

INF2224H S LEC0101 20231: Service Design

Group Project Update #2

GROUP 7

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CLIENT: LIFELABS



Quick Reminder/Recap

Target user audience:

1. Students/ new graduates (a digitally savvy bunch)

Key Phases and Focal Touchpoints outline in the following presentation:

1. On-boarding & education

→ Touchpoint 1: Matching users with a plan based on their needs

→ Touchpoint 2: Enabling users to customize their plans and settings and access usage/health dashboard

2. Research and Exploration

3. Engaging with Service

→ Touchpoint 3: Engaging with LifeLabs convenient virtual care for quicker service

4. Troubleshooting

5. Payment and reimbursement

A Reminder of Areas of Improvement based on User Research:

- **Address pain-points early to prevent frustration build-up:** Painpoints earlier in the journey (lack of on-boarding, not knowing next steps or what to expect) are causing issues and negative feelings later in the journey (service engagement, troubleshooting, payment and reimbursement).
- **Increase access to information and education:** Many service users are unclear about their coverage and options. Information is perceived to be "written for lawyers vs. end service users". On-boarding is currently a highly inconsistent experience. Many international students' indicated their needs are not being met as they face extra hurdles trying to understand the landscape.
- **Increase user autonomy and customization:** Nearly all participants expressed a desire for health spending accounts and/or greater control over their coverage plans.
- **Eliminate barriers and increase convenience through digital offerings:** Referral requirements, lack of support for those in need of urgent (non-emergency care), having to physically visit multiple places, and lack of digital/virtual service offerings were negatively impacting experiences.

A Reminder of Areas of Improvement based on Business Needs:

- **Increase activation rate**
- **Increase utilization rate**
- **Leverage LifeLab's ecosystem of features** (MyResults/MyCareCompass, MyVisit/virtual care offerings, SaveMySpot, Online Store)



TOUCHPOINT #1 & 2

On-boarding: Consistent on-boarding experience, increased user customization, access to information and personalized health analytics

Key desires and strategies:

- Increase activation rate by creating a consistent on-boarding experience
- Increase utilization rate by matching plans based on user needs, improving education, and promoting greater user control/customization
- Increase access to information by leveraging data for personalized care to keep customers around



1.1 On-boarding email

Student/new hire (user) receives initial automated on-boarding email with-in first week of starting. The email identifies key contacts and steps for getting started. The user can complete on-boarding on their desktop or mobile.



1.2 Downloading app and account creation

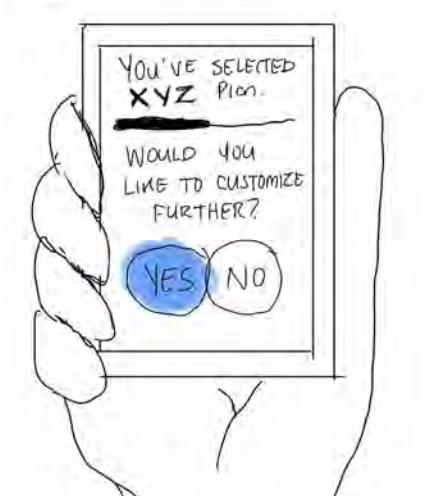
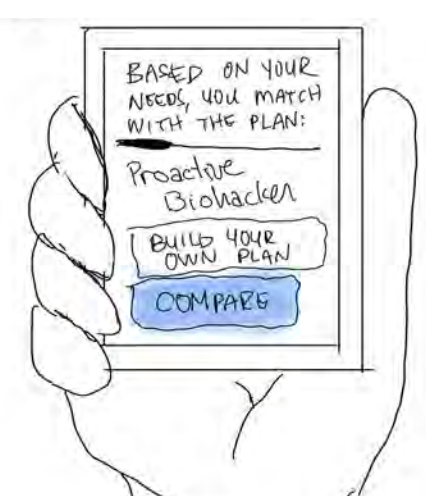
A virtual walk-through is offered, but this grad student prefers to do things digitally on her own.

User later decides to download the LifeLabs app, and is prompted to create an account. The user selects their organization and verifies profile information.



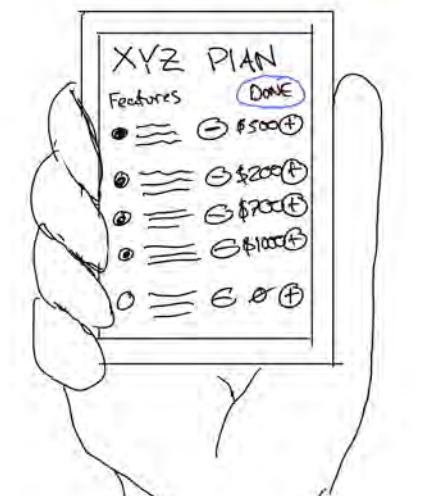
1.3 Understanding user needs

The user is asked about their health and benefit areas of interest. Based on responses, a plan is suggested/matched to them. The user can then compare the suggested plan with other plans or build their own plan.



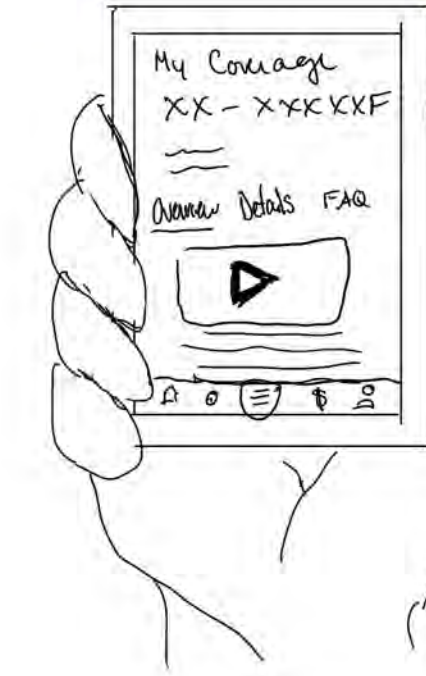
1.4 Enabling customization

The user can customize their plan further. This is particularly important as they didn't use large portions of their benefits before. Customization allows them to agree to spending limits and flex accounts that are more aligned with their needs.



2.1 Tutorials

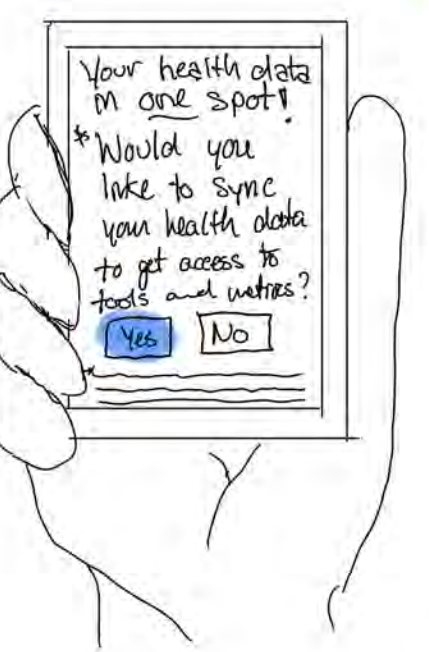
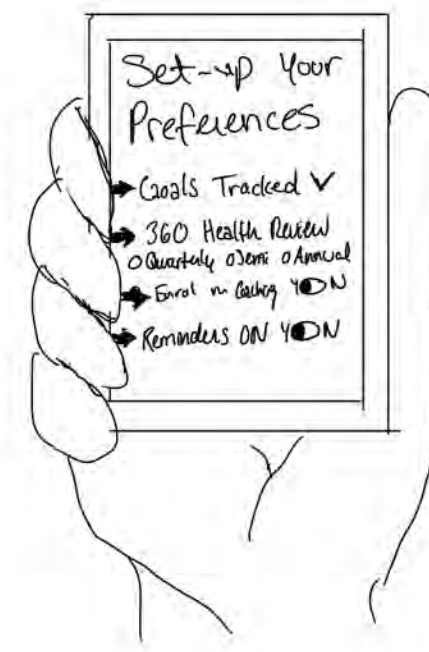
Once the user has selected their plan they are prompted to take a tour of the app to discover key features and areas to access important information.



2.2 Setting up preferences

At any time, users can set-up their account preferences, including setting health goals, selecting how often they would like to perform a 360 holistic health review, receive coaching tips, and receive usage reminders. They can also link their *health data, such as bloodwork from LifeLabs.

*Note: the amount of data will be limited on what's allowable under law.



TOUCHPOINT #3

Booking a physician consultation: Eliminating barriers, receiving convenient care and earning rewards

Key desires and strategies:

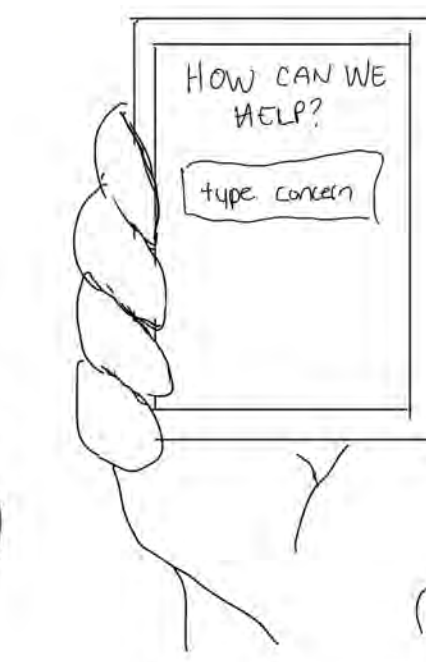
- Increase utilization rate by leveraging virtual health to promote convenience and appropriate triage
- Integrate existing LifeLab programs (telehealth, My Results, Save My Spot) to improve convenience and access to information



Getting care

Our user has been feeling low energy for the past couple of weeks. She logs into LifeLabs and types in her concern of "fatigue".

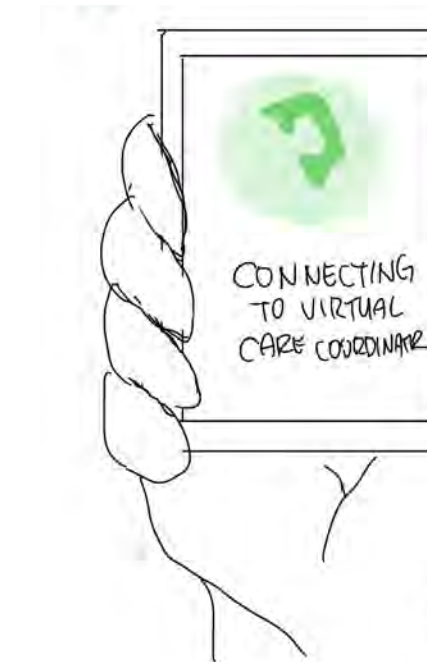
Note: Our user is an international student and doesn't have a family doctor.



Getting care

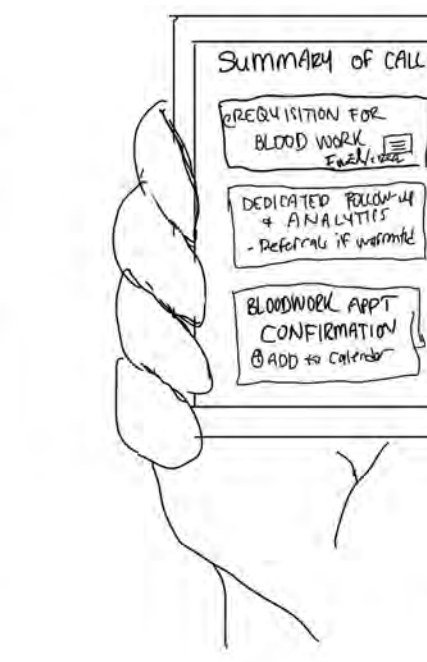
Our user has been feeling low energy for the past couple of weeks. She logs into LifeLabs and types in her concern of "fatigue".

Given our user's symptoms, she is connected with a virtual care coordinator—in this case a nurse practitioner/medical professional.



Connecting with virtual care consult

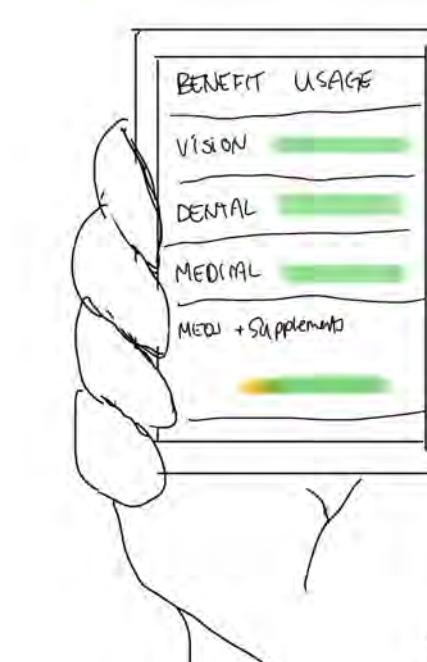
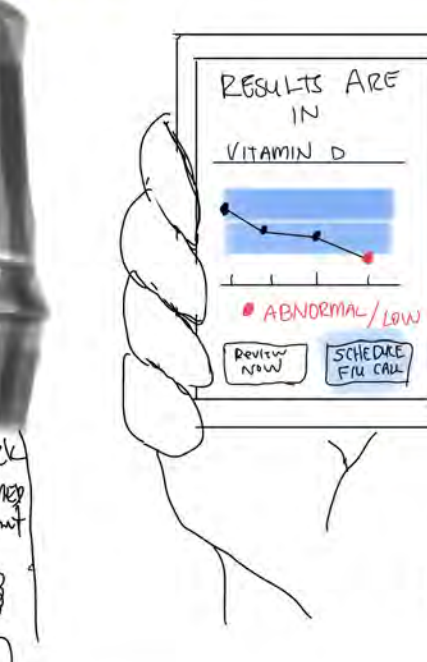
After a video call, our user is provided with an e-requisition for bloodwork and will receive dedicated follow-up and analysis. An appointment has been booked at their nearest LifeLabs and they add it to their calendar.



Visting LifeLabs and getting results

The appointment was booked for our user leveraging LifeLabs "Save my Spot" program, which means they don't have to wait in the long line when they arrive. They check in online and are called into their appointment.

The user is notified of new results, which are integrated with "MyResults". Their vitamin D and B12 levels appear low and they schedule a follow-up call with a nurse practitioner.



Results and referrals

The Nurse Practitioner recommends our user start vitamins, which she can choose to pick-up or have delivered to her. Unlike other EBPs, LifeLabs covers the cost of preventative health items such as vitamins. She sees the usage come from her dashboard.

She is also referred to a naturopath path near her where she can get more holistic advice on how to identify the root cause of her fatigue.

Our user would then navigate to the Find a Provider section of the app, find a provider, and book an appointment (not shown).





TOUCHPOINT #1 & 2

On-boarding: Consistent on-boarding experience, reviewing coverage options and increasing, access to information and personalized health analytics

Service Outcome:

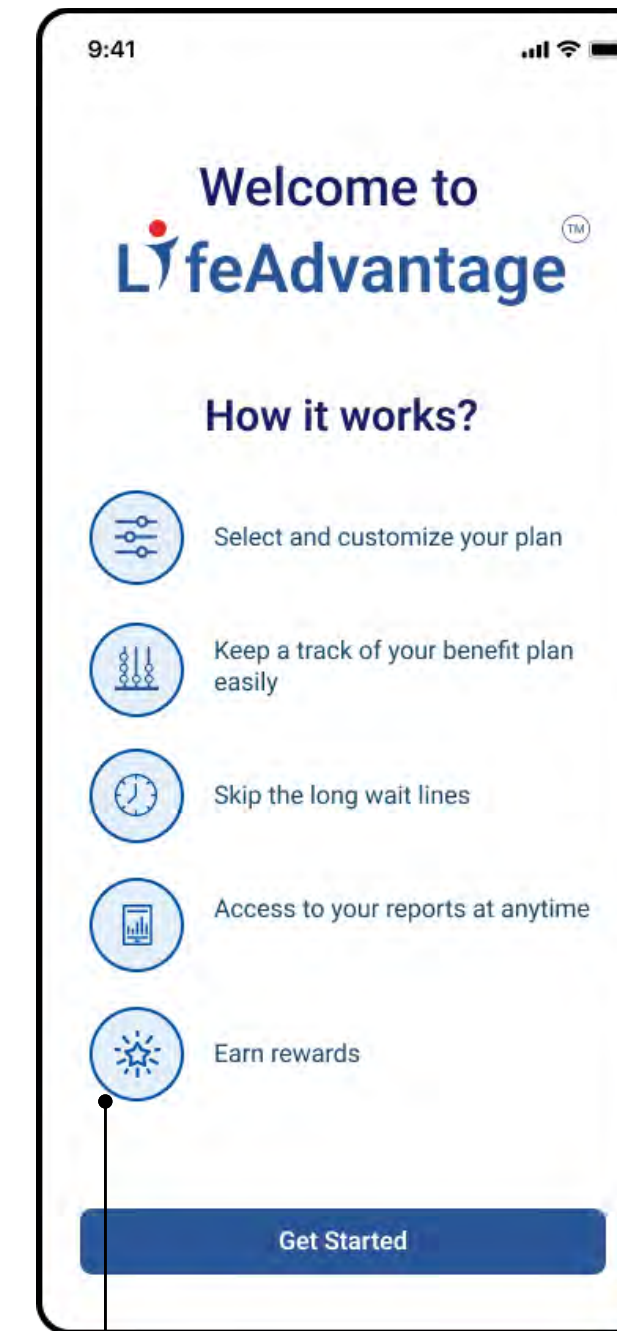
- User has a clearer understanding of their insurance coverage and how to use it
- User has better access to information - all in one place
- User has greater control over their coverage options
- User feels they are getting better value from their plan

Business Outcome:

- Automating onboarding to reduce manual and inconsistent processes
- Increased enrollment and access to user data
- Increased customer satisfaction and retention

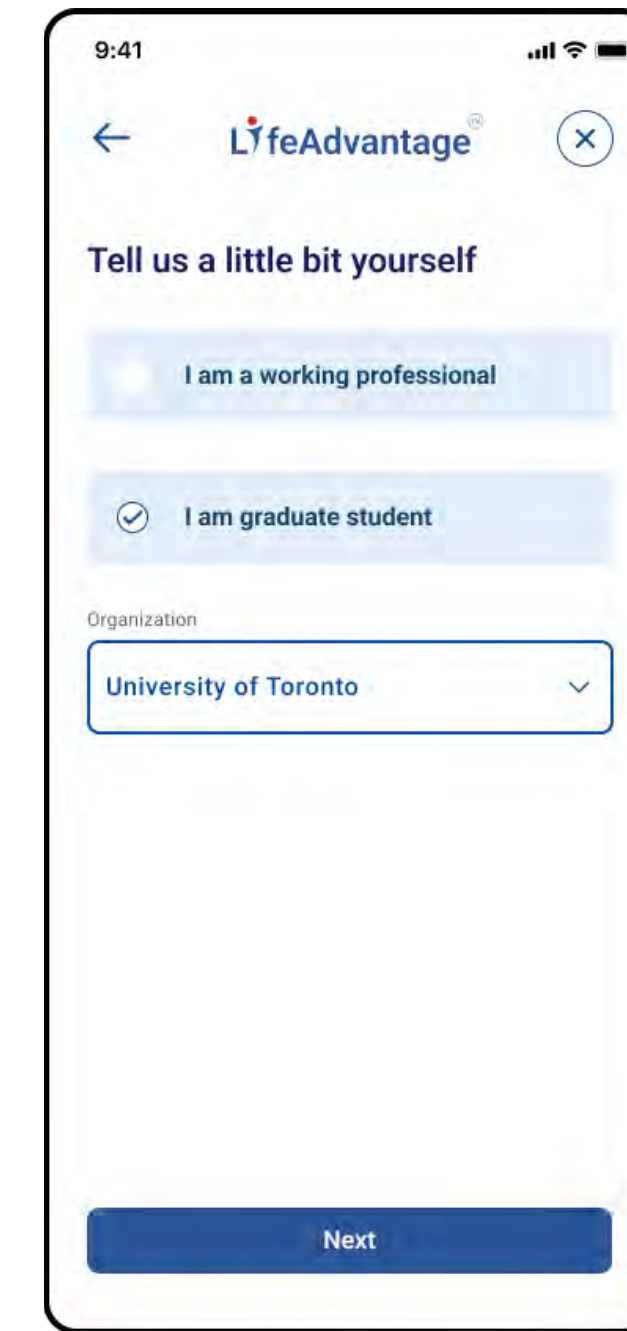
★ Key Feature 1

★ Key Feature 2



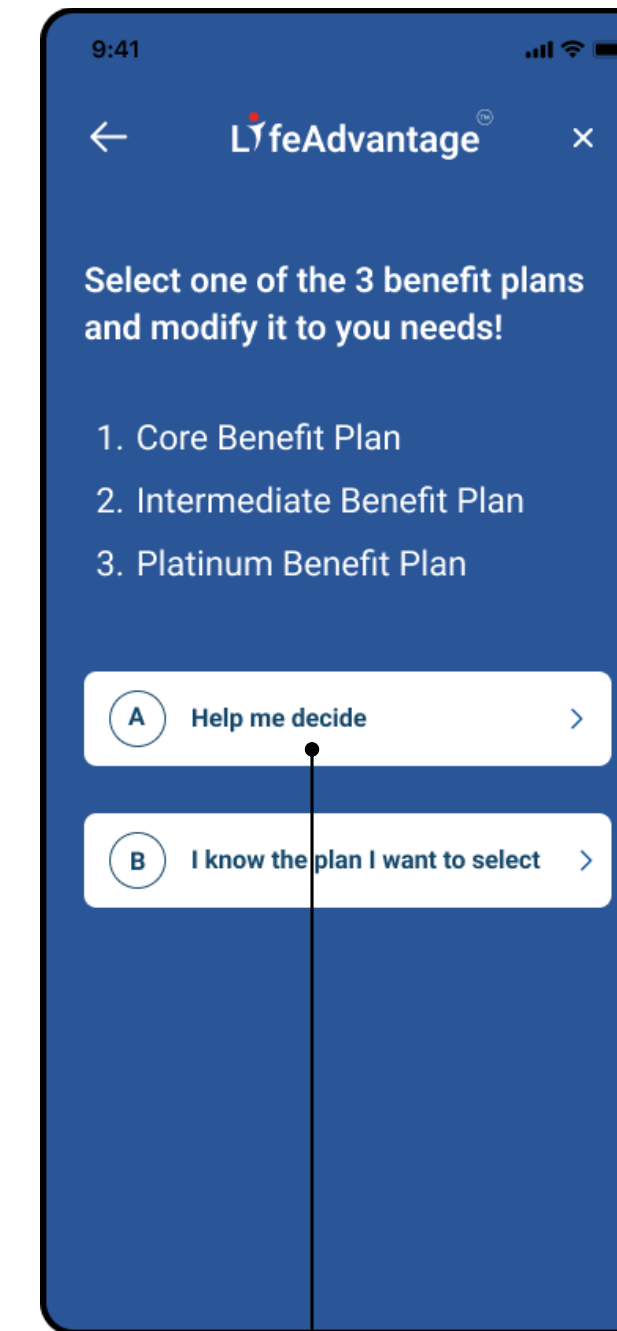
WELCOME SCREEN

Users are shown the benefits of using the LifeLabs app for their EBP.



ONBOARDING

Users are asked to select the organization they belong to. This will help LifeLabs provide a customized experience for users.



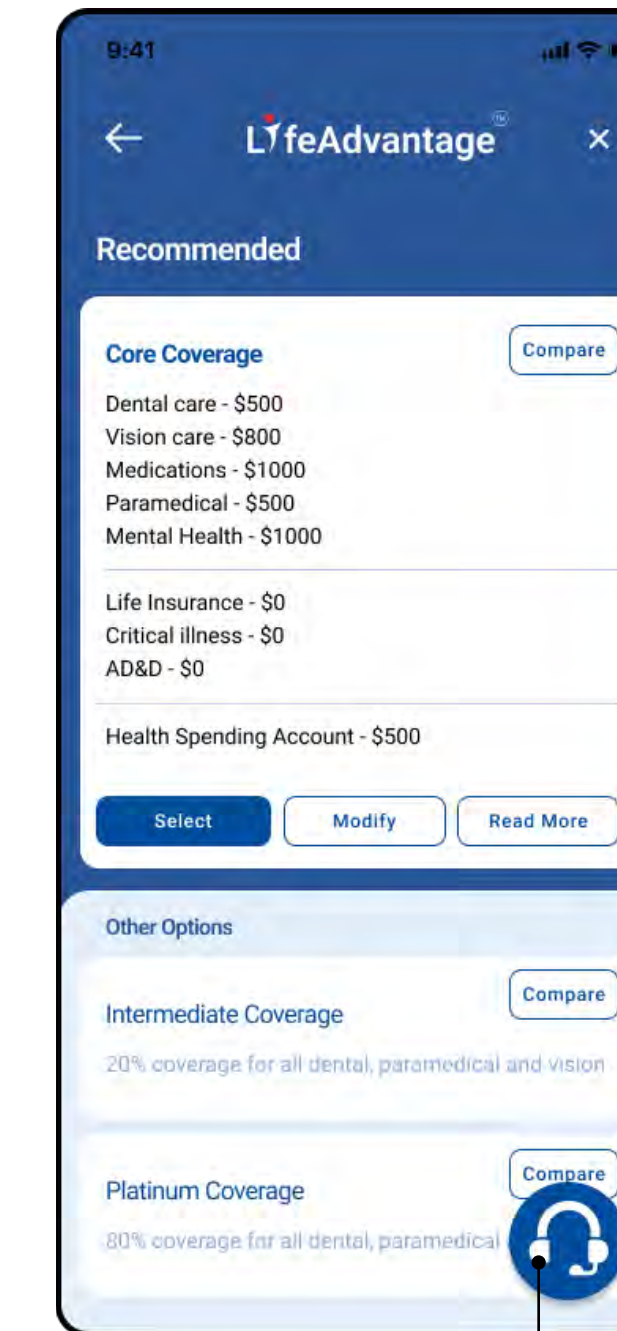
SELECTING A PLAN

Users can either pick one of the three base plans or if they are unsure, they can select the 'help me decide' option to be recommended a plan based on their needs.



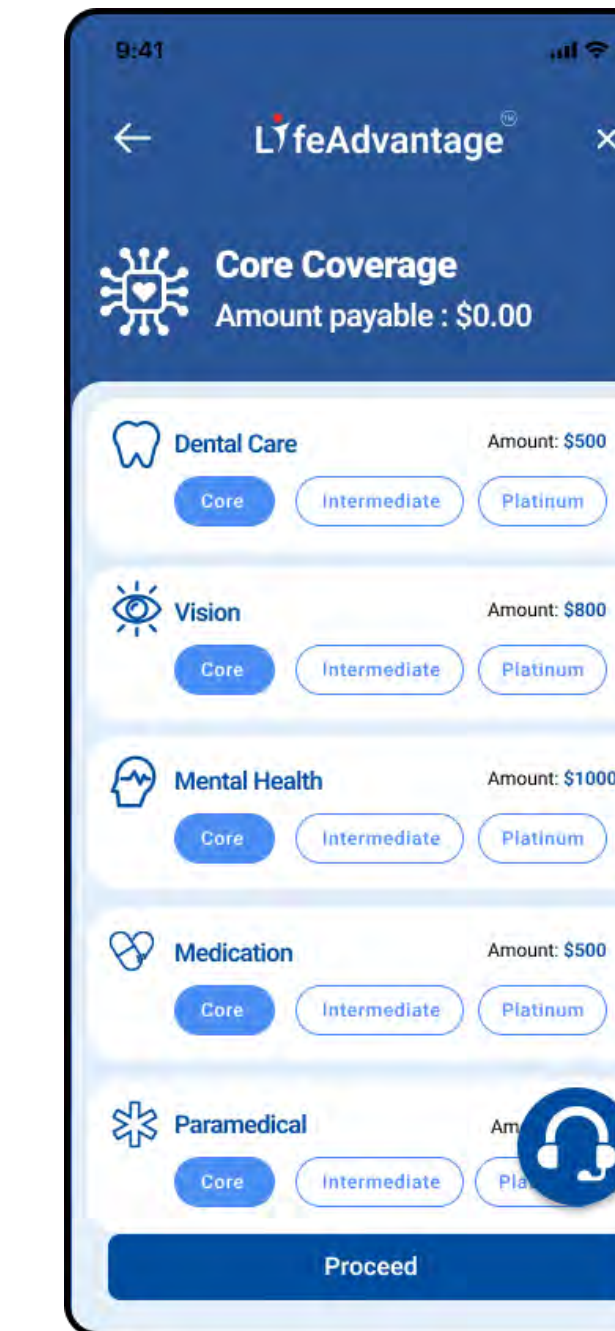
NEEDS ASSESSMENT

Lifelabs provides users with an option to answer a short quiz to get a plan recommended to them. This is beneficial for those who are unsure of what plan to choose.



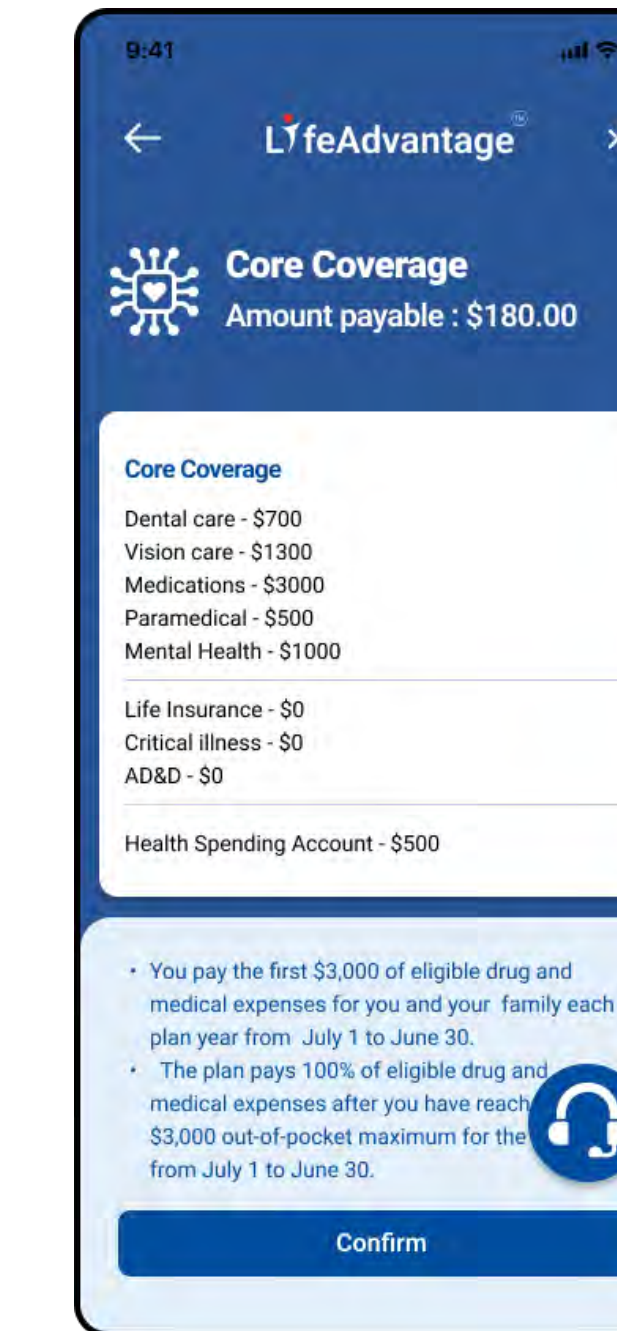
RECOMMENDED PLAN

Based on the responses from the quiz, a plan is recommended to them. They can also call an advisor to get further assistance.



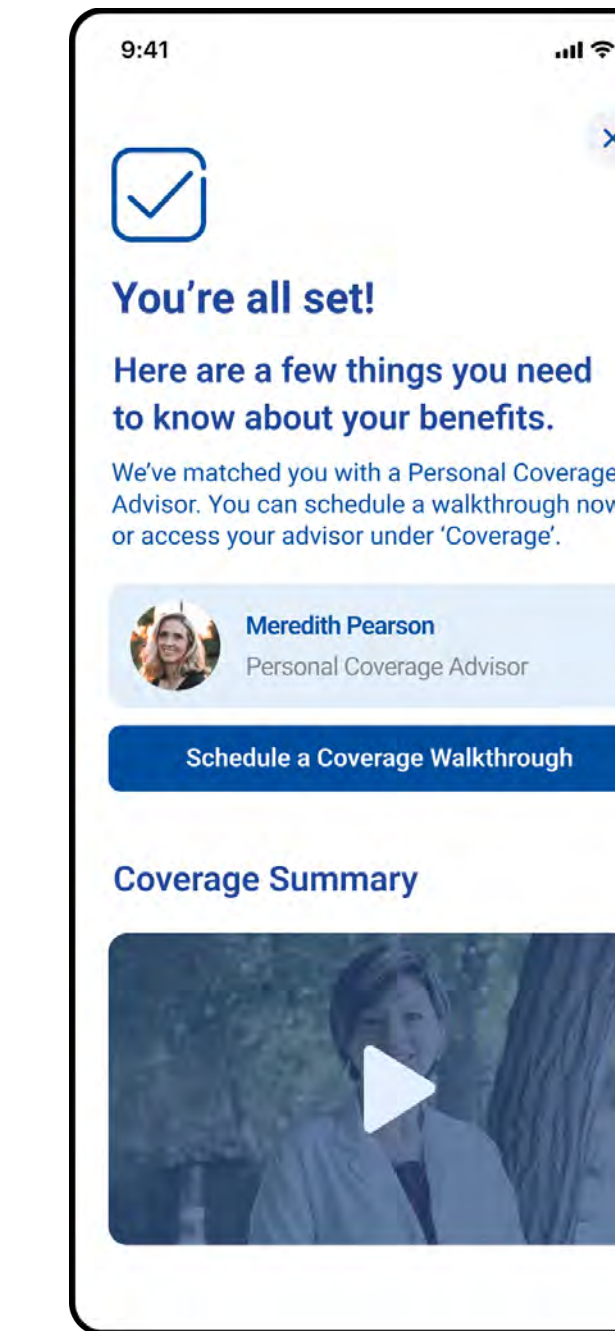
MODIFYING THE PLAN

The base plan recommended to them can be modified to further align with their needs. There can also see how the amount payable will change based on their modification.



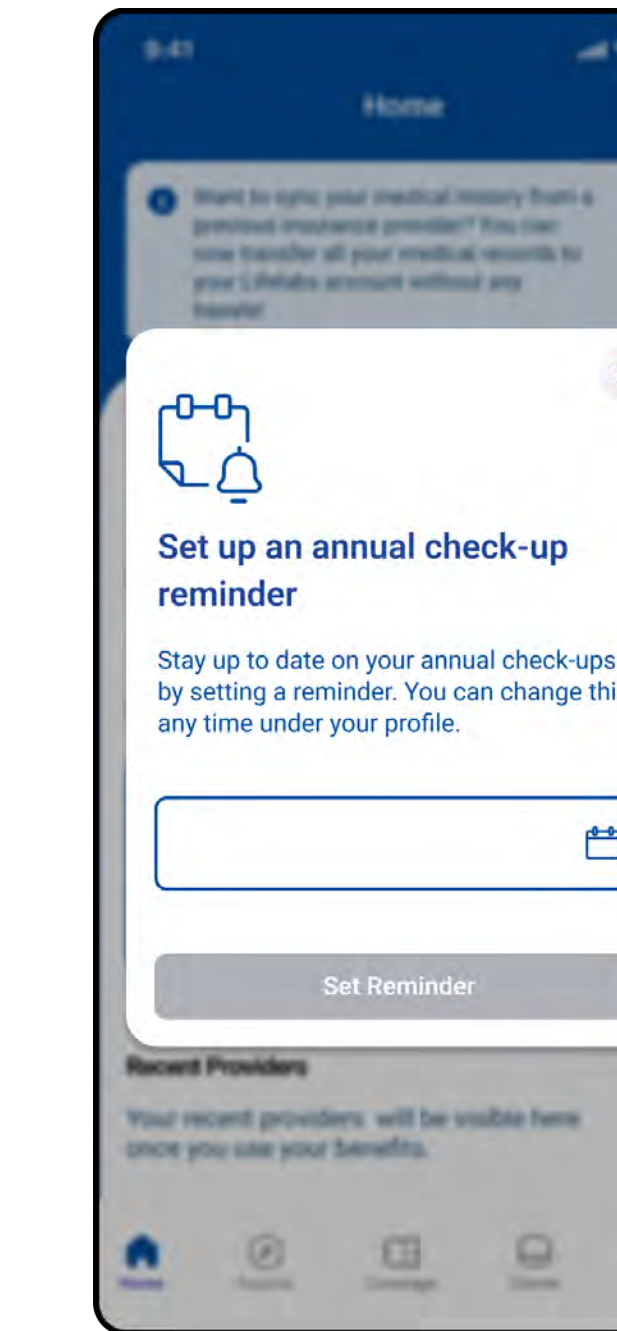
COVERAGE SUMMARY

The high level information shows them key points that can help them make a decision. Users now have a clear understanding of their insurance coverage.



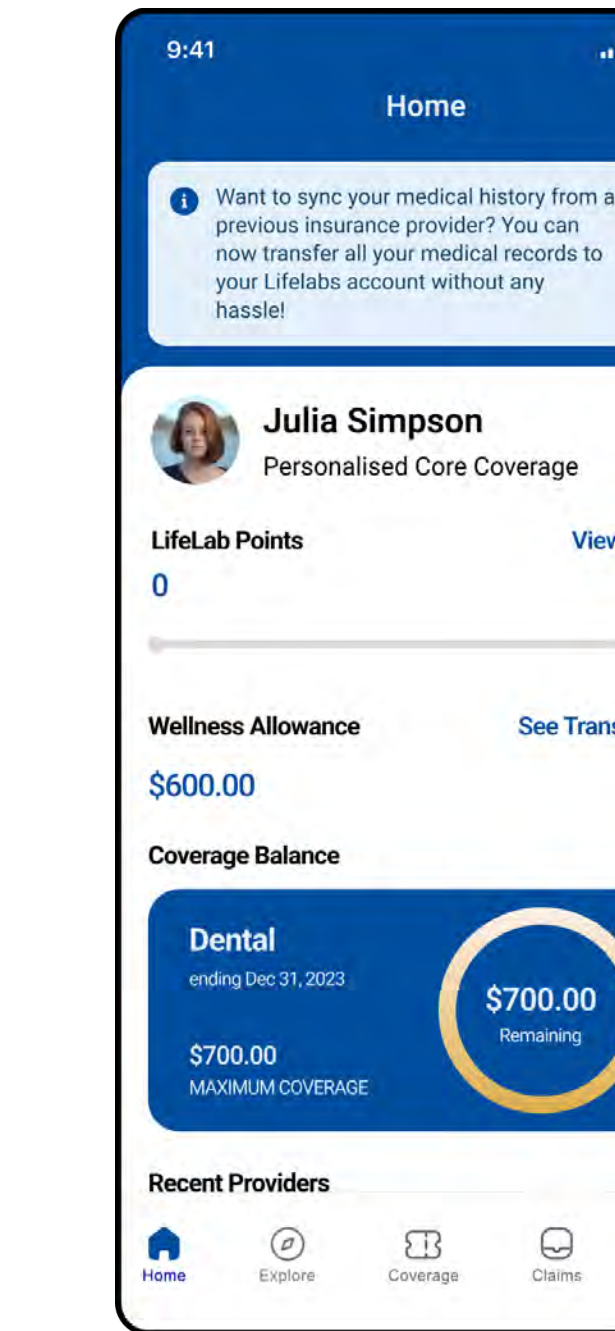
ADVISOR PAIRING & VIDEO SUMMARY

By connecting them with a personal advisor, they are supported through their journey on the platform.



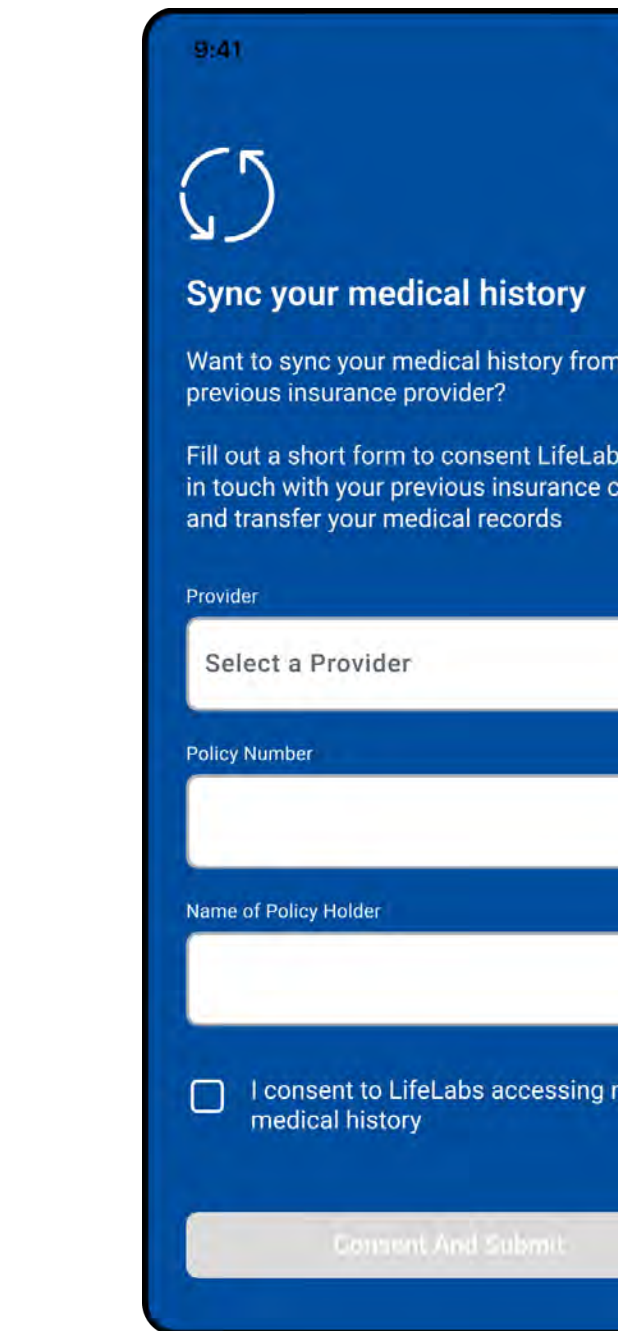
ANNUAL CHECK UP REMINDER

An annual check-up reminder can encourage customers to schedule regular preventive care appointments while increasing customer engagement.



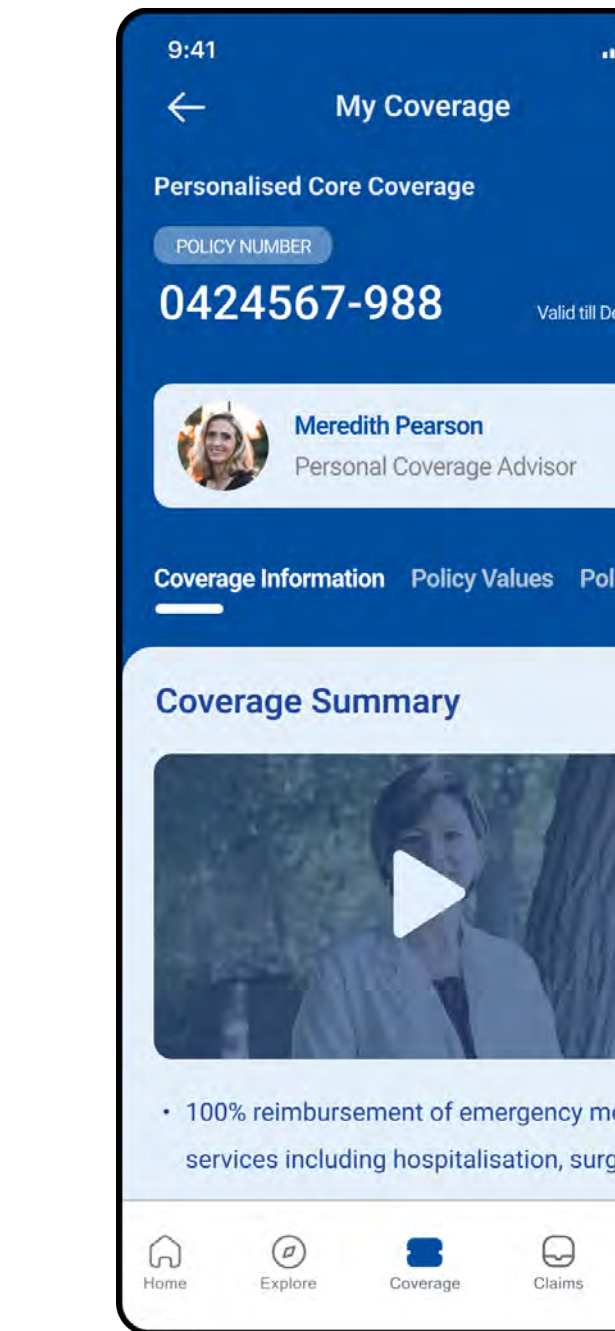
DASHBOARD

A dashboard showing customers their coverage balance can provide them with greater transparency, cost savings, convenience, and personalization. By making it easier for customers to manage their benefits, we can improve customer satisfaction and loyalty.



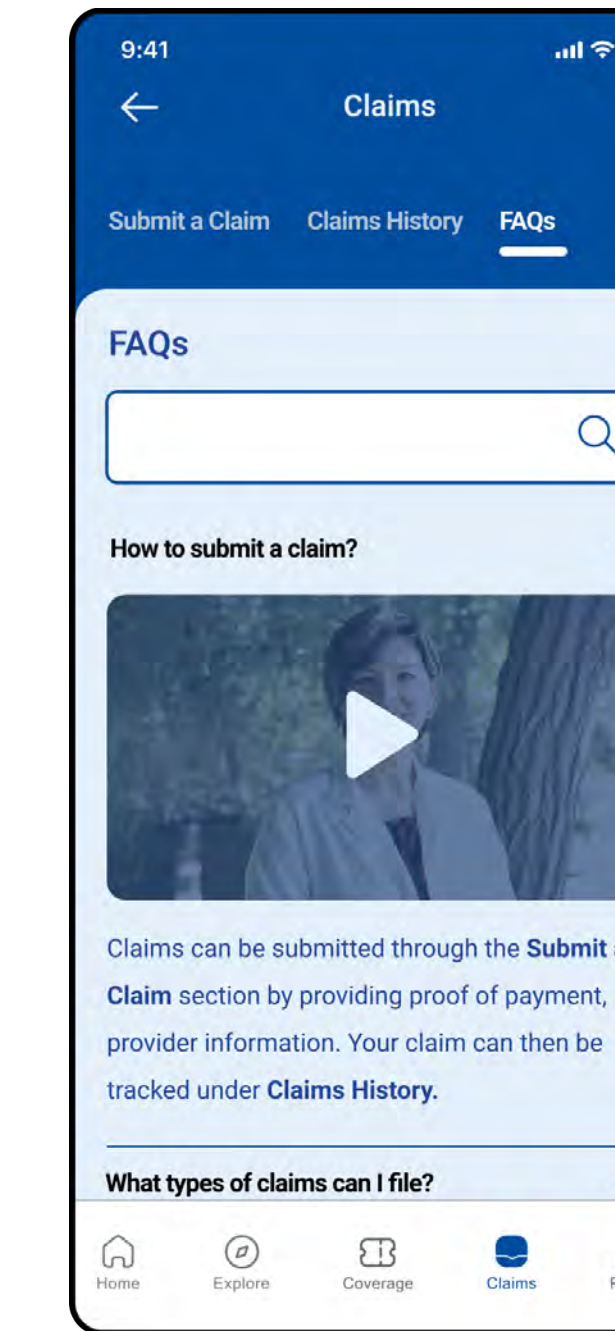
SYNCING MEDICAL HISTORY

Allowing patients to sync their medical history from their previous insurance provider can help improve the quality of care, reduce healthcare costs, and enhance customer experience.



CLEAR COVERAGE INFORMATION

Improve user understanding of their coverage by providing personalized support, concise information. This can help improve decision-making, and increase satisfaction.



CLAIMS SUPPORT

Provide users with convenient access to FAQ's, access to a video library for better understanding of complex and technical information by presenting it in a clear and engaging way.



TOUCHPOINT #3

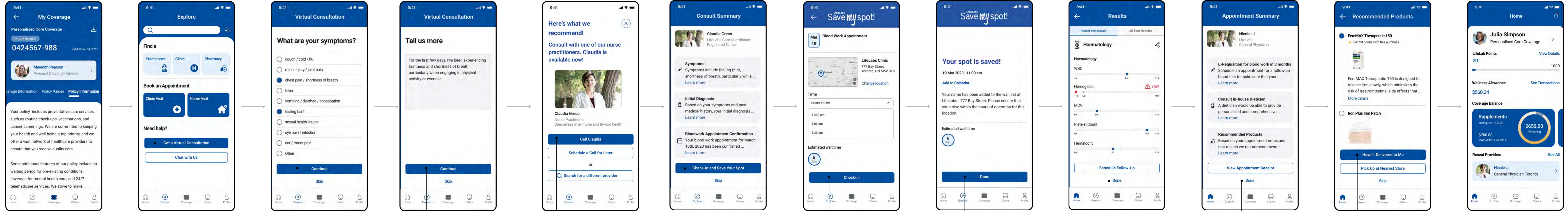
Booking a physician consultation: Eliminating barriers, receiving convenient care and earning rewards

- Service Outcome:**
- User is using their benefits more (higher utilization rate)
 - User can conveniently and successfully access service/benefit
 - User saves time by using "one-stop-shop" service and feels their time is valued

- Business Outcome:**
- Leverage existing LifeLab infrastructure to offer convenient health care to customers (MyResults, Save My Spot, virtual health consultations, etc.)
 - Decrease issues requiring support/troubleshooting by preventing issues that are a result of poor onboarding, education, etc.
 - Increase utilization, customer satisfaction, and retention by offering convenient services

★ Key Feature

★ Key Feature



REVIEW COVERAGE

Users are able to view their coverage in detail anytime after the onboarding process.

SEARCH

The search feature on the app helps users look for LifeLabs services, book an appointment or get help through a virtual consultation or chat.

VIRTUAL CONSULT: SYMPTOMS

Users can start a virtual consult by selecting the symptoms they are experiencing.

VIRTUAL CONSULT: ADDITIONAL DETAILS

Users then have the option to add additional details about their symptoms.

VIRTUAL CONSULT: CARE COORDINATOR

Based on their symptoms and details, users are paired with a LifeLabs Care Coordinator. Users then have the option to call the coordinator right away, schedule a call with them later or chat with them.

CONSULT SUMMARY

Once the consult is complete, users can access a summary of the consult highlighting the key actions done in the call. For example - a confirmation of the bloodwork appointment booked on the call. Users then have the option to check into Save my spot if they have booked an appointment.

SAVE MY SPOT

Users can skip long wait times by checking into save my spot and choosing an arrival time.

SAVE MY SPOT

The save my spot confirmation page includes details of their appointment and their estimated wait time on arrival.

TEST RESULTS

Users can view their test results in detail and have the option to schedule a follow-up appointment.

APPOINTMENT SUMMARY

PRODUCT RECOMMENDATION

COVERAGE BALANCE

LEARNINGS TO DATE

All in all, service users want lighter onboarding experience, information that is quick and easy to find, customisable plans, and timely service recommendations

Target user audience:

1. Graduate students

Key Phases and Pivotal Points:

1. On-boarding

- a. Touchpoint 1: Fast, smooth and simple onboarding
- b. Touchpoint 2: Reviewing, selecting and customising coverage plans

2. Research and Exploration

- a. Touchpoint 3: Finding and booking a service provider for health assistance

3. Engaging with Service

4. Troubleshooting

5. Payment and reimbursement

Service Outcomes by Co-Design:

- **Fast, smooth and simple onboarding with quiz-style questionnaire:** Participants want a way to fill in forms and questionnaires in a fun and engaging manner to avoid mental overload. Ideally, the registration process should be easy to complete on mobile, and should not take more than 10 minutes.
- **Increase user autonomy and customization:** Nearly all participants expressed a desire for health spending accounts and/or greater control over their coverage plans. Apart from getting recommendations on coverage and plans, most participants favour the additional option to further customize them according to their specific health and wellness needs.
- **Brief summary information for onboarding:** Many service users are currently unclear about their coverage and options. Information is perceived to be "written for lawyers vs. end service users". Many participants thus appreciate an easy to read, short summary of their coverage during their onboarding.
- **Findability of specific coverage details when using benefits:** When it is finally time to use their benefits, participants suggested that is only when they would start looking into specific details of their coverage and claims process. Thus, they want improved clarity and findability of specific information via video reels search (i.e. similar to Instagram reels), or a user guide categorised into topics.
- **Varying criteria to look for a service provider:** Participants currently have varying requirements and priorities when looking for a service provider - from location, price, customer reviews, and even the look and feel of the venue.

Risks and assumptions:

- **Data portability of health records across health institutions:** We want form-fillings to be as quick and easy as possible by enabling auto-form fills, in which applicants can provide authorisation for LifeLabs to extract data from external health records. However, the systemic and technological barriers currently pose a challenge to fulfil this in reality. For one, there might be concerns over data privacy and security. Privatisation of many health institutions and insurance providers also discourages data sharing and collaboration. Furthermore, existing legacy systems in the Canadian health records system discourages institutions from adopting new data integration technologies as it is too costly to migrate large old data.
- **Efficacy of crowd management is contingent to skipping the waiting line at booked appointments:** LifeLabs offers an option for users to skip the queue at booked appointments but we know this is not always the case in reality due to unanticipated large volume of patients and/or run-over sessions.

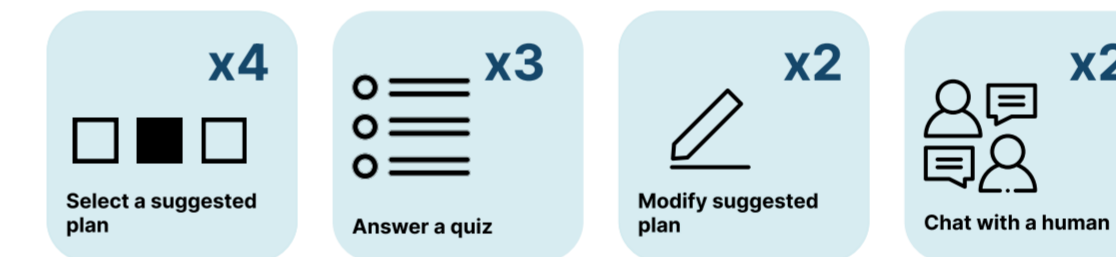
INSIGHTS FROM CO-DESIGN WORKSHOP



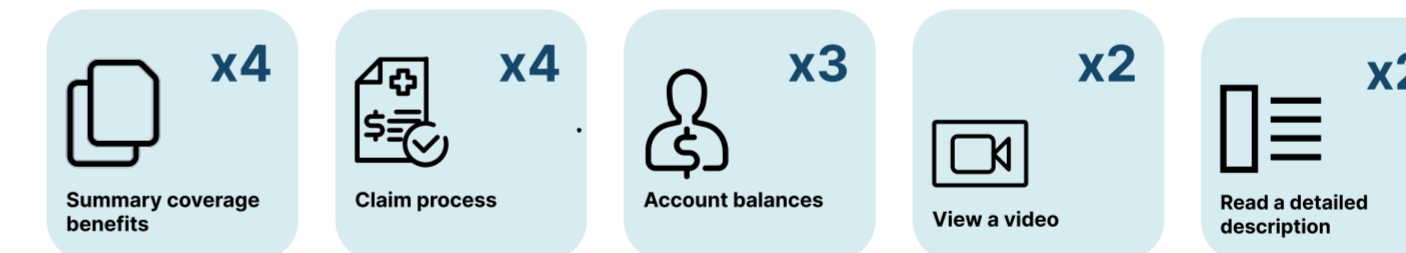
Sarah
Graduate student

ONBOARDING STARTING HER SCHOOL SEMESTER

Select a Plan: Our co-design participants want to have plans suggested from a quiz format, with supplementary human support.



Learn About Your Plan: There are 3 most important information that our co-design participants look for from 2 main channels to learn more about their benefits.



Find a Provider: There are 3 top criteria that our co-design participants look for in a service provider.



ENGAGE

(Connect With Care Coordinator, Get Medications, Pay And Track Benefits)

Quiz-format questionnaires

"Filling form is quite time consuming, so answering in a quiz format feels less cumbersome, fun to get it done, less of a chore"

Specific information for a specific time:

There's so much happening when I'm onboarding so I'm personally more motivated to read my coverage only when I really need it.

75% of participants (3/4) appreciate **some in-person support during the onboarding process**, such as an advisor or care coordinator to walk through their coverage instead of having to study the coverage themselves.

Chatting with a human would be a back-up, since I don't want it to be a lengthy process - I don't want wait times.

Select a suggested plan since I spent time filling out a quiz, I would expect them to provide me with the best plan and I don't wanna spend time building a new plan. Talk with an advisor to ask any follow-up questions regarding any questions I may have.