

# Price Is Your Right

## transparency design challenge



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# Price Is Your Right Design Challenge



This design challenge seeks to engage creative minds to translate available healthcare cost data into a more user friendly format.



Using actual data from Massachusetts and New Hampshire, we invite you to show how you would help consumers use this valuable information.

# Client Overview



## The Problem:

- ▶ The cost of health care is now one of the greatest financial concerns for Americans

## The Solution:

- ▶ Tools are needed to identify higher quality, lower cost providers

## The Players:



# Your Challenge

## **The Vision:**

- ▶ Design an interactive tool that helps people utilize available healthcare cost data
- ▶ Make complex data simple

## **The Goal:**

- ▶ Design a mobile app or website that provides people access to the information they need (e.g. price, quality, location)
- ▶ Enable them to make better informed decisions on where to get their healthcare

# Your Challenge

## ▣ **What you will deliver:**

- A short Design Narrative
- A Wireframe Template of your design
- Selected finalists will also be asked to provide a pitch

## ▣ **Prizes**

- 1 Student Team will be awarded \$2,000
- 1 Professional Team will be awarded \$2,000
- Up to 5 honorable mention prizes of \$500 each

# Important Considerations

- ▶ **Target audience:**
  - Who is the intended audience for your tool?
  - What are the interests/ needs of this demographic?
  
- ▶ **Preferred platform:**
  - Will you design a website or a mobile app? Why?
  - What type of information does the user need to make an informed decision about where to go for care?
  
- ▶ **Design elements:**
  - How would your demographic want info to be displayed?
  
- ▶ **Marketing strategy:**
  - How do you get people to use what you've built?
  
- ▶ **Feasibility:**
  - What information is available to you (e.g. NH and MA datasets)?
  - What data might you pull in from other sources?

# Research Opportunities

## ▶ **Why does price transparency matter?**

- Read [\*How Price Transparency can Control the Cost of Health Care\*](#)
- Read [\*Defining the Goals of Health care Price Transparency: Not Just Shopping Around\*](#)

## ▶ **Market research:**

- Focus groups
- Informational interviews
- What does the literature say?

## ▶ **Dive into the data:**

- Review available datasets from MA and NH
- Dig into other data sets that are publicly available
  - Provider office locations, quality metrics

# Contact Information



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