



# Instant Care

Connect with a doctor and start feeling better now.

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UX Design 59  
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**I can't connect with a doctor immediately when I'm dealing with a non-urgent health issue.**

# HYPOTHESIS AND ASSUMPTIONS

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## HYPOTHESIS

- People don't know how what same-day care services are available to them.
- They aren't sure what's covered by their insurance or how much they will pay.

## INITIAL PROJECT OBJECTIVES

- Help Sutter Health members find a convenient way to connect with a doctor when feeling sick.
- Clarify the same-day care options available for members, including virtual and in-person options.

## WHAT PROBLEM IS THIS SOLVING?

- Lack of clarity in the healthcare system for patients around services provided and access.
- Foster virtual care usage for appropriate conditions, and save money on call center expenses.

# USER INTERVIEWS: IS THIS HYPOTHESIS VALID?

## Interviewees

S, 28, Lighting Designer, Seattle

C, 32, Business Development,  
San Francisco

A, 29, Marketing Analytics,  
Berkeley

R, 59, Homemaker, Phoenix

## INTERVIEW QUESTIONS

- Tell me about your recent healthcare experiences.
- What healthcare provider did you visit?
- What were the things that you liked the most about your experience?
- What were the biggest pain points?
- Is money a big factor when looking for care?
- Are you insured by your employer or self-insured?
- Have you ever tried video visits or messaging your doctor?
- Would you recommend it?



# INTERVIEW THEMES: USERS WANT TRUSTED CARE NOW

## USERS VALUE TRUSTED ANSWERS, BUT DON'T NEED TO SEE THE SAME DOCTOR EVERYTIME

I don't have a Primary Care doctor. I don't need a personal relationship as much.

The doctors are nice. But, I don't need to see the same one everytime.

I want to be able to feel comfortable asking questions.

## DESIRE TO CONNECT IMMEDIATELY VIA VIDEO OR TEXT MESSAGE

I like messaging so I can access my doctor for quick questions, and not have to go in if I don't need to.

I did a video visit - it was great! Easy, \$25 flat fee. Didn't have to go in.

I did a video chat to get antibiotics. It was a 5 minute wait max. Super easy.

## WASTING TIME/ MONEY IS ONE OF THE BIGGEST PAIN POINTS OF HEALTHCARE EXPERIENCE

I'm doctor averse due to the hassle and cost - I don't want to take the time.

They're slow in response and not listening to me.

I don't like to schedule on the phone through the call center and get transferred around.

# PERSONA: URBAN PROFESSIONAL WITH NON-URGENT ISSUE



## MIKE, 29

- Lives in Oakland, CA
- Single
- Analyst
- Has health insurance provided through his employer

## GOALS & NEEDS

- Needs to find a quick way to connect with a doctor when feeling sick.
- Wants trusted answers for health questions, but doesn't need a personal relationship.
- Wants cost information upfront/ clarified.
- Wants immediate responses and willing to use multiple digital channels.

## BEHAVIORS & HABITS

- Typically healthy and visits the doctor 1 time per year, at most.
- Hesitant to go in-person to a doctor unless it's urgent, and prefers digital contact.
- Uses on-demand app services like Lyft or Grubhub to get what he wants now.

## FRUSTRATIONS

- Doesn't like coming in person for appointments; seems like a waste of time.
- Dislikes talking over the phone or waiting for an appointment.
- Hates how unclear payment information is, and not knowing how much you have to pay from the onset.

# FEATURE PRIORITIZATION: MOSCOW HANDS-ON

The image shows a hand-drawn Moscovice prioritization matrix on a whiteboard. The matrix is organized into four horizontal rows, each representing a priority level: MUST, SHOULD, COULD, and WON'T. Each row contains several yellow sticky notes with handwritten feature descriptions. The 'MUST' row has six notes, 'SHOULD' has four, 'COULD' has three, and 'WON'T' has two.

Priority	Feature
MUST	start video visit with doctor
	instant message doctor
	Collect demographics / payment info (connect to MH07)
	access collect location/GPS
	input symptoms / severity
	Flat fee payment for virtual care
SHOULD	view <sup>virtual</sup> doctor profile
	virtual care doctor connects to Rx/pharmacy
	Display acute care <del>for</del> locations nearby
	Rate experience
COULD	Directions for nearby facility
	Book appointment at nearby facility
	display price estimates for in-person care
WON'T	Display health info/recs related to symptoms
	Book primary care doctor appts

# FEATURE PRIORITIZATION: FOCUS ON VIRTUAL CARE NOW

FOCUS ON INSTANT VIRTUAL CARE FOR FIRST RELEASE; CONSIDER INTEGRATING IN-PERSON VISITS FOR THE FUTURE.

## MUST:

- Display virtual care options.
- Start Video Visit feature with a doctor.
- Start Instant message feature with a doctor.
- Collect demographic information/ connect to account.
- Collect flat fee payment for virtual care.

## SHOULD:

- View doctor profiles.
- Allow you to select another doctor.
- Have your visit summary emailed to you.
- Rate experience.
- Allow for virtual care provider to send Rx.

## COULD:

- Display in-person care locations nearby.
- Directions for nearby facilities.
- Book appointment at nearby facilities.

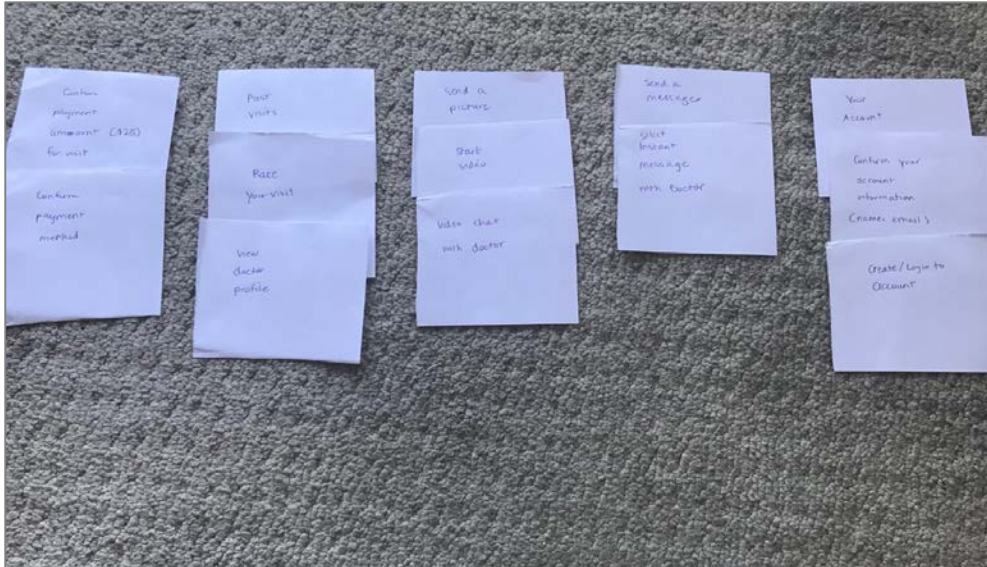
## WON'T:

- Display health information related to symptoms (ex. WebMD).
- Schedule primary care or specialist appointments.



# CARD SORT: DETERMINING SITE INFRASTRUCTURE

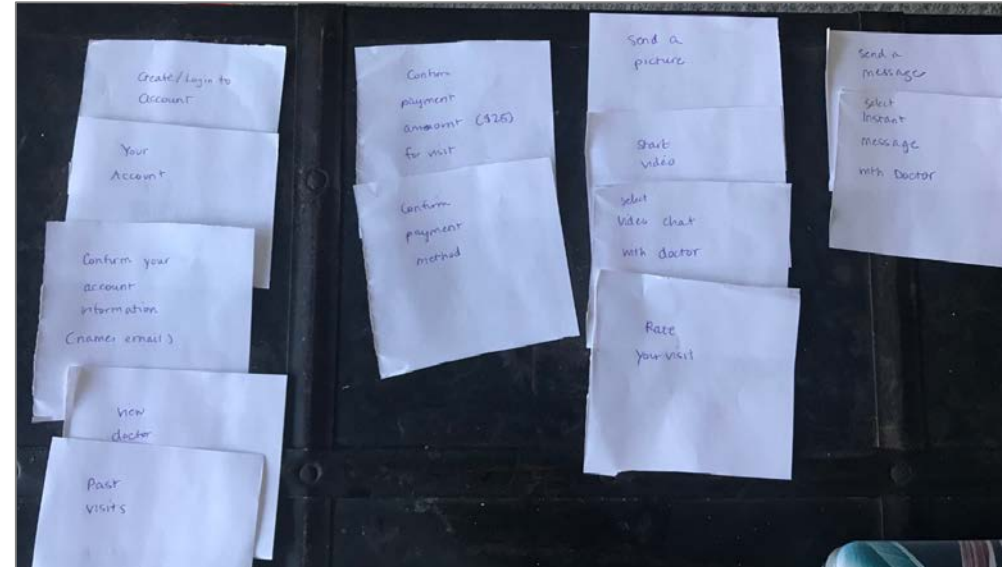
## FIRST CARD SORT



### Organized Into Five Categories:

- Payment Information
- Past Visits
- Send a picture/ video (multimedia)
- Send a message
- Your Account

## SECOND CARD SORT



### Card Sort Learnings:

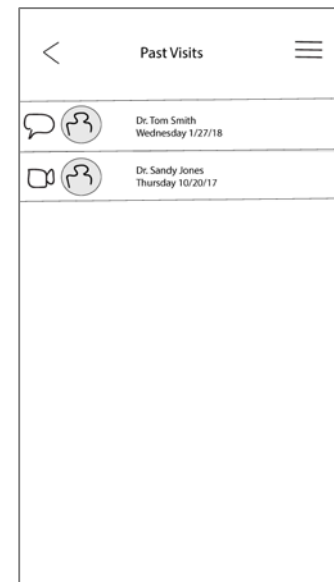
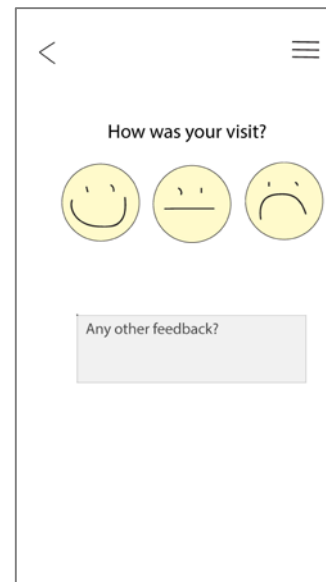
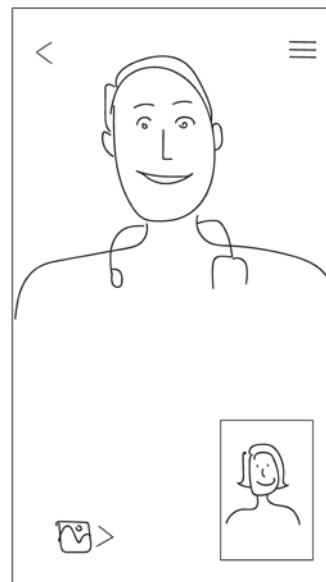
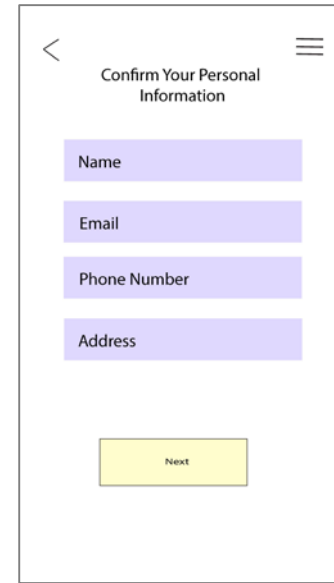
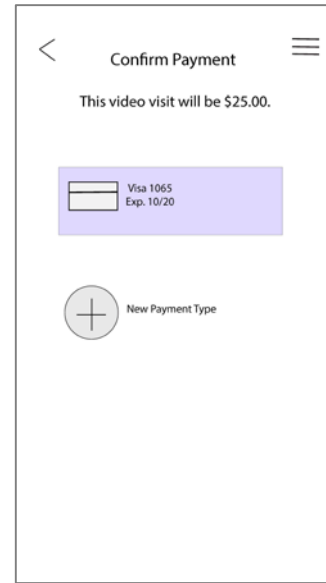
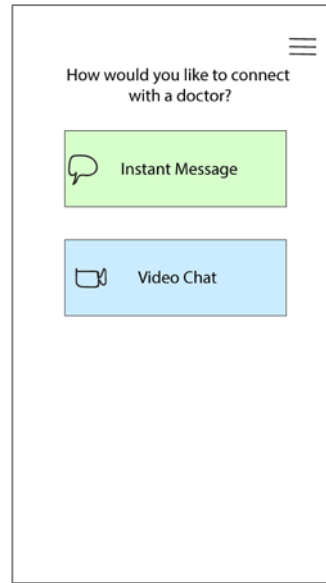
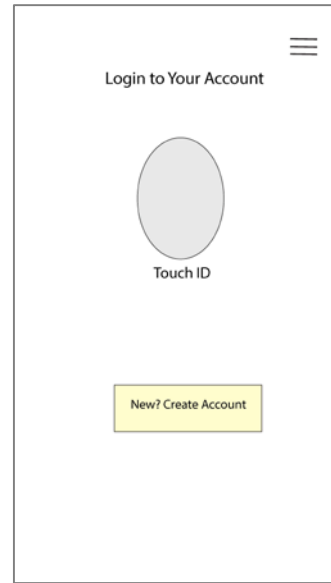
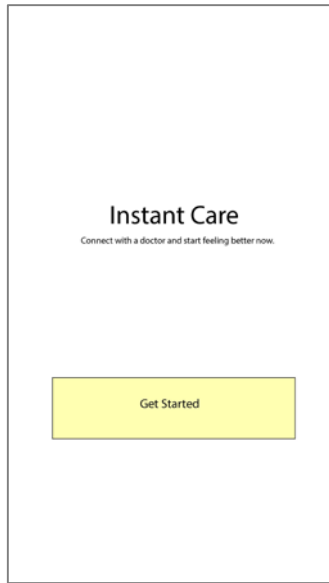
- Combined Your Account and Past Visits categories
- Show all of the information from past visits and your profile/preferences in one place



# COMPETITIVE ANALYSIS: UX + NETWORK AS DIFFERENTIATOR

	Video visit functionality	Clear Mobile UX	Instant Access	Trusted Provider Network	Clear Pricing	Instant Messaging
 KAISER PERMANENTE®	✓			✓	✓	
HealthTap <sup>+</sup>	✓	✓	✓		✓	✓
 Dr DOCTOR ON DEMAND	✓	✓	✓		✓	✓
 Sutter Health	✓			✓	✓	
 Instant Care	✓	✓	✓	✓	✓	✓

# LO-FI WIREFRAMES



# USABILITY TESTING LEARNINGS



## REFINE FIRST TIME USER EXPERIENCE/ LOGIN FLOW

- First Time UX: Moved Login Screen later in the flow, after selecting Type of Care and Symptoms so users feel like they've already invested time/ interest
- TouchID login was confusing for users; consider including it for next release.

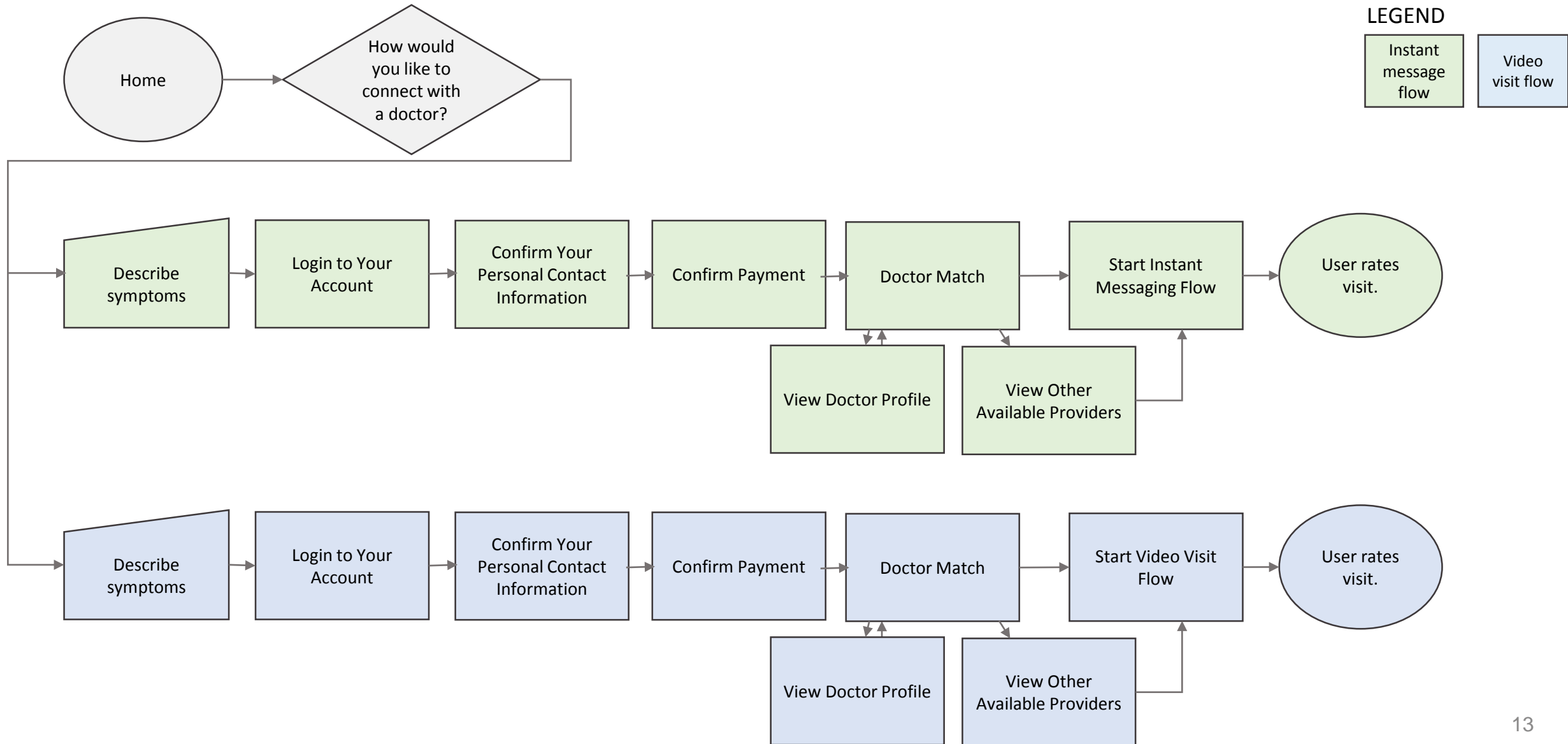
## GUIDE THE USER WITH INTUITIVE COPY

- Added sample copy to text entry pages to make it more intuitive (ex. giving an example on how to describe symptoms)

## PROVIDE TRANSPARENCY & AUTONOMY FOR USERS


- Let patients choose a different provider if they weren't satisfied with their match; let them select whether or not they'd like to receive a summary by email
- Clarify pricing and visit time limits up front

# FINAL USER TASK FLOW: 2 MAIN PATHS



# HI-FI WIREFRAMES

**Instant Care**  
Connect with a doctor and start feeling better now.



**Get Started**

How would you like to connect with a doctor?

**Instant Message**  
10 minute visit for \$15.00

**Video Visit**  
15 minute visit for \$25.00

*If you are experiencing chest pain, sudden or serious pain, or other serious complications, call 911 or go to the nearest emergency room.*

Describe your symptoms.  
Let us know how you're feeling so we can match you with the best doctor.

My throat is swollen and it's painful to swallow...

Share a photo of your symptoms or any additional information.

**Next**

Login to Your Account

Email

Password

**Login**

Forgot Password?

**New? Create Account**

Please confirm your personal information.

Sam Smith

samsmith@gmail.com

408-555-2344

123 Valencia Street

San Francisco, CA 94103

Receive a summary of your visit by email.

**Next**

Confirm Payment  
This video visit will be \$25.00.


Visa 1065  
Exp. 10/20

New Payment Type

**Pay Now**

This is the full price. You will not be charged any additional fees for this visit.

Let's get started!  
Here's your doctor match:

 **Dr. Sandy Jones**  
Specialty: Primary Care

**View Profile**

Check out other available providers?

**Start Video Visit**

Doctor Profile

 **Sandy Jones, M.D.**  
San Francisco, CA


**Specialties**  
Primary Care, Family Medicine


**Education**  
M.D.: Stanford University, 2004

**Professional Interests**  
Women's Health, Adolescent Health, Diabetes


**Personal Interests**  
Cycling, Hiking, Spending time with family



Available Doctors

 **Dr. Fred Jackson**  
Specialty: Primary Care

 **Dr. Rosa Perez**  
Specialty: Women's Health

Dr. Jones  
15:00






Dr. Sandy Jones  
9:45

Hi! How can I help you today?  
10:00 am

Hi, I have a sore throat that hasn't gone away for a week.  
10:01 am

Write a message...

How was your visit?  
Please rate your interaction with your doctor.

Any other feedback?

**View Past Visits**

**Home**

Your Account


Past Visits


Contact Us

FAQs

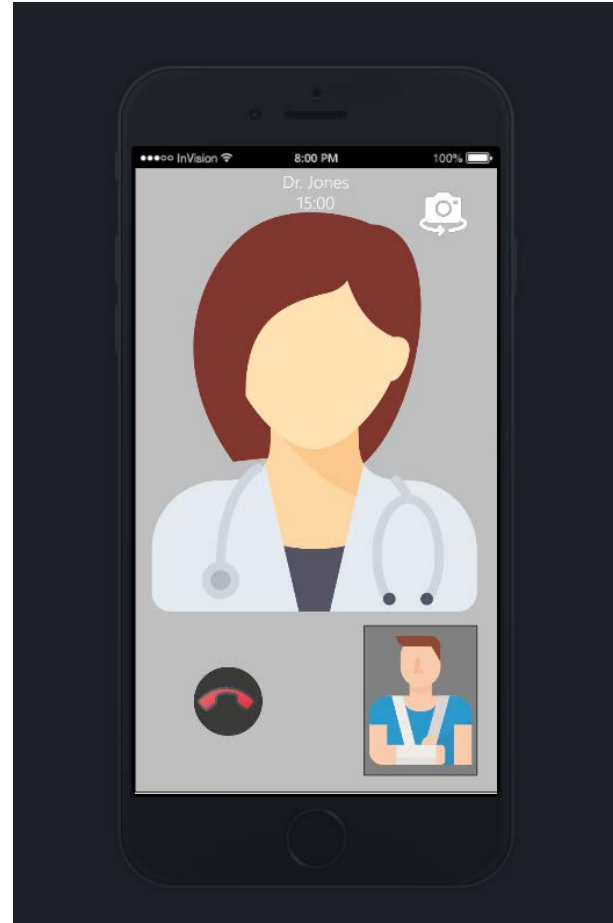
**New? Create Account**

Past Visits

 **Dr. Tom Smith**  
Wednesday 1/27/18

 **Dr. Alex Lee**  
Thursday 10/20/17

# LET'S TRY IT OUT! INVISION INTERACTIVE PROTOTYPE



<https://sutterhealth.invisionapp.com/share/5RGF31UKQCE#/screens/>

# NEXT STEPS

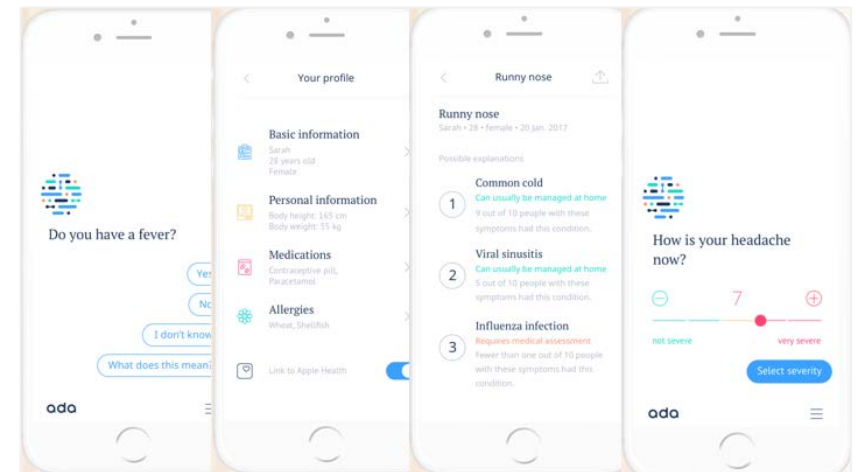
## PARTNER WITH SUTTER HEALTH

- Presenting Instant Care concept to Sutter Health team.
- Consider integrating with Sutter's Electronic Health Record, My Health Online through Epic.
- Access network of providers at Sutter Walk-In Care clinics to staff video visits/ instant messages.
- Determine pricing/ insurance infrastructure.



## INTEGRATE WITH SYMPTOM CHECKER A.I. APP

- Integrate with A.I. tool like Ada Health to help patients match their symptoms to the right care
- Add virtual and in-person options to the Ada care model, so people are immediately directed to the right care for them





**Thank you!**

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