

Get Care Design Sprint Follow-up



Schedule at-a-glance

Date	Task	Objective	Key Participants
Week of 8/27	Prototype – 1 st Review	“Gut check” with PMG to validate low-fidelity prototypes	PMG sprint attendees
Week of 9/4	Prototype – 2 nd Review	Collect additional feedback on prototypes	All sprint attendees
Week 9/17	Prototype – 3 rd Review	Collect final feedback on prototypes prior to user testing	All sprint attendees
End of Sept/Early Oct	User Testing	Collect user feedback on prototypes	Members, Prospects
Oct/Dec	Ongoing Requirements Gathering	Finalize UX designs and document requirements (includes check-ins with DCAG)	DEC, PMG/DCAG, Marketing
2019	Development	Build new Get Care experience	DEC, IT

Prototype - first review

We've done a first pass at three prototypes based on the thinking that came out of the design sprint

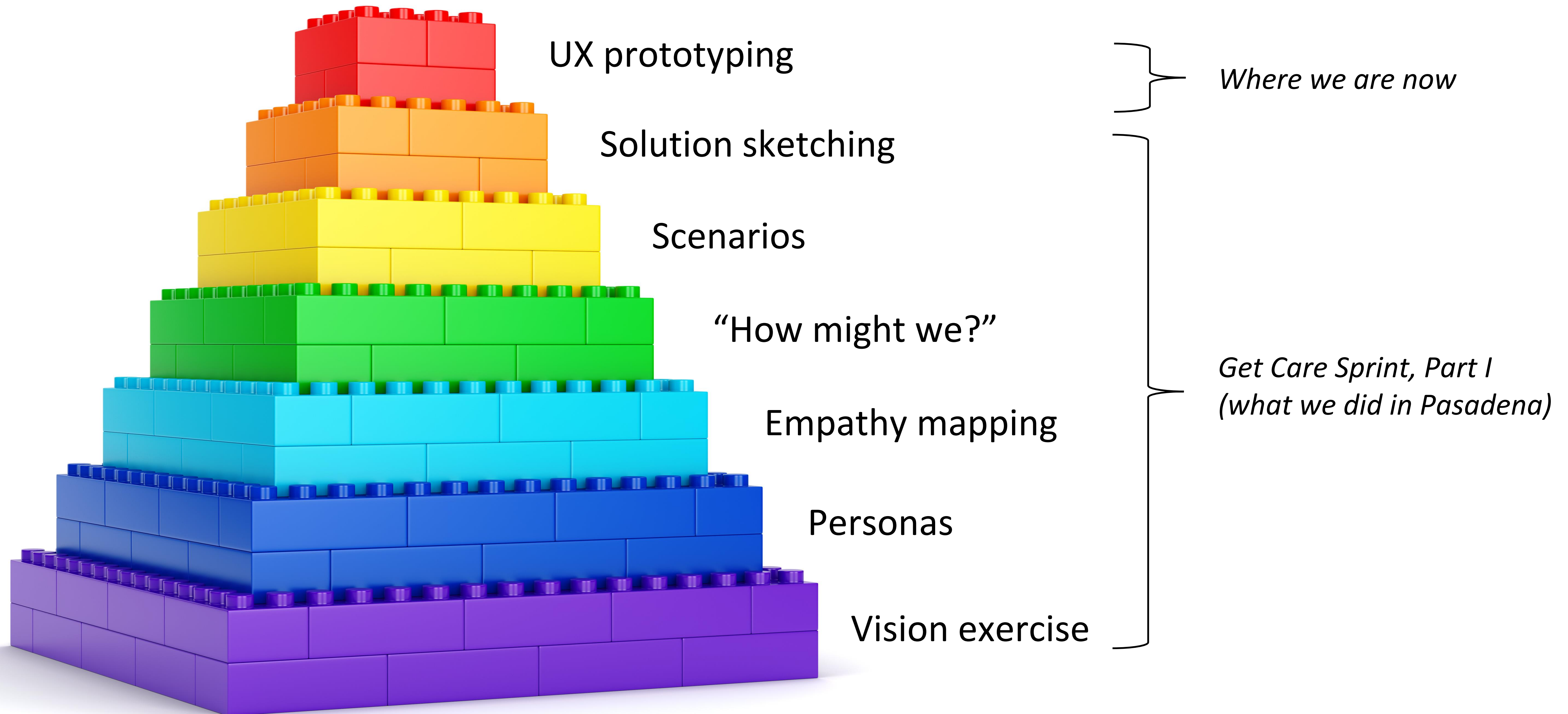
The goal today: review high-level flow and direction to ensure we're on the right track

Next steps: Refine prototypes based on feedback and go into user testing

Sprint Recap – High Level

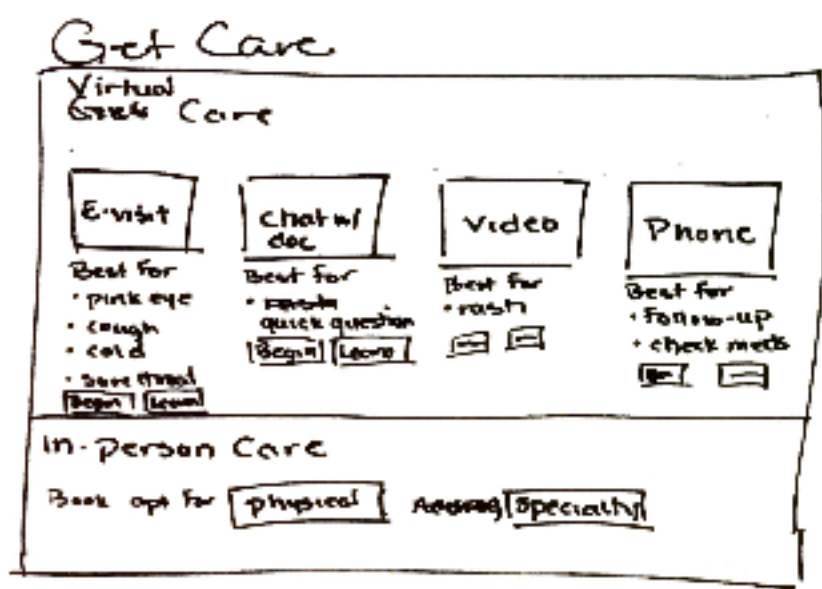


A series of steps, each forming a foundation

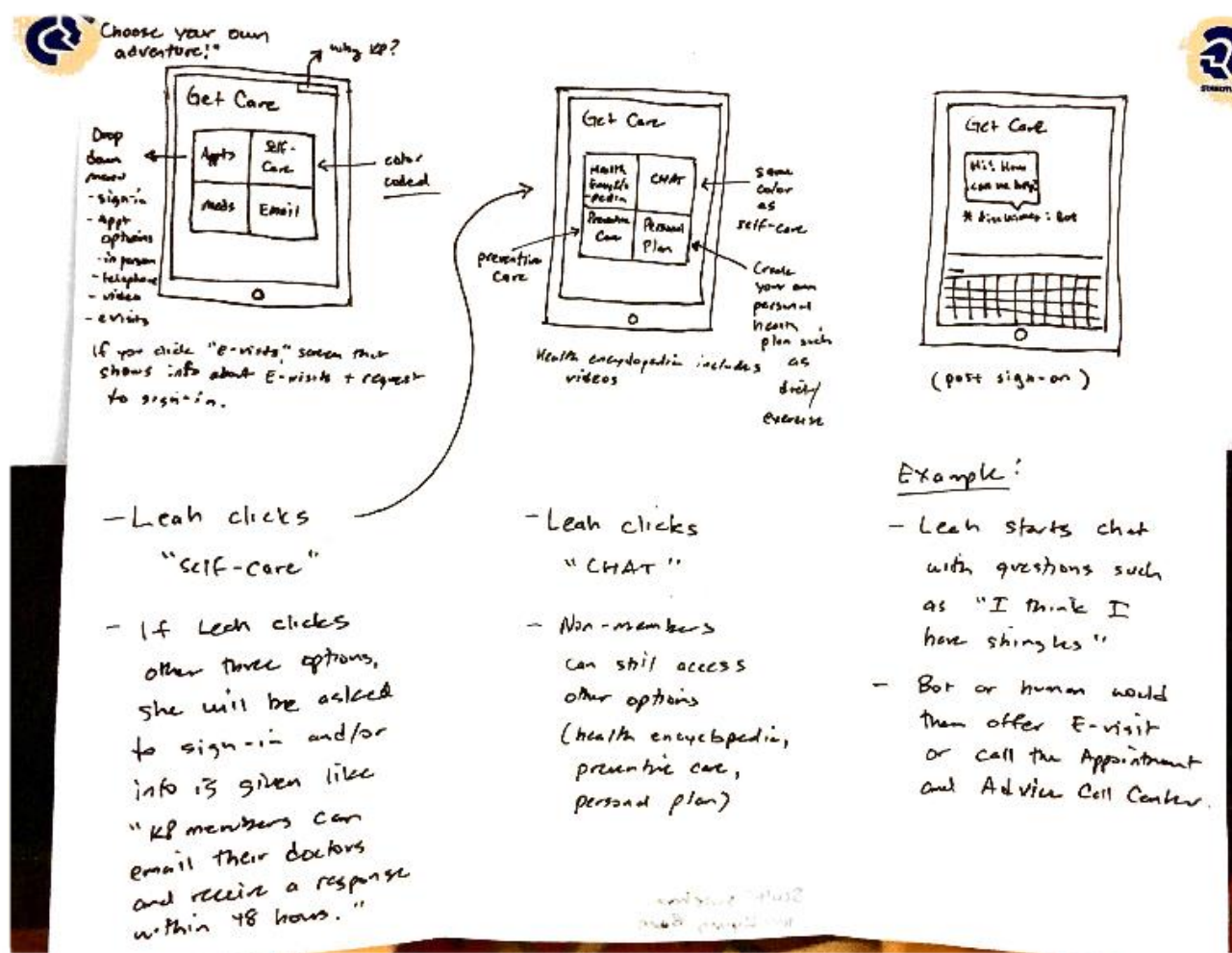


Solution sketch

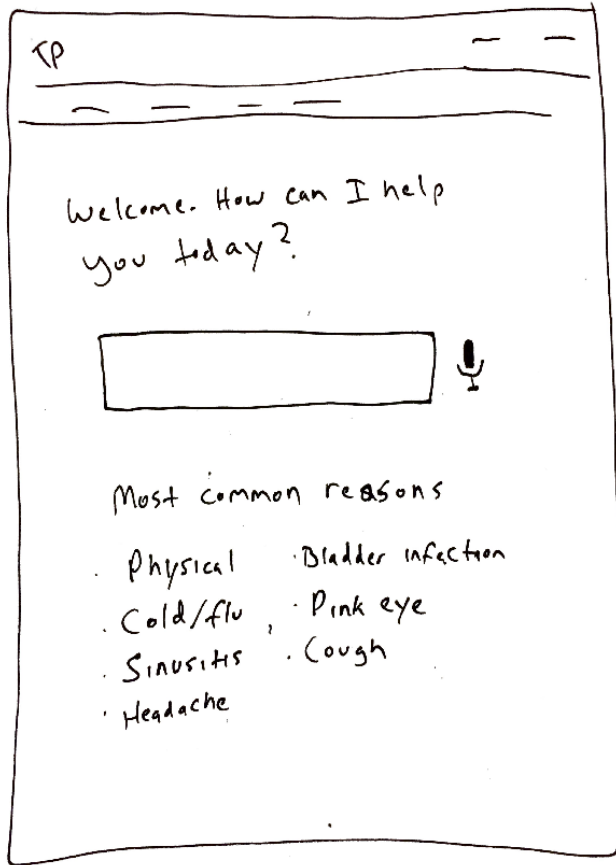
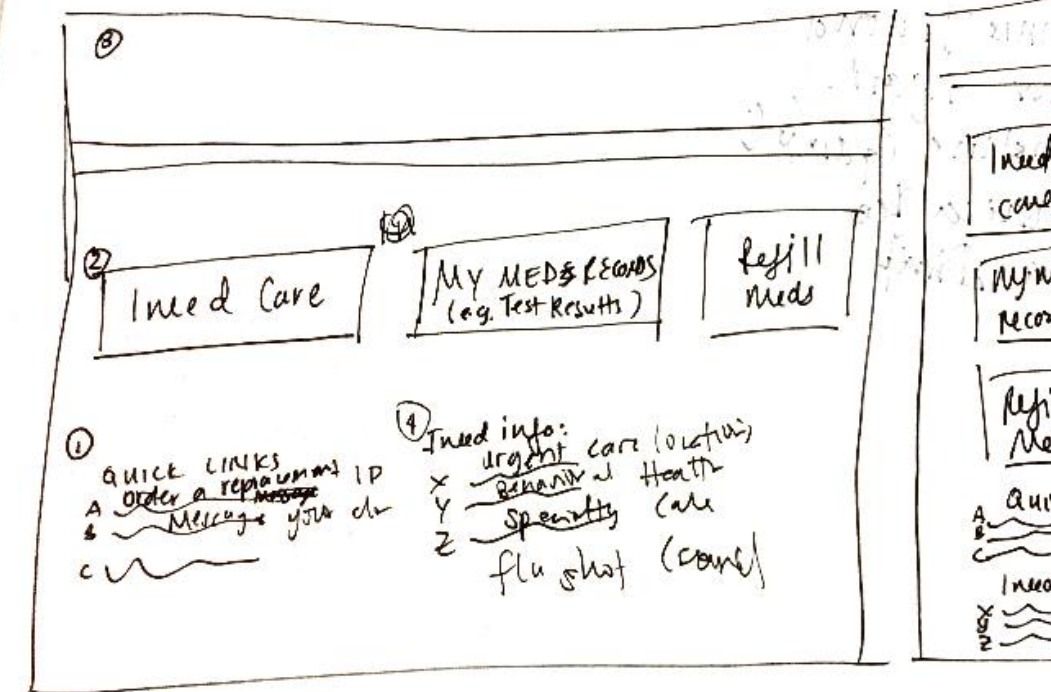
Tuesday 7/10



- display virtual vs inperson care options
- brief list of when it would be best to use each care option
- CTA allows user to begin care option or learn more (benefits member + non-member)



Panel #1

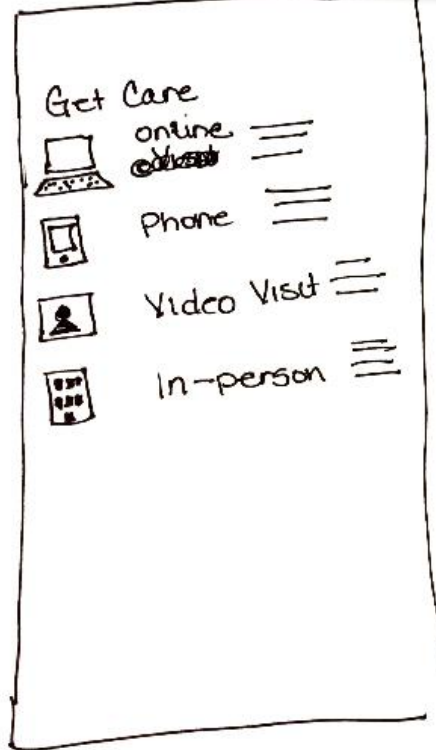


KP.org / Get Care Now

- I want to:
- Speak to someone about my symptoms
Try - phone - call a nurse
- video appt - in-person appt
Good for - cold & flu, pink eye, scratchy etc.
 - I don't want to speak to someone / Self-help
- chat only
- make appt
- e-visit
Good for - X, X, Y, Z, W, Q

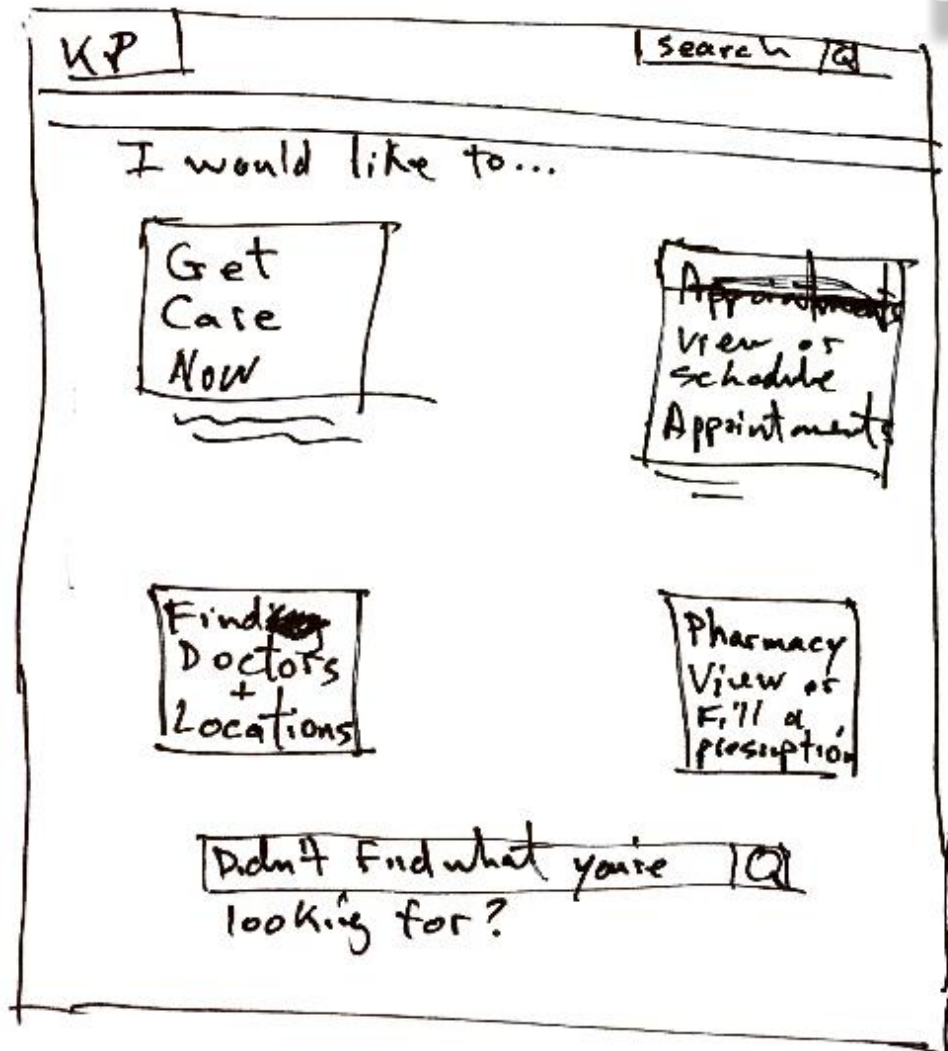
Concept

- Members know if they want advice or to self- triage
- Many members don't want to talk to anyone, surface online options they can use to get care or self- triage.
- Some members prioritize relationships or feel anxious, so know they want to talk to someone/personal touch.



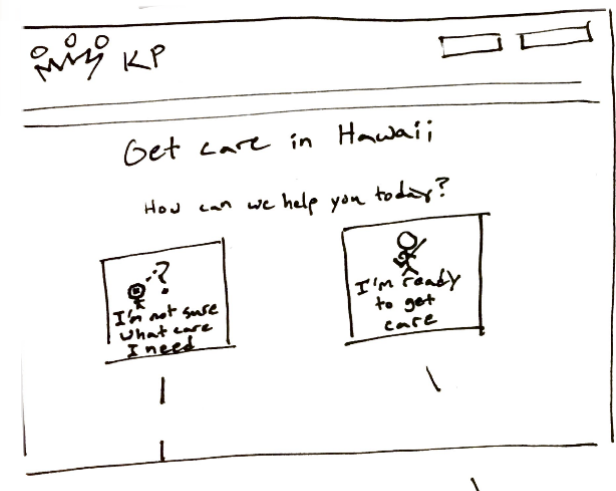
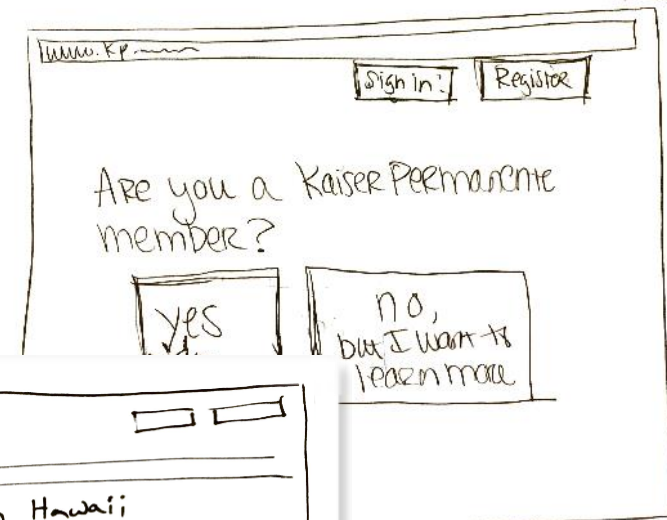
Care Options

Provide members with the various options when they are seeking care

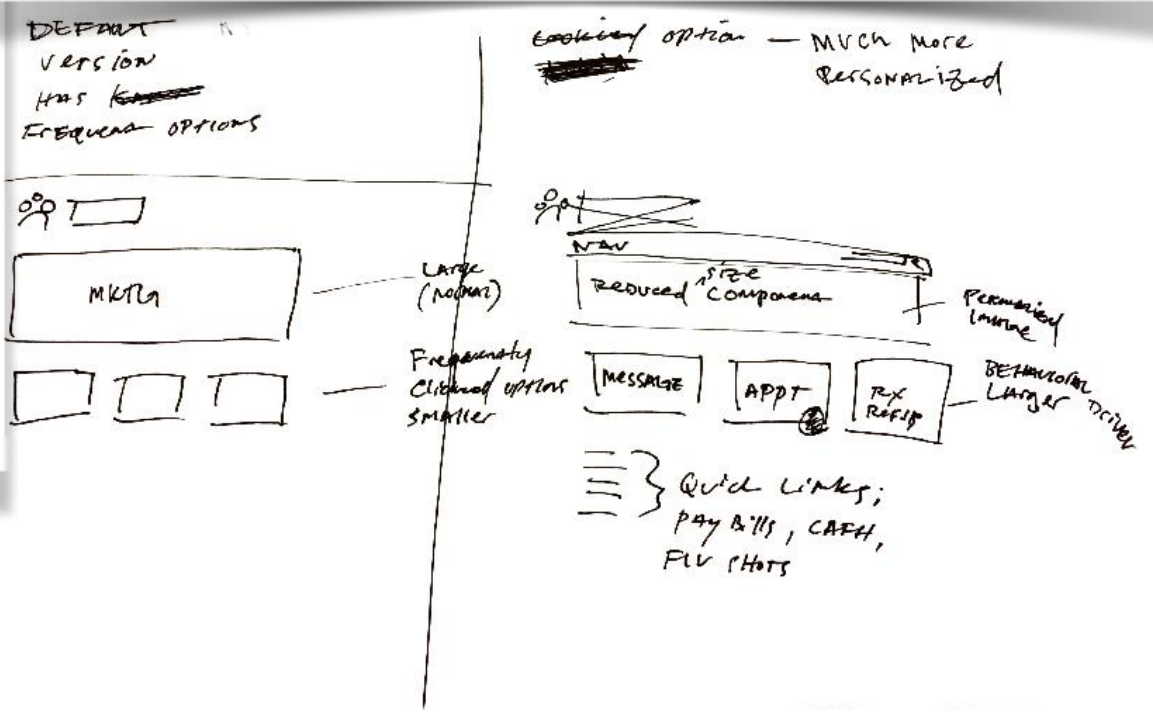


Cookies help determine user's history and alter appointments General or Specialist

The guided path get care experience



Pharmacy requires sign in



Solution sketches > Prototypes

Solution sketches were used to call out common themes and unique approaches that could be integrated into three prototypes for testing.

Common themes/approaches include:

Ease of care | Transparency | Clarity around cost | Simplicity, voiding decision paralysis | Educating users

Guiding principles, goals and best practices:

1. Communicate value exchange when users are prompted to provide info (e.g. location; sign in)
2. Provide guidance where possible
3. Identify where in the user flow is the most appropriate point to request log in
4. Personalize where possible
5. “Show, don’t tell”

Providing feedback today

What this is:

Low-fidelity mockups for concepts only

Three different approaches to get the most useful results in testing:

- Concept A: Lead with channels of care
- Concept B: Lead with symptoms
- Concept C: Iterate on current Appointments & Advice page

What this is not:

We are not “voting” for our favorite concept

These are not final, high-fidelity designs: content is placeholder for now and flow is not final

Out of scope: sophisticated personalization, integration with facility info (e.g., wait times, distance)

Feedback is needed:

Your feedback will ensure we’re not testing any non-starter ideas

We want to be sure and include any critical approaches that need to be included

Ask yourself: *Are we on the right track? Is anything missing?*

What we’ll do with the test results:

Learn what does and does not work for real users

We’ll take the best parts of each variant and combine into a single direction

Sprint Recap - Detail



Participants

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HETTERMANN

KAISER PERMANENTE.
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GAROFOLI

KAISER PERMANENTE.
GEORGE
GO

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YOUNG

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O'TOOLE

KAISER PERMANENTE.
EVA
HEATH

KAISER PERMANENTE.
JAY
TRAINER

KAISER PERMANENTE.
JUDY
DERMAN

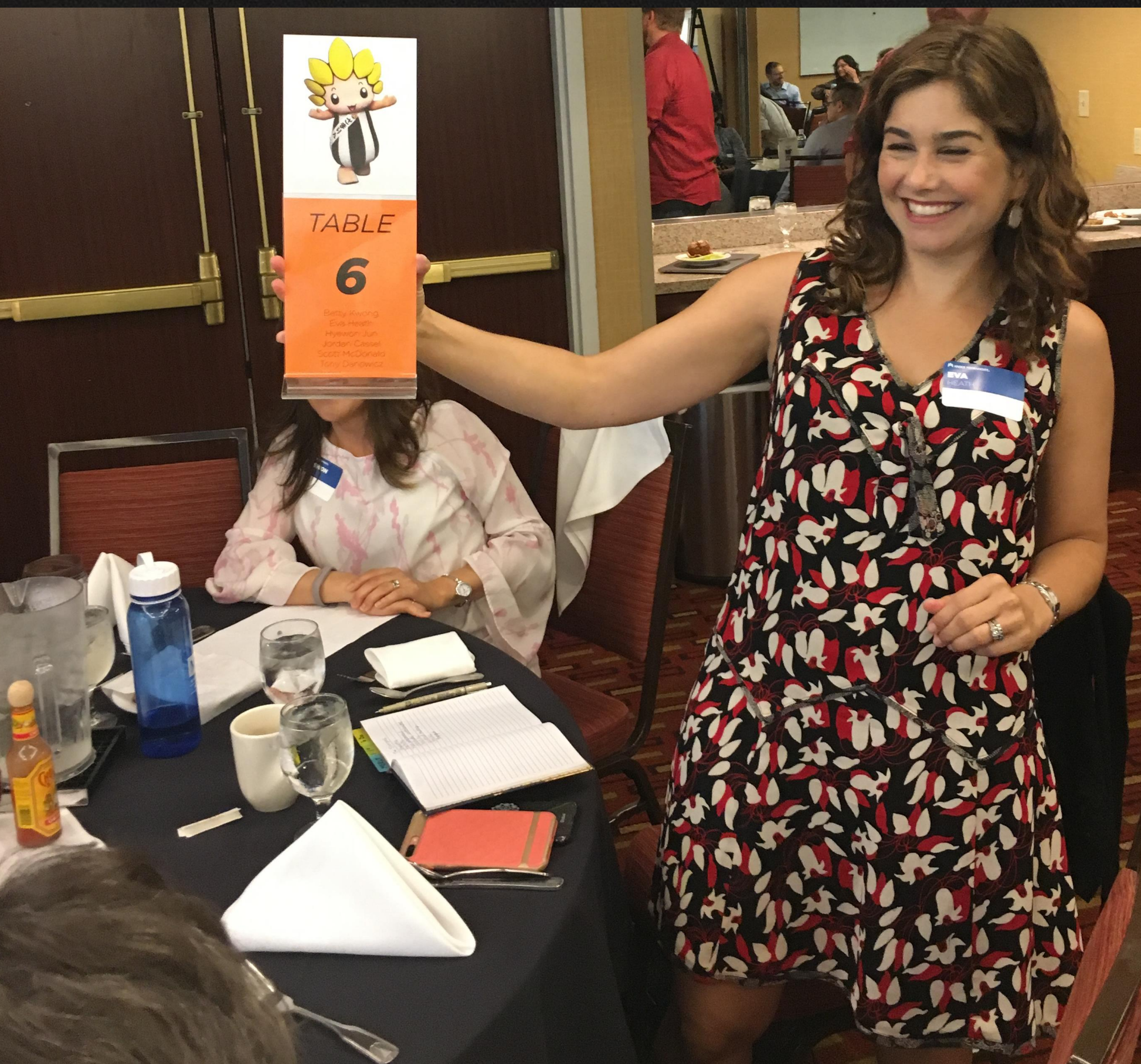
KAISER PERMANENTE.
NANCY
FALK

KAISER PERMANENTE.
SCOTT
TSUNEHARA

Take-aways from the design sprint

- Provide guidance on the most appropriate mode of care for certain conditions
- Communicate why we're asking users to take action or provide information (e.g. zip code, sign on, etc.)
- Identify the most appropriate point to log-in, it's not always step one
- Familiarize users with digital care capabilities behind the sign-on before forcing sign-on
- Personalize the experience by leveraging previous navigational behavior, information provided by the user, and/or information we know about the user
- Show, don't tell: focus on addressing the member's immediate care need rather than spending time/words educating them on how KP delivers care

Sprint output



See appendix for all output

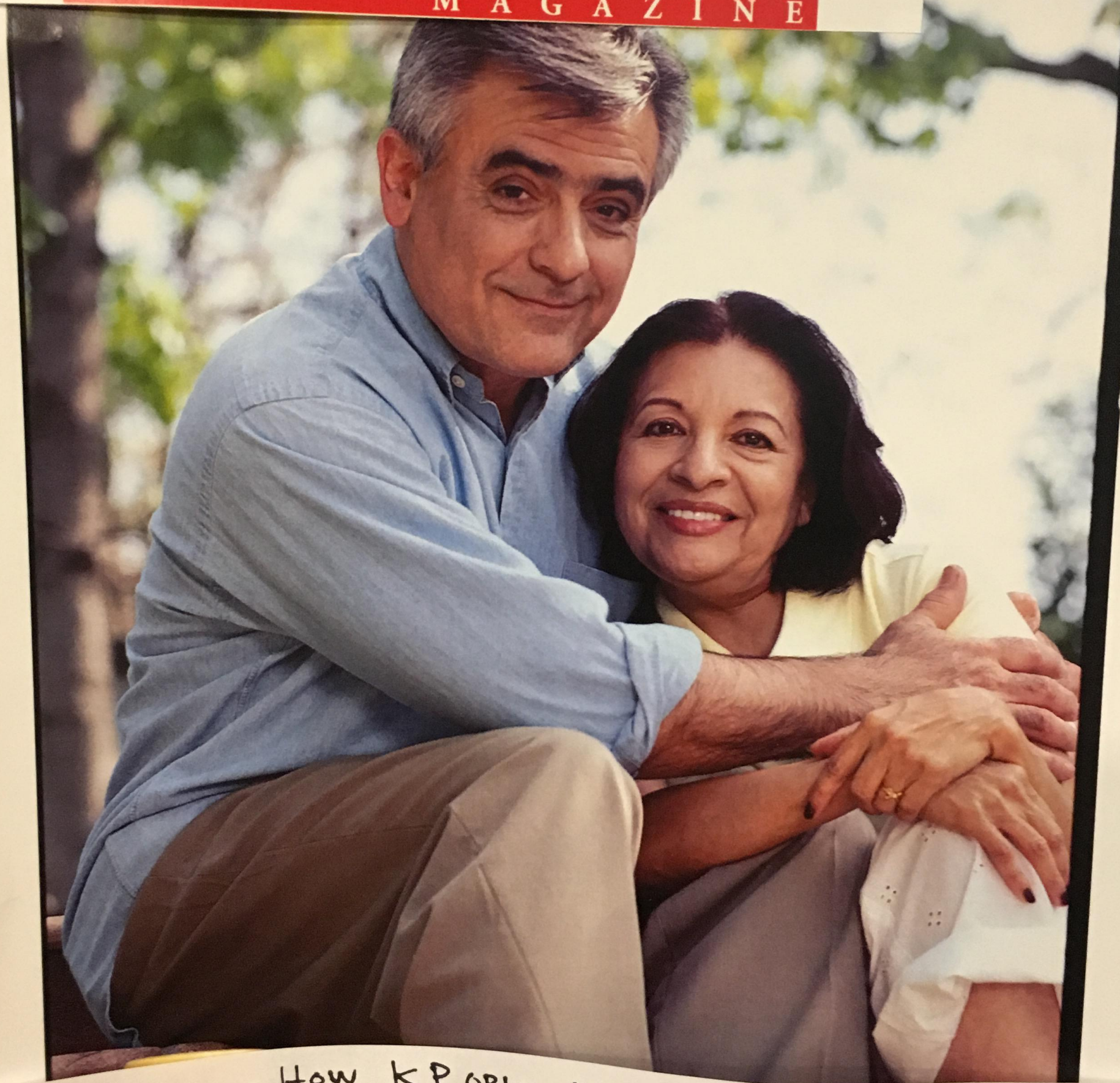
All output is available in a Box folder at <https://kp.app.box.com/folder/51996227298>

Vision: magazine covers



HispanicBusiness[®]

MAGAZINE



• How KP.ORG CUT THROUGH THE FOG •

AN EASIER HEALTH CARE

LESS TIME LOOKING — MORE TIME DOING

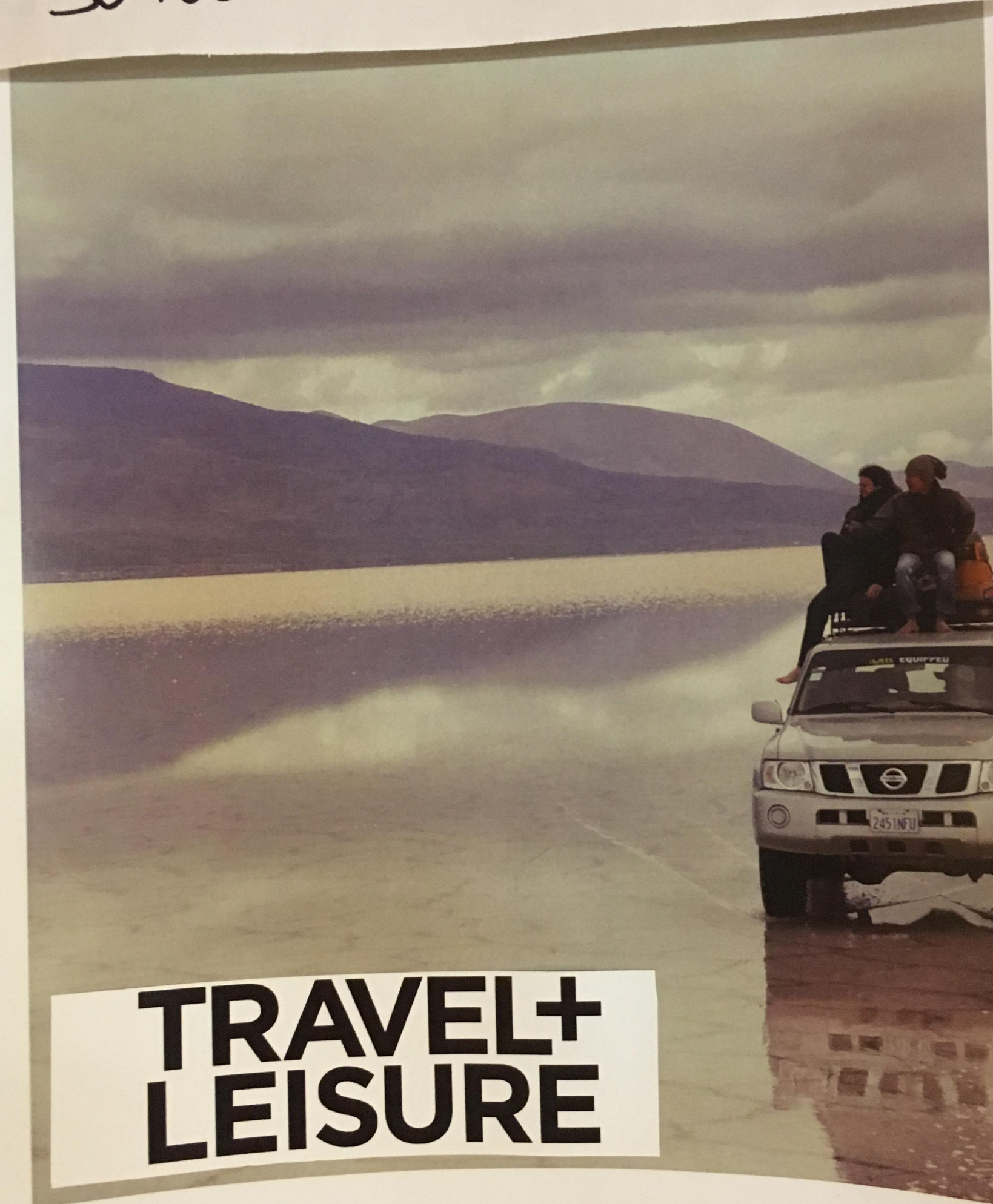
trepreneur

It's All About _____
(insert your name)



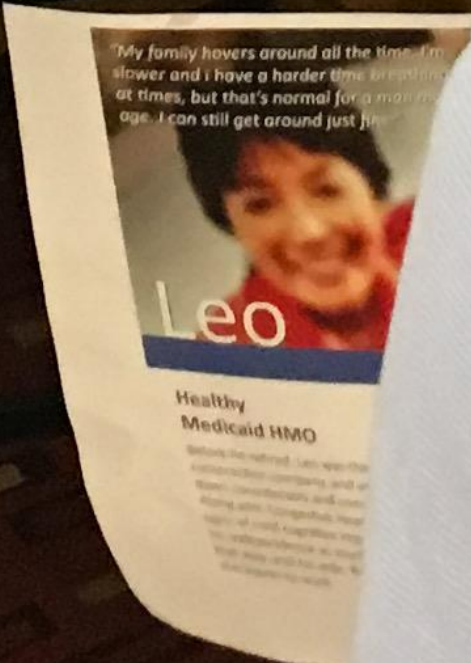
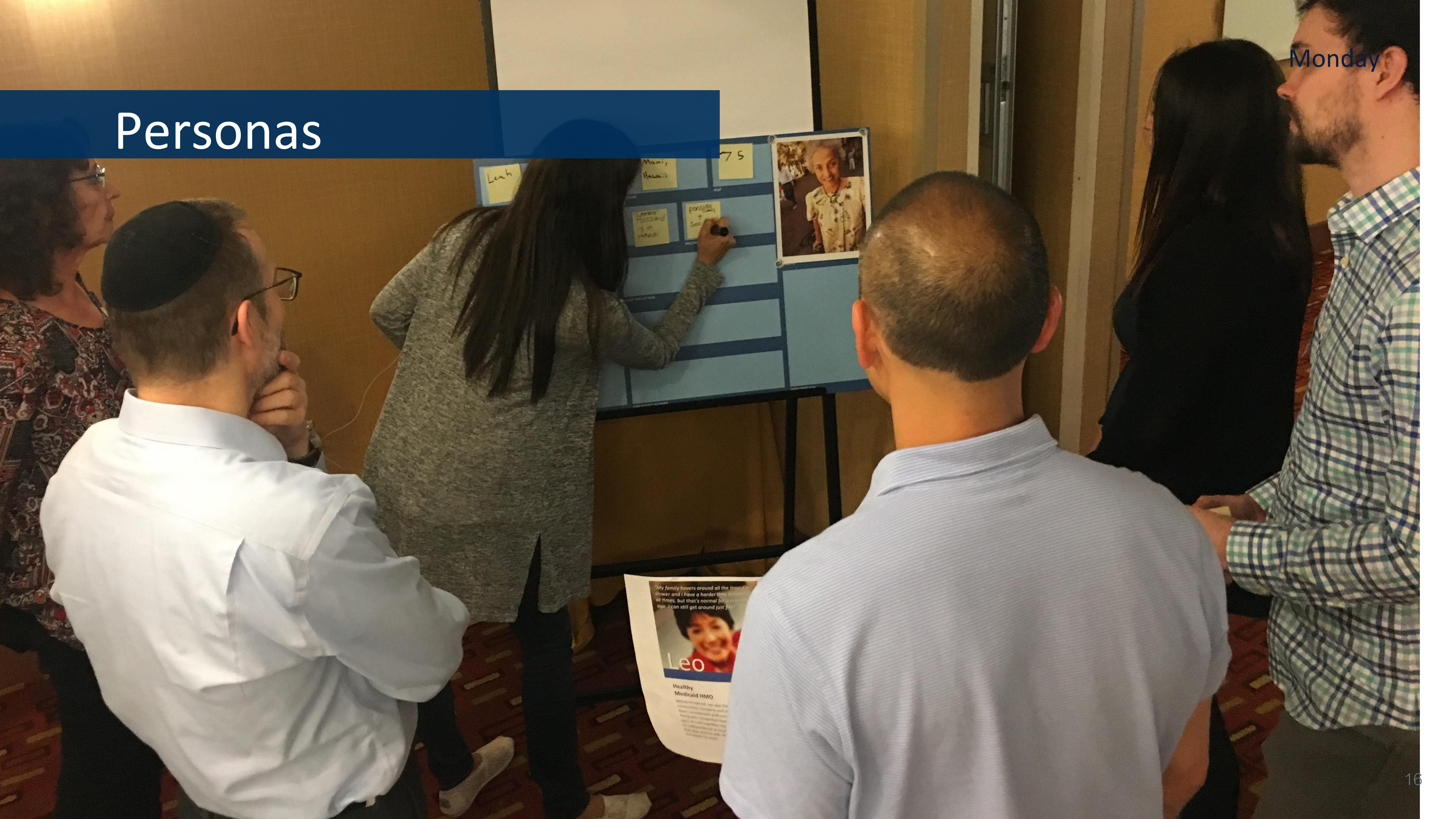
Uncomplicating your Health
on kp.org

KP MAKES IT EASY TO GET CARE
SO YOU CAN FOCUS ON BIGGER THINGS



TRAVEL+ LEISURE

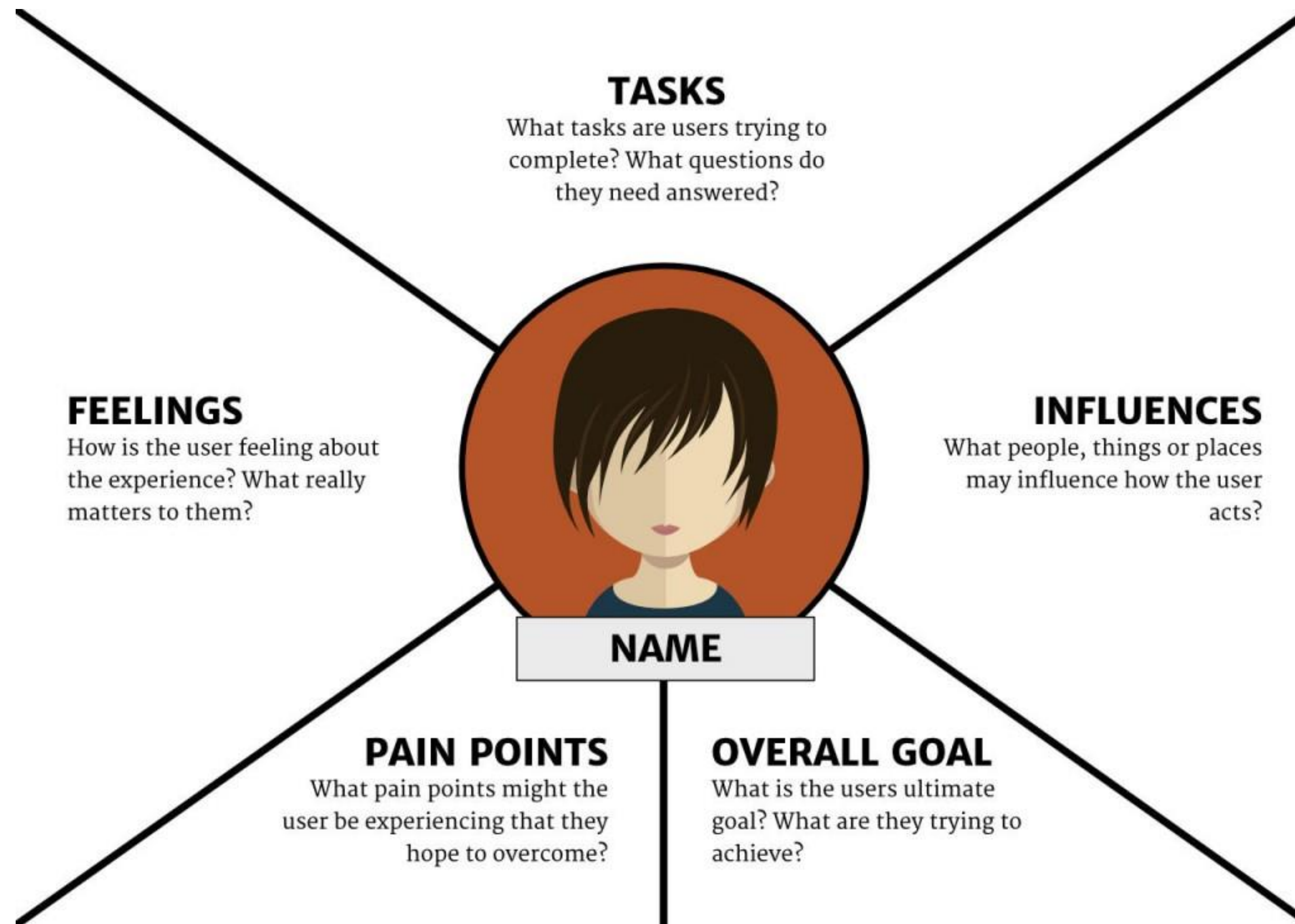
Personas

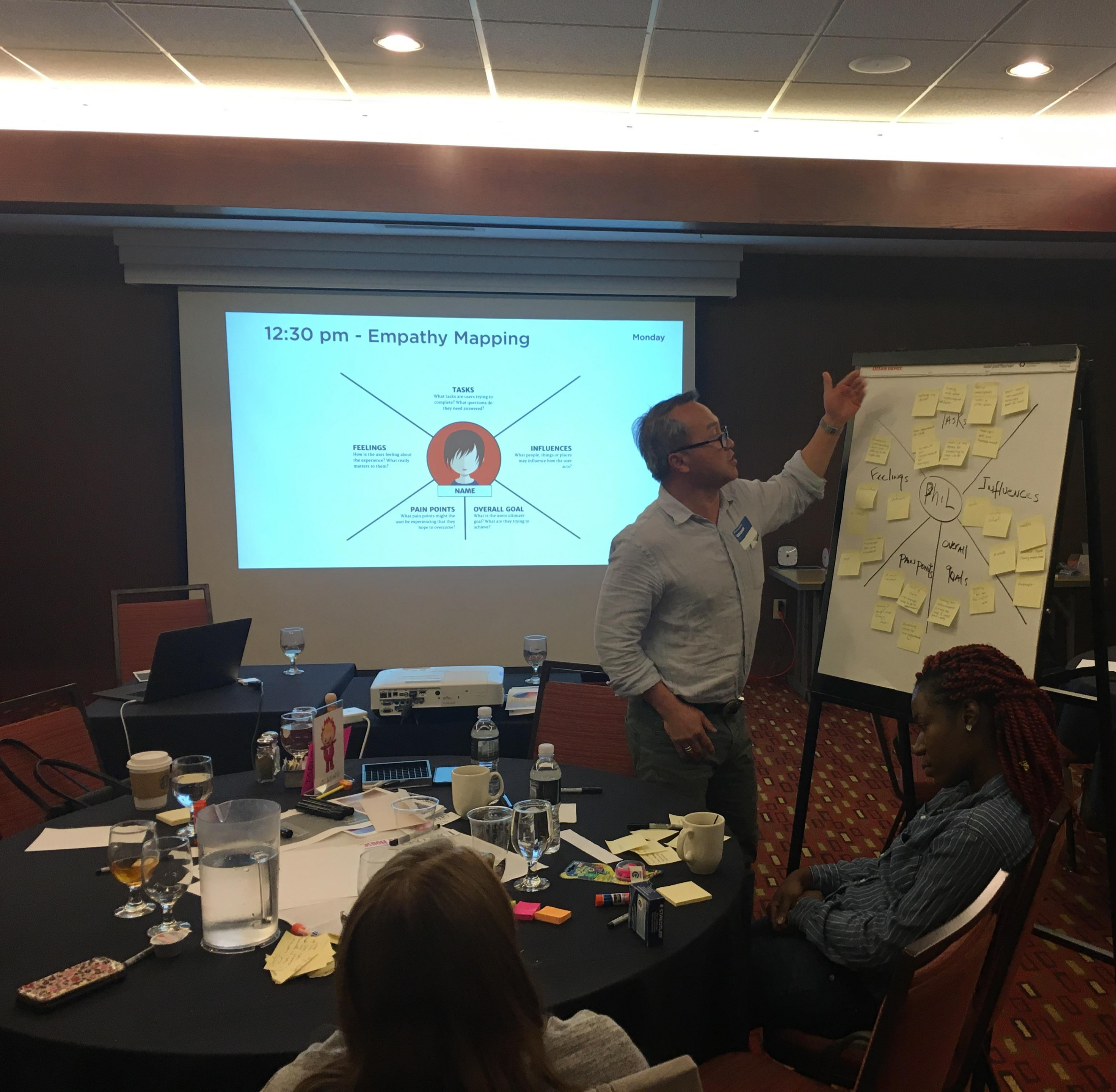


A man with short brown hair, wearing a red t-shirt and a climbing harness, is shown from the waist up. He is looking back over his right shoulder with a slight smile, resting his chin on his hand. He is wearing a red t-shirt and a climbing harness with a purple strap. The background is a textured, light-colored wall.

Empathy Mapping

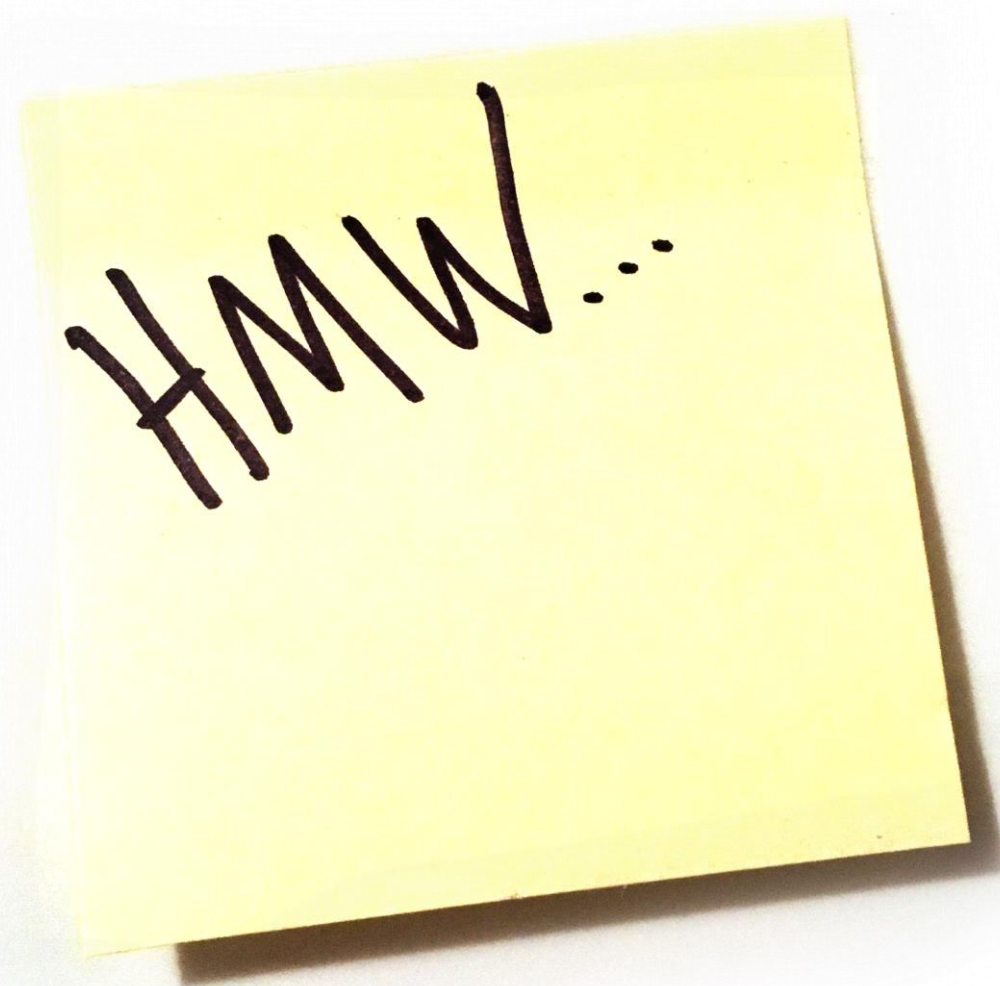
Monday





1:30 pm - “How Might We?”

Monday



Look at the empathy map for your persona and ask yourself “how might we...”

- Complete their tasks?
- Address their pain points?
- Improve their feelings?
- Work with their influences?
- Achieve their goals?
- Achieve KP’s goals? (metrics)



Homework - lightning demos



How do you want to search for care?



Type of doctor



Reason for visit



Doctor name



Drugs

×

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Tuesday

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A photograph of two men in a kitchen. The man on the left, wearing glasses and a denim shirt, is smiling. The man on the right, wearing a plaid shirt and denim overalls, is whisking ingredients in a large metal bowl. In the background, another person is visible working at a counter. The scene is brightly lit, suggesting a warm and inviting atmosphere.

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29

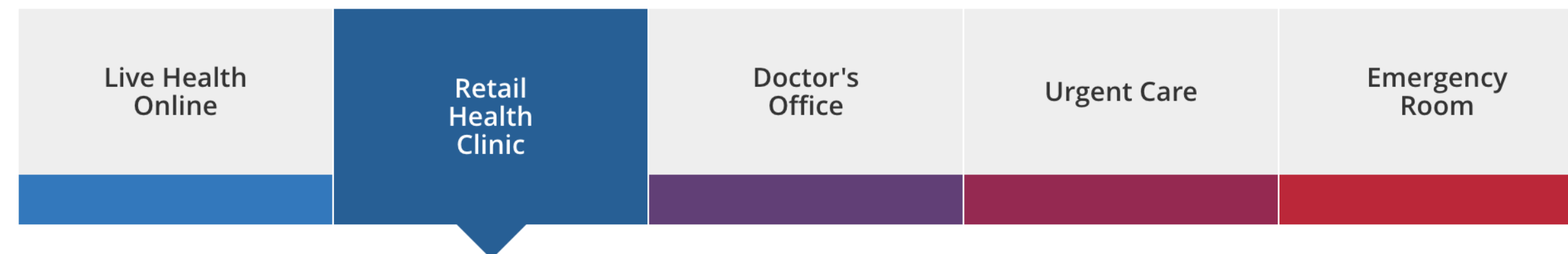
What to Know: Anthem's Health Care Services

When you use your health care services, there are some important things to know that could save you time and money, and keep you feeling your best. Here, you'll learn about the best place to get care when you have a basic, urgent or emergency medical need. You'll learn the best ways to prepare for your doctor's appointment, and you can even get a personalized set of preventive care milestones with our Preventive Health Calendar. Let's get started.

Deciding Where To Get Care

We're There When You Need Us

If you need health care right away, you've got options. As always, if you feel your life or health is in danger, you should go to the emergency room. But let's take a look at why another option for medical attention can be a good idea. You can also check out our [Getting Better Care](#) page for more tips.



Visit your local retail clinic for flu shots or help with mild rashes, fevers, or colds.

Cost:



Time:



Severity:



Best for:

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TOP EVENTS

Tennis (W)

5:00 AM ESPN

14 D. Kasatkina

11 A. Kerber

5:00 AM ESPN2

D. Cibulkova

12 J. Ostapenko

7:00 AM ESPN

25 S. Williams

C. Giorgi

7:00 AM ESPN2

20 K. Bertens

13 J. Goerges

Tennis (M)

4th Set

5 J. del Potro

G. Simon

77 77 5 0

61 65 7 0

MLB

Final

NY Yankees

BAL Orioles

4 5

Final/10

PHI Phillies

NY Mets

3 4

Fin

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5-on-5: Debating the East's new king, top rookie and more

LeBron's Hollywood arrival opens the door to the NBA Finals for a host of East contenders. How will the conference shake out without King James? Our experts assess a new era in the East.

WIMBLEDON



No top-10 players in the women's quarters? Not everyone is surprised

See All

Top Headlines

- 76ers say LeBron 'strongly' considered Philly
- Sources: Rockets lose Mbah a Moute, target Melo
- USC prevails in \$30M Sarkisian firing lawsuit
- Ayton outshines Bamba, leads Suns to 3-0 mark
- Thai official: Rescued players in 'high spirits'
- Giants DT Francis: Mom's ashes spilled by TSA
- MLB: Key player for each team in second half?

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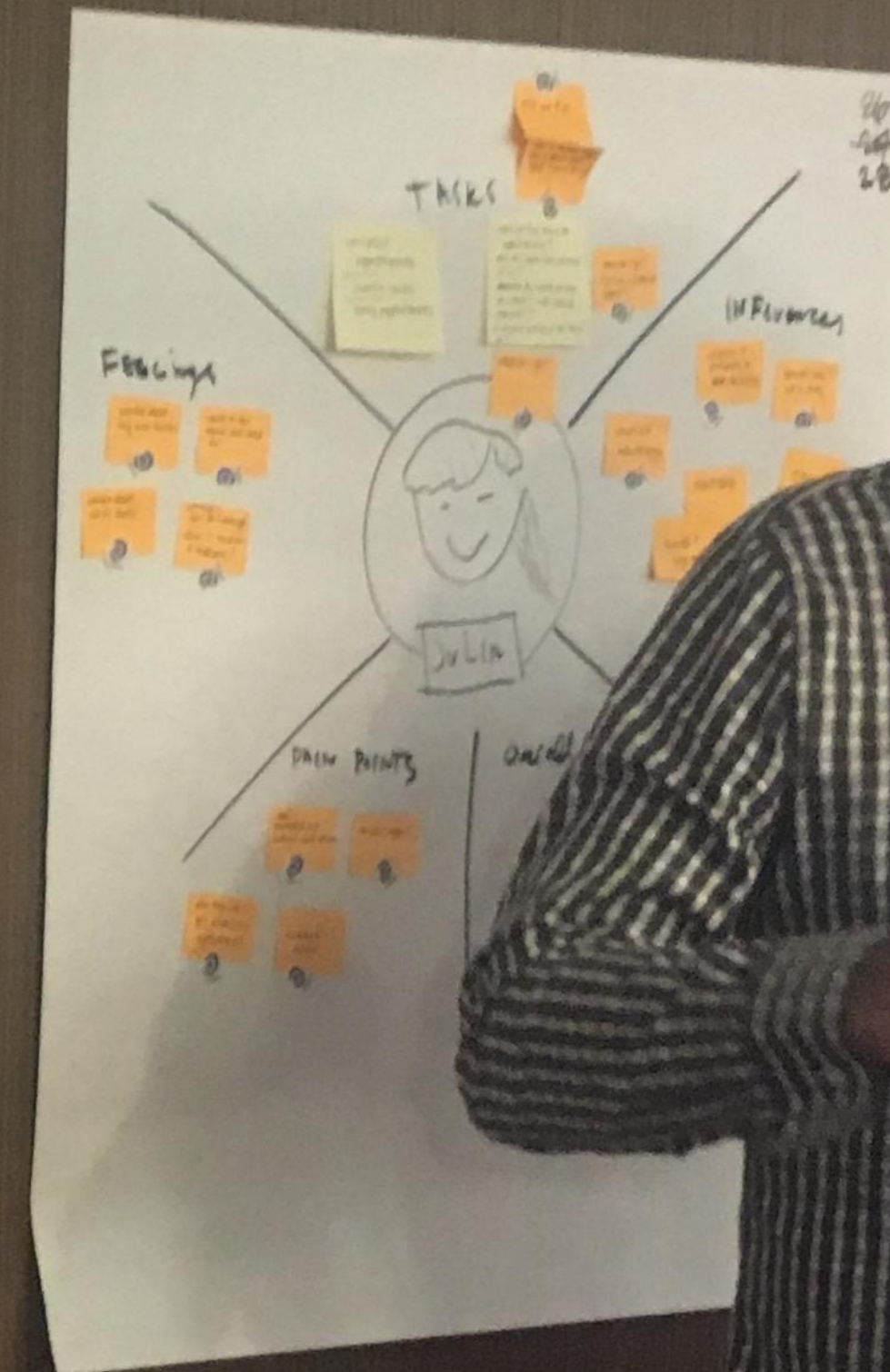
Coverage Update

Oscar expands to 6 new
markets in 2019



Rapid Fire Scenarios

Tuesday



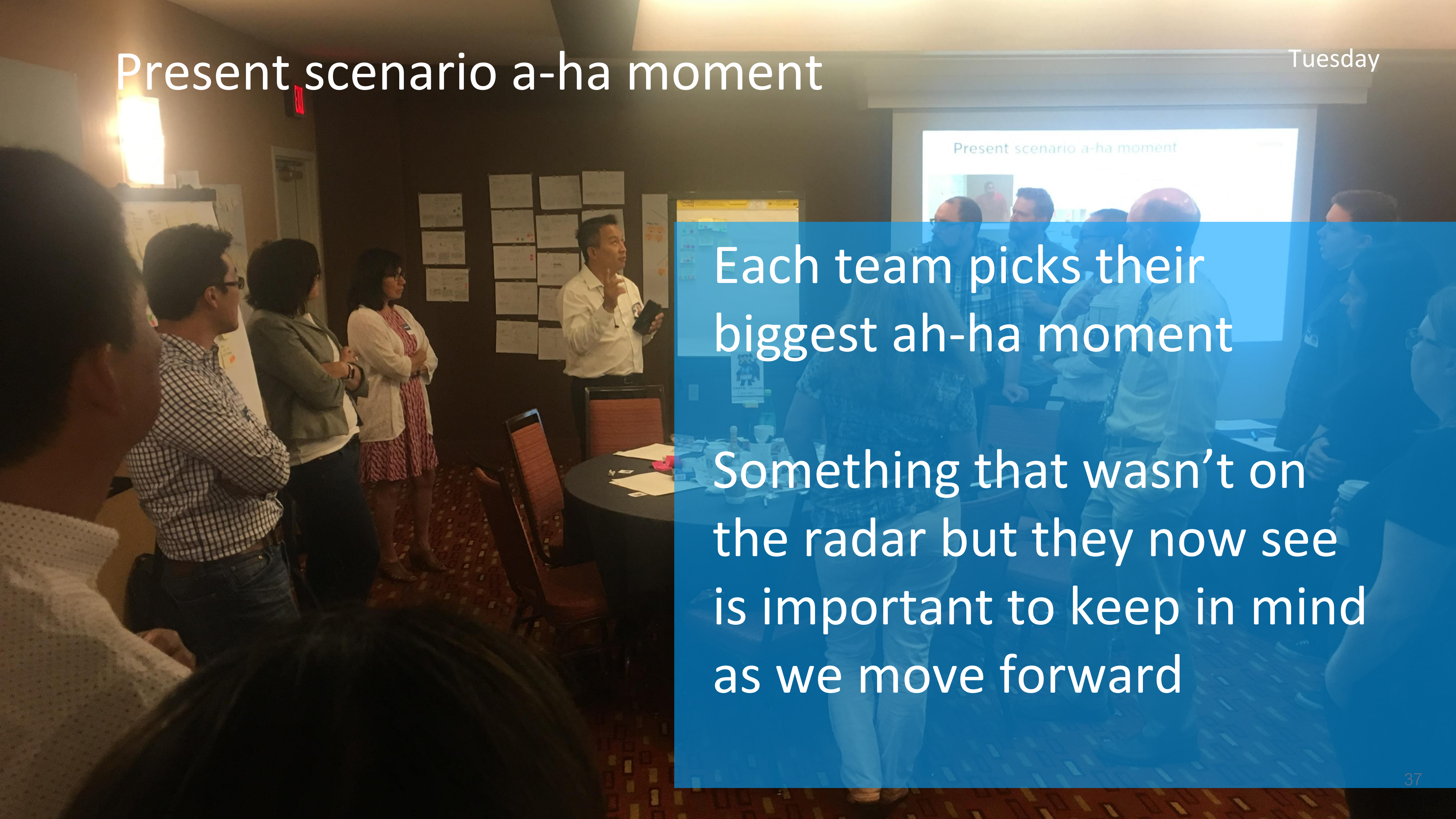
Scenarios

Tuesday



Present scenario a-ha moment

Tuesday

A man in a white shirt is standing and presenting to a group of people in a meeting room. The room has a projector screen displaying the title 'Present scenario a-ha moment' and a group of people. There are several sticky notes on the wall behind the presenter. A round table with chairs is in the foreground, and a group of people is standing and listening. The room is dimly lit, with a warm light source on the left.

Each team picks their biggest ah-ha moment

Something that wasn't on the radar but they now see is important to keep in mind as we move forward

Solution sketching

