

TEAM ARCHIE

The Price is Your Right: A Design Challenge

Design Brief

Please address all the following questions. Each response should not exceed 250 words.

Vision for Challenge: Our charge is to design a mobile app or website that presents cost data in an easy to use format that allows patients to make better decisions about where to receive their healthcare.

The Goal: Provide a design for an interactive tool that guides patients to obtain price and other information to help choose a medical provider.

I. Description of your team's objective.

1. Who is your target audience (e.g. age, gender, individuals with specific conditions) and why did you choose this group?

We are targeting employees of small-medium sized companies in Massachusetts who are feeling the pain of rising healthcare costs.

Our objective is to empower employees to access the highest value specialty healthcare, helping employers and their employees thrive. We focus on specialty care because 70% of healthcare spend is related to specialty care. According to CHIA's 2018 Massachusetts Employer Survey, 71% of employers in Massachusetts offered health insurance to their employees, so employers are very important stakeholders in our mission.

We want to work with employers to help their employees make the right decisions on specialty care. Rather than simply guiding participants to low cost specialists, our goal is to guide participants to specialists who have demonstrated extraordinary quality and management of care in the participant's area of need. We believe that by matching participants to the highest quality specialists, participants will receive more appropriate care and experience fewer complications over the course of their care, leading to better care for participants and more sustainable long term health care costs for employers.

2. Are you designing a mobile app or website and why?

Our philosophy for helping patients find quality specialty care is: "Know Me, Guide Me, Keep it Simple." We feel that designing a mobile app gives us the best opportunity to fulfill this goal.

With the app, we can reach patients anywhere and anytime and they can easily communicate with us. The mobile app also allows us to stay in touch with patients and communicate through push-notifications, live chat, and reminders. Also, live chat via a mobile app is a very user friendly option because users may not want to talk in public about personal healthcare issues.

We are inspired by companies like RocketMortgage, Waze and others that have created compelling and intuitive user experiences with complex applications. We want to develop a game-changing healthcare app that is interactive, accessible, and easy to use and helps patients find the right specialty care.

3. In what situations do you think this mobile app or website would come in handy?

Our mobile app comes in handy when patients are sick and looking for specialty care. We offer a simple, convenient, and effective way for them to receive recommendations on the best specialists for their situation and goals and make decisions based on quality and cost data.

We believe that the process people use to select specialist providers for their more serious health needs is broken. People rely on Facebook, Google, and recommendations from friends and family. Or they just follow what their primary care doctor suggests. Cost and quality matter, but this information is not readily accessible. Our app will make it easy to find specialists using a combination of cost data, quality data, and other relevant data.

The goal of our app is to “Know you, Guide You, and Keep it Simple” when an employee needs to find specialty care. Rather than putting the burden of finding a high quality specialist on an employee during a time of hardship, our app will take on the heavy lifting and guide the employee to high quality specialists who deliver and support the employee throughout their care journey.

II. Description of mobile app or website.

1. What information would a user need to input (if any) to retrieve the data that is of most interest to them?

Our app is powered by live interactions with real nurses who will use the live chat feature of the app to get to know the patient and their health problems, preferences, and medical history, guide the employee to a high quality specialist, and support the employee throughout their care journey.

So instead of inputting data into a form, we rely on an interactive real time conversation to get information from the patient about their needs.

2. What pieces of information does your mobile app or website provide to help the user decide where/when/to whom to go for care? (e.g. cost per procedure, plus ability to filter data by healthcare provider, insurance provider, plan type, location, consumer ratings, accessibility, quality ratings)

a. List out the data fields that you’d pull in from the MA or NH cost datasets

ProviderNPI
ProviderName
ProviderName_Additional
ProviderOrgName_Anchored
ProviderOrgNPI_Anchored
ProviderTaxonomyType
ProviderTaxonomyGroup
ProviderTaxonomyGroupDetail
ProviderAddress
PracticeState
Zip
CostEstimate
NumberServices

b. List out the data elements that you’d pull in from other data sources. What are some existing sources that you could retrieve this data from?

Episodic cost and quality data provided by Medicare and quality measures calculated by using Medicare Claims (LDS Data) using BPCI-A specs.

Episode Volume

Readmission Rate
Emergency Room Rate
Mortality Rate
Total Episode Cost

****Data can be joined to CHIA data using physician NPIs****

User experience/review data

of reviewers
Total Average Rating
Source of the review

****Data can be joined to CHIA data by manual mapping since these sites don't share NPI data*****

Map data from Google Maps and geocodes of physician addresses

Publicly available data about physician certifications and background.

3. How does this data enable users to be better healthcare consumers?

We conducted patient interviews (“listening labs”), and we learned that patients are not really eager to use data and analytics to “shop” for providers. They rely on trusted resources like friends and family and primary care doctors. They perform healthcare provider research on Google, Facebook, and linkedin. Customers are not accustomed to making healthcare decisions with quality and cost data at their fingertips.

We present the cost and quality information to users in a very friendly and easy to use manner, and we have Archie Guides standing by to provide further advice and guidance. We combine data from a number of helpful sources: Cost estimate data, quality data, user reviews, public physician profiles, and maps. We present the data in a friendly and non-technical format so that people will understand what is important in making specialty choices.

4. Why do you think your design would appeal to your target audience?

Our branding is friendly and easy to use, not highly technical. It is an app for people who need help finding a specialist and navigating the healthcare system. We are showing information about cost and quality for individual specialists in a smarter, more straightforward way.

The design also includes the ability to interact in real time with an Archie Guide who is a nurse care manager who will be with you throughout the episode. This human-powered guidance will appeal to people who are tired of searching Google to find the best specialist and who are uncertain about the reliability of the information they may find. The app takes an interactive approach where "Know Me, Guide Me, Keep it Simple" are the guiding principles. We'll do all the hard work so that finding specialty care can be more engaging and pain-free.

5. How would you make the language and design accessible to people with different levels of health and numerical literacy?

Our goal is to keep things simple for the patient. Our patient engagement mantra is “Know Me, Guide me, Keep it Simple.” With this in mind, our patient engagement model is to get to know the patient with a telephone conversation or app-based chat with our Archie Guide who is a nurse care manager. Their job is to take the time to understand patient goals, their unique healthcare needs, and what’s important to

them in the care journey. It also means assessing their health literacy and teaching them about what is important in selecting a specialist and explaining our methodology in a simple, straightforward way.

We won't be overloading the user with dozens or hundreds of physicians to choose from. In our research, many websites overwhelm the user with too much technical language and data. We made the app very simple to use. The physician profile page explains very clearly and in "plain English" where the physician ranks on volume and quality measures. With a live chat available at any time, the user can always reach us if they need help.

III. Description of what's needed to bring your design to life.

1. How would you keep the information in your mobile app or website up-to-date?

We plan to have our analytics and content management staff keep track of data updates and make updates in our content management system. Our mobile app will need to be driven by a cloud based, HIPAA compliant database system that allows our content management staff to add, edit, and modify information in real time.

Having a full time content management staff that stays on top of the content and data updates is a requirement for us to bring this app to life and keep the information up to date. We will need to track the CHIA website and other data sources like Medicare cost and quality databases for updates. We will have to sign up for alerts and updates from CMS and other data sources to receive timely updates. It will also involve outreach to practices and hospitals on a regular basis to make sure the physicians have not changed locations or information and are continuing to practice.

2. What are the challenges of providing this information via a mobile app or website? What are some limitations associated with using your selected platform to deliver this information?

The biggest challenge in providing this information via mobile app is building awareness and encouraging patients to use it when they need specialty care. If we put the app in the App Store without the right kind of marketing strategy, no one will know about it.

Another challenge is designing a quick and easy user registration and sign up process that is secure and foolproof. If people have a hard time creating an account, they certainly won't engage with the app.

Another challenge is designing the content and data to fit into a relatively small screen compared to a website browser on a laptop. There are so many phone screen sizes and operating systems, and it will be challenging to come up with designs that are widely compatible and easy to read.

IV. Description of your marketing strategy.

1. How would you promote your mobile app or website? Discuss some strategies that may be well-suited to your target audience. Please cite sources where appropriate.

We plan to promote our mobile app by partnering with employers who want to reduce costs and improve the quality of specialty care that their employees receive. We believe that employers and employees are feeling the pain of rising healthcare costs. In CHIA's 2018 Massachusetts Employer Survey, 30% of firms managed costs (in the past year) by increasing member co-pays and deductibles. Moreover, **CHIA's 2019 Annual Report on the Performance of the Massachusetts Health Care System**, states that premiums keep rising with "most market sectors experiencing average annual premium increases between four and six percent in 2018."

The CHIA employer survey shows that 70+% of healthcare plans in the state of Massachusetts are purchased through benefits consultants and brokers. Our marketing and promotion plan will involve identifying and teaming up with regional brokers and third party administrators who help small-medium sized companies make health plan choices. We'll seek brokers and consultants who believe in using cost data and analytics to help employees make better decisions about specialty care.

We are also hoping that if employees are very happy with our app, they will spread the word to their colleagues.