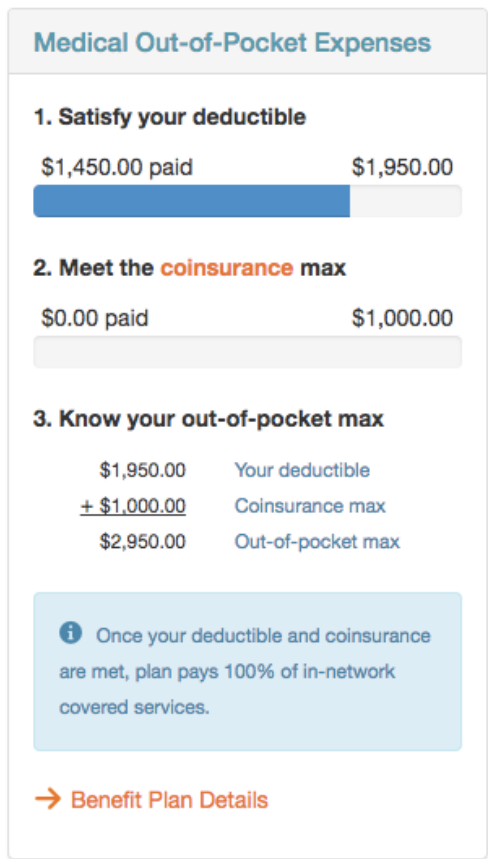


\*Note: Participants needed to mention missing information in order to get this question correct with Design A



## Design B

51 participants



RESULTS

# Image Question 2

*How much more do you have to pay for medical services until your plan will pay all of your covered services?*

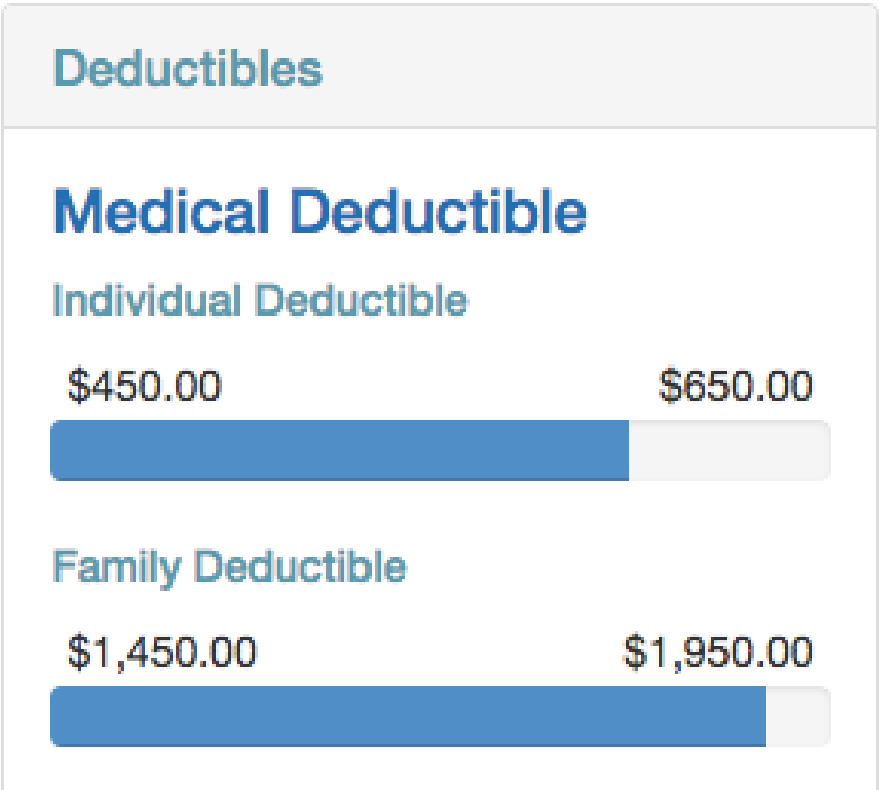
## Participant suggestions

Include total amount left to pay as a number (38)

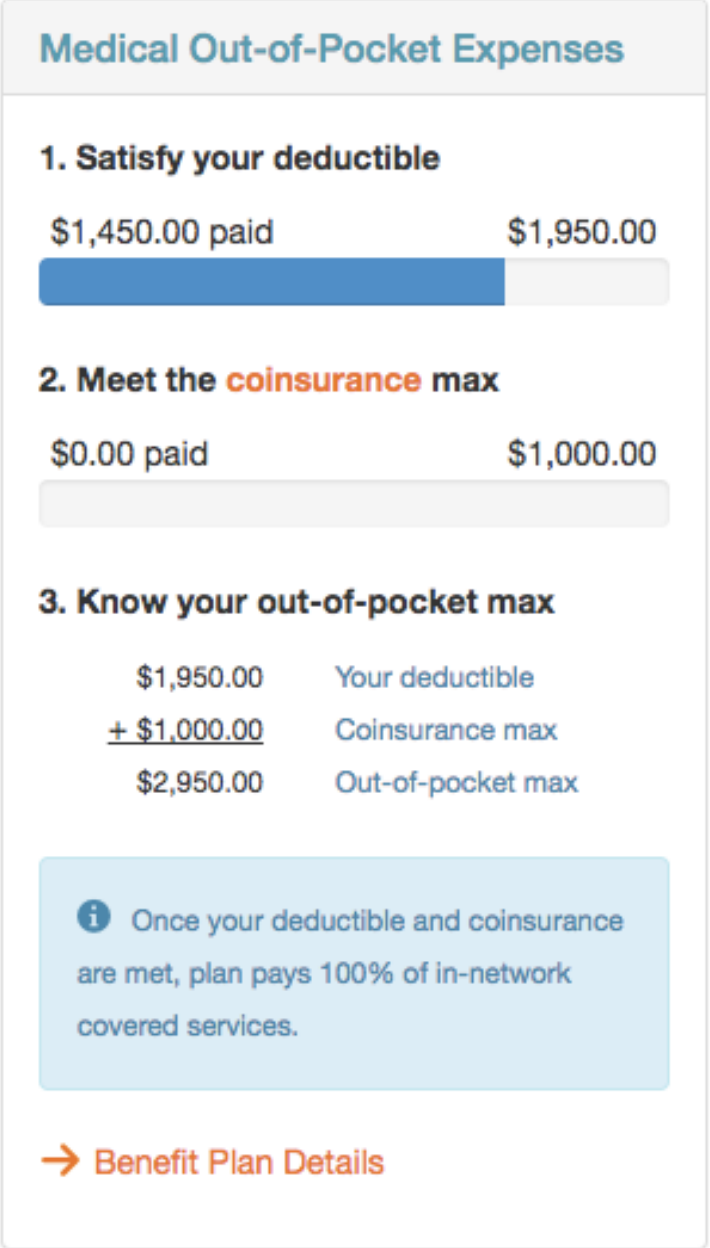
Add text explaining what the words mean (9)

Add graph of total out-of-pocket (3)

Use better labels on bars (2)



Design A



Design B

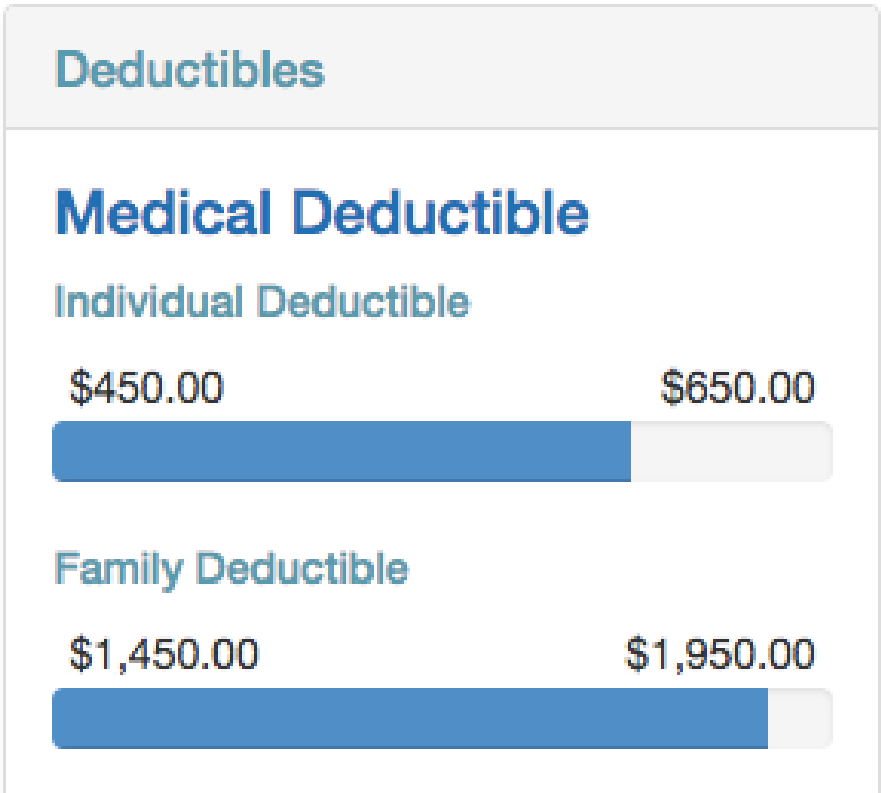
RESULTS

# Bar labels are confusing

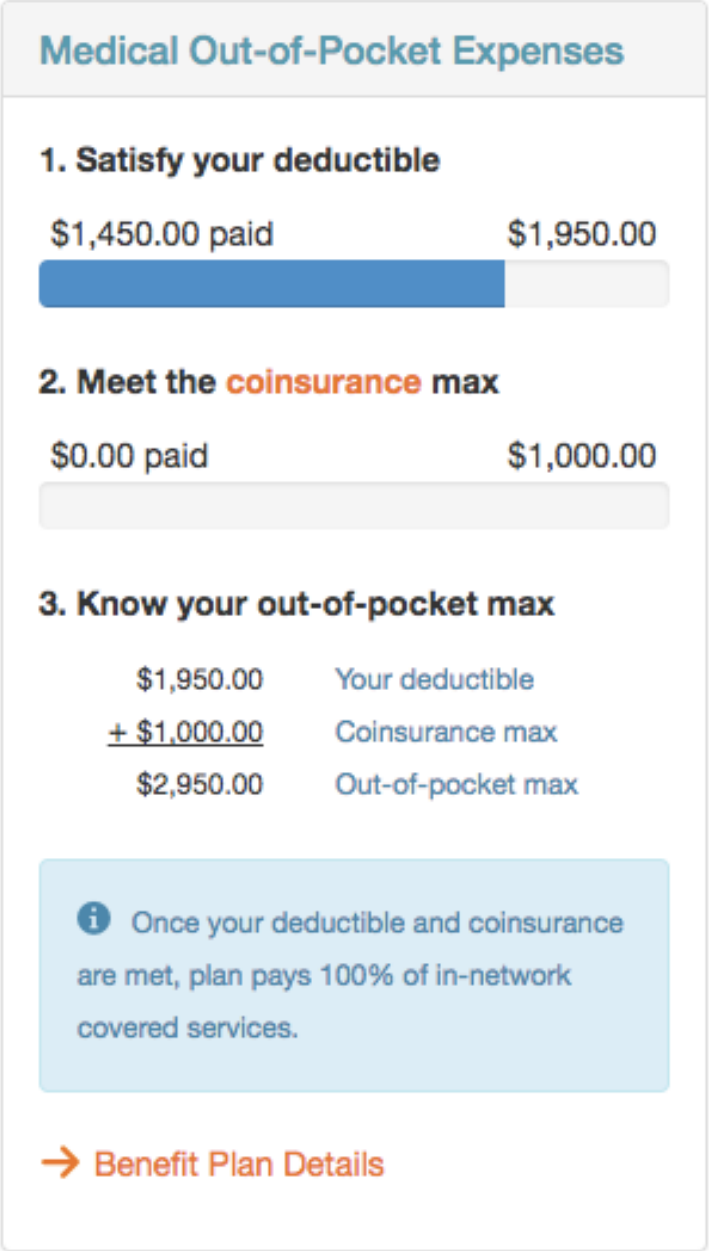
Participant responses

"I think if you put a 0 on the left side of the bar, and moved the \$450 to where the bar ends it would make it more clear that is the amount you have spent towards meeting your deductible."

"I don't understand why it starts at a number that isn't 0. If it's what I have to pay for my deductible to be paid, why does it start at \$450 and not \$0?"



Design A



Design B

# Show us the numbers!

## *Participant responses*

*"Just state, 'This is how much you have left to pay until the plan covers the rest.' This kind of ambiguity is what leaves people frustrated with insurance companies."*

*"Say plainly, X amount of money until all expenses are covered."*

*"Calculate the difference so the person doesn't need to subtract to see how much deductible they have left."*

*"List how much I owe near the deductible bar so I can see quickly"*

*"Add a payment owed marker somewhere. The progress bar looks simple, but is also a bit misleading."*

*"Some actual numbers. The visuals look cute, but are pretty terrible for conveying information."*

*"Give me the answer"*

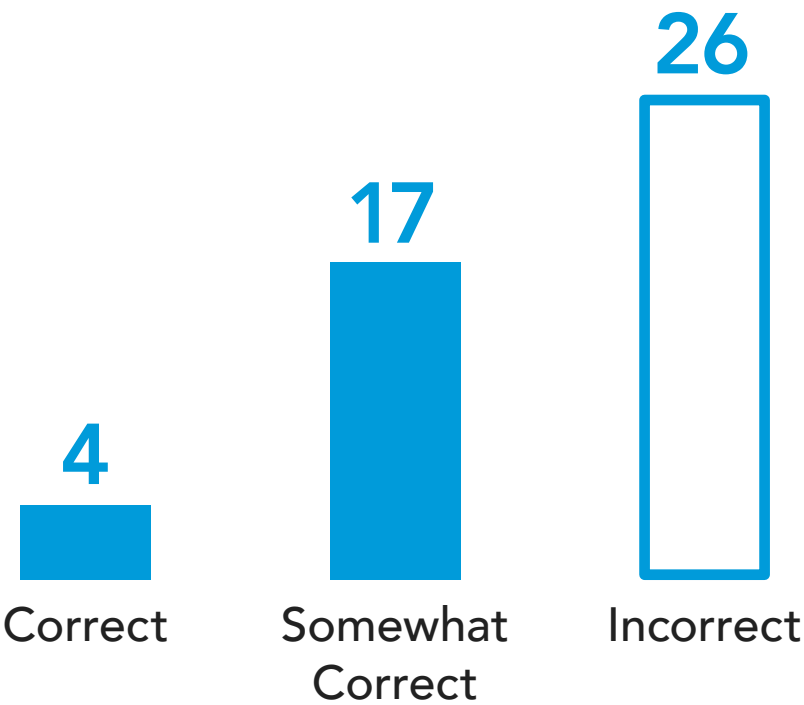
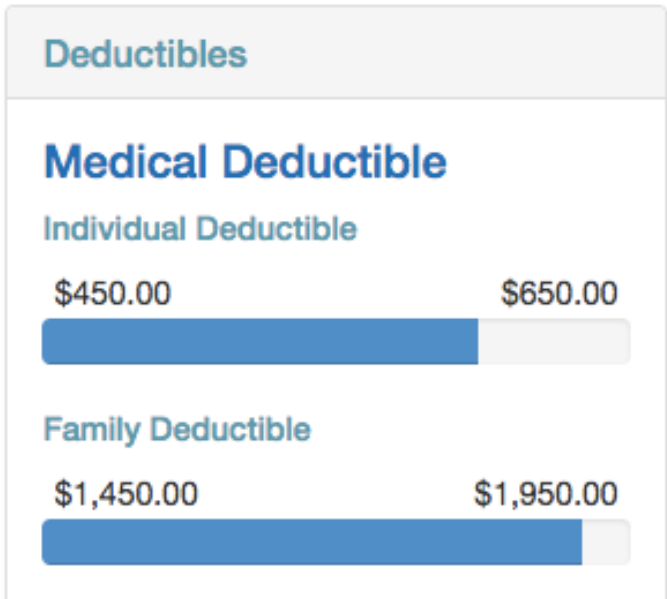
*"Do the math for us"*

*"Say it exactly"*

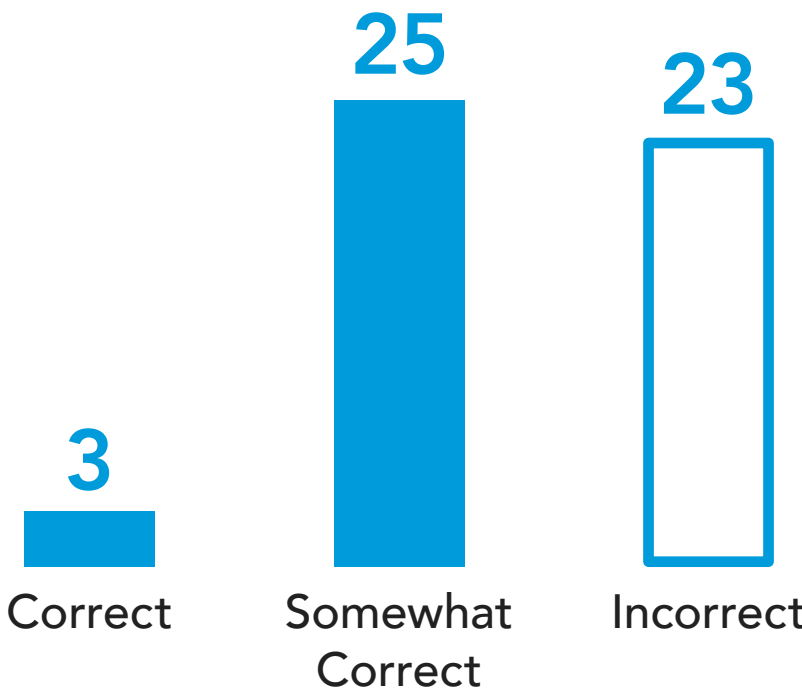
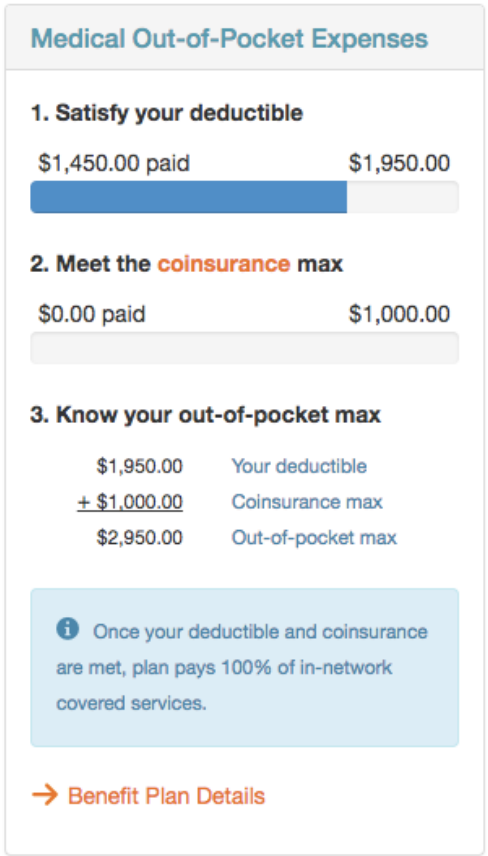
RESULTS

# What is a deductible?

Design A  
47 participants



Design B  
51 participants



\*Note: Somewhat correct is a response that is correct but missing important information

# What is a deductible?

## *Participant responses*

### Exact Opposite

*"It is the amount that the insurance must pay before you pay the last amount."*

*"The amount the insurance company will pay before you have to pay out-of-pocket."*

### Out-of-pocket

*"The amount you must pay out-of-pocket before your insurance company covers the full balance."*

*"It's the amount you pay out-of-pocket before the insurance covers your whole cost."*

*"The amount you are responsible before the insurance covers the rest of your expenses."*

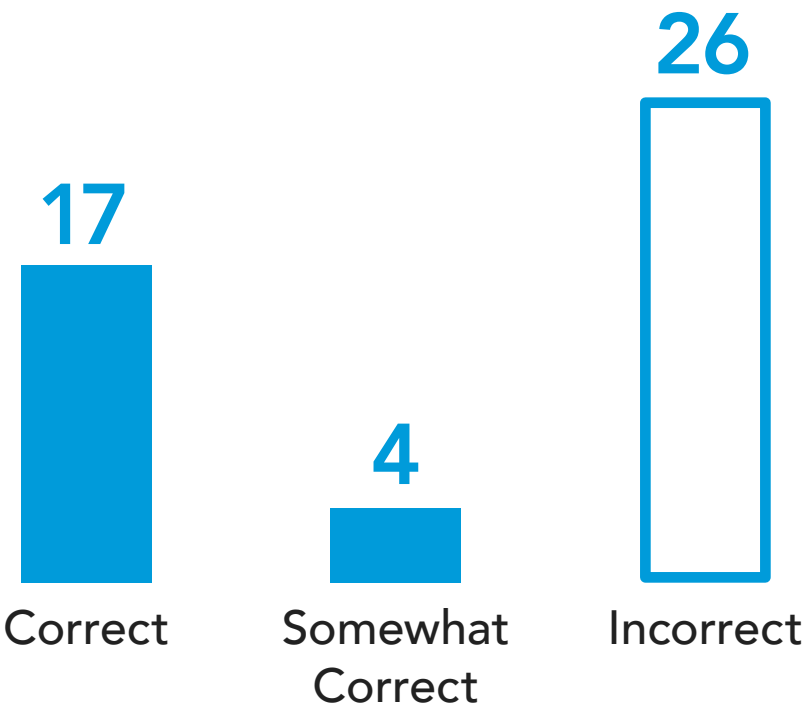
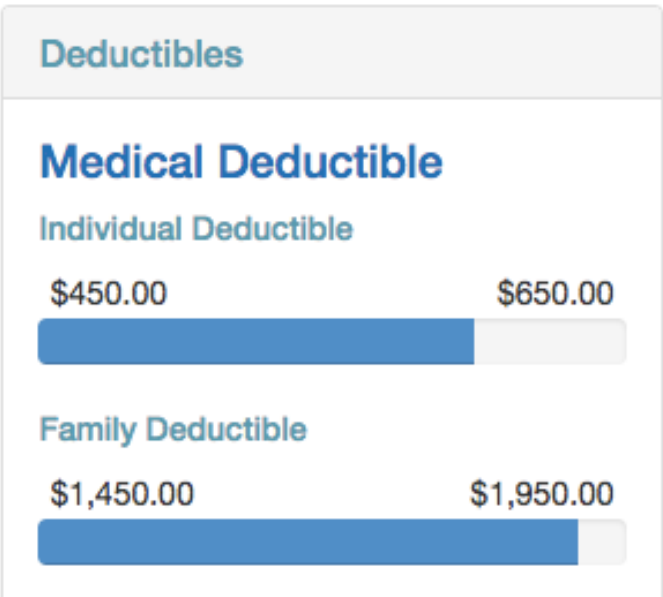
*"The annual amount you need to pay out-of-pocket for medical procedures before you get 100% coverage."*

*"A deductible is the out-of-pocket expenses for medical coverage."*

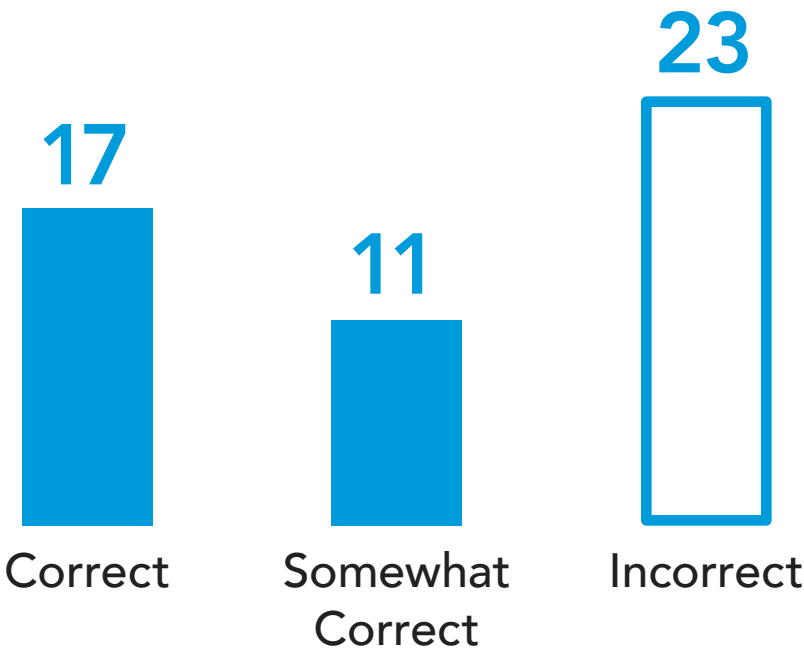
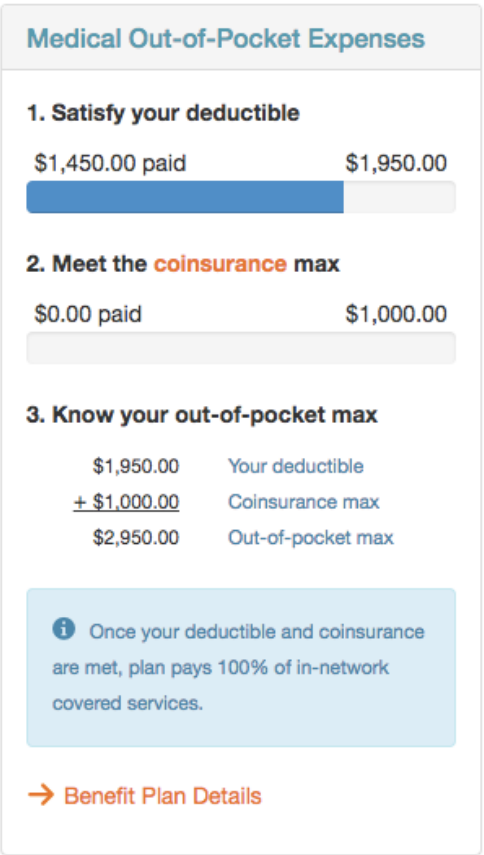
RESULTS

# What is coinsurance?

Design A  
47 participants



Design B  
51 participants



\*Note: Somewhat correct is a response that is correct but missing important information



# What is a coinsurance?

## *Participant responses*

### I don't know

*"No idea what coinsurance is."*

*"I don't know what that is."*

*"I have no clue and the image did not help."*

*"The image did not provide enough information for me to understand what coinsurance is, and I am not knowledgeable enough about insurance to know."*

### Confusion with copay

*"Coinsurance is the amount I must pay for each medical visit."*

*"The amount of money I need to pay when I go a doctors office."*

*"Not entirely sure, can only assume it is tied to copay which is the amount you must pay for visits"*

*"The copay that is usually paid at the medical provider's office."*

*"Money you always pay no matter whether you've met the deductible or not."*



# What is coinsurance?

## *Participant responses*

### Multiple People

*"Insurance that covers more than one person."*

*"Being insured via a family plan."*

*"I am not sure of that term but I would say coinsurance means more than one, so a family plan"*

*"That is a question I have no answer for unless its if your spouse is also on the plan"*

*"When more than one person is paying for the insurance."*

### Multiple Plans

*"Insurance that is health and dental."*

*"A 3rd party insurance like Aflac."*

*"An additional insurance plan to cover costs not paid for by your primary insurance."*

*"I honestly have no idea what coinsurance refers to in this instance unless it has something to do with, for instance, Medicaid or a supplementary policy."*

*"Dental or vision insurance."*

## RECOMMENDATIONS

# Moving forward

### Recommendations

Provide the information members need, do not make them perform calculations.

Include text that clearly explains industry terms directly on the page.

Align to standard visualization principles.

### Wonders

How can we effectively educate our members about industry terms?

Is a visualization the best solution for providing our members with this information?

What is the long-term plan for maintaining and updating this section of the dashboard?

# DESIGN ITERATION 1

# Deductible and Coinsurance

## Description

Iterated to a combined version, showing the progression from deductible to coinsurance. And a text only version to validate the need for a visualization.

Both of these designs included a section to help members begin to understand these terms.

## Live Prototypes

<http://premaux.com/prototypes/member/oo-widget/iteration1/v1.html>

<http://premaux.com/prototypes/member/oo-widget/iteration1/v2.html>

**Out-of-Pocket Expenses** v1

Individual Family

**Medical out-of-pocket expenses**  
\$2450 left to pay of the \$4500 max  
[hide details](#)

\$1000 individual deductible has been met  
\$1050 out of \$3500 paid towards your individual co-insurance

**Dental out-of-pocket expenses**  
\$500 left to pay of the \$550 max  
[show details](#)

[What do these terms mean?](#)

→ View coverage details

**Out-of-Pocket Expenses** v2

Individual Family

**Medical out-of-pocket expenses**  
\$2450 left to pay of the \$4500 max

☒ Deductible ☐ Co-insurance

**Dental out-of-pocket expenses**  
\$500 left to pay of the \$550 max

☐ Deductible ☐ Co-insurance

\$0 paid towards your individual co-insurance. \$400 left to pay.

[What do these terms mean?](#)

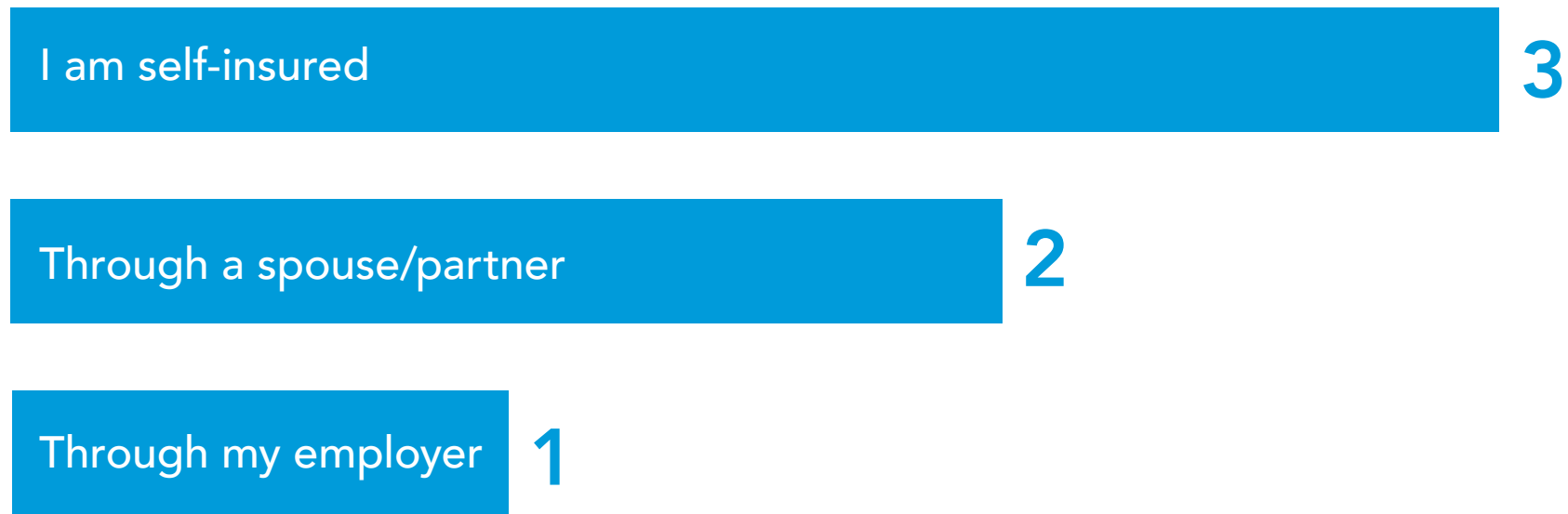
→ View coverage details

# Participants

## Participants

6 participants on UserTesting.com  
2 women, 4 men  
All living in the United States  
Average age 44  
Income \$40,000 – \$100,000

## Do you currently have health insurance?



# Questions

### Tasks

How much do you, as an individual, still have to pay to meet your medical deductible?

How much do you, as an individual, still have to pay until your plan will pay all of your covered medical services?

Find out information about your families out-of-pocket expenses.

You want more specific information about your health plan beyond the out-of-pocket expenses. Where would you click to find out more specific information about your health plan.

### General Questions

Referencing the website, and your past experiences, what is a deductible?

Referencing the website, and your past experiences, what is coinsurance?

RESULTS

# Results

Task	v1 Passed	v2 Passed
Identify deductible amount left to pay	✗ 0/3	✗ 0/3
Identify total amount left to pay	✓ 3/3	✓ 3/3
Find <i>Family</i> tab	✓ 3/3	✓ 3/3
Find <i>View coverage details</i> link	✓ 2/3	✓ 3/3
Viewed term definitions	✓ 2/3	✗ 1/3

Out-of-Pocket Expenses

Individual

Family

Medical out-of-pocket expenses

\$2450 left to pay of the \$4500 max

[hide details](#)

\$1000 individual deductible has been met

\$1050 out of \$3500 paid towards your individual co-insurance

Dental out-of-pocket expenses

\$500 left to pay of the \$550 max

[show details](#)

What do these terms mean?

→ View coverage details

Out-of-Pocket Expenses

Individual

Family

Medical out-of-pocket expenses

\$2450 left to pay of the \$4500 max

✓

Deductible

Co-insurance

Dental out-of-pocket expenses

\$500 left to pay of the \$550 max

Deductible

Co-insurance

\$0 paid towards your individual co-insurance. \$400 left to pay.

What do these terms mean?

→ View coverage details

# DESIGN ITERATION 2.1



# Circle Graph

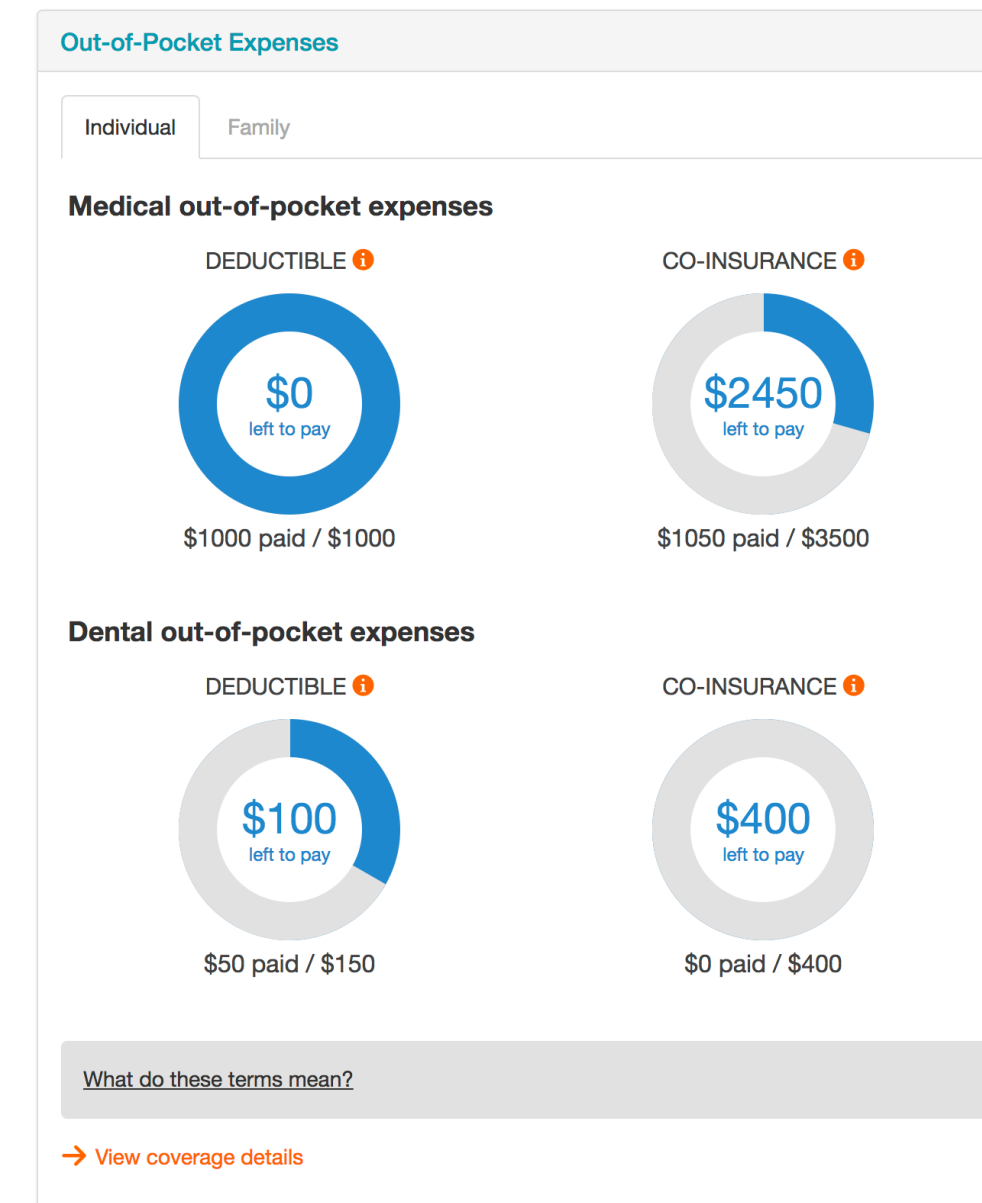
## Description

Moving away from the unsuccessful combined graph, and the bar graph concerns I iterated to a circle graph version.

I also made the amount left to pay the most prominent feature to align with our research.

## Live Prototype

<http://premera.com/prototypes/member/oop-widget/iteration2/v3.html>



# Participants

## Participants

5 participants on UserTesting.com

3 women, 2 men

All living in the United States

Average age 44

Income \$40,000 – \$100,000

## Do you currently have health insurance?



# Questions

### Tasks

How much do you, as an individual, still have to pay to meet your medical deductible?

How much do you, as an individual, still have to pay until your plan will pay all of your covered medical services?

Find out information about your families out-of-pocket expenses.

You want more specific information about your health plan beyond the out-of-pocket expenses. Where would you click to find out more specific information about your health plan.

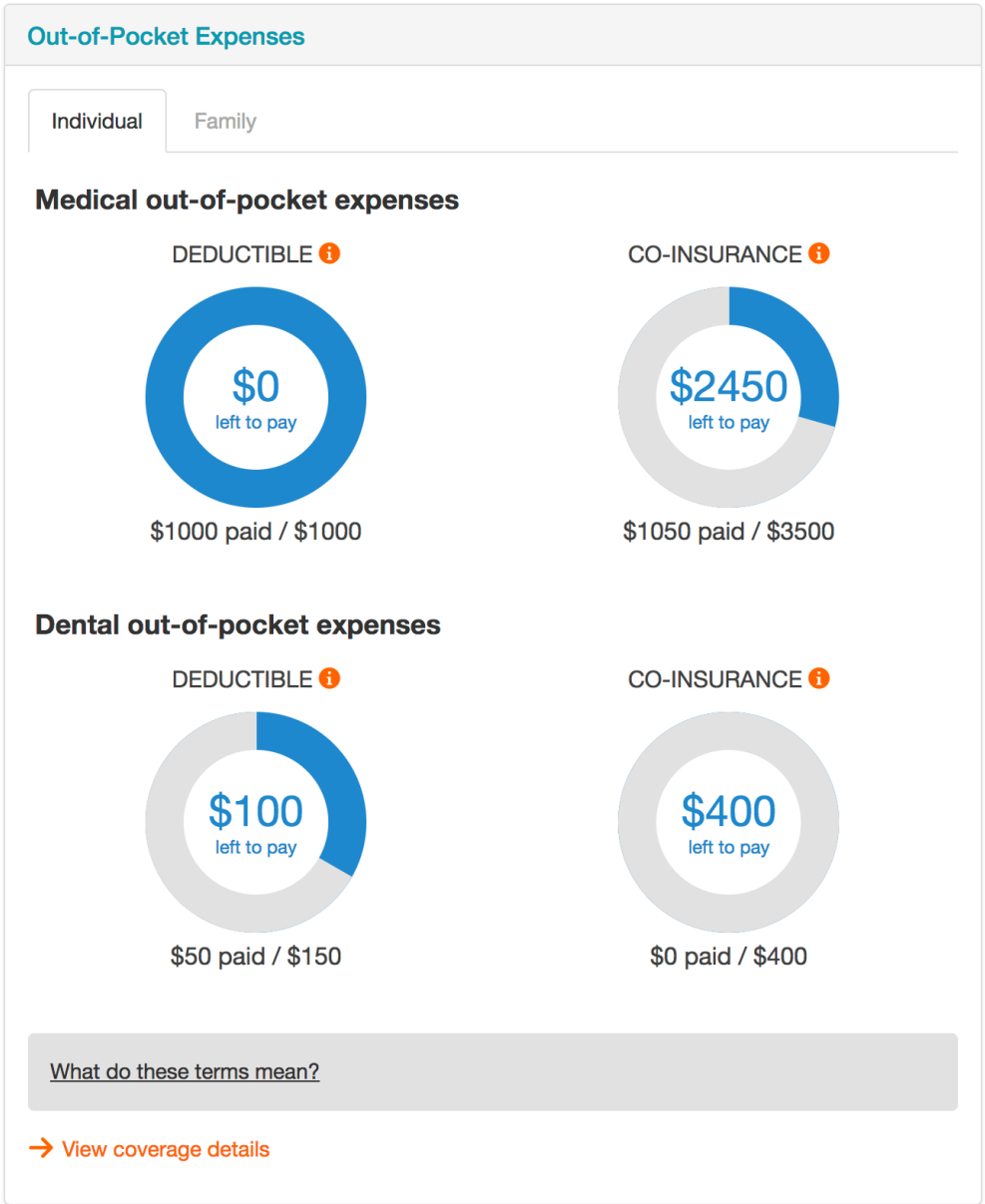
### General Questions

Referencing the website, and your past experiences, what is a deductible?

Referencing the website, and your past experiences, what is coinsurance?

# Results

Task	Passed
Identify dental deductible left to pay	✓ 5/5
Identify total amount left to pay	✓ 5/5
Find <i>Family</i> tab	✓ 5/5
Find <i>View coverage details</i> link	✓ 3/4
Viewed term definitions accordion or hover states	✓ 4/5
Successfully defined deductible	✓ 5/5
Successfully defined coinsurance	✓ 4/5



# DESIGN ITERATION 2.2

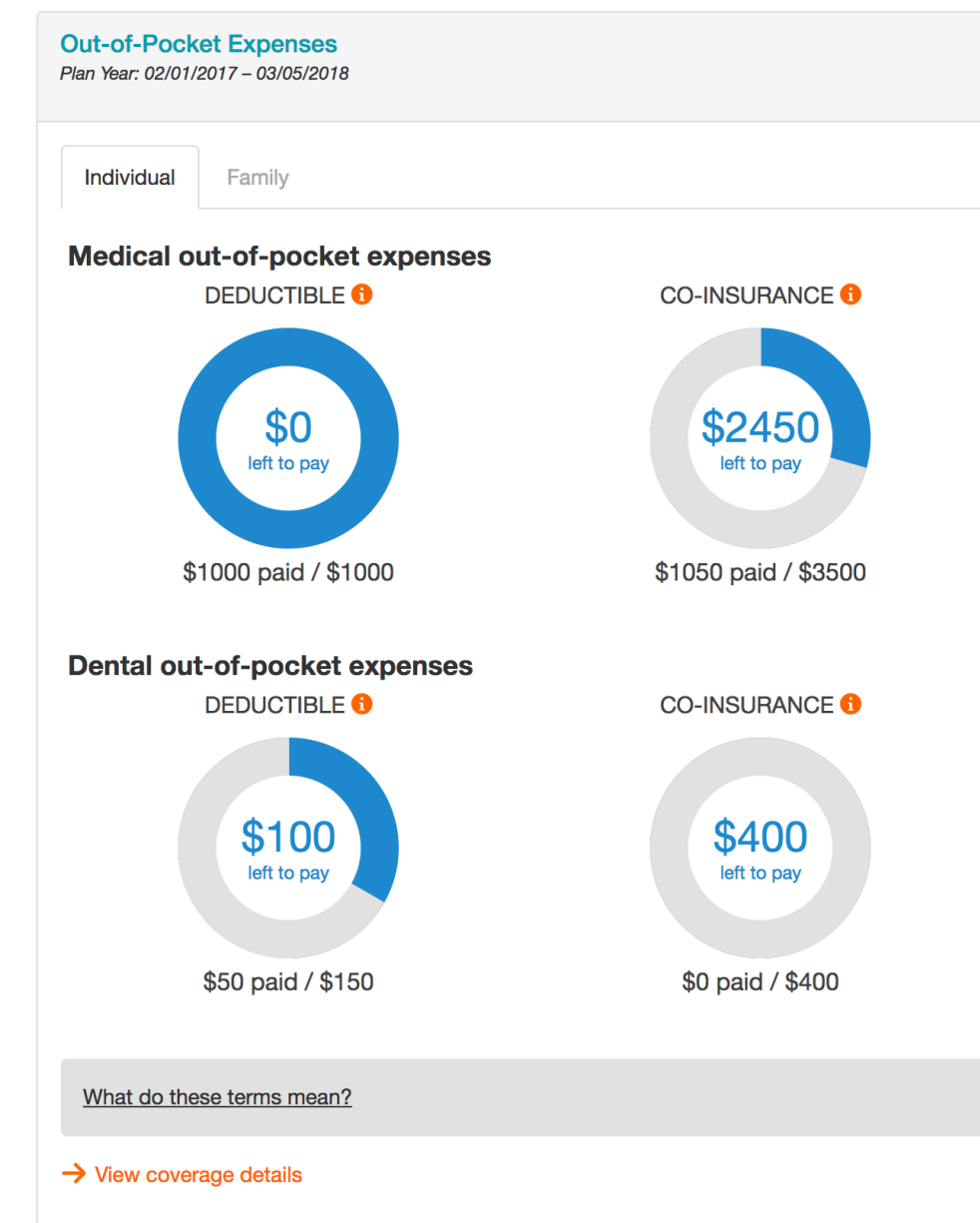
# Circle Graph

## Description

After making changes requested by content, desire to verify previous findings, and ensure success with interpreting the visualization when the deductible had not yet been met we ran an additional study with questions focusing on the dental out-of-pocket expenses.

## Live Prototype

<http://premera.com/prototypes/member/oop-widget/iteration2/v4.html>



# Participants

## Participants

5 participants on UserTesting.com

5 women

All living in the United States

Average age 44

Income \$40,000 – \$100,000

## Do you currently have health insurance?



# Questions

### Tasks

Using the website, how much do you, as an individual, still have to pay to meet your dental deductible?

Using the website, what is the total you have to pay, as an individual, before Premera will pay all of your covered medical services? And how much have you paid towards this amount so far?

Using the website, how much does your family still have to pay to meet their medical deductible?

You want more specific information about your health plan beyond the out-of-pocket expenses. Where would you click to find out more specific information about your health plan.

### General Questions

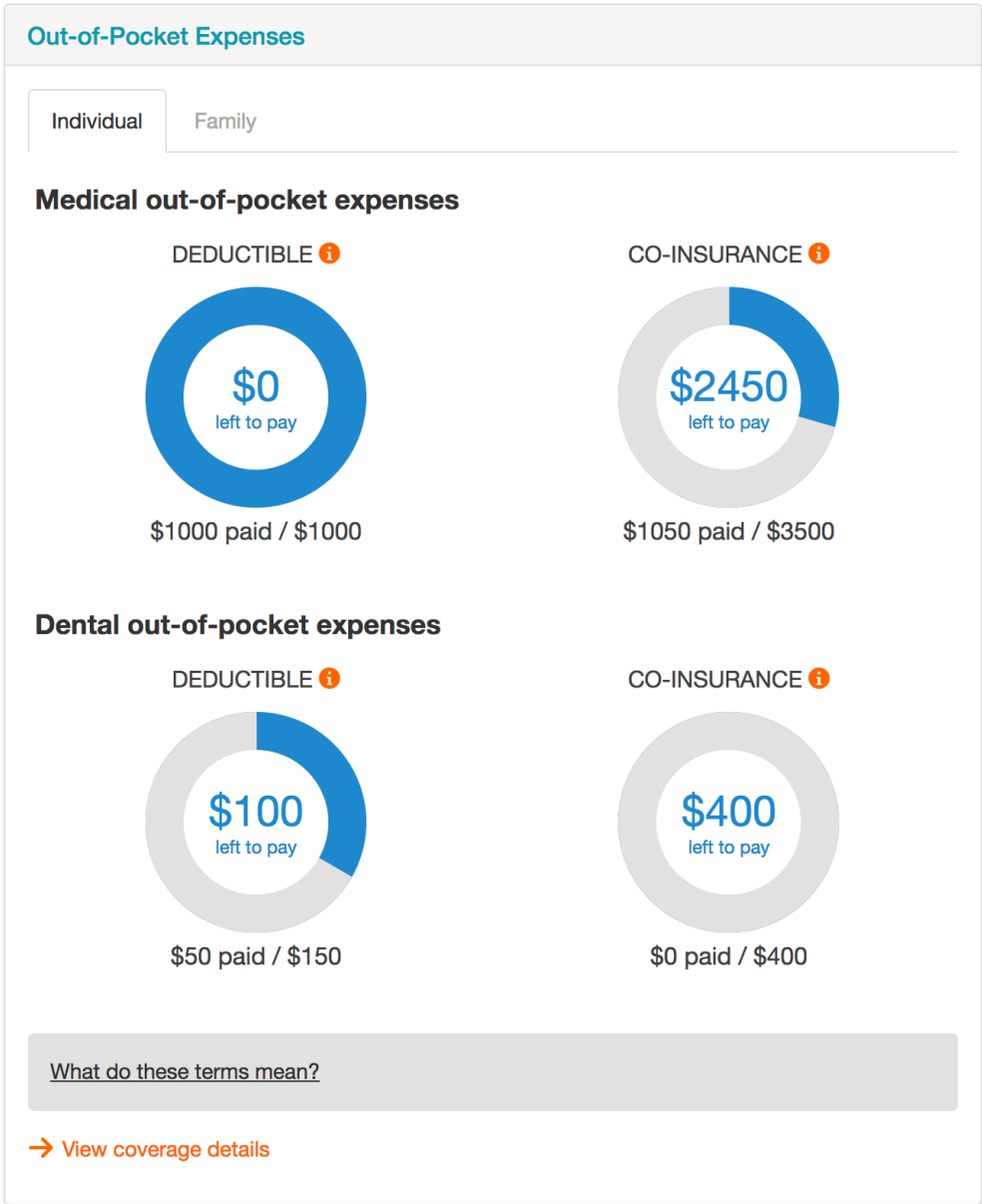
Referencing the website, and your past experiences, what is a deductible?

Referencing the website, and your past experiences, what is coinsurance?



# Results

Task	Passed
Identify dental deductible left to pay	✓ 5/5
Identify total amount left to pay	✓ 4/5
Find <i>Family</i> tab	✓ 5/5
Find <i>View coverage details</i> link	✓ 4/5
Viewed term definitions accordion or hover states	✓ 5/5
Successfully defined deductible	✓ 5/5
Successfully defined coinsurance	✓ 5/5



# Moving forward

## Recommendations

Remove *View coverage details* link as the visualizations are over powering it, and this information is available in the other navigation.

Add plan year information that corresponds to the expenses visualizations.

Improve definitions to make it clear that the deductible does not contribute to the coinsurance.

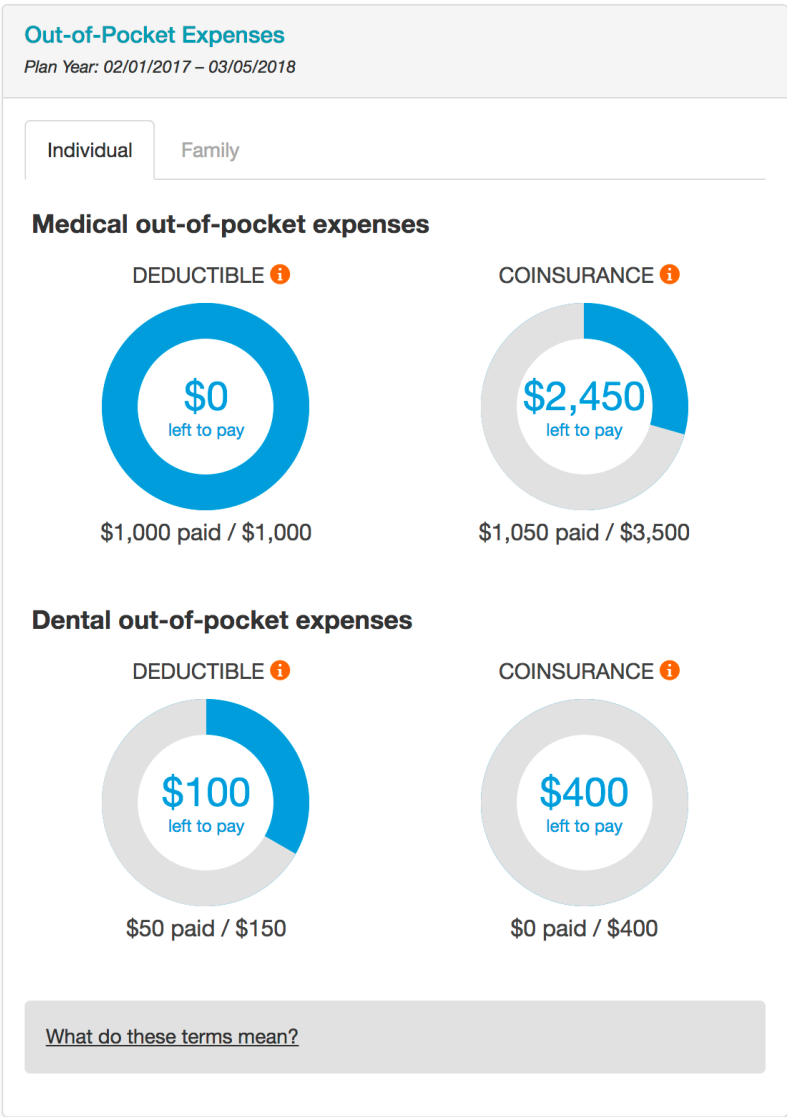
# DESIGN ITERATION 3

# Circle Graph v2

## Description

Addressing user feedback and new constraints we added plan year, updated definitions, removed the *View coverage details* link.

We also made a number of content changes to align with the work of the content team.



[hide terms](#)

**Out-of-pocket expenses**  
Deductible plus coinsurance

**Medical out-of-pocket expenses**  
After you have paid your deductible, you will begin paying your coinsurance. After you have paid both your deductible and coinsurance, Premera will pay 100% of your in-network covered medical expenses for the plan year.

**Dental out-of-pocket expenses**  
After you have paid your deductible, you'll begin paying your coinsurance. After you've paid both your deductible and coinsurance, Premera will no longer contribute to your dental expenses for the plan year.

**Deductible**  
The amount you have to pay for services each plan year before Premera starts contributing.

**Coinsurance**  
When both you and Premera contribute to your expenses. You pay a set percentage of your costs, and Premera pays the remainder. Your deductible does not contribute toward your coinsurance.

**Copay**  
A fixed amount that you pay for some services when visiting a care provider. Copays contribute to your coinsurance.

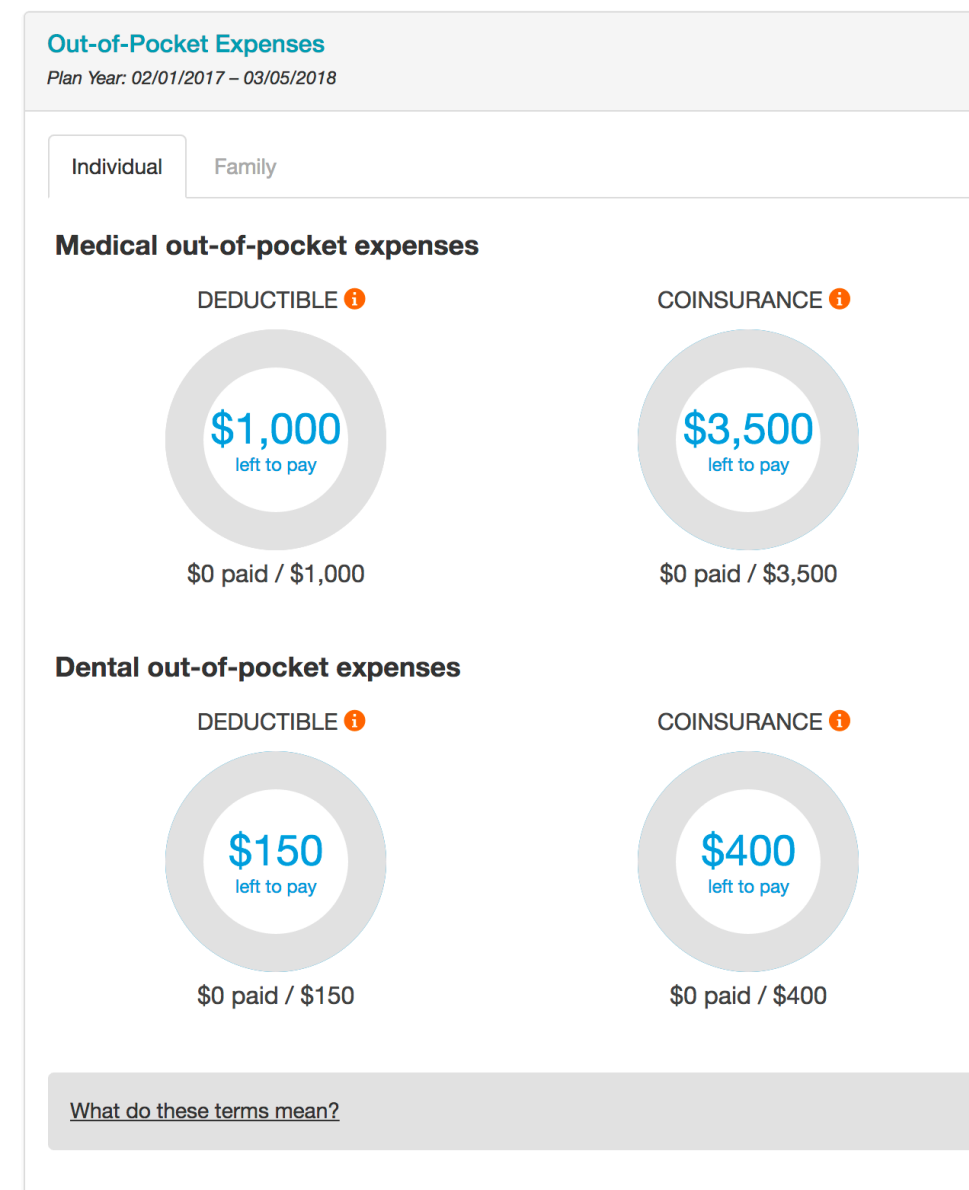
# Empty states

## Description

Collaborating with mobile resulted in some concerns around the empty states of our visualizations so we ran a small 3-person study to determine if our users would be able to successfully understand empty versions of our visualizations.

## Live Prototype

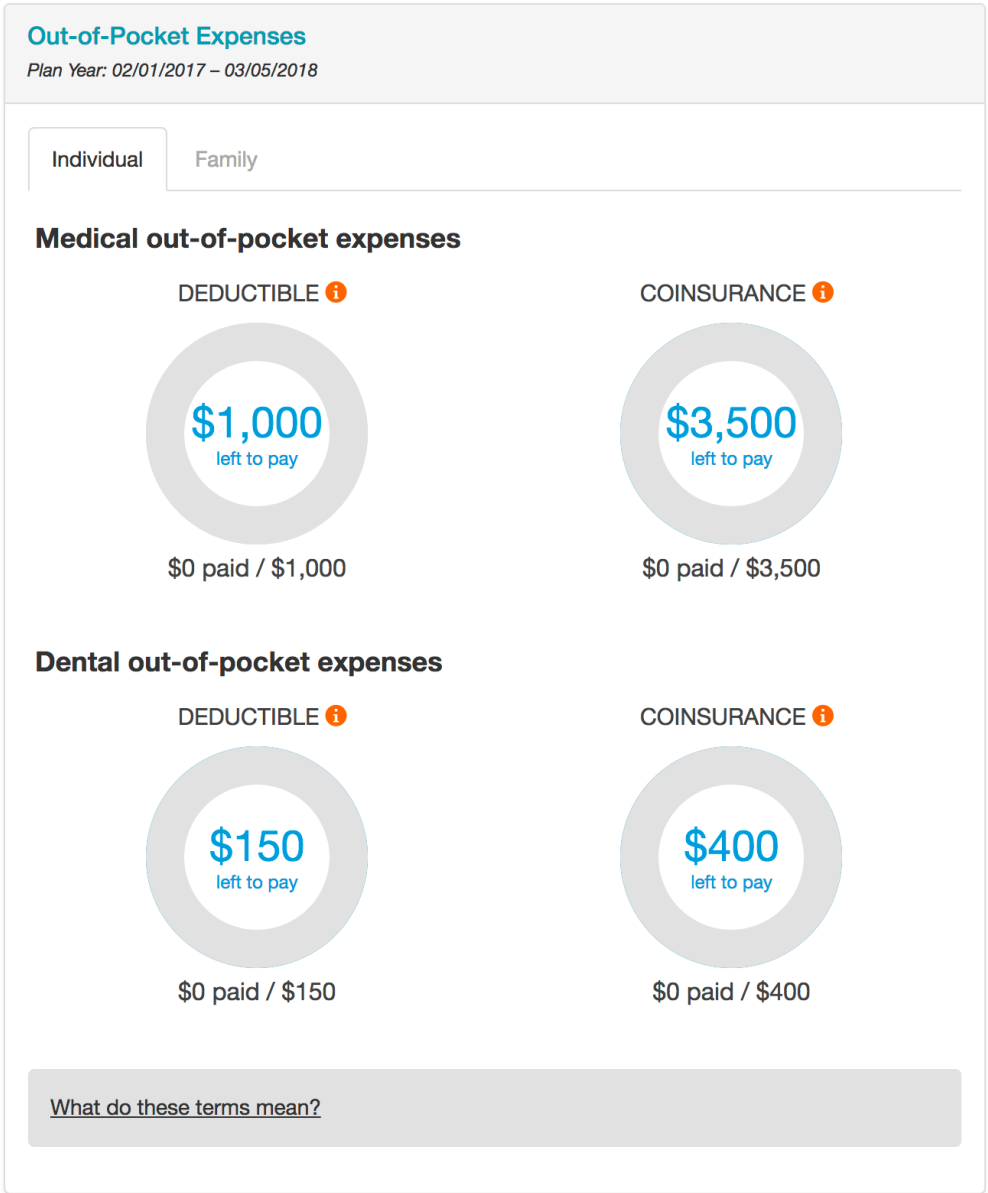
<http://premera.com/prototypes/member/oo-p-widget/iteration3/empty-states.html>



# Results

Task	Passed
Identify deductible left to pay	✓ 3/3
Identify total amount left to pay	✓ 2/3
Find <i>Family</i> tab	✓ 3/3
Viewed term definitions accordion or hover states	✓ 3/3
Successfully defined deductible	✓ 3/3
Successfully defined coinsurance	✓ 3/3

\*One participant was excluded because they did not read the tasks, and skipped over tasks.



# EXTRA DETAILS

# Term Transparency

## Medical

First, you pay the deductible, then the coinsurance. After you have paid both your deductible and coinsurance, Premera will pay 100% of your in-network covered medical expenses for the plan year.

## Deductible

The amount you have to pay for services each plan year before Premera starts contributing.

## Coinsurance

When both you and Premera contribute to your expenses. You pay a set percentage of your costs, and Premera pays the remainder. Your deductible does not contribute toward your coinsurance.

## Out-of-pocket maximum

When you reach your out-of-pocket maximum Premera will pay 100% of your in-network covered services. Your medical plan has an out-of-pocket maximum.



# User excitement

### Description

During user research a number of participants described their excitement in understanding these difficult concepts through the design and content.

### Video

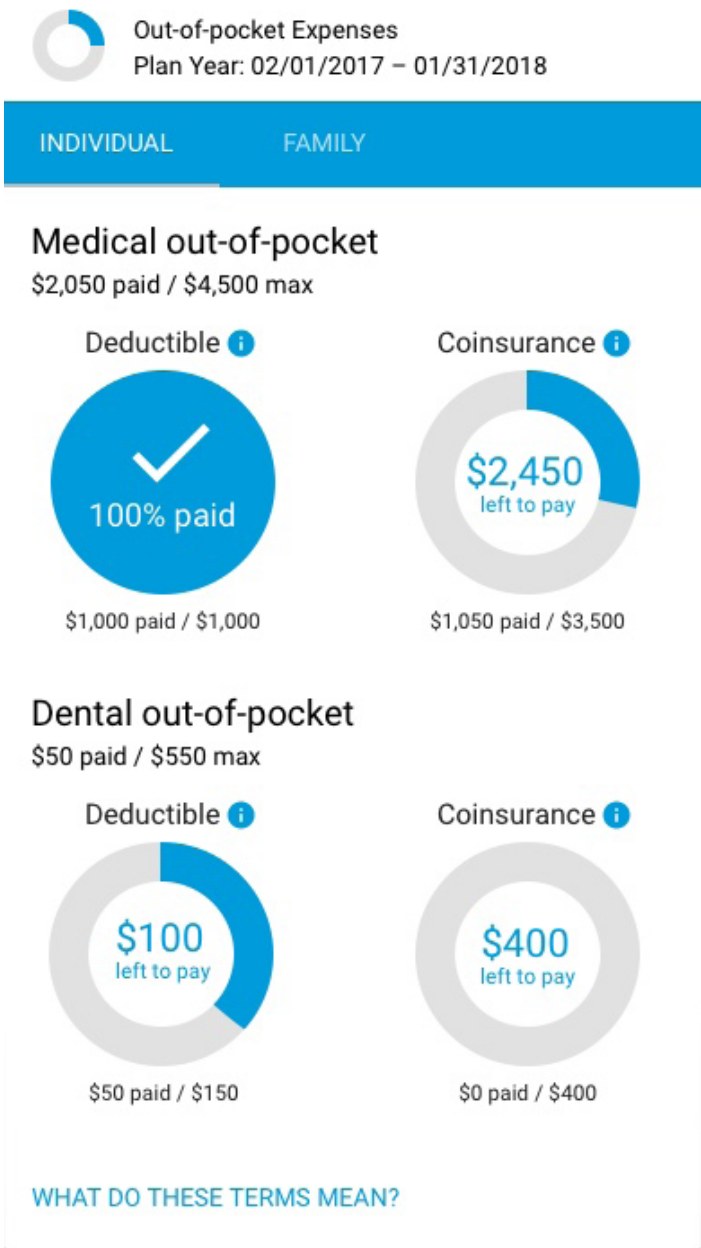
[https://youtu.be/Gkwh\\_UsuJqM](https://youtu.be/Gkwh_UsuJqM)

“Gosh! Finally this was pretty clear in my head. Thank you. Having that description down there is fantastic!”

# Planning for the future

## Description

During the midst of this project we were in the middle of a redesign to shift towards Google’s Material Design system, to accommodate for this I also designed a version using that system.



# Challenges and Learnings

## Challenges

Design work was slow to move to production due to current prioritization methods at Premera.

Lots of different stakeholders and points-of-view resulted in a lot of time spent bringing people together and listening.

## Learnings

Always start with research.

Videos have far more impact than my voice.

Present only relevant, curated research and design information to stakeholders.



**THANK YOU.**