Scenarios

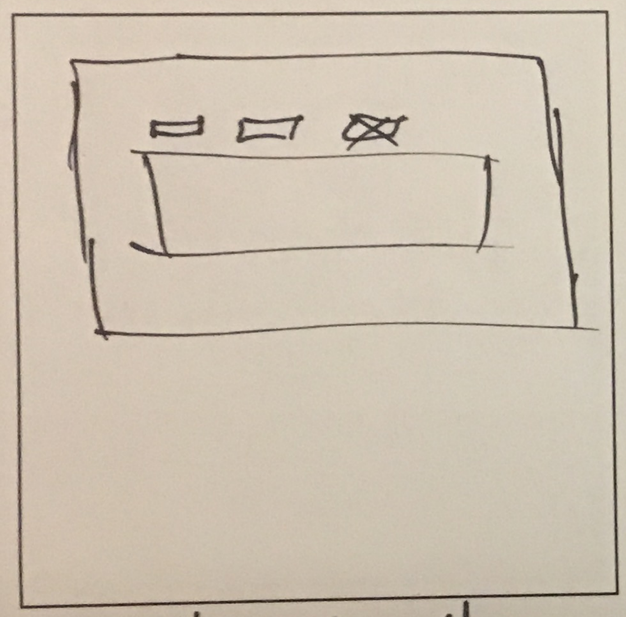
KAISER PERMANENTE®

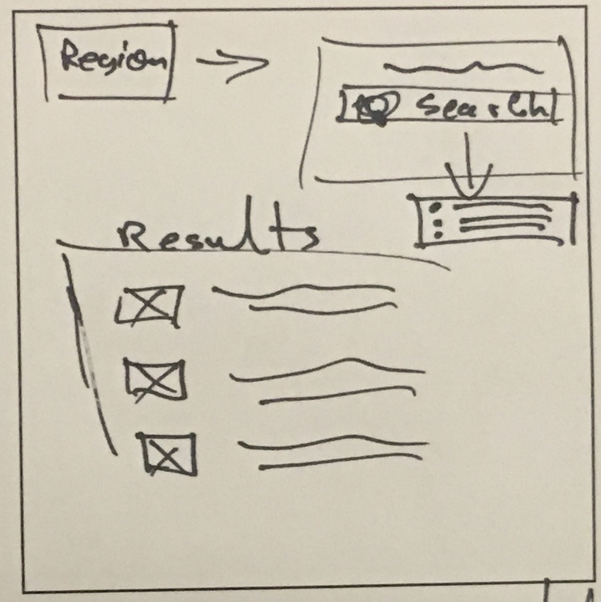
TEAM: CCC

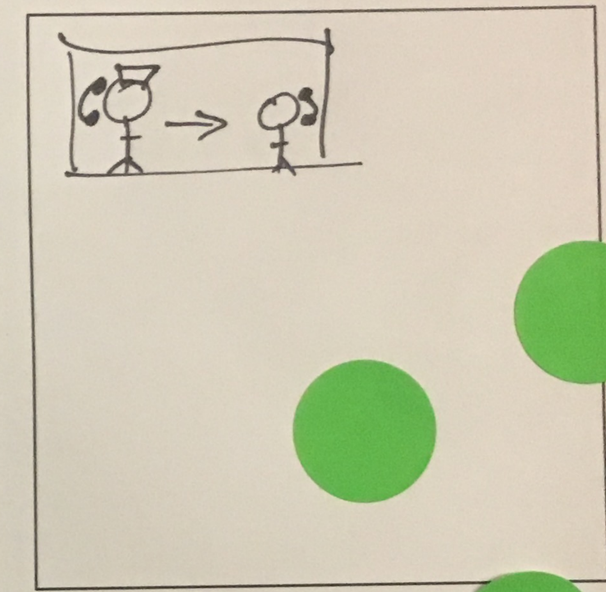
PERSONA: Julia

SCENARIO: Grandson allergic reaction — appointment? what do I do + treatments?

HOW MIGHT WE...: HMW Give Julia a starting point







1. Grandson has allergic reaction - Julia is unclear what she should do. "Need Care" option in top nav

2. Get Care page - select region
Search pg w/ copy to suggest what to search for - Keywords
Results = Care options w/ explanations for E-visits, Advice Nurse Appt. Video Visit
additional questions to determine severity of symptoms — based on severity - Care Options are recommended

3. Julia uses Nurse to recommend the counter treatment options Julia purchases Benadryl

KAISER PERMANENTE®

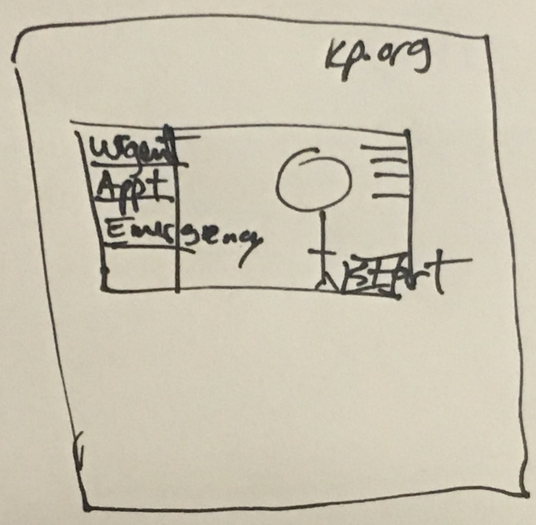
TEAM: CCC

PERSONA: Julia

SCENARIO: Easy to understand care options types. with explain each.

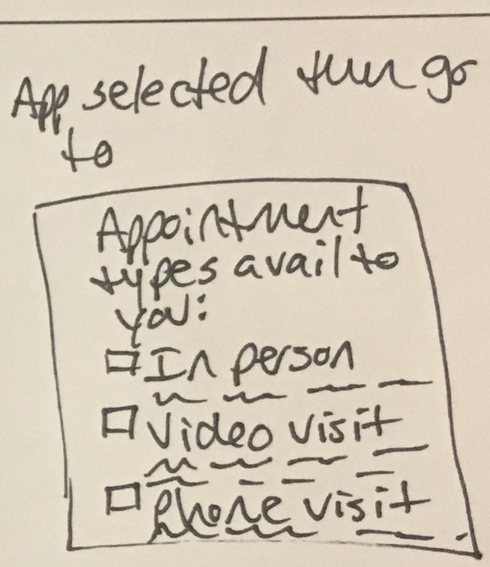
HOW MIGHT WE...: HMW speak to a member in a language that they can understand

1. Julia wants to book an appointment with a doctor because she has been having issues breathing.



2. Julia goes on Kp.org and on the Home page she sees options in regular language such as: Appointment with a few lines of copy below it to explain what each option is

Click each left Nav option for new text clarifying that option and a "Begin" or "Start here" button



3. Julia selects Appointments and then she sees different appointment op. such als in person app. Video visit, Phone visit.

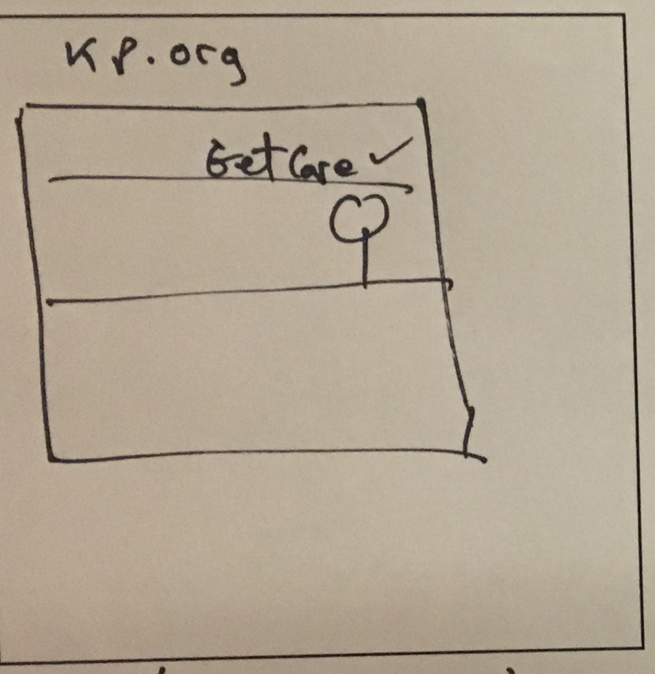
KAISER PERMANENTE®

TEAM: CCC

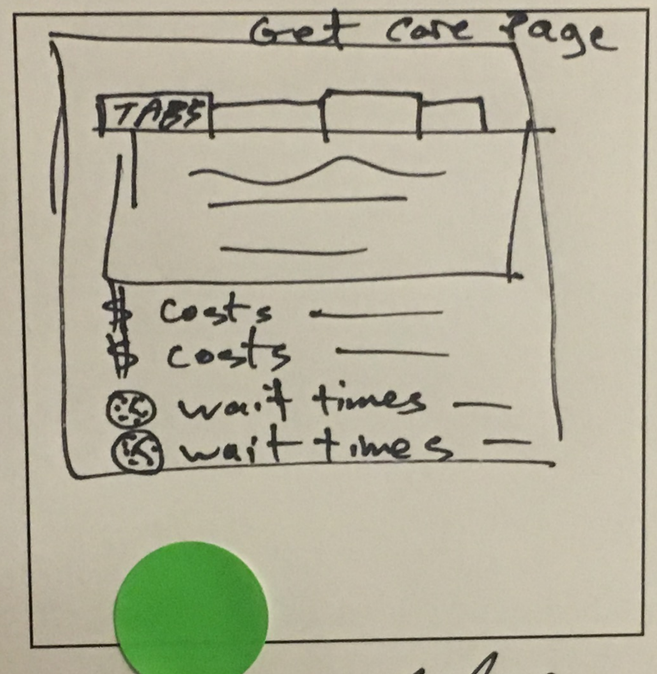
PERSONA: Julia

SCENARIO: figure out what her option is at that moment that she needs are

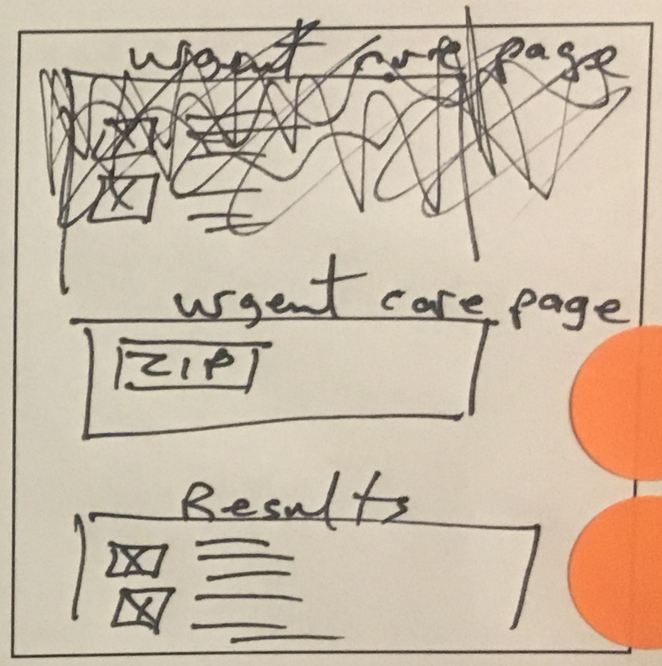
HOW MIGHT WE...: HMW make it easier to understand + choose care options



1. Julia ~~[illegible]~~ Feels dizzy. She chooses get care Its After 5pm so booking an appt is difficult She knows she needs care sooner.



2. Tabs on Get Care page show options for Urgent Care Emergency, Appt. Each tab gives an explanation with $ amount cost estimates and wait-times



3. Julia selects Urgent care due to shorter wait + cost and explanation text lets her know Urgent care was the appropriate option for her Julia enters ZIP code Urgent Care reveals all open facilities nearby with wait times

KAISER PERMANENTE®

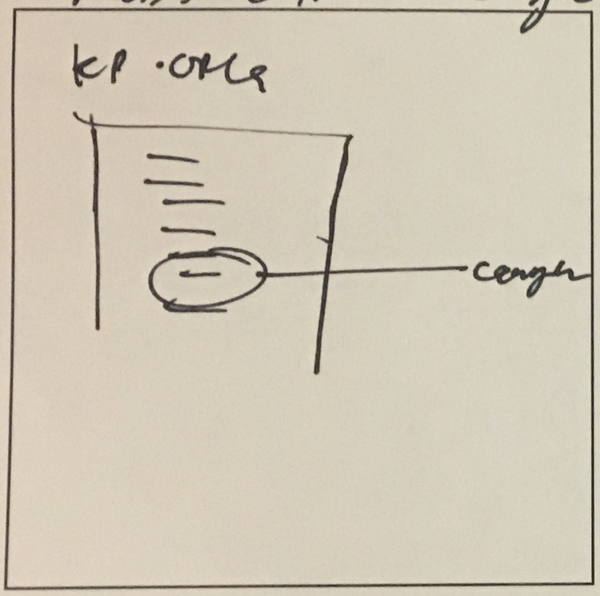
CCC
TEAM

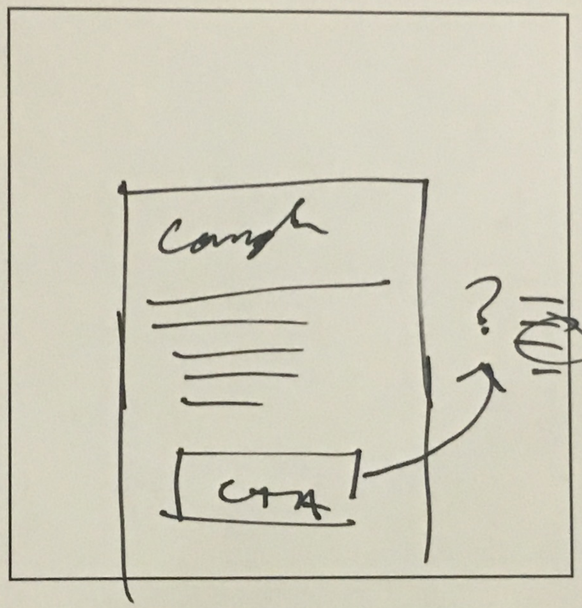
Julia
PERSONA

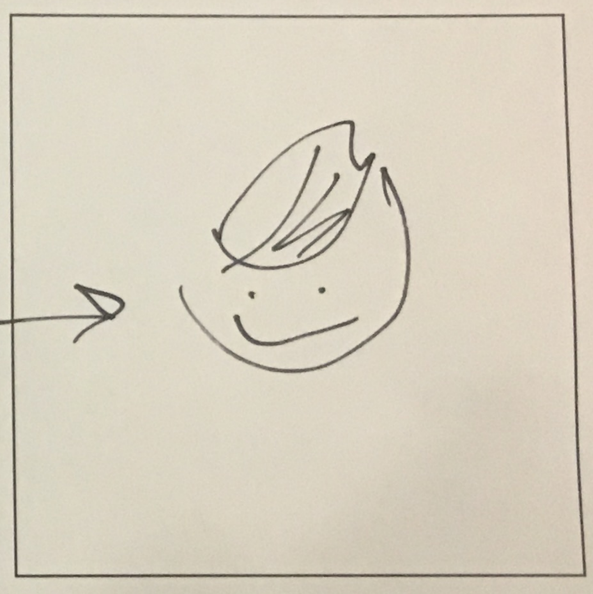
Book APPT VIDEO Book
SCENARIO

Leave her A STARTING point
HOW MIGHT WE...

SHE
NEEDS CARE — cough







1. ~~KP · ORG~~ ~~Homepage~~
LIST of SYMPTOMS

2.
~~LOOKS INTO ABOUT~~ cough
VIDEO VISIT

3.
BOOKS APPT.
~~VIDEO VISIT~~

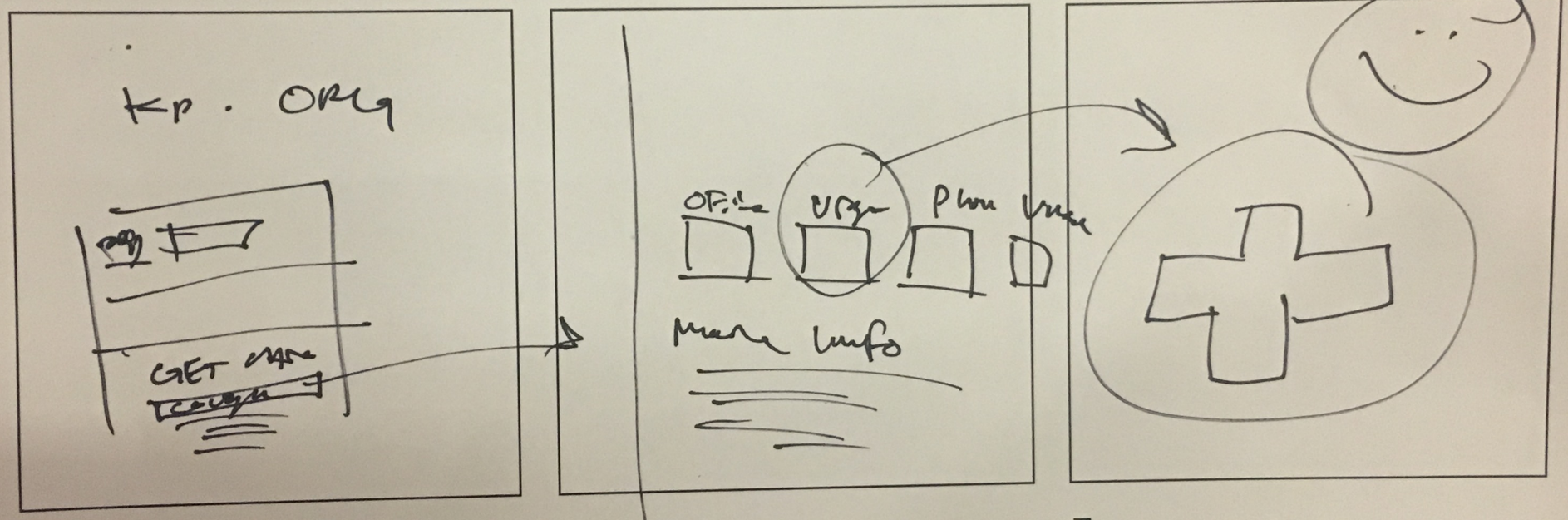
KAISER PERMANENTE®

TEAM: ccc

PERSONA: Julia

SCENARIO: starting point ~~Title~~ type selector

HOW MIGHT WE...: starting point



1. Lands on kp.org Sees symptom search + list

2. Selects visit type

3. Books appt.

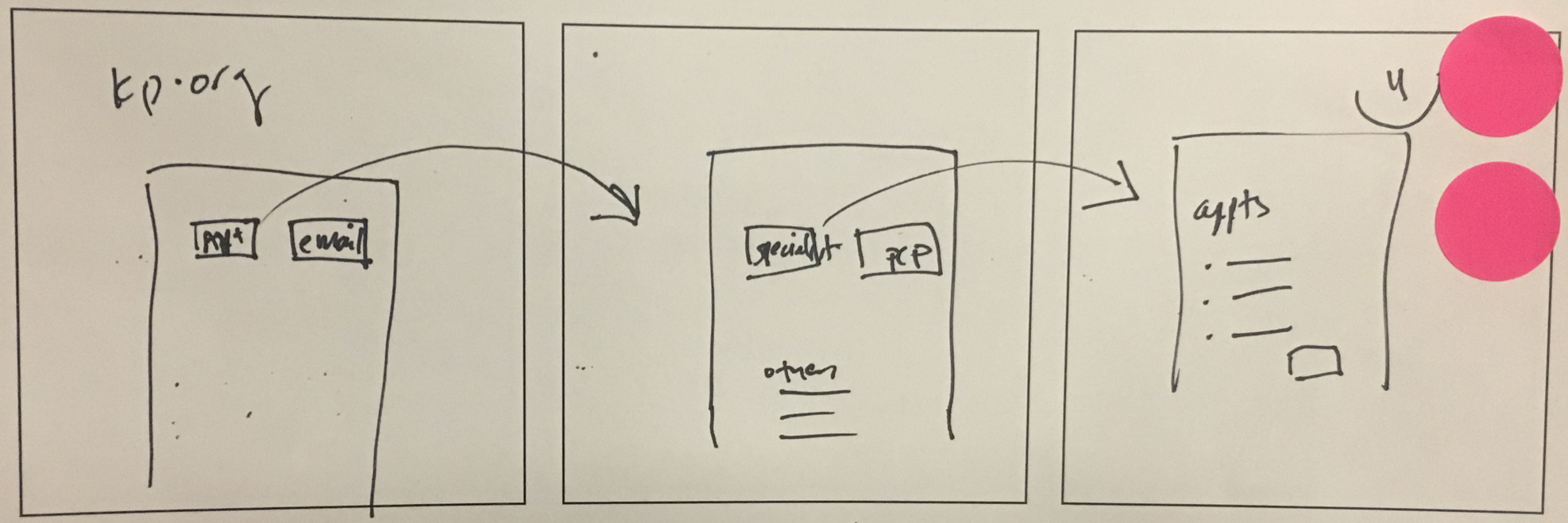
KAISER PERMANENTE®

TEAM: CCC

PERSONA: Julia

SCENARIO: Try to anticipate needs

HOW MIGHT WE...: Try + anticipate needs



1. Using behavioral data, surface top 2 actions at top of page when she lands on site

2. Using behavioral data, surface specialist she see most often first with option for PCP

3. She quickly finds an appt and books

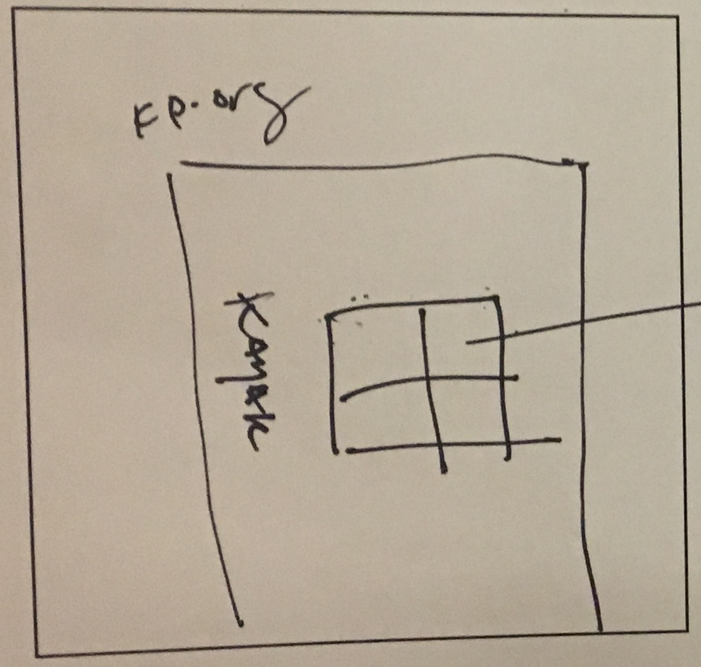
KAISER PERMANENTE®

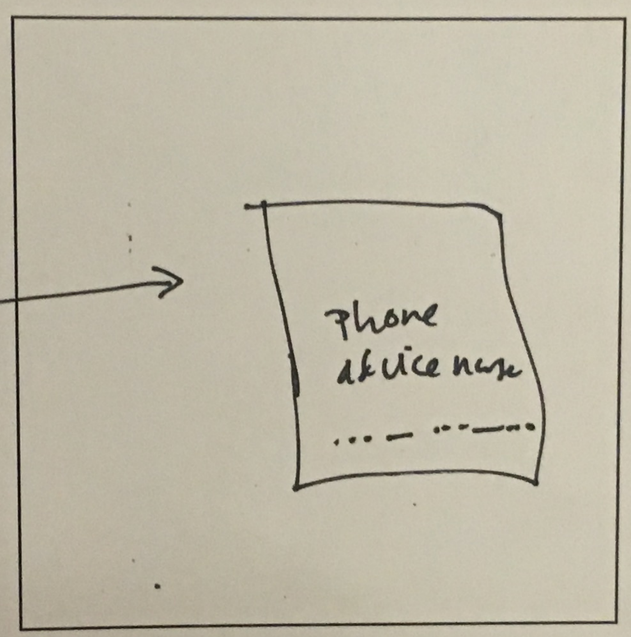
TEAM: CCC

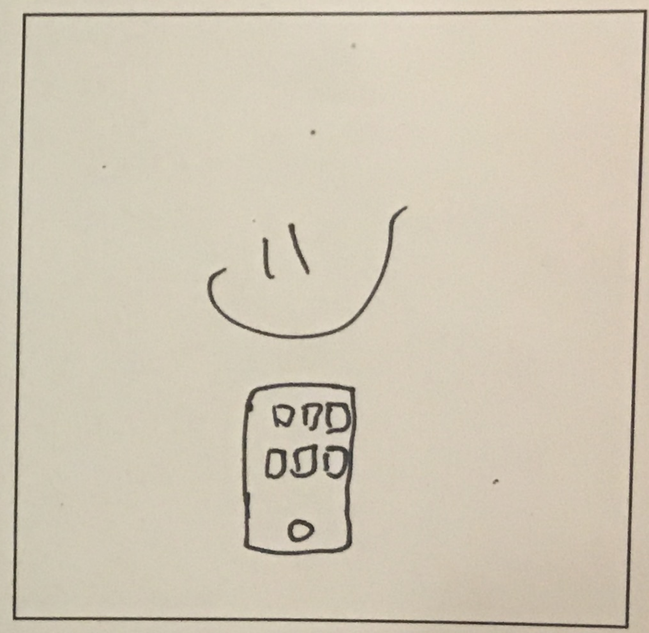
PERSONA: Julia

SCENARIO: ~~booking appt for~~ grandchild is sick

HOW MIGHT WE...: speak to members in their language.







1. Does it work to drag both kids if does it work to

2.

3.

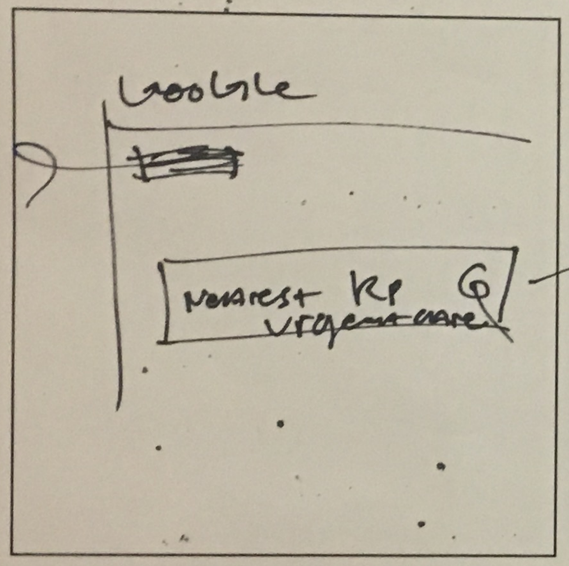
KAISER PERMANENTE®

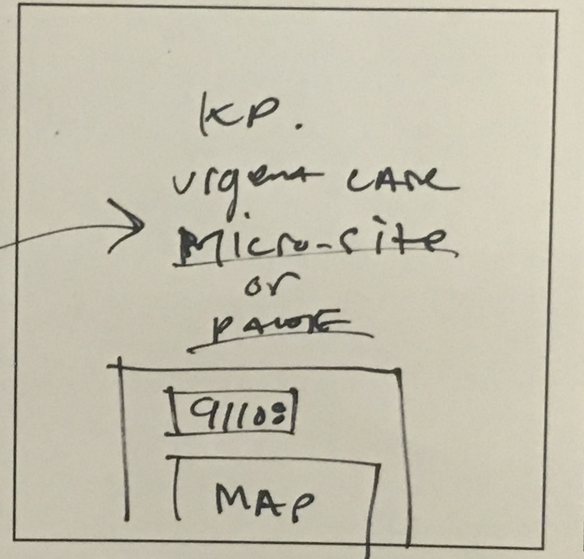
CCC
TEAM

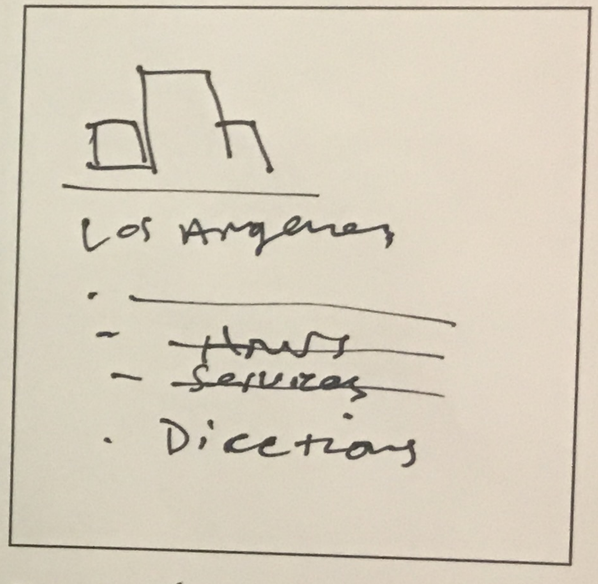
JULIA
PERSONA

Urgent care need
SCENARIO

NEAREST LOCATION
HOW MIGHT WE...







1. STARTS ON Google

2. FREQ VISITED LOCATIONS

3.

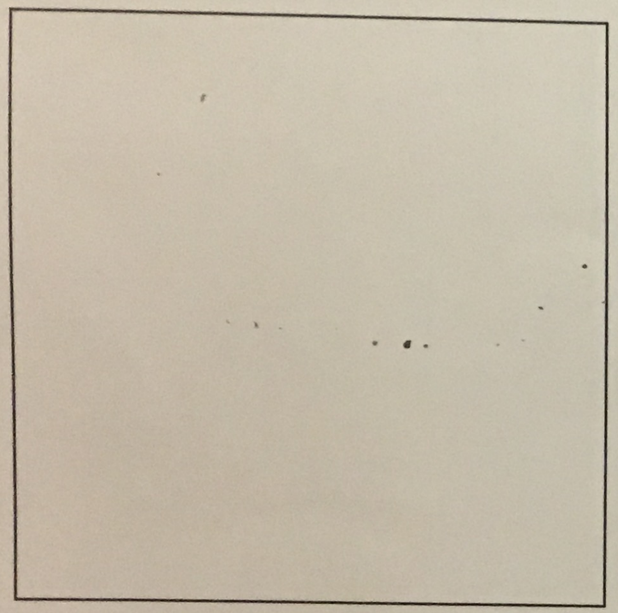
KAISER PERMANENTE®

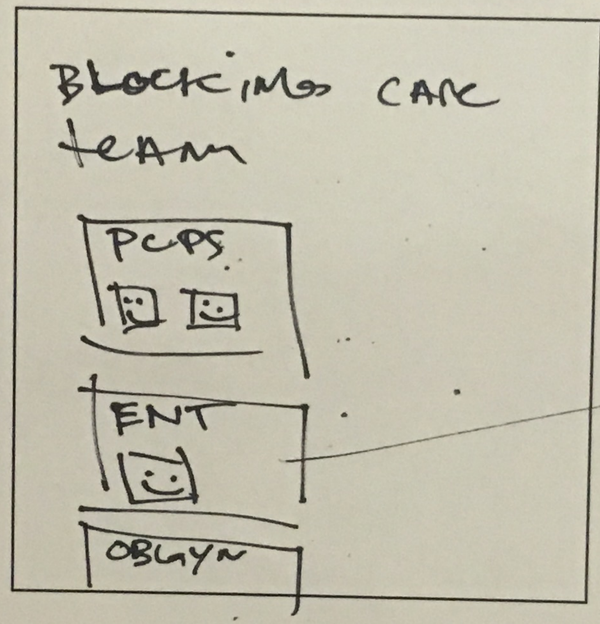
TEAM: CCC

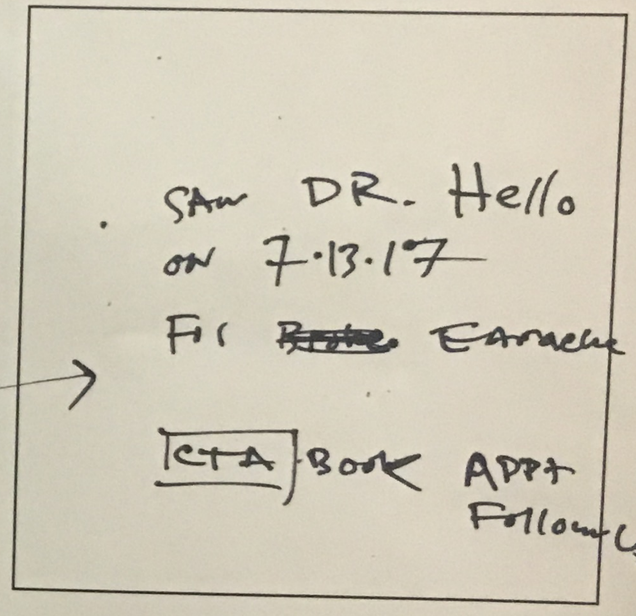
PERSONA: Julia

SCENARIO: ~~NAVIGATE~~ Specialty Care

HOW MIGHT WE...







1.

2.

3.

KAISER PERMANENTE®

TEAM: CCC

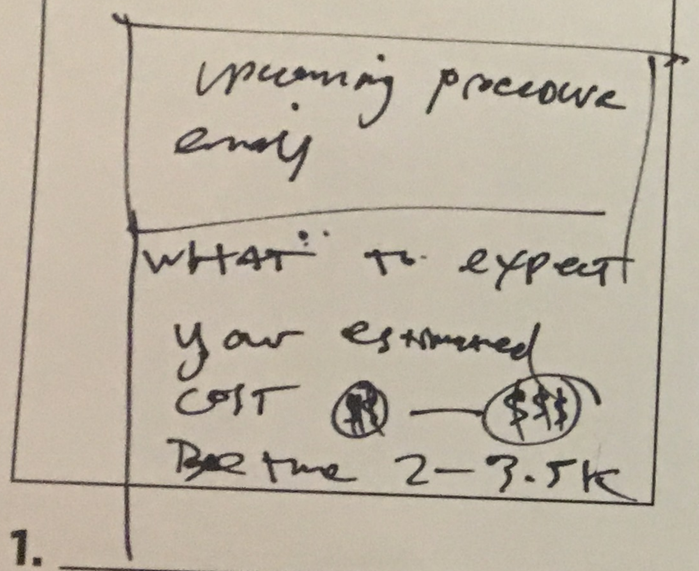
PERSONA: JULIA

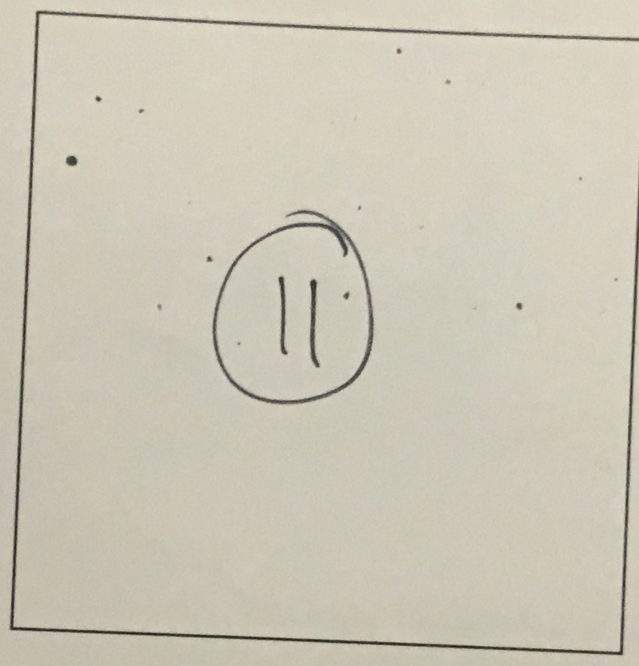
SCENARIO: PAUSE BUTTON = HAPPY

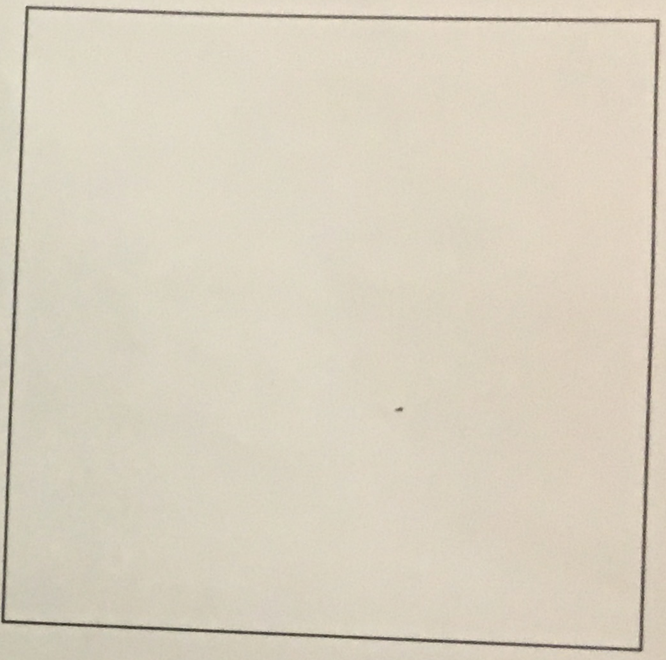
HOW MIGHT WE...: TRANSPARENT COST

APPT Reminder email

~~KP APP~~







1.

2. Surprised — Decides to wait

3. Happy — can budget for next month

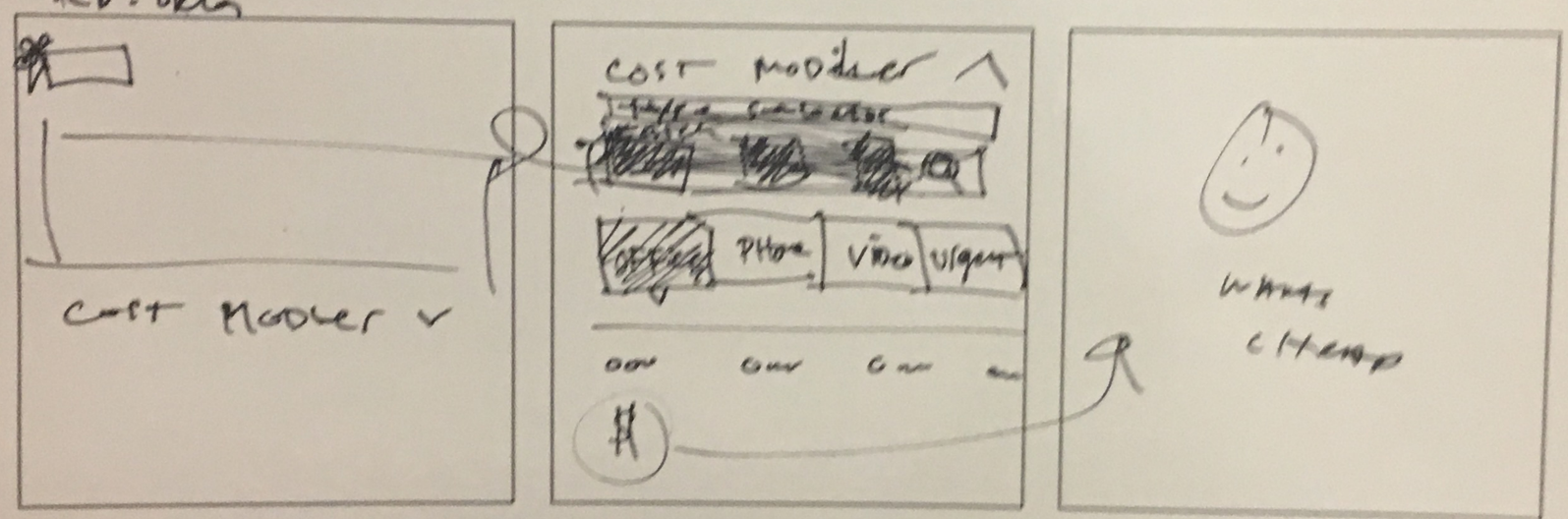
KAISER PERMANENTE.

TEAM: CCC

PERSONA: Julia

SCENARIO: Cost modler

HOW MIGHT WE...: BE mor transparent about $$



1. wants to know How much her procedure will cost? (Biopsy) ABDT.

2. sees the model of How much each type of ABDT. will cost

3.

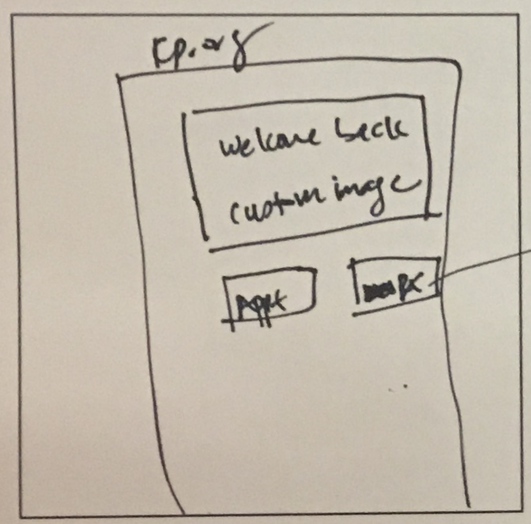
KAISER PERMANENTE

CCC
TEAM

Julia
PERSONA

CTA / RX Refill
SCENARIO

Make Julia feel known + cared for
HOW MIGHT WE...



1. We customize image to reflect aspirational image and her top 2 CTAs and say welcome back

2. anticipated needs

3. Direct path, happy

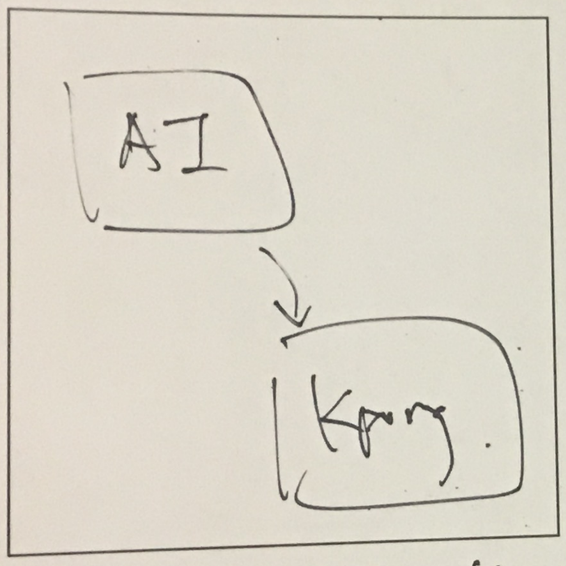
KAISER PERMANENTE®

TEAM: US

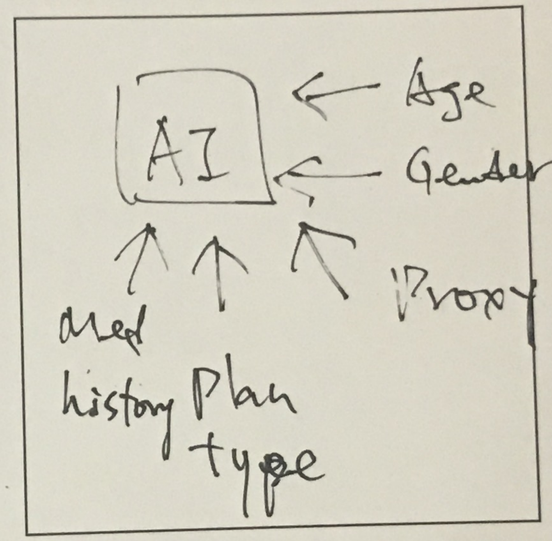
PERSONA: Julia

SCENARIO: Member specific language - based on AI

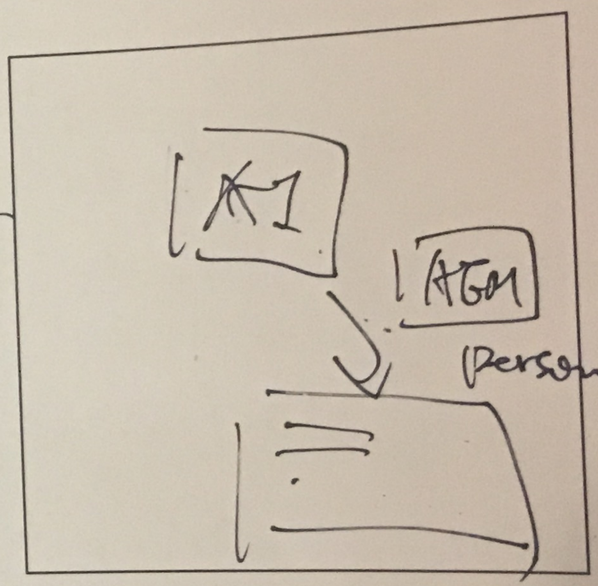
HOW MIGHT WE... speak her language



1. Need AI Algorithm to serve up choisies or use language that's appropriate to Julia.



2. After sign-on AI will serve content based on demo.



3. AEM Content is served based on AI results.

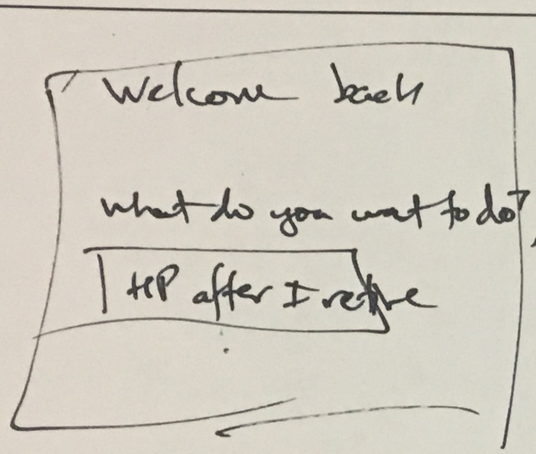
KAISER PERMANENTE®

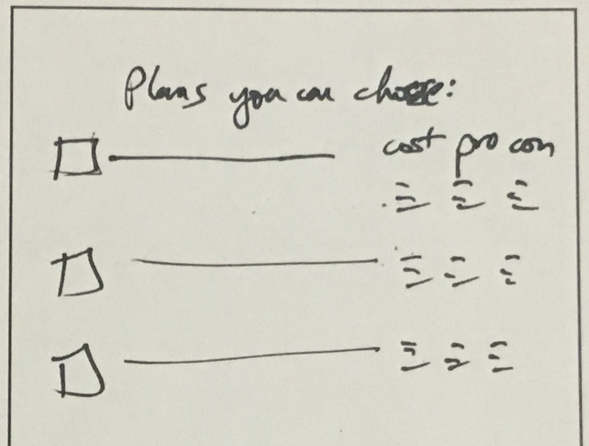
TEAM Dogs

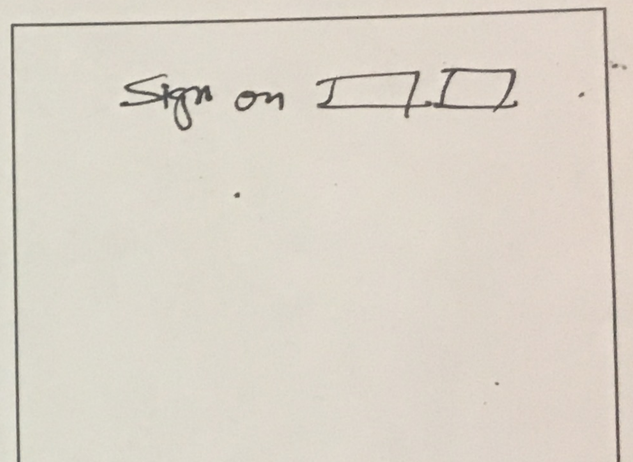
PERSONA Jai's

SCENARIO Transition to retirement plan

HOW MIGHT WE... Get her starting PT.







1. Learn about converting plan to Medicare when turns 65
Ask what she wants to do

2. Show her different plans with transparency
Click to learn more or enroll

3. Sign on to enroll & explain transition

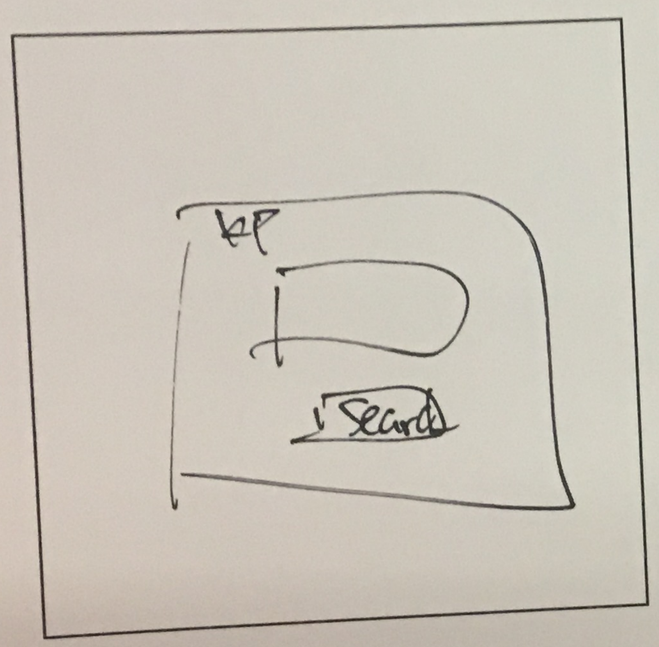
KAISER PERMANENTE®

TEAM Dogs

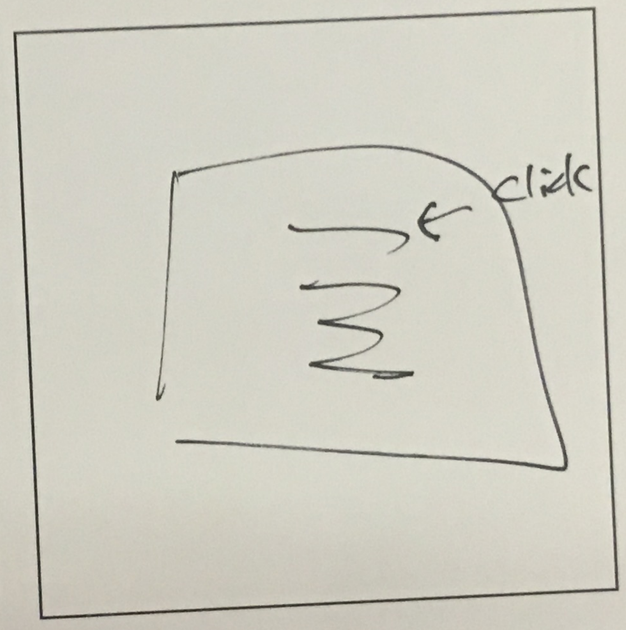
PERSONA Julia

SCENARIO search to start

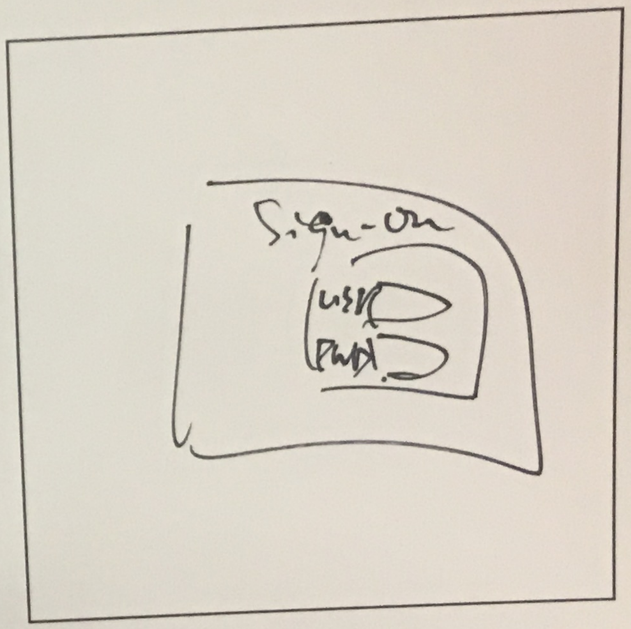
HOW MIGHT WE... Get her a starting Pt.



1. Search first



2. Show Search results



3. Ask for Sign-On only when searched feature in result is chosen.

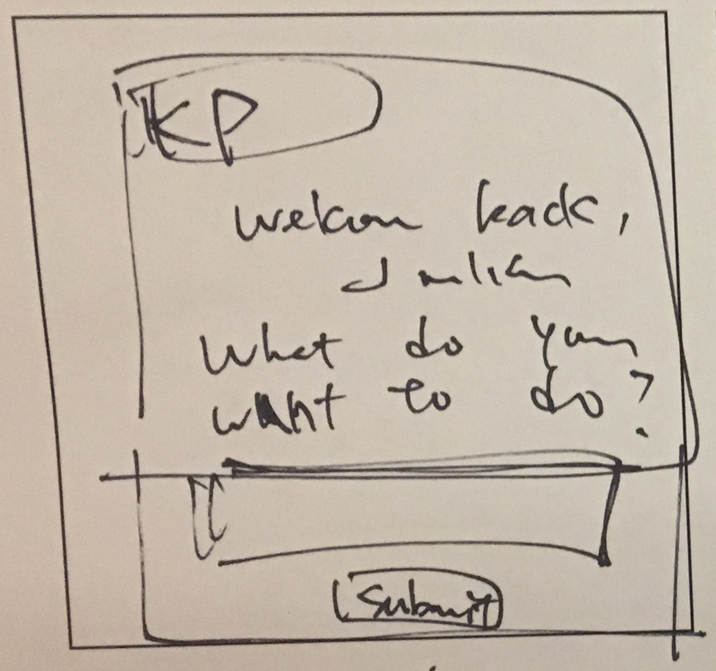
KAISER PERMANENTE®

TEAM Boys

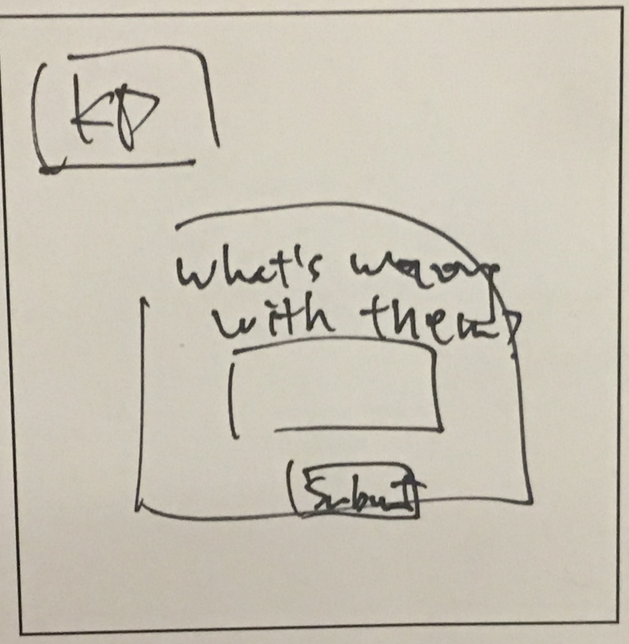
PERSONA Julia

SCENARIO For member to get proxy Care

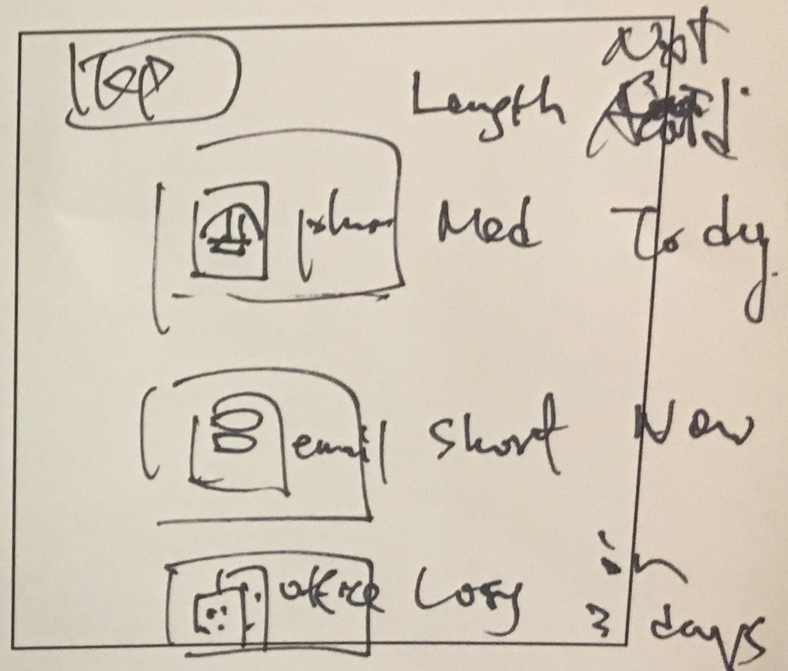
HOW MIGHT WE... Get her a starting pt.



1. ~~Know she's member. So~~ ask her what she wants. (~~Make~~ Get care for grand kids)



2. ~~Results~~ : ~~Next step is~~ ask ~~for~~ symptoms;



3. ~~Show choices~~ of care with info eg. ~~how soon will it~~ become avail. how long it will take. $

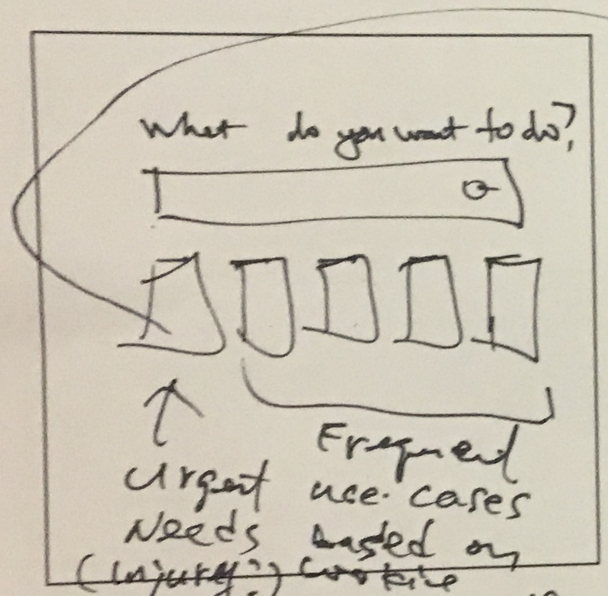
KAISER PERMANENTE®

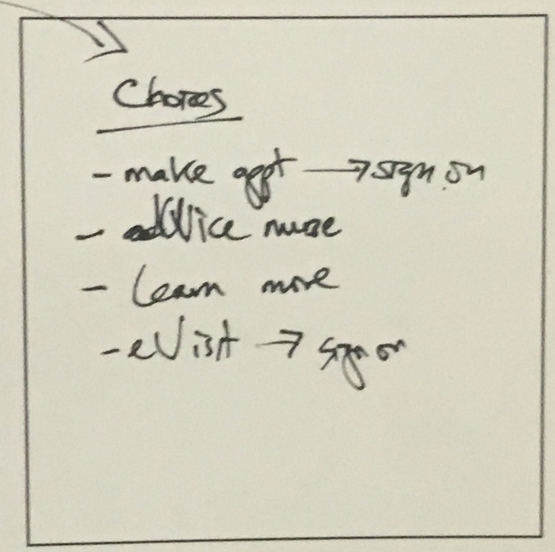
TEAM: Dogs

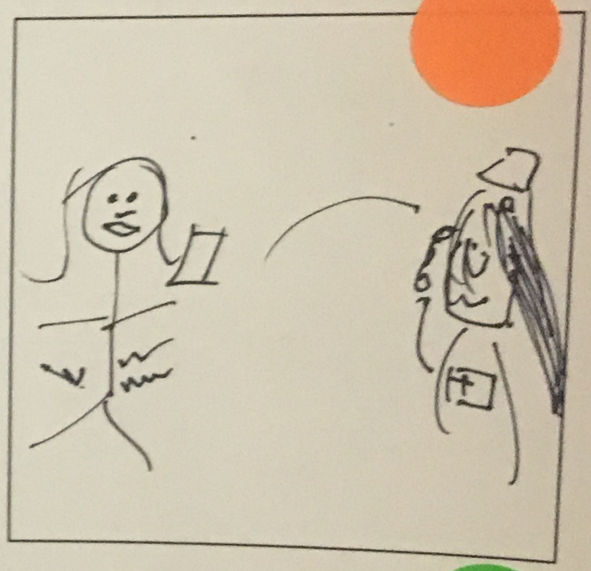
PERSONA: Julia

SCENARIO: Urgent care

HOW MIGHT WE...: HMW give Julia a ~~starting~~ point?







1. Julia has hurt herself in yoga — back pain
   - quick links for injured
   - ~~pain~~ pain
   - ~~ongoing condition~~ frequently used (based on cookie)
   - new problem

   → schedule

2. offer chores for quick action so also can learn more

3. She can talking to Nurse by clicking (note on phone)

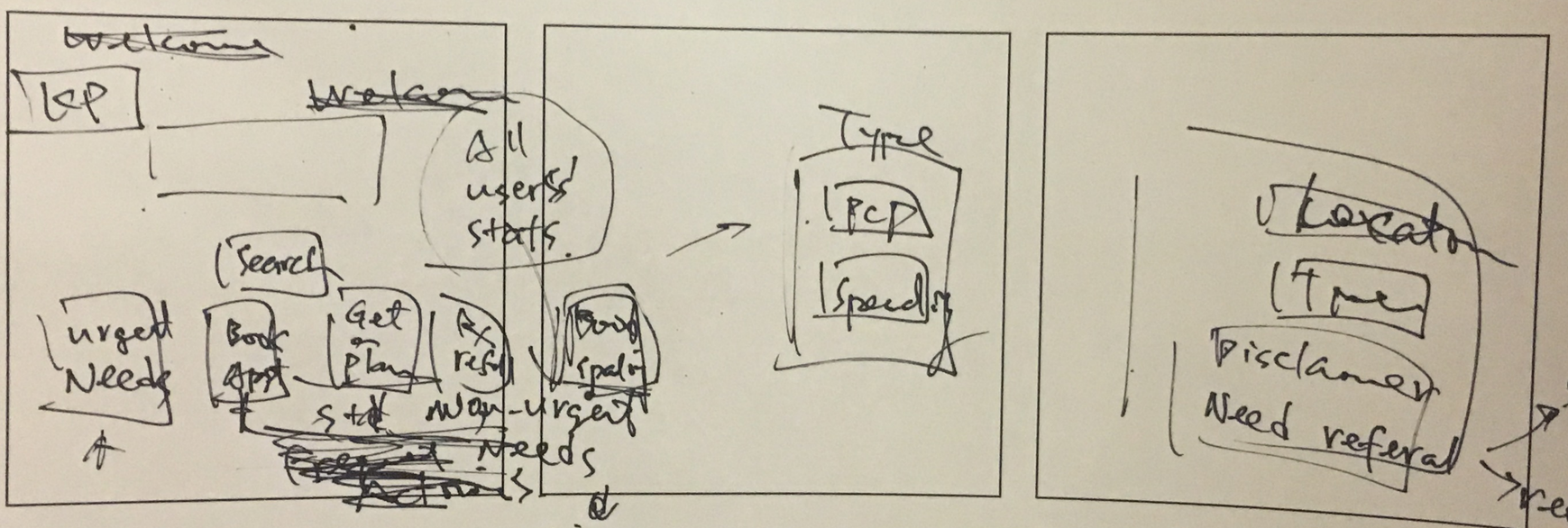
KAISER PERMANENTE®

TEAM: Dogs

PERSONA: Julia

SCENARIO: Get specialty Care

HOW MIGHT WE... Get her a Starty PT



1. Julia's using different device (get a new phone) we don't what she did before.

Sign-on.

2. Book Appt.

→ We will allow slot search & only ask sign-on @ booking

→ Special.

3. We will inform specialty broken needs referral.

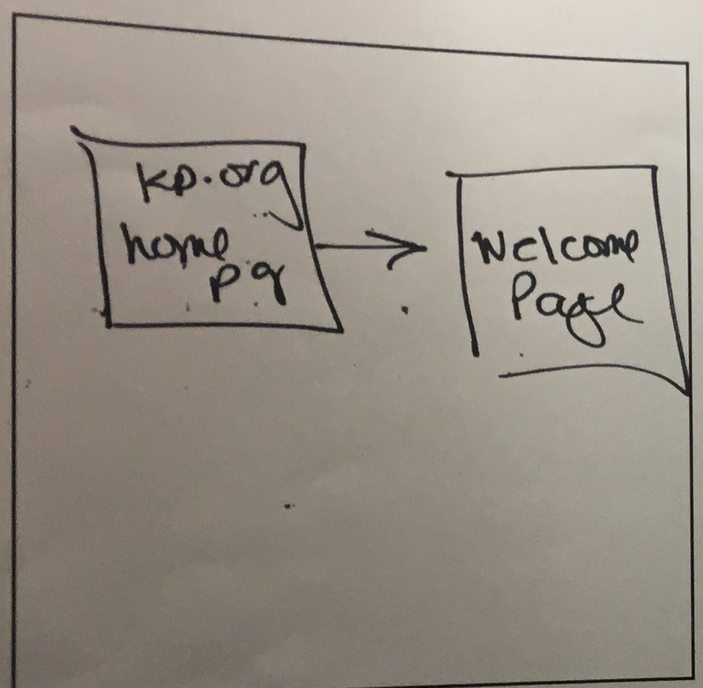
KAISER PERMANENTE®

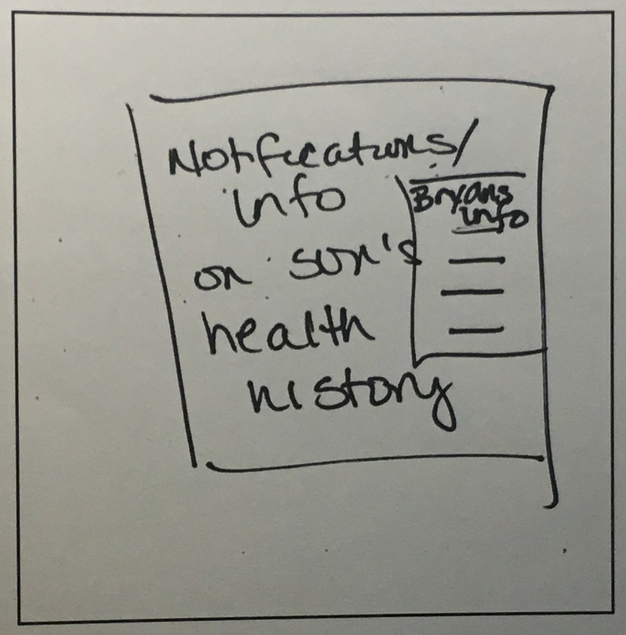
Blazing
TEAM

Phil
PERSONA

Son's behavioral issues are of concern
SCENARIO

Leverage the personalization model
HOW MIGHT WE...





1. Logs onto kp.org
Acting as proxy for son

2. Welcome Pg
Displays personalized notification & information on health history for son.

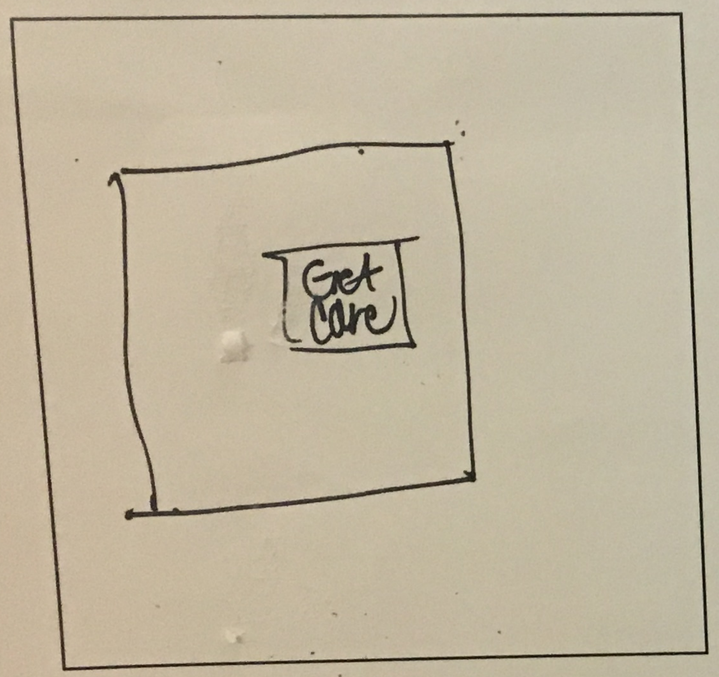
3. Personalize options to schedule with counselor/therapist
- Does not have to search
- Dropdown list

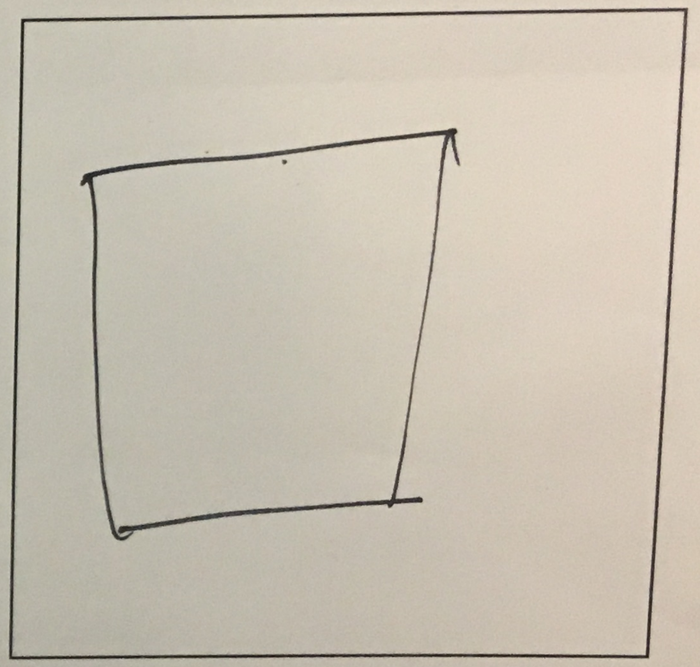
KAISER PERMANENTE®

Blazing
TEAM

Phil
PERSONA

SCENARIO
Offer care options to member
HOW MIGHT WE...





1.
Go to kp.org

2.
~~sign on~~
select option

3.
Sign on to use option
screen may vary per options

poison or more
versions

- it's personalized,
ask, fever Qs

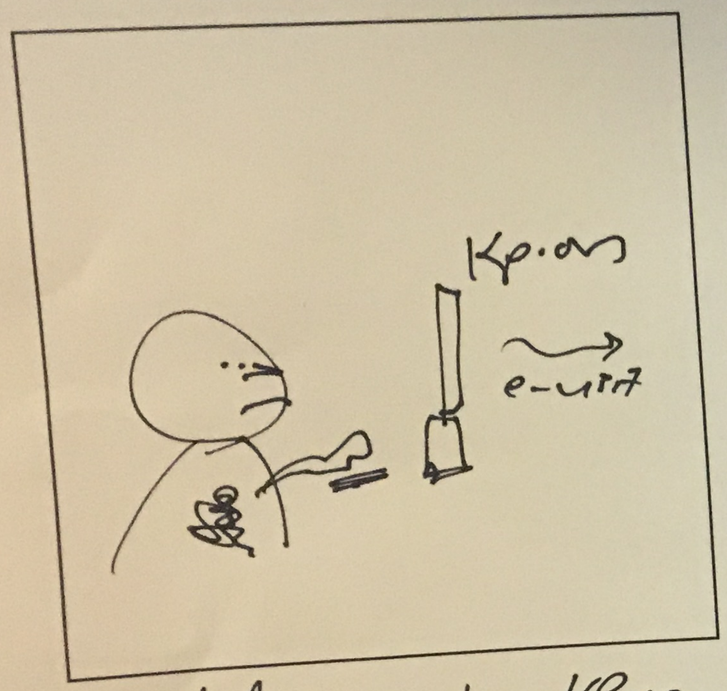
KAISER PERMANENTE®

TEAM: Blazing

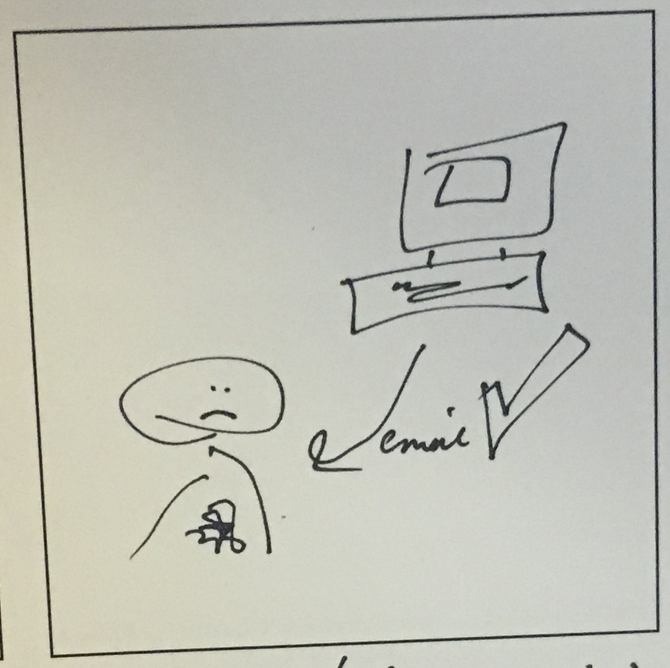
PERSONA: Phil

SCENARIO: He wants to make an appt - sick & wants

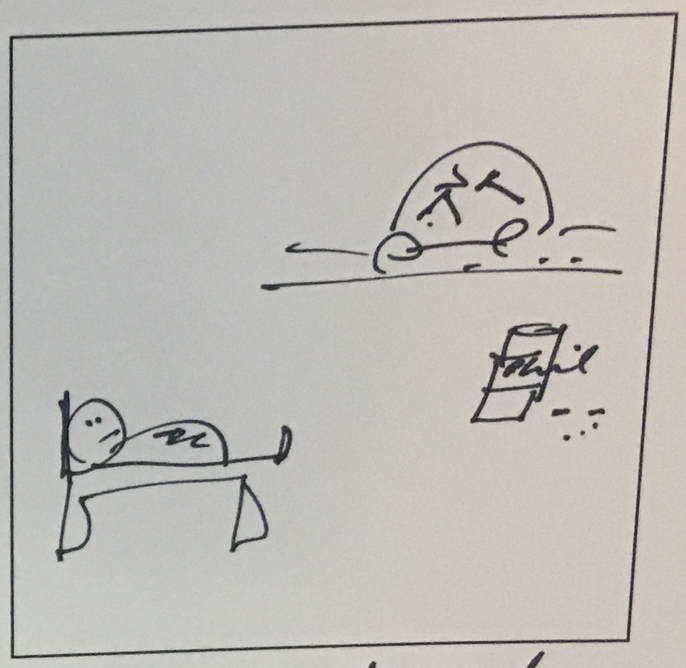
HOW MIGHT WE...: Make self-care options easier to find



1. Phil goes to KP.org - may be food poisoning or more serious - wants to make an appt - sees e-visit for cold/flu



2. He completes questions, feels annoyed - it's personalized, asks fewer Qs - no red flags, probably food poisoning → sends you a prescription to pick up same day



3. He sends wife to pick up pills & feels better.

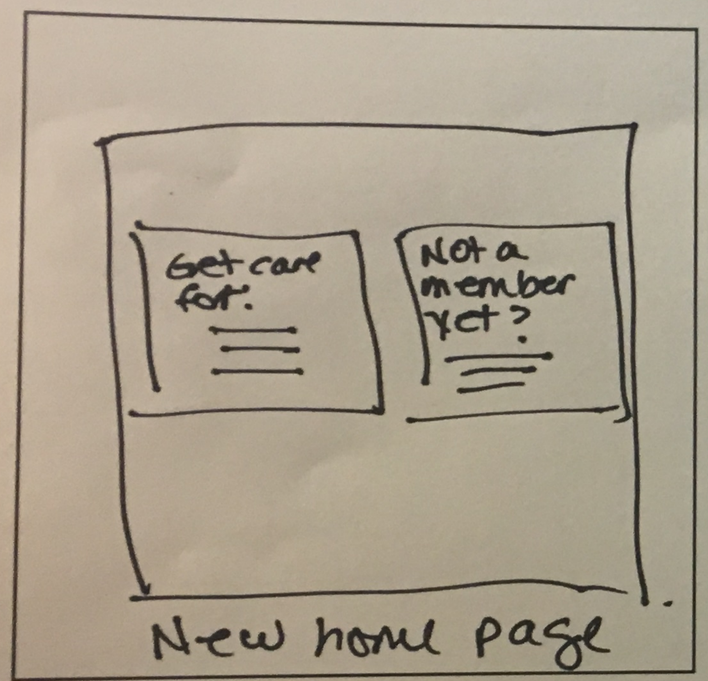
NISER PERMANENTE.

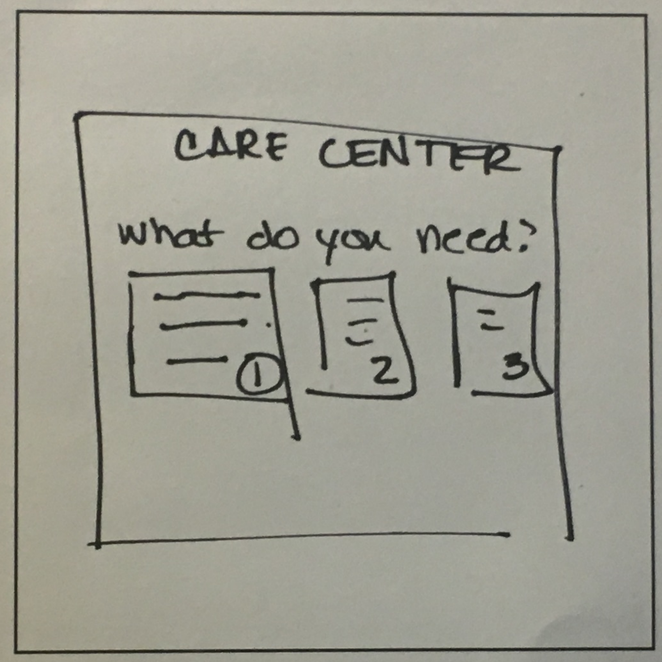
TEAM: Blazing

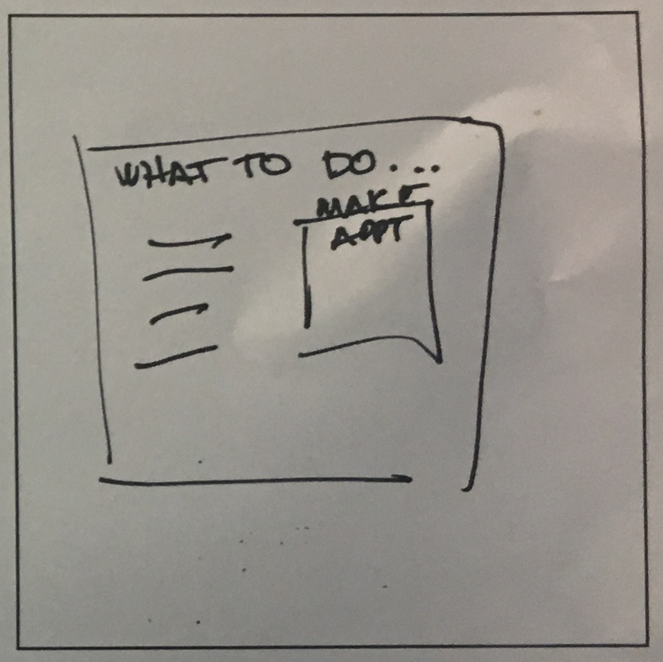
PERSONA: Phil

SCENARIO

HOW MIGHT WE...: Make get care options more prominent







1. Phil is an active of kp.org

   Starts on home page

2. Signs in from selecting care & takes Phil to the Care Center pg

   Answers series of questions

3. Walks member through content and/or call to action to receive appropriate care

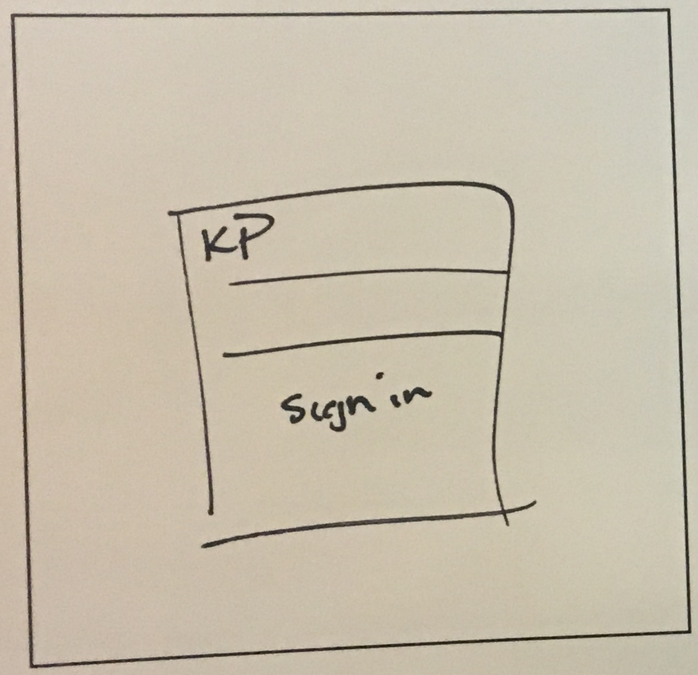
KAISER PERMANENTE®

TEAM: Blazing

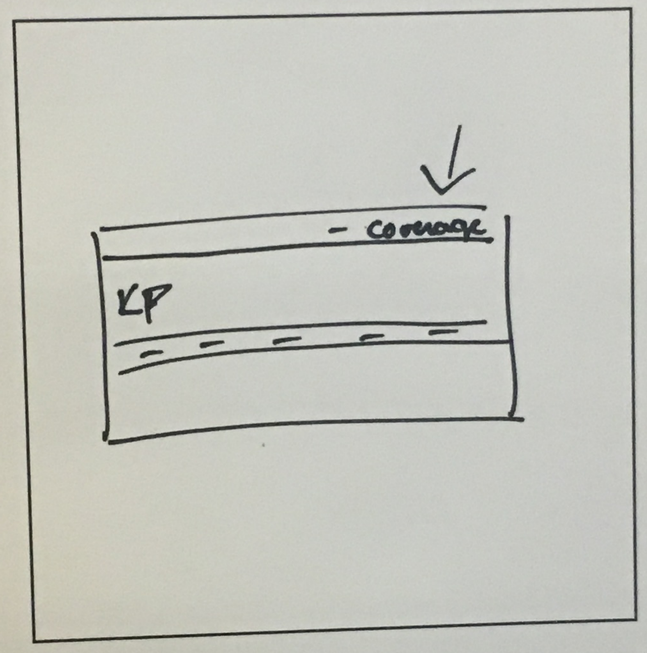
PERSONA: Phil

SCENARIO: Phil goes to kp.org to find out if therapy is covered

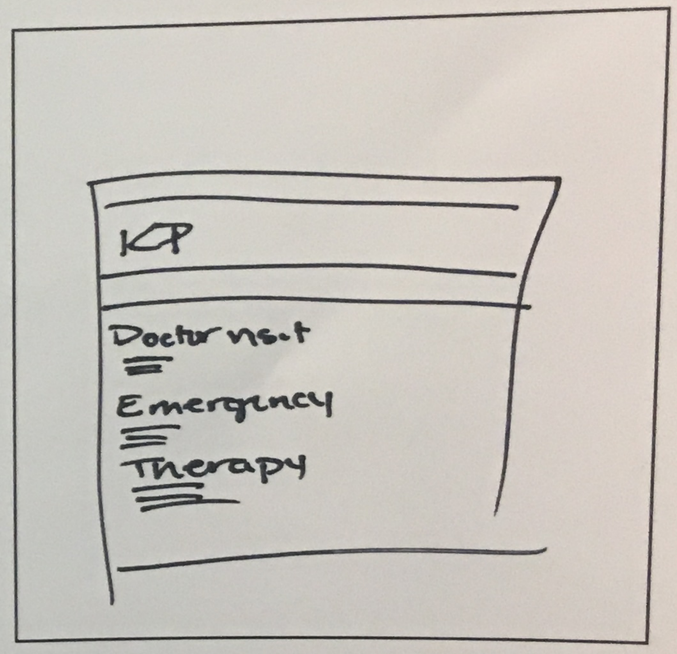
HOW MIGHT WE...: Help Phil understand what therapy is covered



1. Phil is looking to understand if what is covered under his benefits. Logs into kp.org



2. Clicks on "myCoverage" at top of screen.



3. Phil lands on screen with all benefits ~~spelled~~ coverage and frequently asked questions

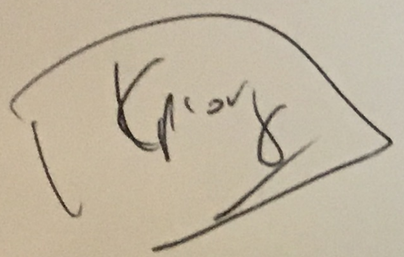
KAISER PERMANENTE®

TEAM Blazing

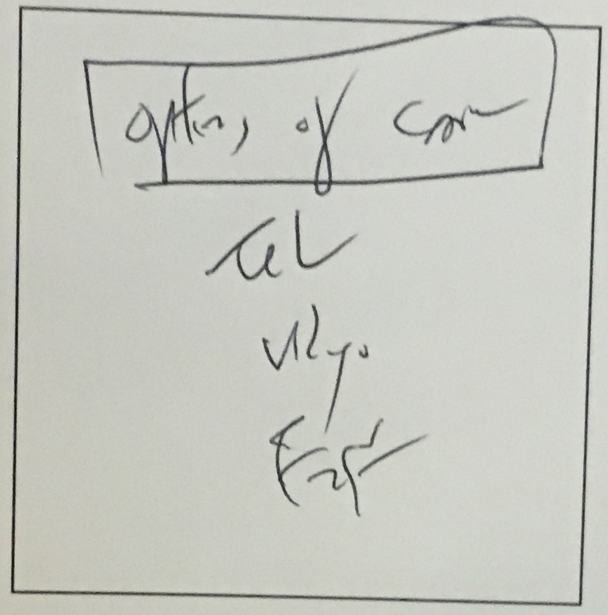
PERSONA Phil

SCENARIO

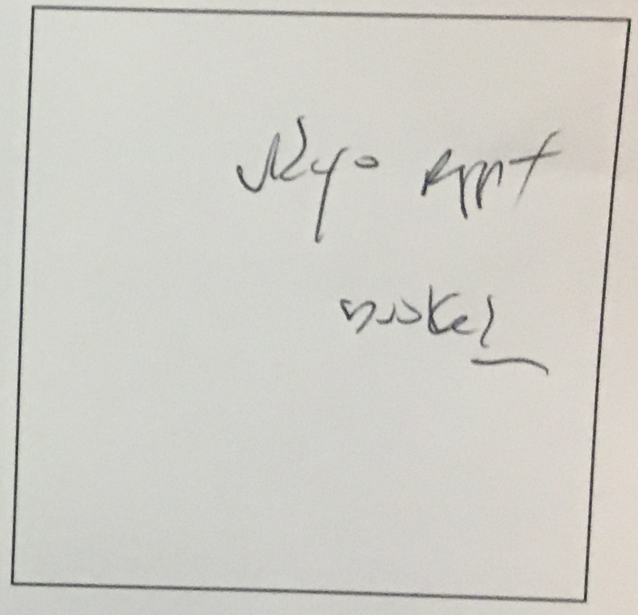
HOW MIGHT WE... ~~Message~~ from school Blim "acting out"



1. Son's school contacts them re: behavior issues



2. log on Kpi.org
book online appt
options Tel Vidyo Exit
prompts for info
confirmation (text)
appropriate



3. Vidyo book appt

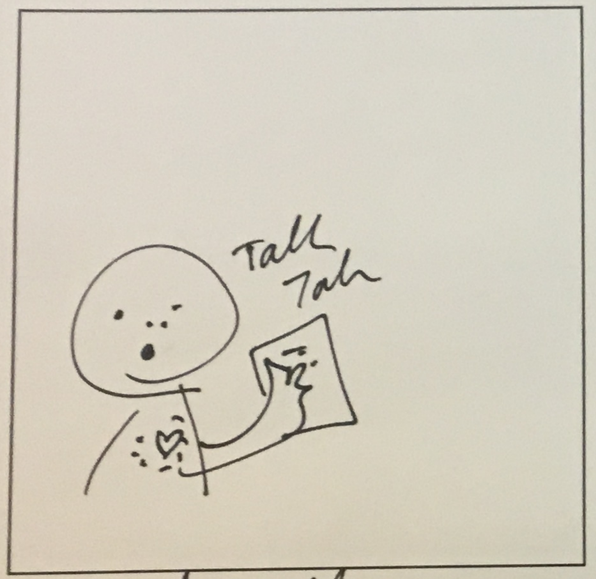
KAISER PERMANENTE®

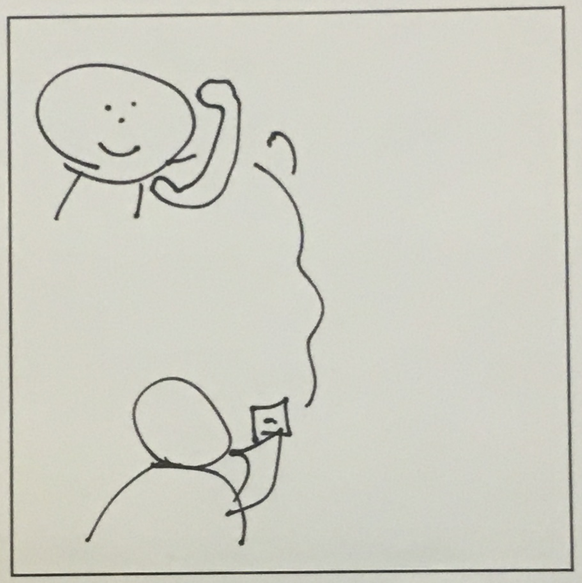
TEAM: Blazing

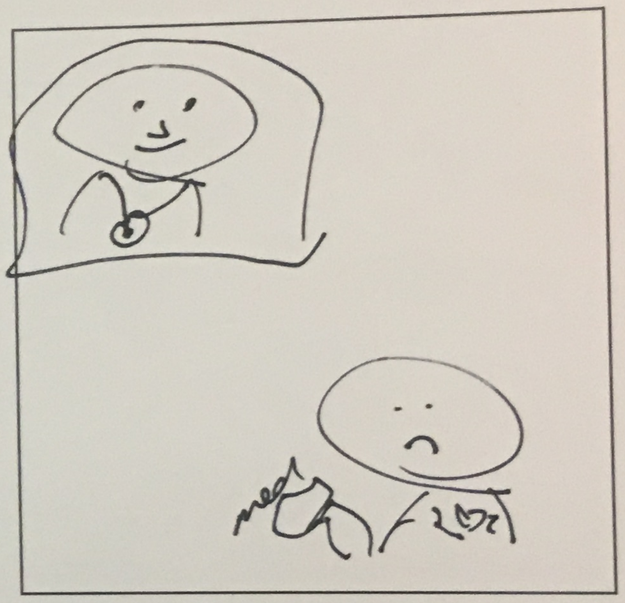
PERSONA: Phil

SCENARIO: Phil is traveling for work, gets sick / chest pain

HOW MIGHT WE... Make make sure desktop & mobile sys







1. Phil calls member services they ask what's wrong
   - he's chest pain, out of town, what to do?
   - they connect to nurse advice

2. Nurse advises ask Qs
   - no red flags
   - residual cough from flu-cold
   - He doesn't want to go to ER
   - Nurse tells him: phone, video, face to face
   - he picks video
   - nurse books video appt.

3. KP: drug -
   - wake up
   - video appointment ≈15 mins
   - diagnosed
   - cough meds & [redacted] over the counter
   - Phil picks up a way to LAX
   → flies home

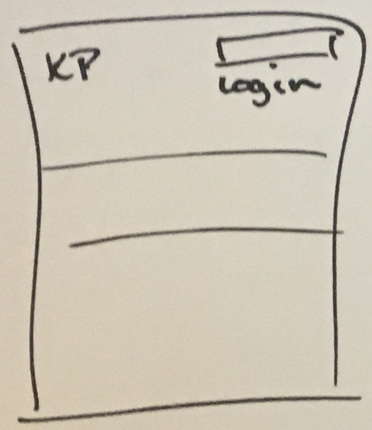
KAISER PERMANENTE®

Blazing
TEAM

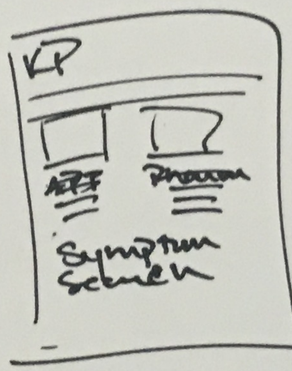
Phil
PERSONA

Phil goes to kp.org to find home remedy for sore throat
SCENARIO

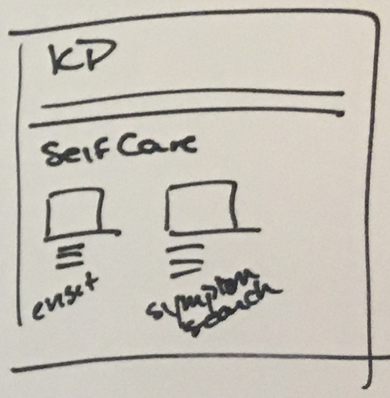
make self care options easier to find
HOW MIGHT WE...



1. Phil goes to KP looking for ways to treat sore throat at home. and figure out



2. Phil logs in as to his member account and sees option for diagnosing symptoms. ".



3. He's then directed to a page with options for exists, symptom search/body map

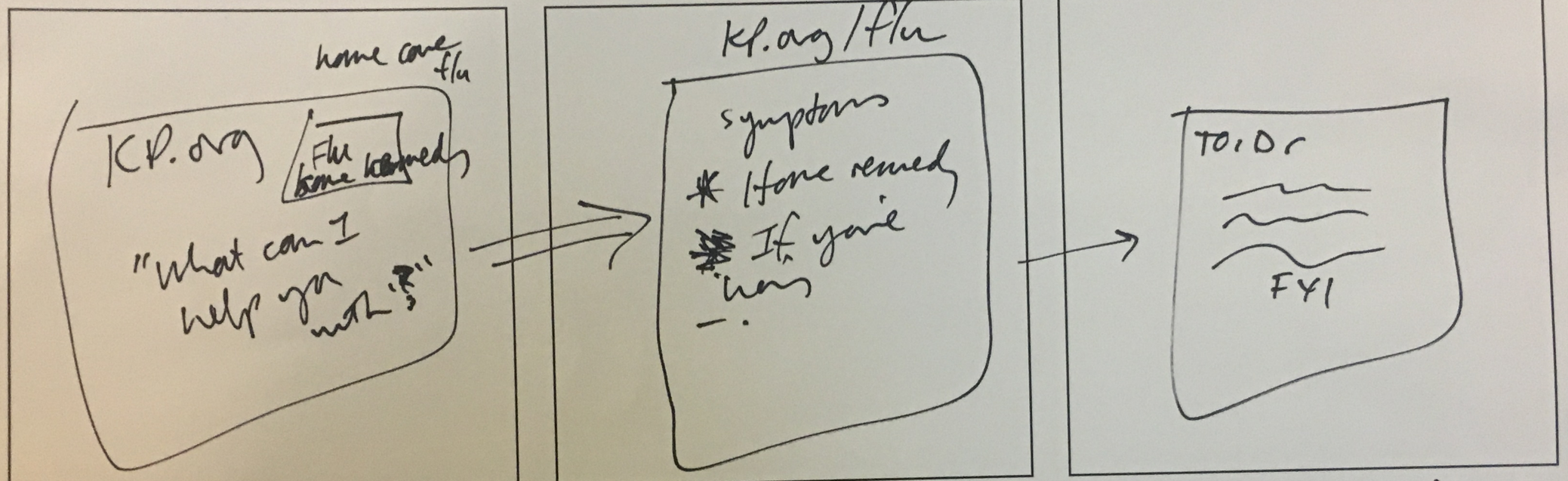
KAISER PERMANENTE®

TEAM: Blazing

PERSONA: Phil

SCENARIO

HOW MIGHT WE... Make self-care options & info easier to find



1. Brian has body ache. "KP home care" He comes to kp.org
- "What can I help you with?"
- types "Flu"
- Flu page comes up
- has home remedies

2. Confirm symptoms
- Home remedy
- More serious symptoms → care options → easy to call Dr - advice nurse - email Dr.
-

3. Puts his mind at ease by informing Dr of home treatment.

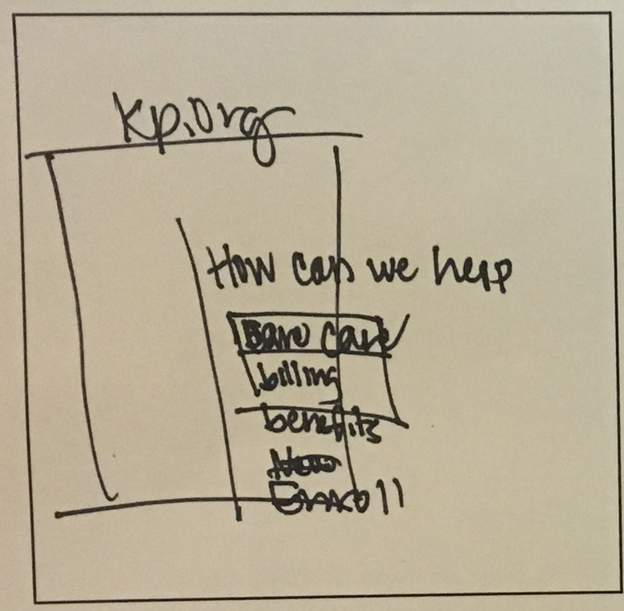
Feels better

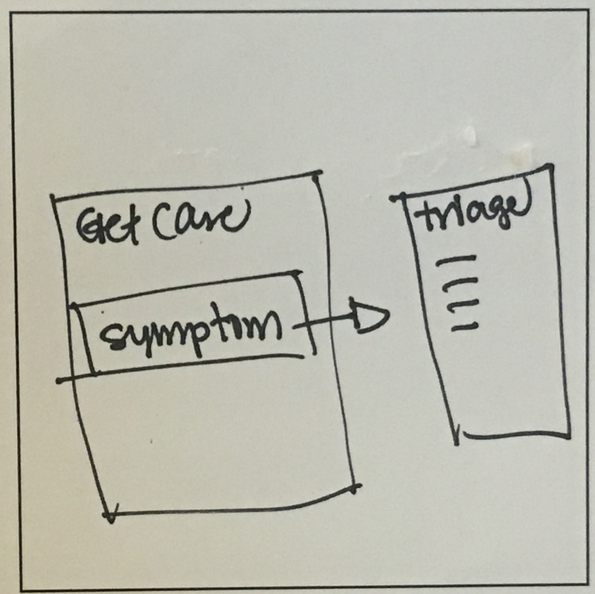
KAISER PERMANENTE®

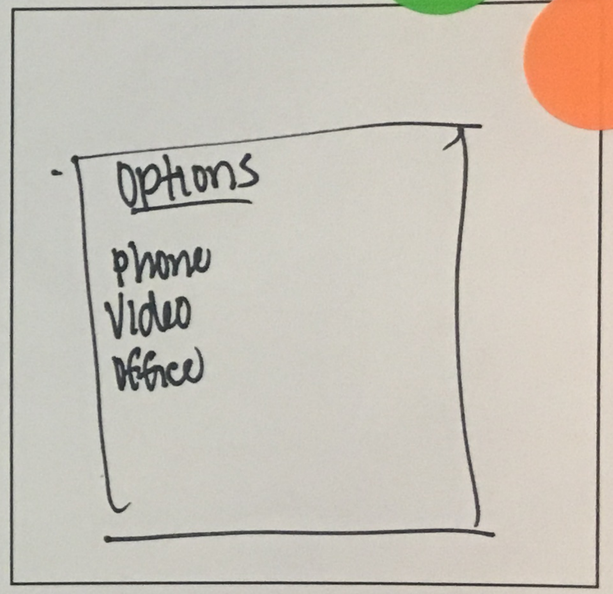
Blazing
TEAM

Phil
PERSONA

SCENARIO
give guidance to care options
HOW MIGHT WE...







1. Go to kp.org
click care

2. sign on
~~click care~~
enter symptoms
basic triage per
symptom

3.
displays care options
appropriate per
triage

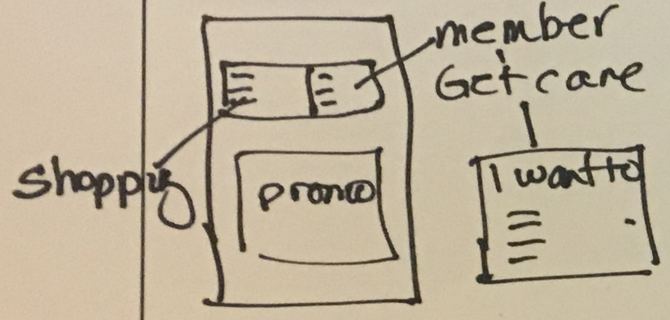
KAISER PERMANENTE®

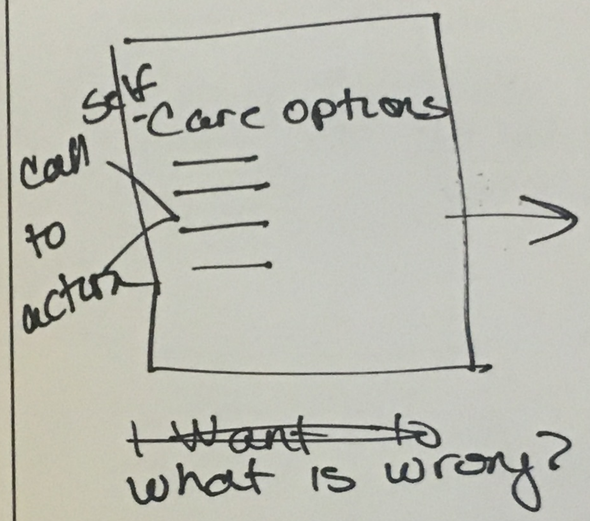
Blazing
TEAM

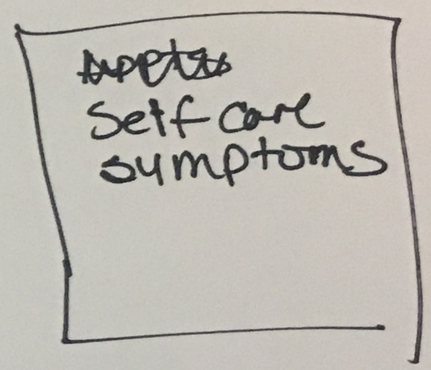
Phil
PERSONA

Elevation of self-care
SCENARIO

Make self-care options easier to find
HOW MIGHT WE...







1. Elevating self-care options on front-door

Logs onto kp.org

2. List care options:

~~Appts~~
Pharmacy/Refill
MMR
Message
etc
symptoms

3. Answer symptom based questions to right care

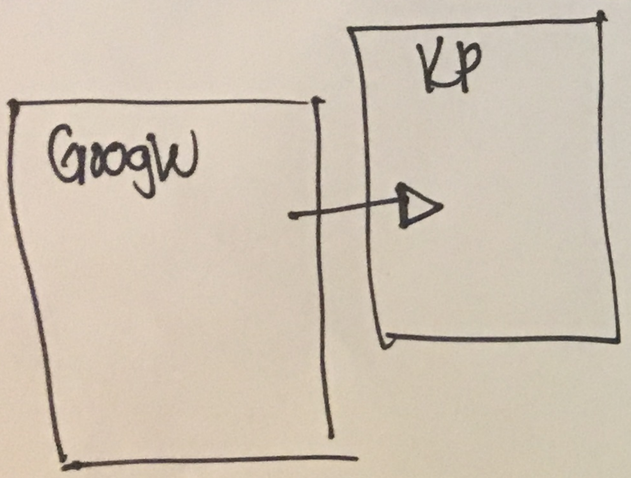
KAISER PERMANENTE®

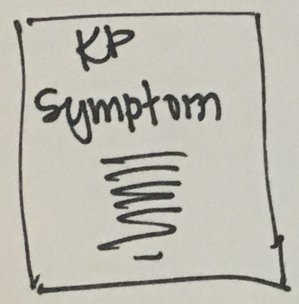
Blazing
TEAM

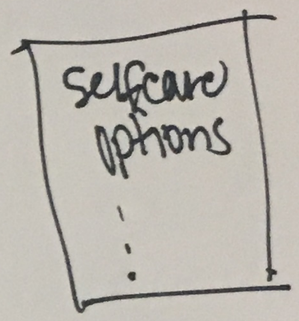
Phil
PERSONA

googles symptom and finds self care content
SCENARIO

make self-care options easier to find
HOW MIGHT WE...







1. Google symptom
Go to KP.org

KP listed in google search

2.
Displays symptom w/ healthwise text

3.
Finds self care options for his symptom

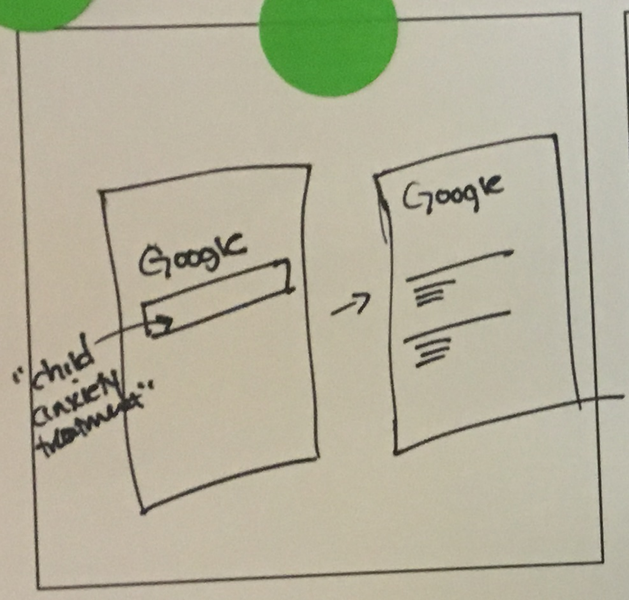
KAISER PERMANENTE

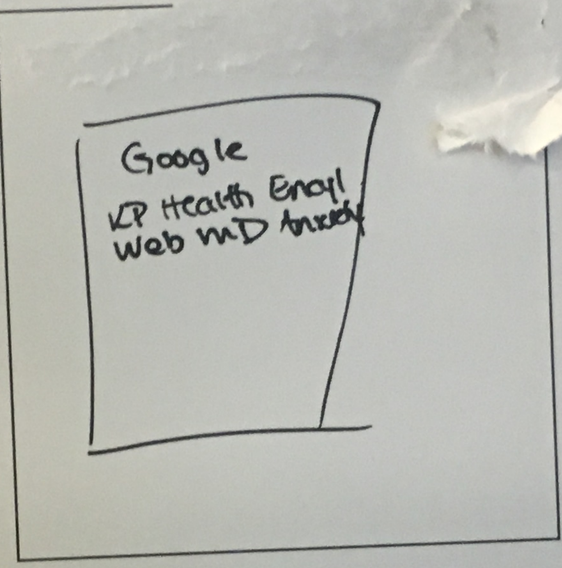
Blazing
TEAM

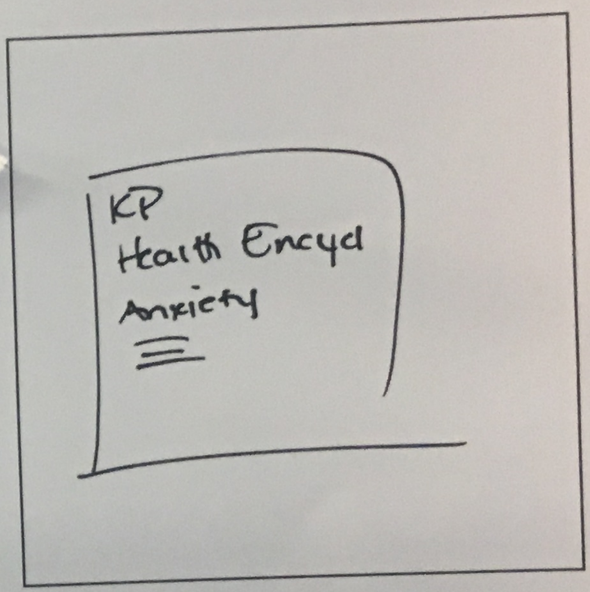
Phil
PERSONA

Phil looking on Google for at home treatments for son anxiety
SCENARIO

make self care options + info easier to find
HOW MIGHT WE...







1. & Phil's son, Brian, showing signs of anxiety and Phil looking for at home solutions to ease anxiety. Anxiety comes up as first option

2. He scans the list of options and sees KP Health Encyclopedia as first options.

3. Phil directly taken to kp.org Health Encyclo

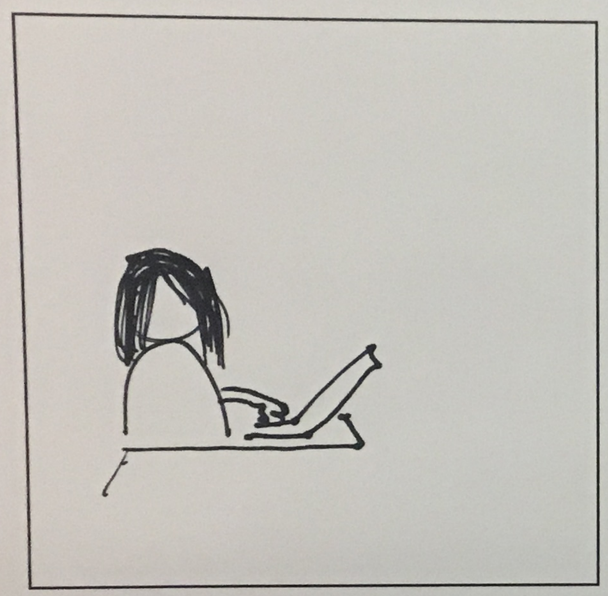
KAISER PERMANENTE®

VDM
TEAM

Tiffany
PERSONA

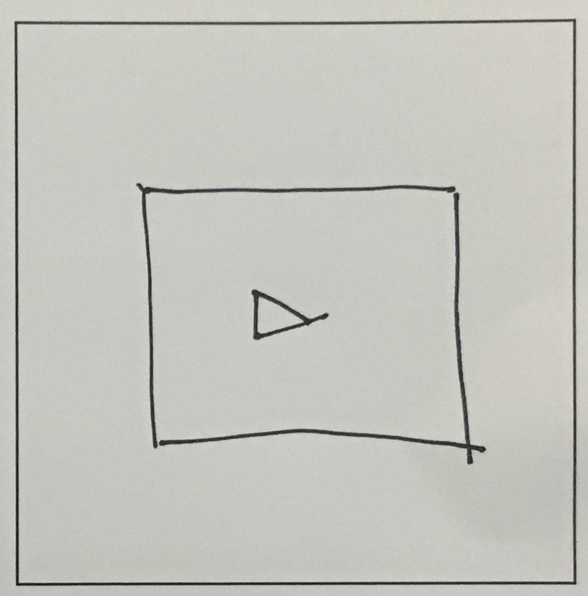
New member guidance
SCENARIO

Explain Core Options
HOW MIGHT WE...



1. ~~Tiffany is a new member at within her new member's portal receives~~

During Sep
Tiffany goes to signup
Per KP Healthcare



2. She easily registered & taken to a quick onboarding page explaining the different options

3. After the video she ~~selects~~ goes into her account her ~~selects~~
knows that there are many options besides making an Appointment

KAISER PERMANENTE®

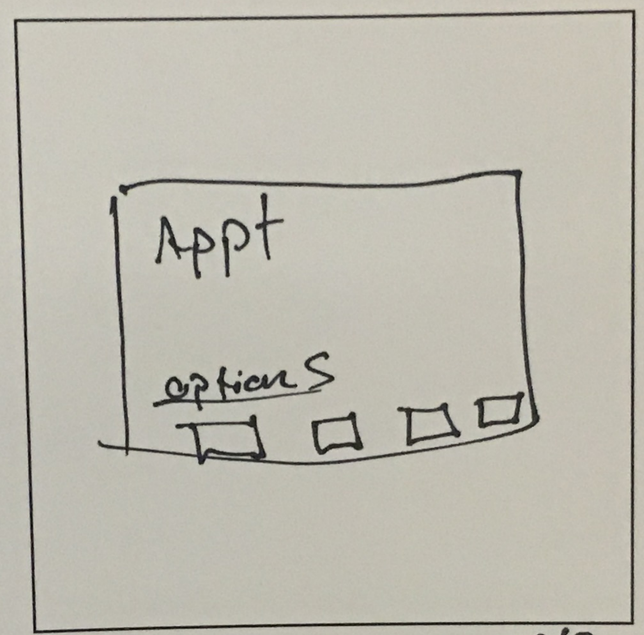
TEAM: VDM

PERSONA: Tiffany

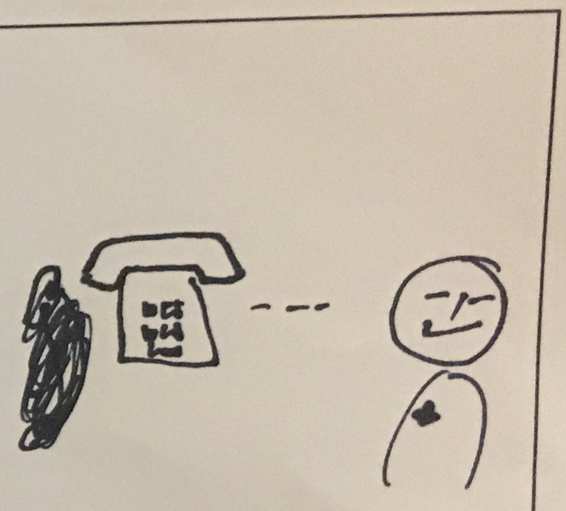
SCENARIO

HOW MIGHT WE... Find Care Options

1. Tiffany thinks she might be pregnant and wants to talk to a care professional but she isn't sure she has enough money to see a doctor



2. She goes to KP app and navigates the many options because the An OFFICE VISIT



3. She chooses to call a nurse and talk to her about pregnancy test options & when she should see a doctor

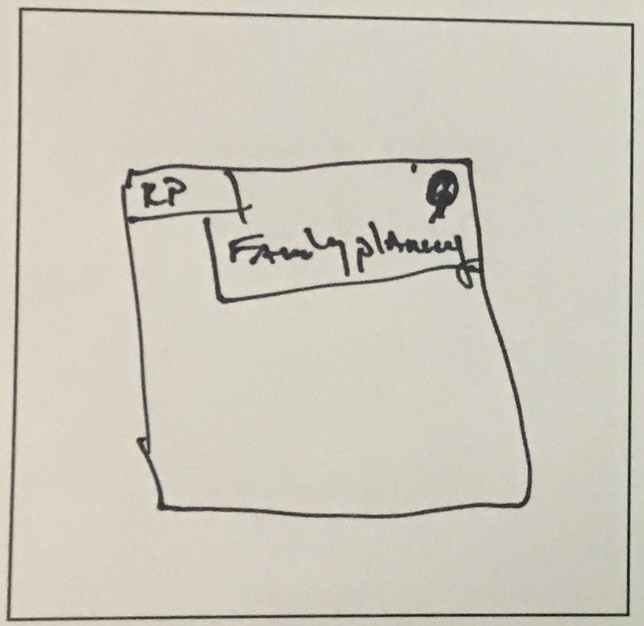
KAISER PERMANENTE®

VDM
TEAM

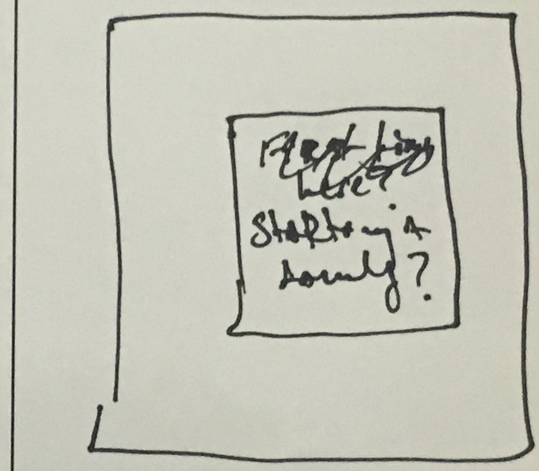
TIFFANY
PERSONA

Help Guide New members
SCENARIO

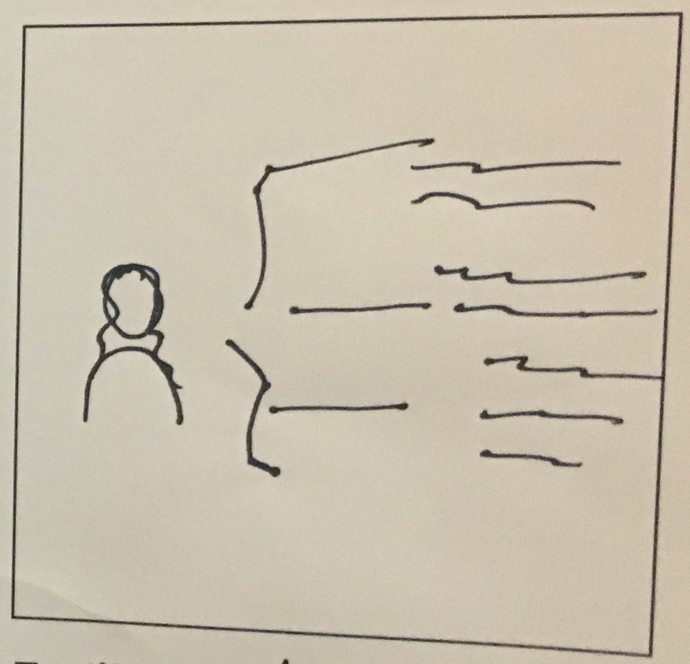
~~Help Setup Account~~ CARE options
HOW MIGHT WE...



1. ~~Tiffany~~ is new to KP and wants to ~~not~~ talk to someone about family planning. She goes to KP.org & searches family planning



2. ~~She is not to touch~~ She goes to maternity site, and the site sees she is a first time visitor and asks her ~~how~~ if she would like to talk to a counselor



3. The counselor sends her information to her Tiffany's profile which help her understand what to expect when family planning

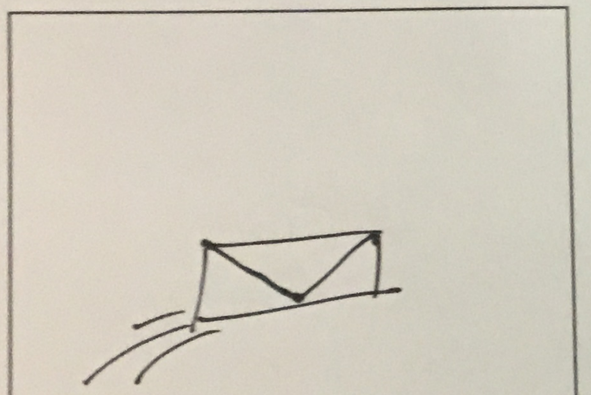
KAISER PERMANENTE®

TEAM: VDM

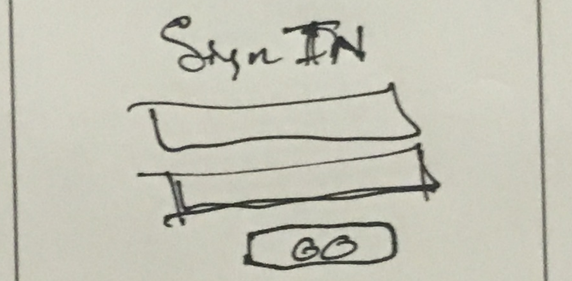
PERSONA: Tiffany

SCENARIO: HMW Guide member v. non member ~~access~~

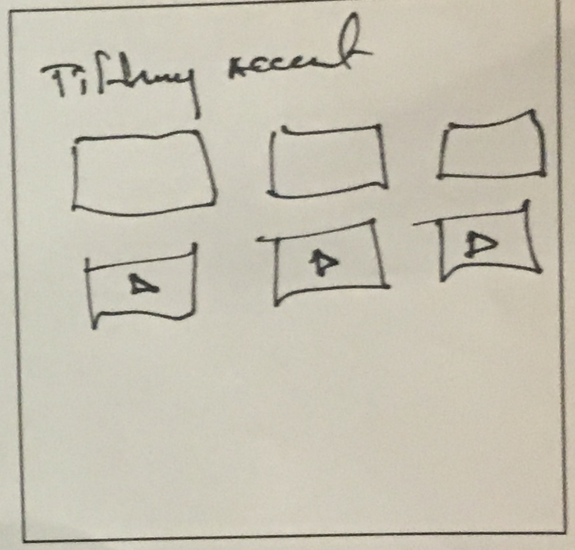
HOW MIGHT WE...: Help Tiffany set-up KP account



1. Tiffany gets an email that ~~helps~~ helps her to Register her account



2. She registers in Secure and needs minimal info.



3. She sees a dashboard w/ All available service options for RP w/ video instructions

KAISER PERMANENTE®

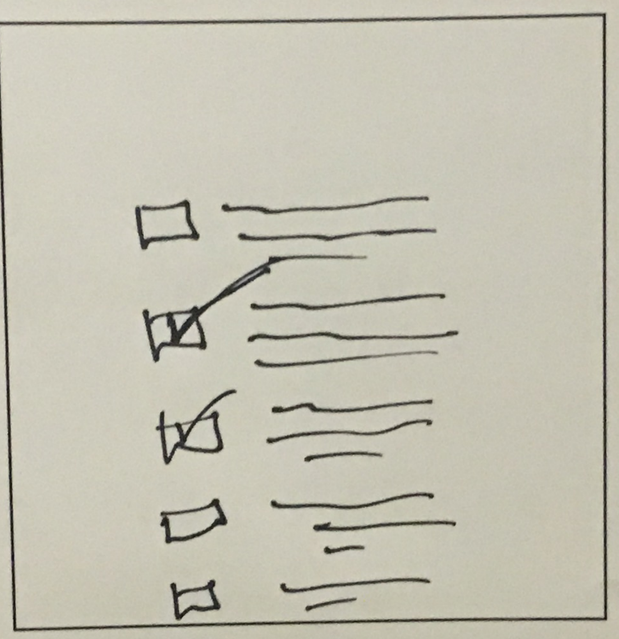
TEAM: VDM

PERSONA: T. Lfmy

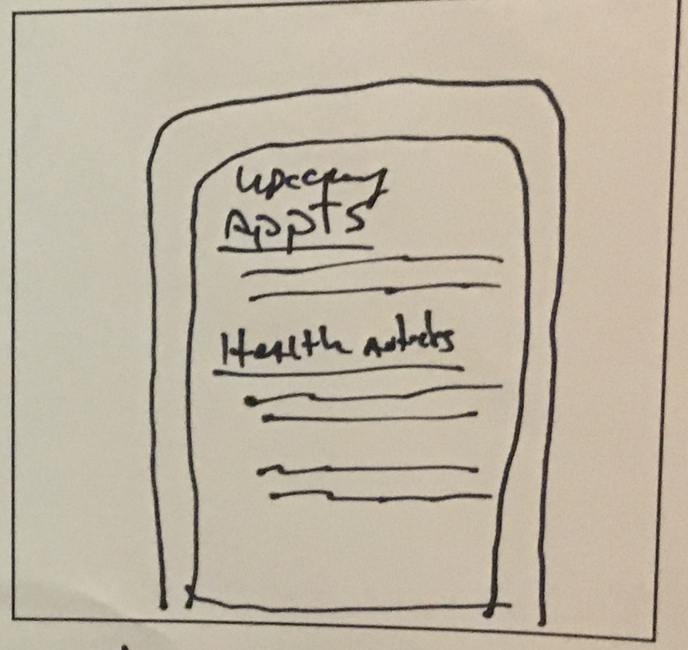
SCENARIO: HMW Guide new members

HOW MIGHT WE...

1. ~~After registering~~, ~~She~~ receives a ~~call~~ text to confirm her new member tele appt.



2. KP team member walks Tiffany through sign up process & helps her customize her profile



3. ~~She receives~~ receives notification of her Services and upcoming Appts which she immediately tells to her caretaker

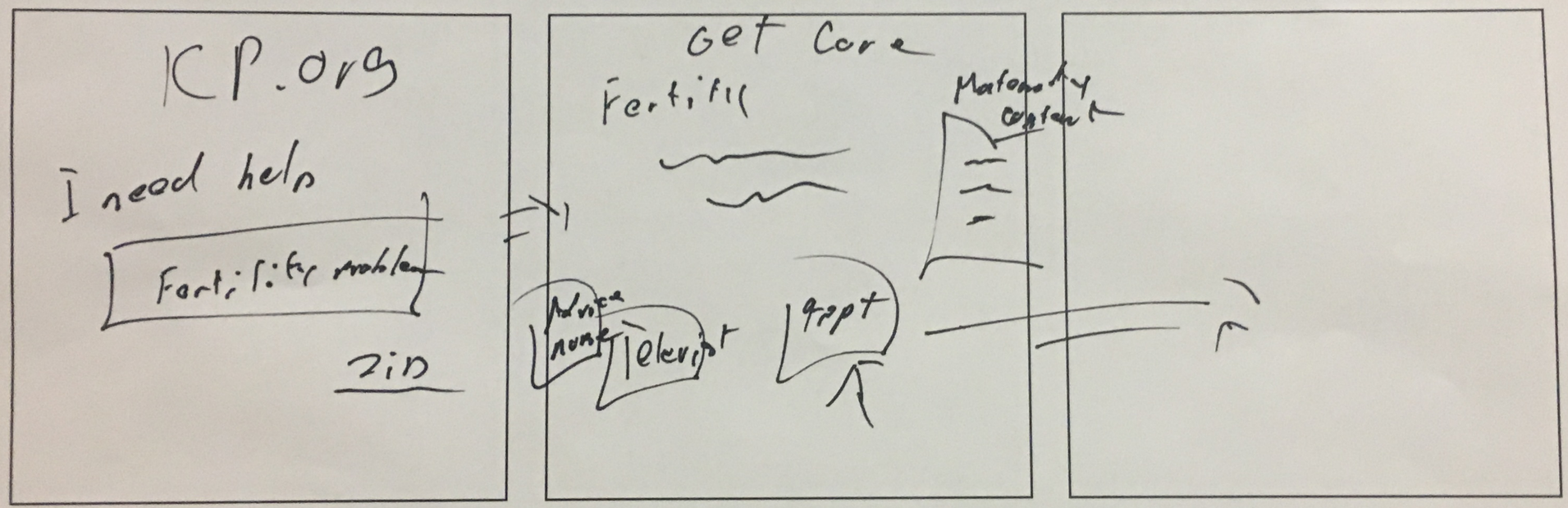
KAISER PERMANENTE®

TEAM

PERSONA Tiffany

SCENARIO Preventive care

HOW MIGHT WE...



1.

2.

3.

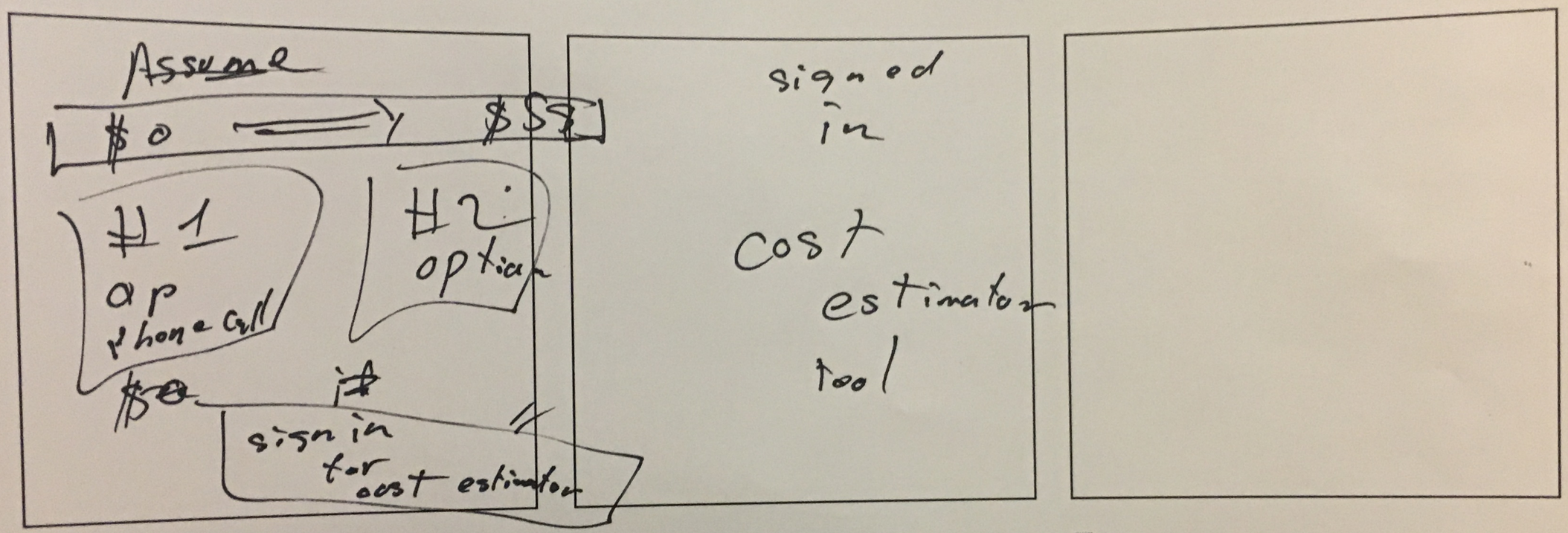
KAISER PERMANENTE®

TEAM

PERSONA

SCENARIO
Shopping

HOW MIGHT WE...
Triage severity of care



1. Assume we present care option.

2.

3.

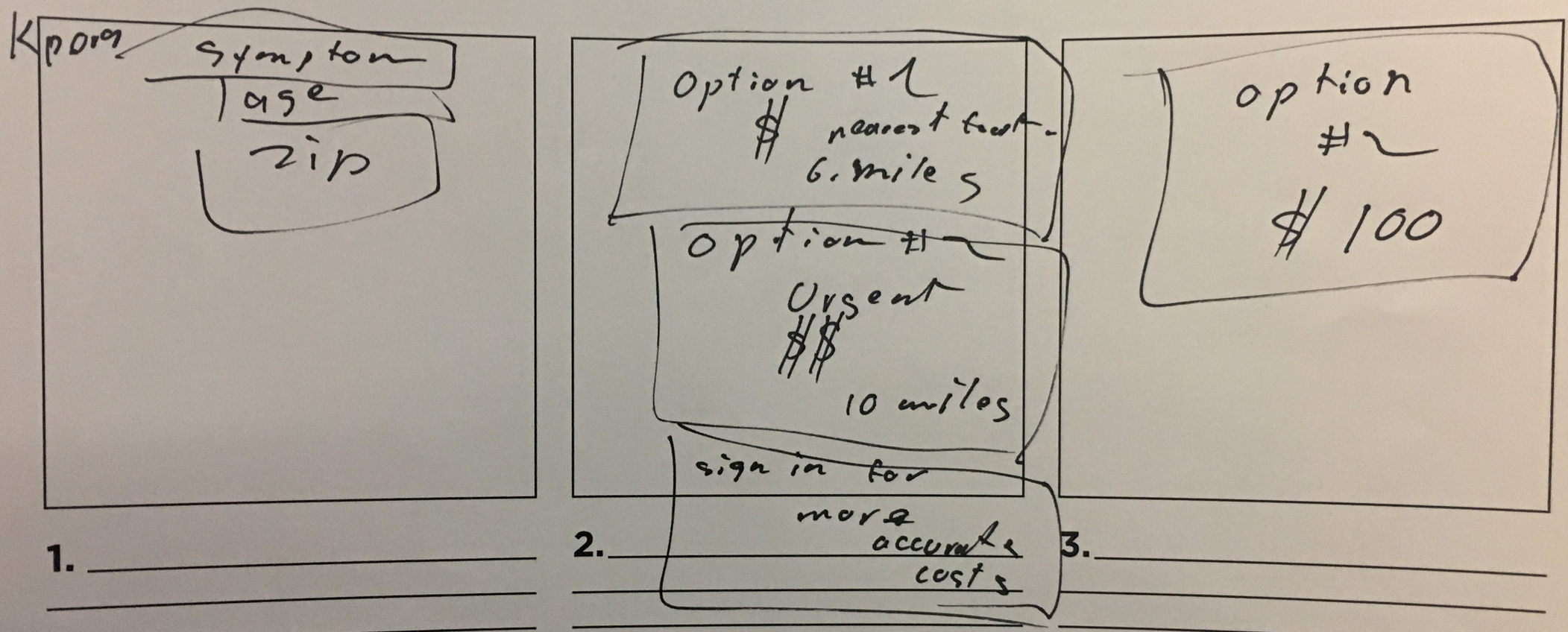
KAISER PERMANENTE®

TEAM

PERSONA

SCENARIO

HOW MIGHT WE...



1.

2.

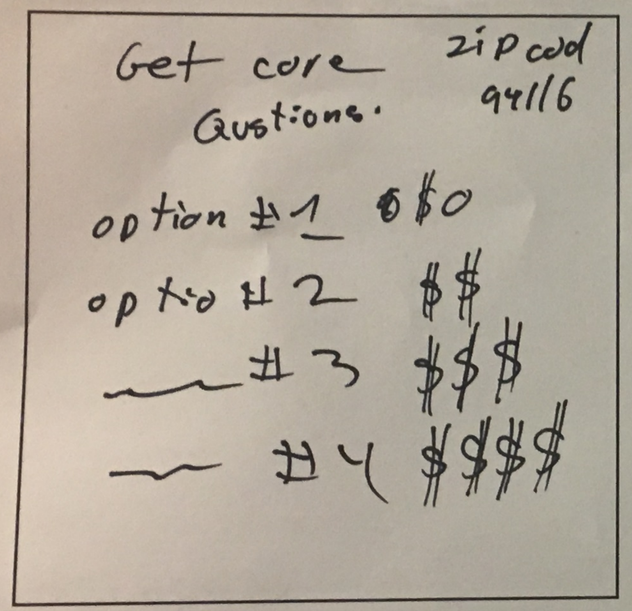
3.

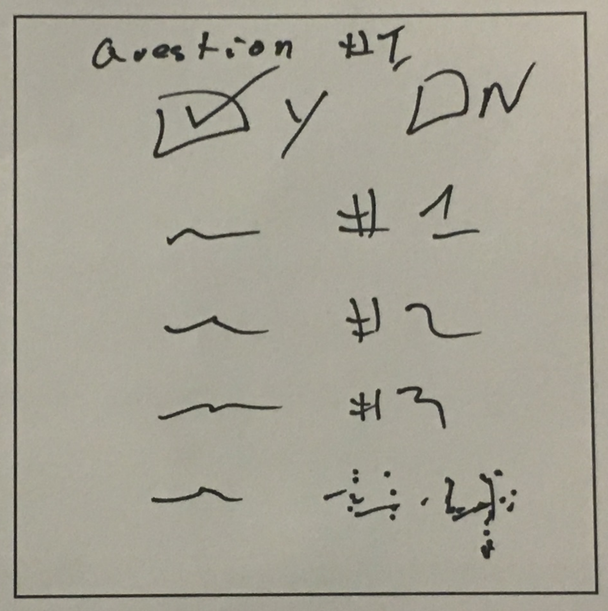
KAISER PERMANENTE®

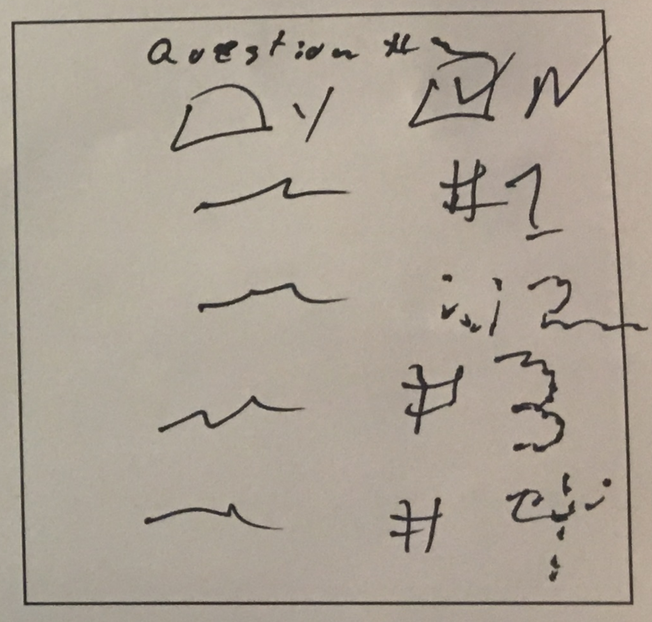
TEAM _____ PERSONA _____

SCENARIO _____

HOW MIGHT WE...







1. _____

2. _____

3. _____

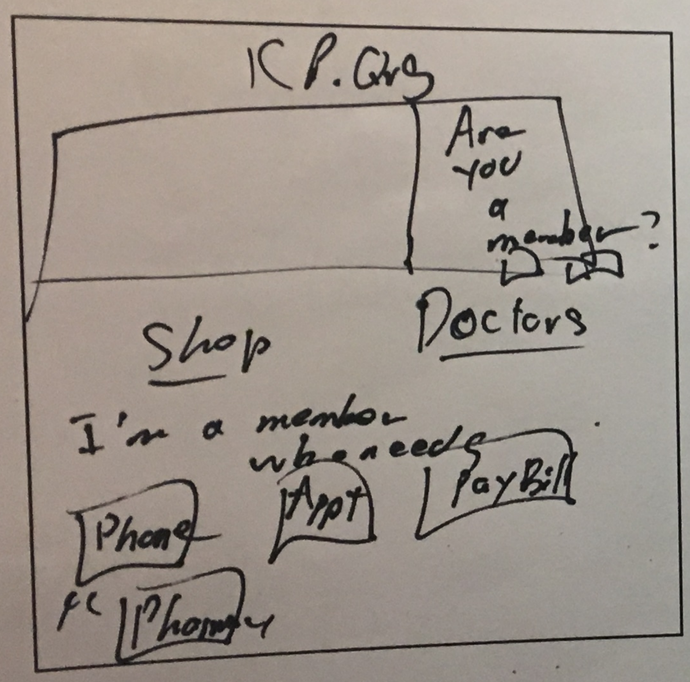
KAISER PERMANENTE®

TEAM: Diva

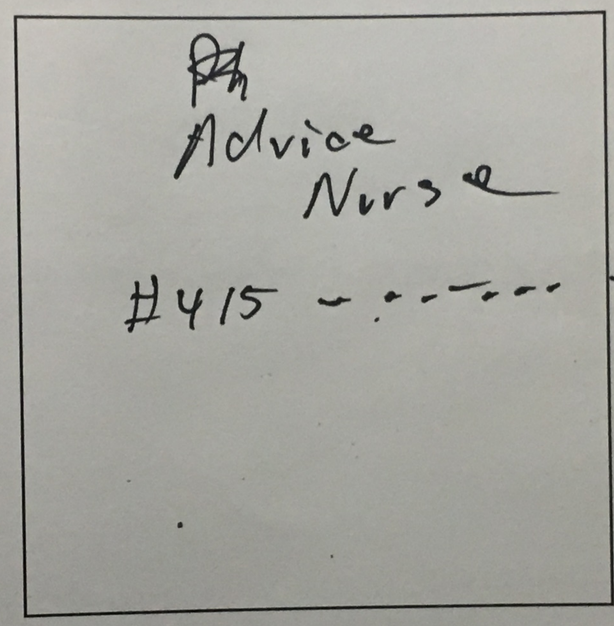
PERSONA: Tiffany

SCENARIO

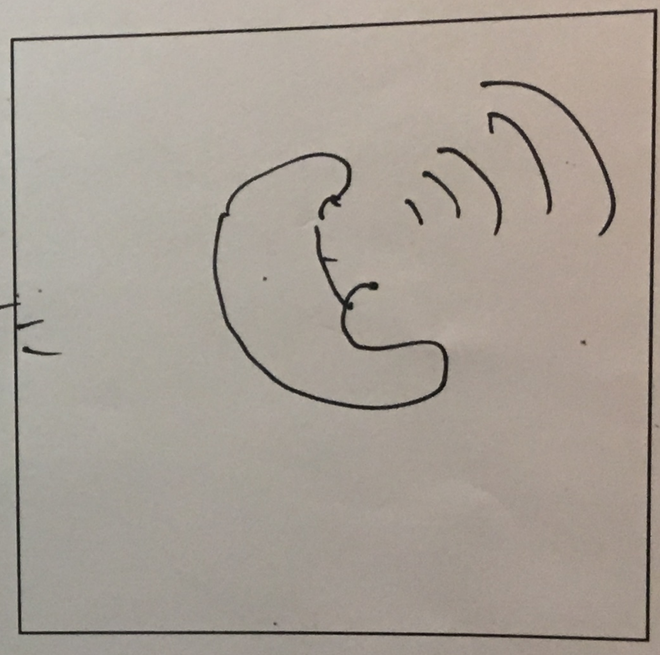
HOW MIGHT WE... Help her understand severity & care options for symptom



1. show choices on front door self identify Member or Shopper



2. click directly on front door for phone #



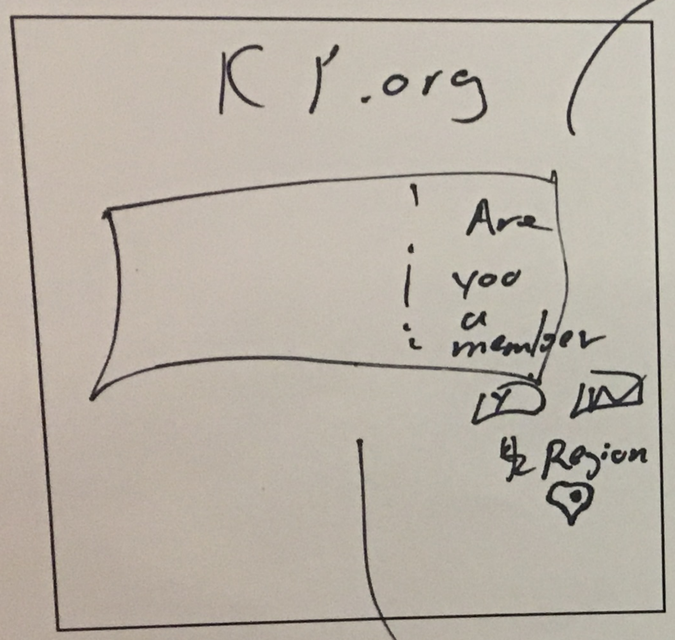
3.

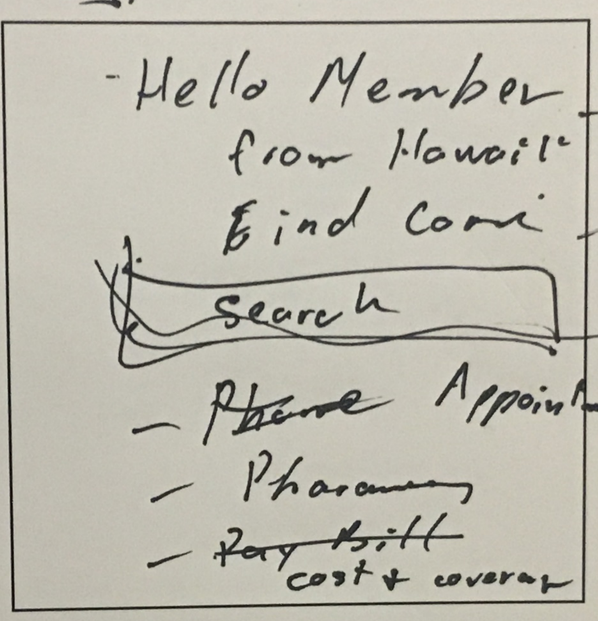
KAISER PERMANENTE®

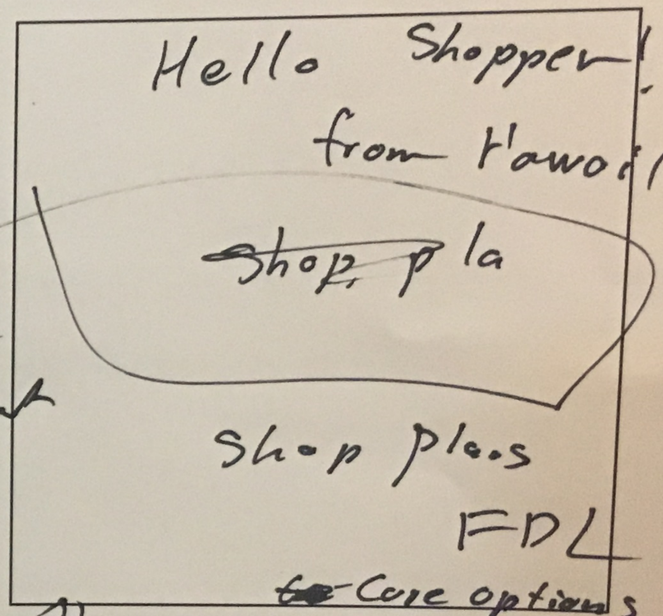
TEAM _____ PERSONA _____

SCENARIO _____

HOW MIGHT WE...







1. _____

2. _____

3. _____

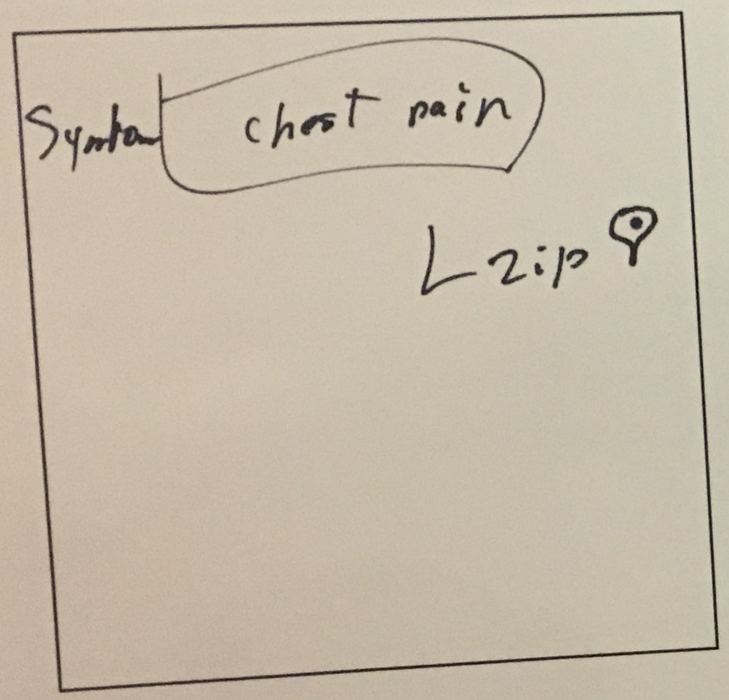
KAISER PERMANENTE®

TEAM

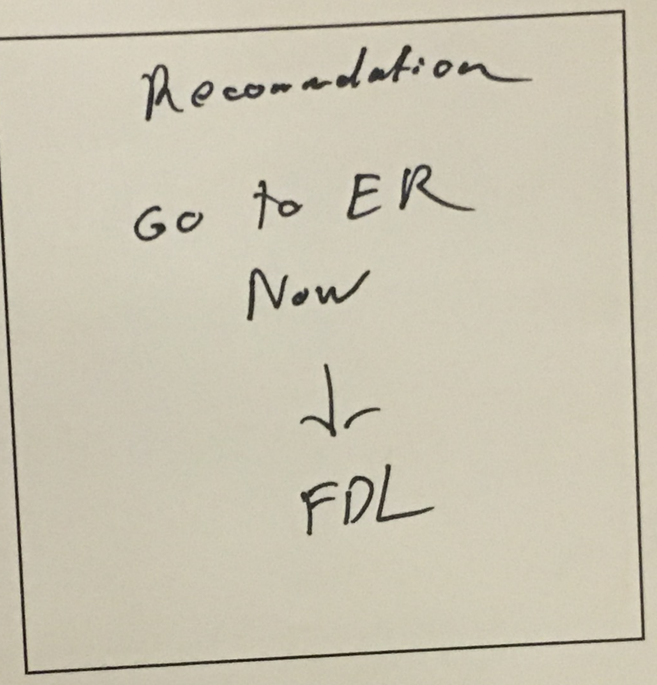
PERSONA

SCENARIO

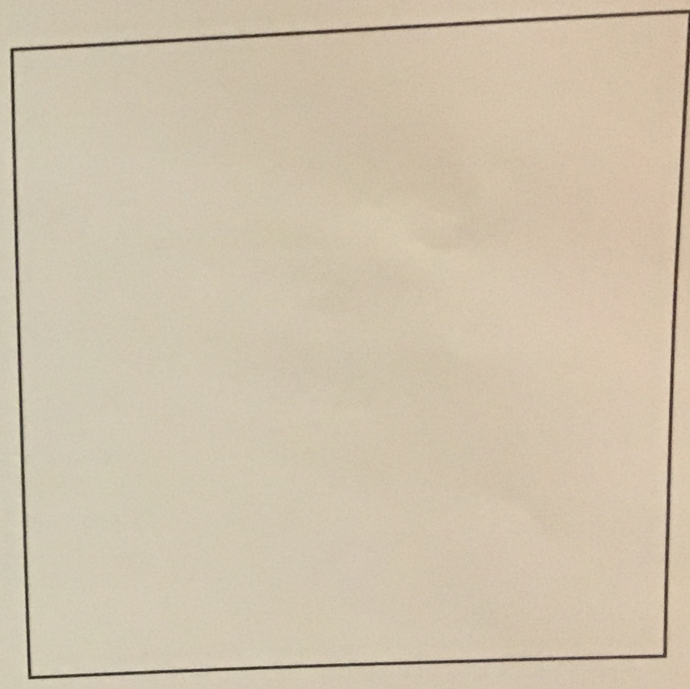
HOW MIGHT WE... Symptom triage



1.



2.



3.

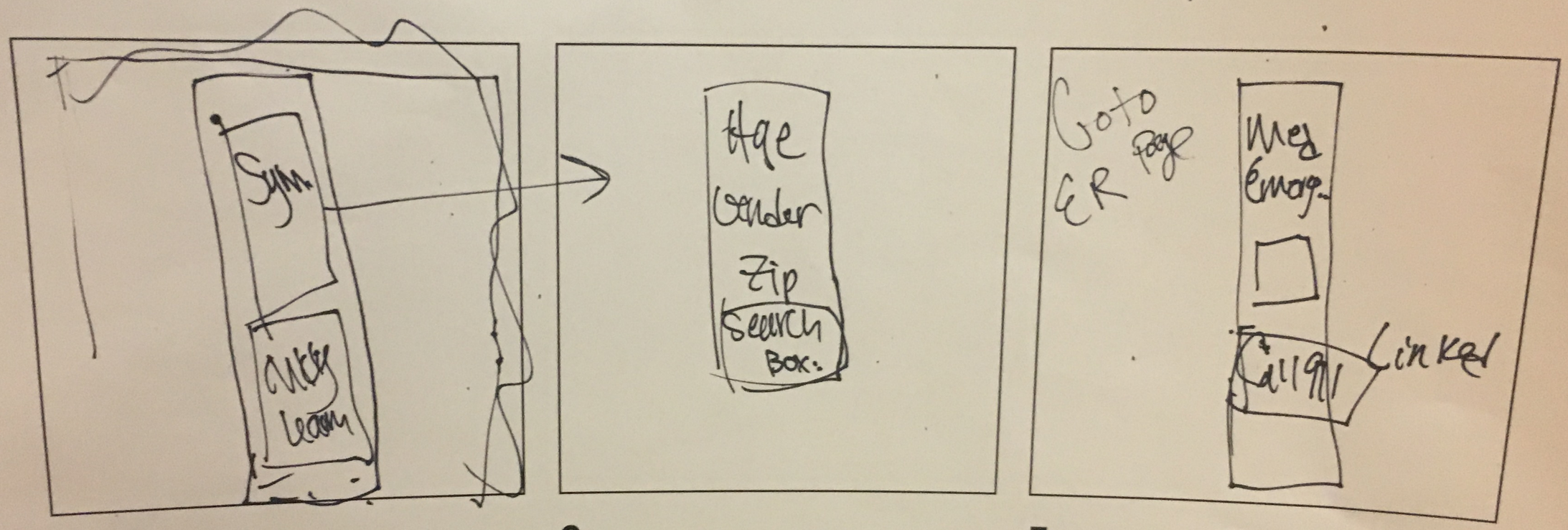
KAISER PERMANENTE®

TEAM Virtual Divahor

PERSONA Tiffany

SCENARIO Mobile responsive, ER visit

HOW MIGHT WE... Symptom triage



1. Land KP.org & Immediately Get a Symptom Triage

2. Free-form

3.

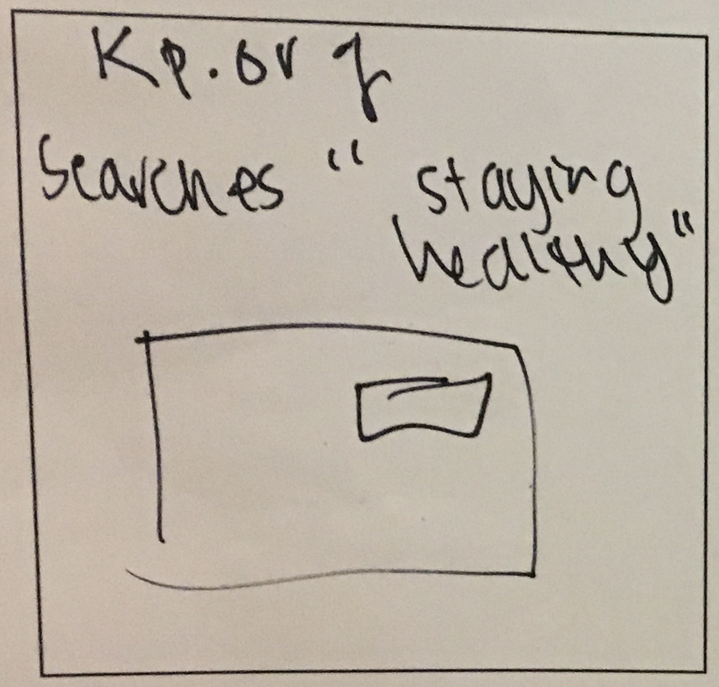
KAISER PERMANENTE®

TEAM: Virtual Piramon

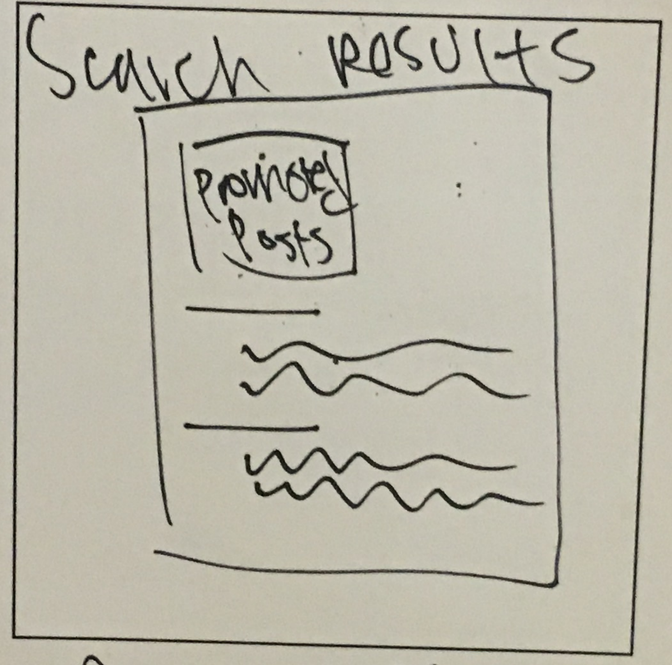
PERSONA: Tiffany

SCENARIO: Search Results

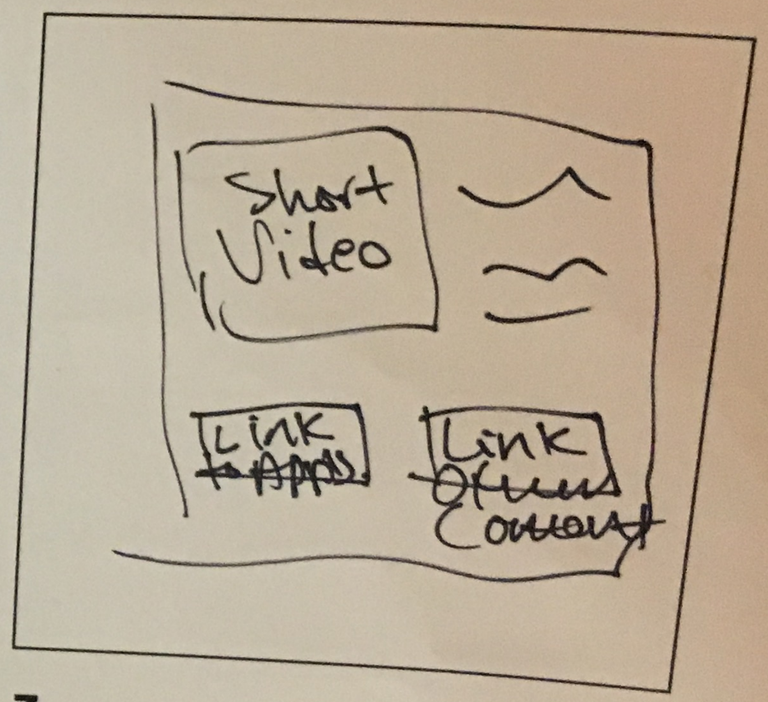
HOW MIGHT WE...: Help learn about preventative care



1. _____



2. Google-like



3. _____

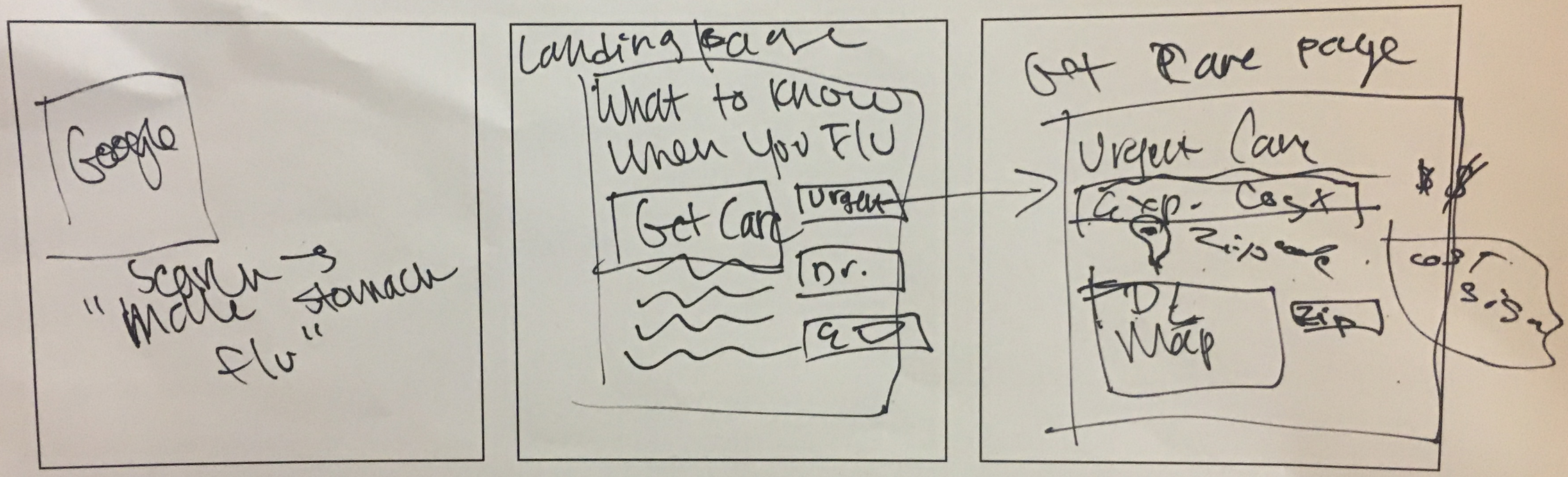
KAISER PERMANENTE®

TEAM Virtual Diagnosis

PERSONA Tiffany

SCENARIO Searches for Symptom triage

HOW MIGHT WE...



1.

2.

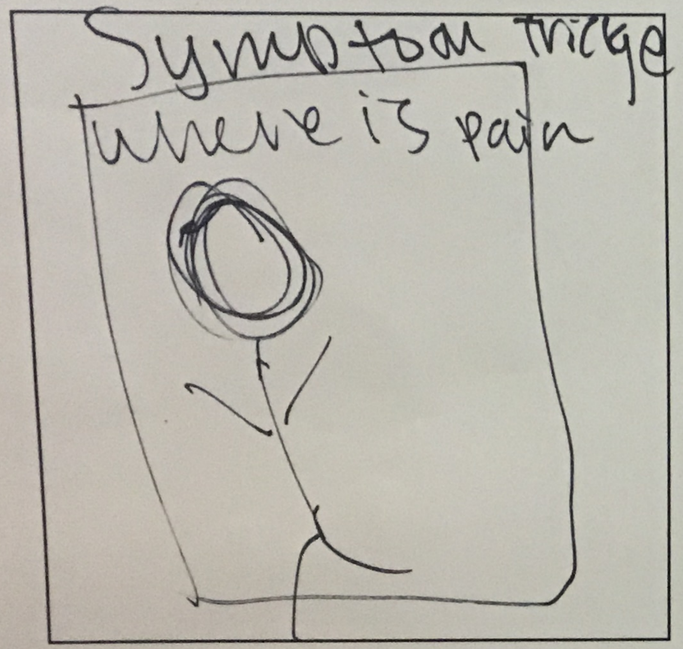
3.

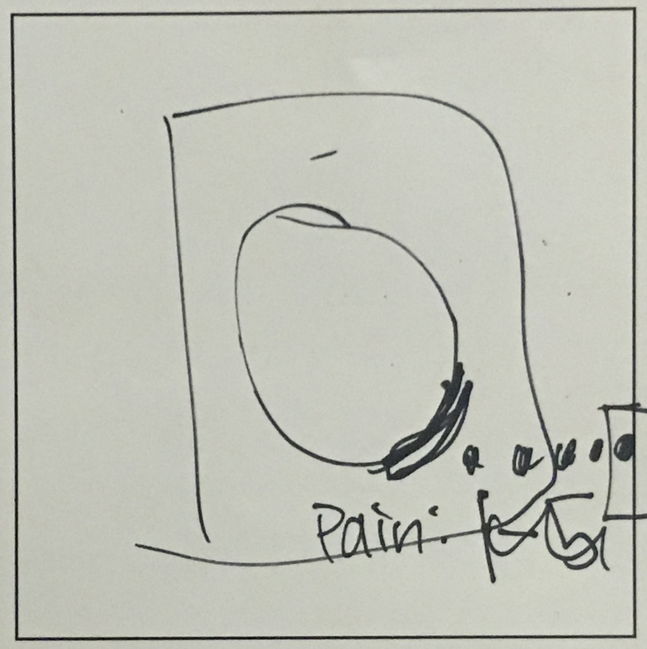
KAISER PERMANENTE®

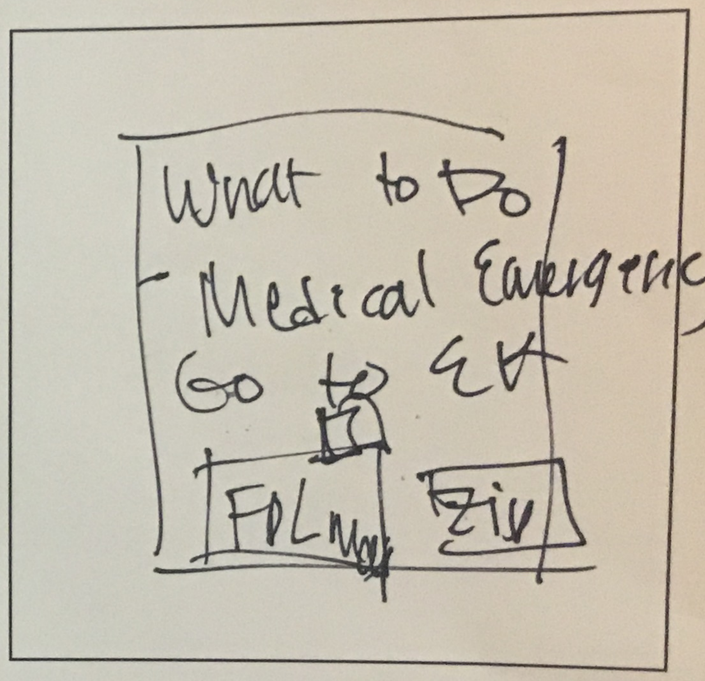
TEAM Virtual Divation PERSONA Tiffany Web-MD Litce selector

SCENARIO Symptom Triage

HOW MIGHT WE... Symptom Triage







1. Select Head

2.

3.

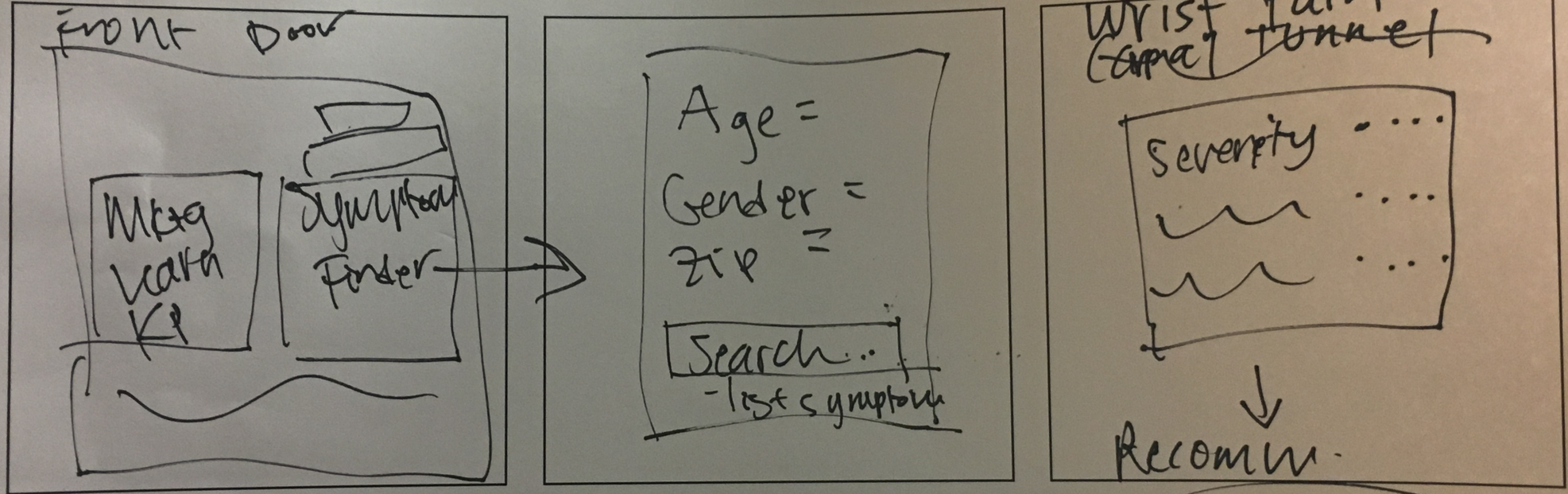
KAISER PERMANENTE®

TEAM Virtual Digital Front Door

PERSONA Tiffany

SCENARIO Lens on Symptom Triage

HOW MIGHT WE...



1. Kaiser

2. subset of Front Door

3. Make PCP

FNL

ER

or Appts.

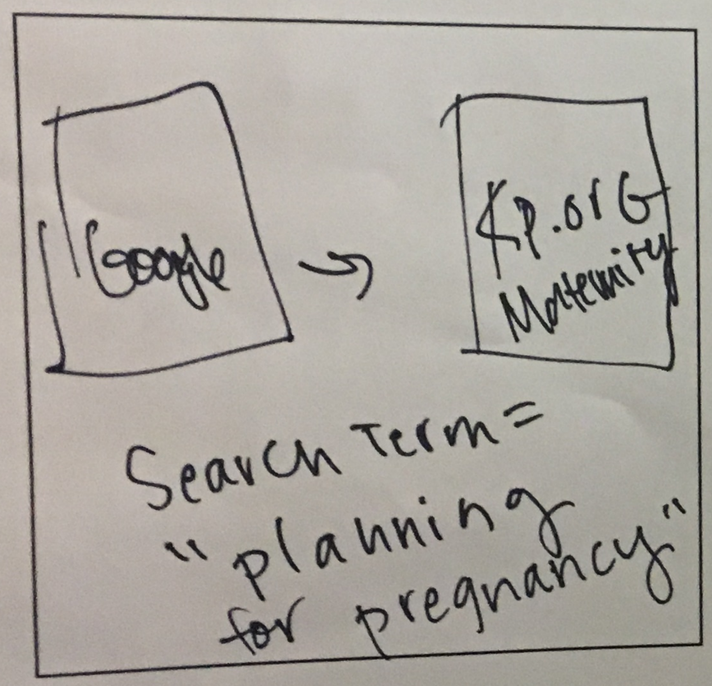
KAISER PERMANENTE®

TEAM: Virtual Divamon

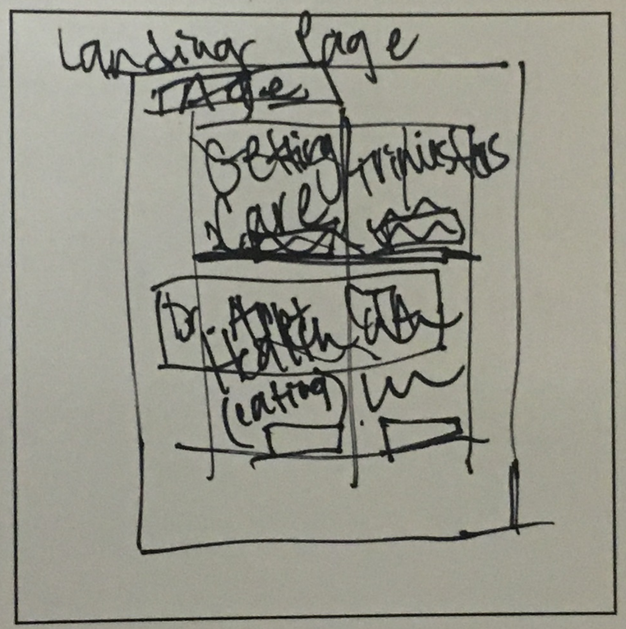
PERSONA: Tiffany

SCENARIO: Pregnancy

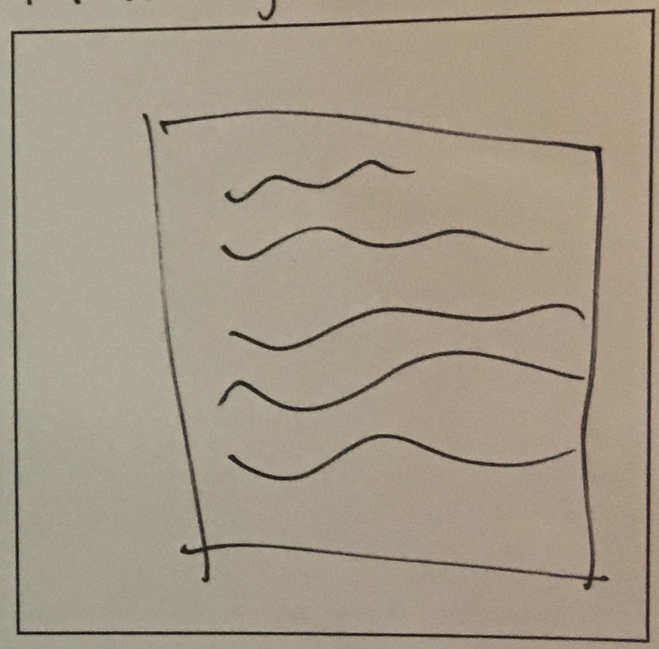
HOW MIGHT WE...: Help learn about ~~Preventative Care~~ Planning for Pregnancy



1.



2.



3.