



# Price is Your Right

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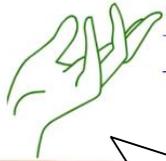
Amanda Coelho, Kyra Rieger, Muylin Loh, Namrata Ray, Tobias Waldau

# Homepage

📍 29 Crafts St, Newton, MA 02458

Meaning behind our color scheme:  
**blue**: wisdom, trust, intelligence, truth  
**green**: nature, growth, fertility, healing  
**white**: light, cleanliness, safety, hygiene

📞 (617) 396-3600



## FREEDMAN HEALTHCARE

healthcare made easy

HOME

BOOKING

ABOUT US

More

Logo: helping, compassionate hand, extending itself to offer help to others

Centralized search bar is intuitive to most users, and where consumers can type the type of treatment/service they are looking for, which would then lead them to the next page where they are asked to specify service type.

Background picture of medical environment to provide more context that this website is centered around healthcare. Large visuals also meant to draw audience in.

🔍 What are you looking for today?

Everything you need to know about affordable healthcare at your fingertips.

One liner encompassing what our website aims to do, which is allowing consumers to find quality data about affordable healthcare. It is placed conveniently near the search bar so that users do not have to extensively search for the purpose of website.

Automatic, quick chat function to assist consumers in finding what they need, as they are navigating the website.

Let's Chat!

# Landing Page

29 Crafts St. Newton, MA 02458

(617) 396-3600

**FREEDMAN HEALTHCARE**  
healthcare made easy

Are you looking for colonoscopy or endoscopy services?

**1**  
Colonoscopy for a(n)...  
 Established Patient  
 New Patient  
Endoscopy for a(n)...  
 Established Patient  
 New Patient

**2**  
Enter your zipcode...  
Wix Office  
San Francisco

**3**  
Explore my options!

The numbers act as a guide to help users navigate through their search, by making it more intuitive, thus facilitating the flow of search.

In our example, we will be using 'colonoscopy/endoscopy' services. The user searches for these terms in the search bar from the homepage, which leads them to this landing page, where they are asked to further specify the service type and their location.

This button allows users to easily go back to general search results (homepage), without having to click the Back button on their web-browser.

Users are asked to be more specific with which type of service they are seeking. They are also asked whether they are an established or new patient.

The second step is entering their zip-code so that we can further narrow the data down to areas that are most relevant to them.

These dividers act as a visual guide to separate the sections.

After inputting the preceding required information, this button will lead them to the next page with search results pertaining to their chosen service.

# Data Page #1

After the user specifies that they want search results for 'colonoscopy', search results for various hospitals in the area are displayed with average prices.

Here, consumers will be able to filter their searches by highest-lowest or lowest-highest price

Your search results for: colonoscopy

Sort by



We provide the user with a list of hospital names in their area that offer the specific service they are looking for.



Greenfield Health Center

\$1307

Book Now

Greenfield, MA 01301



Amherst Medical Center

\$1468

Book Now

Amherst, MA 01002



Winchester Hospital

\$2107

Book Now

Winchester, MA 01890

Let's Chat!



Average price function to help users have an idea of how much they have to pay. More details on Back End Data slides.



This map allows further visualization of the various hospitals in the area. Pinpoints are used to indicate specific location.

# Data Page #2

## Schedule Online

Nov. 4 - 10, 2019



Today

All Staff

Mon. Tue. Wed. Thu. Fri. Sat. Sun.

4	5	6	7	8	9	10
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Monthly view

Morning

No Available Hours

Afternoon

3:00 pm

3:30 pm

4:00 pm

4:30 pm

Evening

5:00 pm

### Greenfield Health Center

1 hr | \$1,307

November 07, 2019 2:30 pm

Miriam D Goldfarb MC

Greenfield Health Center,

Greenfield MA 01301

Next

There is a calendar showing the dates a user can pick from to book their appointment.

The user has an option to pick which staff member they prefer to meet with or leave it blank and whichever doctor is available will meet with them.

There is more information about the hospital and the appointment the user is booking. Such as how long the appointment is, the address, cost, name of doctor, and appointment time.

Let's Chat!

The user can pick the time of appointment they want from a list of availabilities the hospital has.

# Data Page #3

## Add Your Info

Tell us a bit about yourself

Name \*

Sample

Email \*

sample@sample.com

Phone Number

123-456-7891

Add Your Message

Hey there!

## Greenfield Health Center

1 hr | \$1,307

November 07, 2019 3:00 pm

Miriam D Goldfarb MC

Greenfield Health Center,

Greenfield MA 01301

Book It

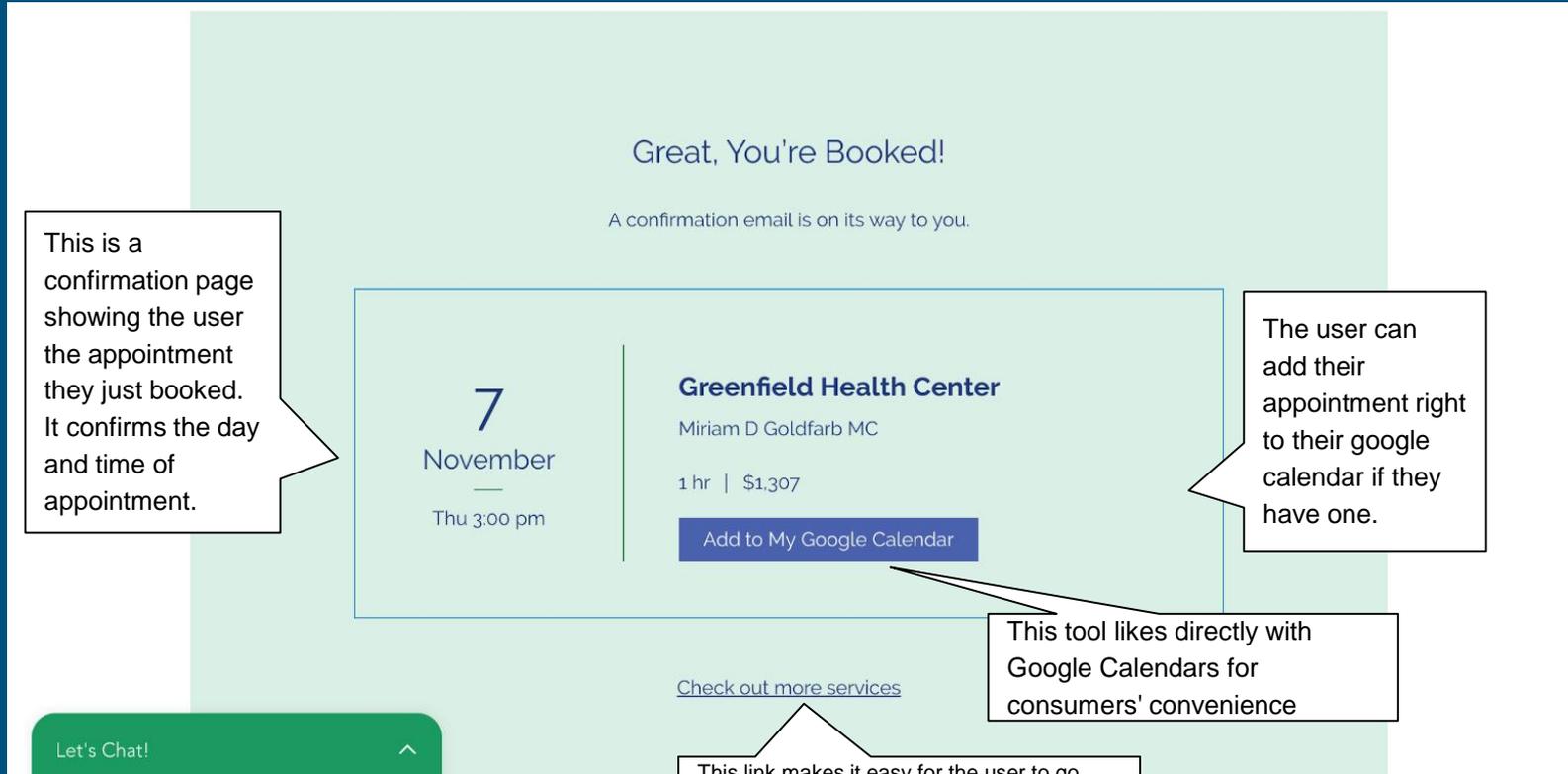
The user is asked to provide their contact information to the hospital in order to book their appointment. So the hospital can contact the user.

Once the user fills out their information they can book their appointment by clicking this button.

Let's Chat!



# Data Page #4



This is a confirmation page showing the user the appointment they just booked. It confirms the day and time of appointment.

The user can add their appointment right to their google calendar if they have one.

This tool links directly with Google Calendars for consumers' convenience

This link makes it easy for the user to go back and browse more services on the website if they have to book more than one appointments.



# Back End Data (Service prices in specified Zip code)

ZIP	01003
Average of CostEstimate	
Row Labels	Column Labels
	Behavioral Health
	Psychotherapy
	Testing and Evaluation
⊖ Amy Ruth Winters Champoux MSW	
⊖ 121 County Cir Berkshire House 123 A UMASS Amherst MA 01003	
Alison Morrow CNM	76.23
Lorraine Schratz MD	
	119.51
⊖ Brain Analysis And Neurodevelopment Center, LLC	
⊖ 111 Infirmary Way 127 Hills North Amherst MA 01003	
Kevin J Yeh M.D.	101.64
⊖ Christopher Edward Overtree Ph.D.	
⊖ 135 Hicks Way Tobin Hall, Suite 123 Amherst MA 01003	
Jane Weinman Craig M.D.	101.64
⊖ Joshua Relin Psy.D.	
⊖ 150 Infirmary Way Amherst MA 01003	
Joya Bird NP	90.05
⊖ Linda D Scott Ph.D.	
⊖ 111 Infirmary Way 127 Hills North Amherst MA 01003	
Richard Perkins M.D.	71.25
⊖ Psychological Services Center	
⊖ 135 Hicks Way 612 Tobin Hall Amherst MA 01003	
Cathleen Sloan Hood M.D.	101.64
⊖ Richard P. Halgin Ph.D.	
⊖ 135 Hicks Way Tobin Hall Amherst MA 01003	
Angelica R Espinosa-Louissaint M.D.	97.26
⊖ University Health Services	
⊖ 111 Infirmary Way 127 Hills North Amherst MA 01003	
Aubrey Lieberman MD	86
Nancy Ann Shadick MD	86

This is the data and prices that will be calculated for website users once they have further filtered the data by choosing a specific department or service. In this case, we are showing the prices at the health centers in 01003 that offer Behavioral Health services.

Once the data has been filtered for both the zip code and the service, we will have the data and price comparisons for each service within the subgroup (in this case Behavioral Health). The data will give these prices to the user to choose between each hospital and which doctor so they can make the most informed decision.

# Back End (Offered Service Levels and Average Costs)

ServiceType_Level1	ServiceType_Level2	ServiceType_Level3	AVERAGE of CostEstimate	
Ambulance/Transportation Services	Advanced life support (Level 1) ambulance	Emergency transport	\$1,228.63	
		Non-emergency transport	\$831.41	
	Advanced life support (Level 2) ambulance		\$1,439.53	
		Ambulance per mile	\$22.61	
	Basic life support ambulance	Emergency transport	\$859.95	
		Non-emergency transport	\$505.46	
	Specialty care transport (between facilities) ambulance		\$1,600.22	
Behavioral Health	Health and behavioral assessment	Initial assessment - 15 minutes	\$45.53	
	Health and behavioral intervention	Re-assessment - 15 minutes	\$28.31	
		Family - 15 minutes	\$38.27	
		Group - 15 minutes	\$7.73	
		Individual - 15 minutes	\$44.08	
		30 minutes	\$68.75	
	Psychotherapy	45 minutes	\$83.51	
		60 minutes	\$107.46	
		Family	\$98.40	
		Group (non-family)	\$39.74	
		Aphasia assessment	\$260.45	
	Testing and Evaluation	Developmental testing	\$234.60	
		Diagnostic evaluation	\$130.94	
		Diagnostic evaluation with medical services	\$173.06	
		Neurobehavioral status exam (assessment of thinking, reasoning, and judgment) - Per hour	\$165.65	
		Neuropsychological testing	\$93.62	
		Neuropsychological testing - Per hour	\$155.40	
		Psychological testing - Per hour	\$114.30	
	Colonoscopy and Endoscopy	Colonoscopy	Colorectal cancer screening (high-risk individual)	\$1,918.66
			Colorectal cancer screening (non-high-risk individual)	\$1,946.38
Diagnostic			\$2,136.60	

This data will be useful for users to make price comparisons. Users will be able to see if a service offered is below or above the average.

Using Pivot Tables, we were able to determine what services are offered, and sort them into level 1, 2, and 3. This table also includes the average cost estimate of that service across all providers.

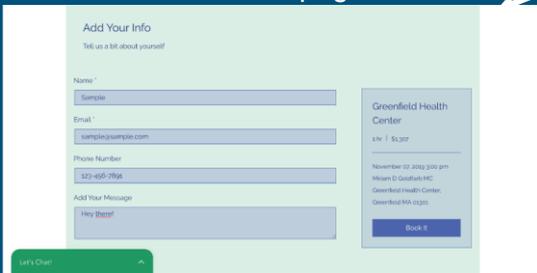
# Homepage



# Landing page

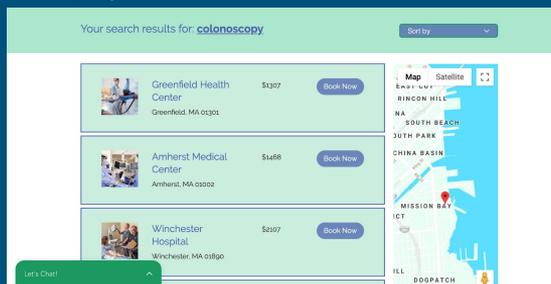


# Data page #3

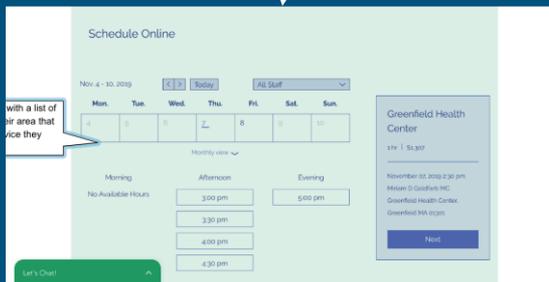


# Site Map

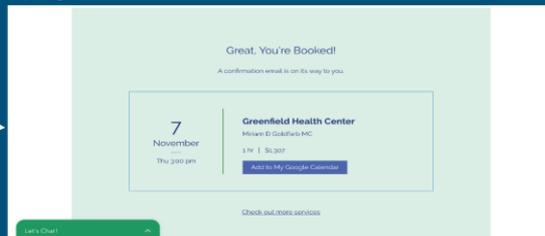
## Data page #1



## Data page #2

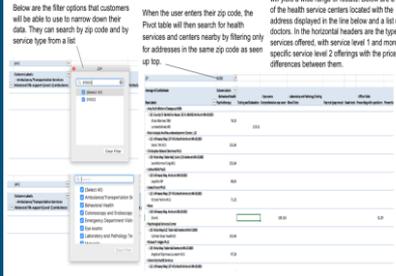


## Data page #4

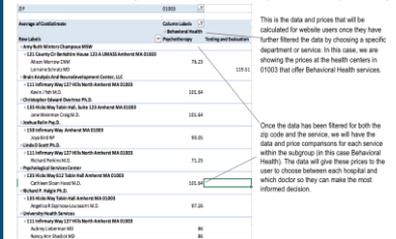


## Back end

### Back End Data (Zip Codes)



### Back End Data (Service prices in specified Zip code)



### Back End (Offered Service Levels and Average Costs)



Using Pivot Tables, we were able to determine what services are offered, and sort them into level 1, 2, and 3. This table also includes the average cost estimate of that service across all providers.