

How Might We



HMW
Be transparent
about costs?

HMW...
reassure Leah
that other types of
care (phone, video, etc.)
are ^{more} affordable than
she might think?

be proactive
in prevention

HMW help her
understand
taking care of
her health will
help her be
independent

HMW...
get Leah to
be more proactive
in caring for
her health?

HMW...
help Leah know
how much her
care will cost?

HMW... We best
communicate
with Leah?
What's the right
mode of communication?

HMW
Provide tools
for Leah to help
maintain her
independence?

HMW help
her understand
how important
it is to ~~follow~~
care?

HMW
Help her better
understand how
CME & mild
cognitive decline?

HMW...
simplify getting/
finding care
options?

HMW
offer another
type of appt
so she does not
have to go to
MD

HMW
Provide health
education resources
to help Leah
make health
decisions that best
reflect her beliefs
and values.

HMW...
delight Leah
on Kpop?
since she is not
tech savvy?
HMW...
help Leah feel
comfortable
on Kpop?
HMW
make Kpop/stars
feel easier to understand
and less intimidating?

HMW be there
for Leah when
she needs us
and not bug
her when she
doesn't?

HMW
Better connect
her care team
with Leah and her
family so there is
a clear understanding
of her health care
issues

HMW
Help her make
sense of the
different opinions
(family & friends)?

HMW
Remind her
to take
meds

HMW...
make technology
for getting care
easy to use?

HMW remind
her of her
next appt
HMW...
help Leah
remember
appts?

HMW
help her
set health
goals based
on her
personal goal

Th
th
ar
co
eg.

HMW
Get our patients
in front of
Google

HMW
Setup child for
long-term health
& wellness

HMW
Help advance
in her future
goal of MA
degree/certificate

HMW
Provide SPIG-help
relevant to her
child's needs to
save time

HMW...
Replicate a
check-in kiosk
experience online

HMW...
Find the balance
between a "guided
experience" and a
"Quick path"

HMW...
Find the balance
between information
and action.

HMW...
Show a list of
relevant classes &
programs for Elena
& her dependents

HMW...
help her
prevent chronic
disease

HMW...
help her find
free LP resources
relevant for her
care

HMW...
We help her
with customized
classes to fit
her schedule

HMW...
Schedule necessary
face to face appts
for herself, daughter,
mother

How might
we fix
this?

HMW...
help her feel
confident she
is taking the
steps

HMW...
help her coordinate
appts, classes,
work schedule,
family event appts

HMW...
provide more transparency
around costs?
HMW
Expose the financial
health care cost

HMW
We help her
budget healthcare
costs.

HMW...
we share
facilities hours
and appt hrs

HMW...
we share
wait times

HMW...
explain the
value of
our system

HMW...
helps her
access her
own wellness

HMW...
disrupt health
myths

HMW...
optimize her
creation information
for her limited
time

HMW...
Share common
resources
eg. pps, appts,
classrooms, people

HMW...
get her
quick access
to healthcare
help

HMW...
help her track
her/husband's
health

HMW...
provide more
information before
sign-on?

HMW...
help her self-define
her care needs?

HMW...
Help her know which
facilities have her
care options?

HMW...
Better connect
the dots between
our care access and
health and wellness
content?

HMW...
Guide her to a
telephone or video appointment
that would save her a trip?

HMW...
Inform her to appts
that don't require
face to face meetings

Zappos
- Retail experience
- Customer Service

Amazon
- Personalized
- "It's this, that"

Kayak
- organize your
info
- info aggregation

Legal Zoom
- Navigating service
options



HMW...

Use your medical
hx to suggest
optimal care option

HMW...

Ensure consistent
experience,
regardless of
their device



HMW

make self care
options + info
more easier to
find online



HMW

align clinician
& member
expectations

HMW

help Phil
research &
manage
medications?

HMW

make Phil aware
of care options other
than office visit

HMW

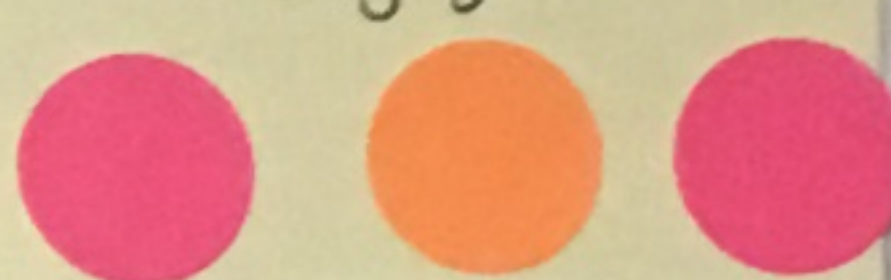
- reassure
Phil he'll
get right care

HMW

remind
Phil to
order refills

HMW

leverage the
personalization
model of Amazon
in KP.org get care?



HMW

- reward Phil's
trust in KP

HMW

remind Phil
of tests &
appointments

HMW

- save Phil
time when he's
making an
appointment?

HMW

build member trust
that when they
come to kp.org
they'll be guided
to next care

HMW...

help Phil manage
the various aspects
of his son's care

HMW...

provide clear,
concise content

HMW

guide member
to right
care channel

HMW...

make more common
tasks more prominent

HMW

- help ~~me~~ Phil
cut through the
online noise?

HMW...

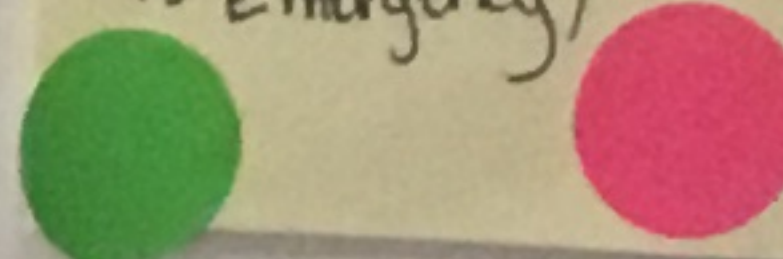
simple
reliable
consistent
safe

HMW

make sure
Phil's son
gets the
right care?
"Guidance"

HMW

educate members
help Phil understand
the differences +
benefits of each
care option (urgent
vs Emergency)



HMW

help Phil
understand what
therapy is
covered?

How Might we
help Phil
feel in control
of his son's
care?



HMW...

improve appt
availability online?

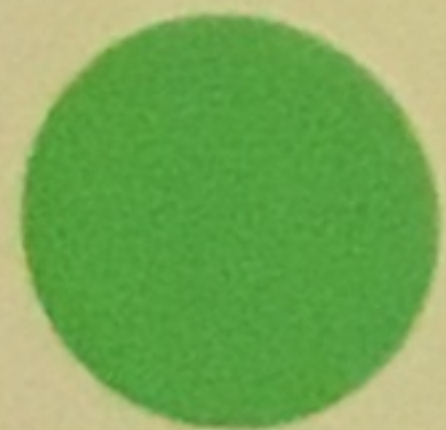
HMW

Get our patients
in front of
Google

HMW

Provide self-help
relevant to her
child's needs to
save time

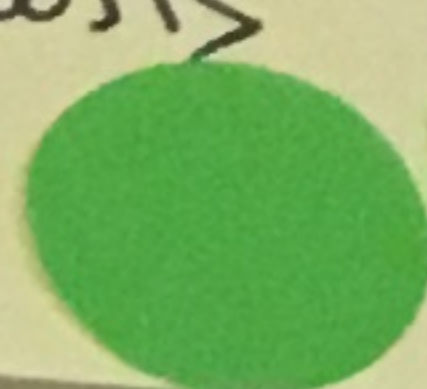
HMW...

give Julia a
starting point

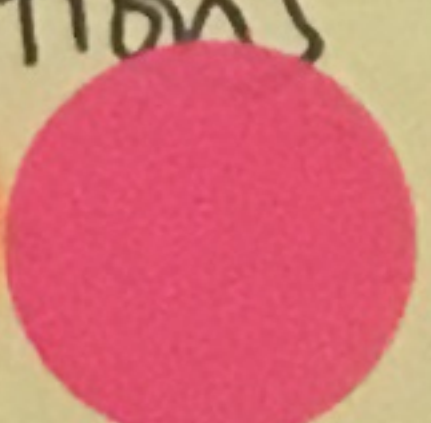
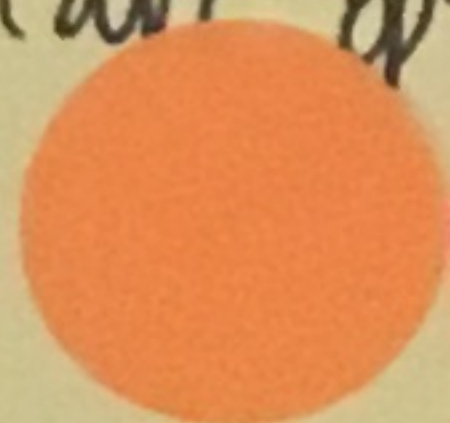
HMW...

make Julia feel
known and
cared for?

HMW...

be more
transparent/informative
about costs

HMW...

make it easier to
understand and choose
care options

HMW

make it easy
to know where closest
facility is, hours, and
services provided

HMW...

make it easy to
understand who the
specialists are that
she might see

HMW...

try to anticipate
her needs

HMW...

speak to members
in their language
to aid in understanding

HMW...

make it easier to
navigate specialty
care?

HMW....
help Tiffany
navigate to
correct
sites/info
she needs.

HMW
help identify
the right
site

HMW...
help Tiffany
easily see/
learn her
network.

HMW
help Tiffany
learn what
services
near her

HMW...
Target info
relevant to
Tiffany.

HMW....
help Tiffany
with family
planning/
pregnancy

HMW
help Tiffany
understand
her cost
when she
wants to
engage OS

24/7

HMW
we inform
Tiffany
about
PCP

HMW
inform Tiffany/
on importance
of having a
PCP in
Getting
Care

HMW
inform
Tiffany/
on
benefits
of closed
system

HMW...
help Tiffany
with benefit
cost
comparison

HMW...
help her
with KP.org
on-boarding

HMW...
help her
select a
provider/
onboarding

HMW
help
know
help Tiffany
who may
be lost in
KP.org

HMW
Personalize
KP.ORG
to by
segment/
Person

HMW
help Tiffany
saving time
in researching
options

HMW
help Tiffany
with understanding
visit time
"wait time"

HMW
help Tiffany/
set up
KP.org
account

HMW
help with
cost estimator

HMW...
help her
be aware of
digital svc.
costs for
svcs.

HMW...
help her
learn about
self help svc
preventive
care

HMW
help Tiffany/
understand
the severity
of her
problem
triaging

and
care
options