

Get Care User Research Findings

Audience Goals (Summarized based on research)

1. Member – Fastest time to appropriate care
2. Prospective Members - trying to understand ways to get care and care options KP provides (e.g. screenings, referral process)

Care Goals or Scenario Examples

- How soon can I talk to a nurse or care provider to determine what I should do?
- How soon can I see my doctor to get a referral to see a specialist?

Top Needs (Used to parse care options)

Convenience and fastest time to care

- Separating virtual care options from the traditional routes of care helped users easily see the quickest ways to get care

Nature of care

- Users want to know what is advice or communication vs. treatment

Foreseeing Outcomes

- Users (as well as by symptom of urgency) are often outcome driven and want insight into care relevant for referrals, prescriptions, quick follow-up to getting tests, etc.

Secondary Needs (Used more for confirmation or comparative purposes prior to selection)

Gauging Appropriateness

- Connecting the nature of symptoms to appropriate options for care by way of illustration (e.g. skin problems for video visits vs. internal symptoms for in-person)
- Confirming what providers are able to do in appointment or advice (e.g. consult vs. diagnose vs. treat)

Awareness of Cost

- Users seek to be aware of cost (generally speaking) as a way of determining cost vs. other care options
- If there is a cost, intent is to be directed to plan benefits summary for specifics

Keyword Guidance Feature

Make better use of guidance tools

- Users expected guidance for less familiar, typical areas of care, not common symptoms

Make it clear who and what it is for

- Symptoms list did not account for context of care (e.g. babies), multiple symptoms
- Conflating symptoms and conditions implied a self-diagnosis or self-treatment tool

Presenting the guidance tools in a way that doesn't get in the way of choice

- Present guidance tool(s) and Ways to Get Care in a way that one doesn't preclude the other and that it is clear when and why to use one vs. the other (e.g. guidance for non-members, maternity, mental health, etc.)