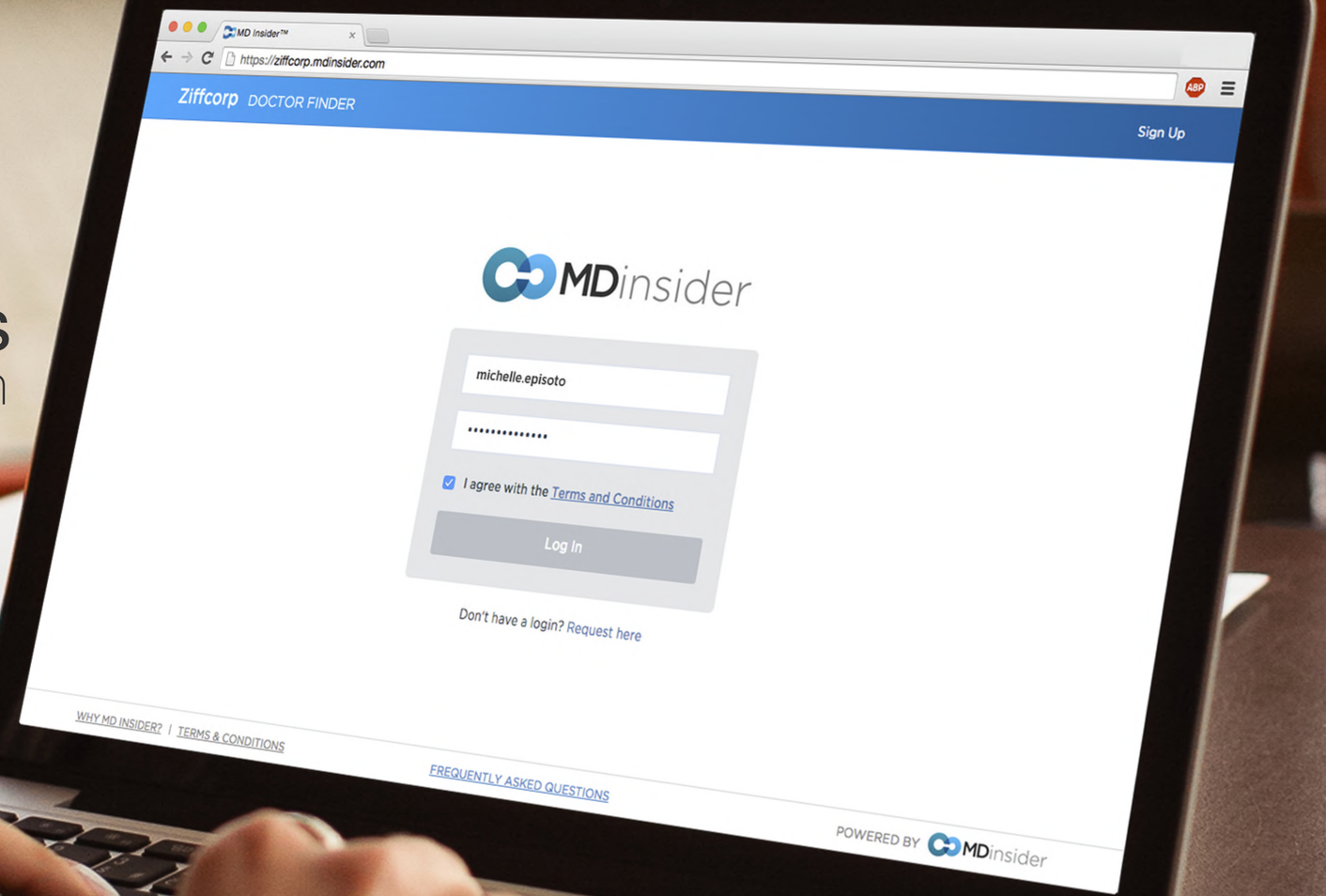
MDinsider™

High Value Results
with Merit & Distinction



Presented by the MD Insider Product Team

Users want a simple way to locate the best doctor for their specific needs and within their healthcare plan. MD Insider provides an experience that does just that.

After validating the application with users, we have identified shortcomings in the current implementation that could benefit from our new insights.

Today, we are proposing a model for returning more specific results, in faster time and with the highest value to users.

What's covered in this proposal?

- Shortcomings
- Solution
- Merit & Distinction
- Anatomy of Medallion & Badges
- Context
- Next steps

Disclaimer

Visualizations are representative, not final.

What follows is a proof of concept.

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Let’s take a look

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Apps Map Drive App JIRA UserTesting Material Design Material Design for E Other Bookmarks

Ziffcorp DOCTOR FINDER

Languages Hospitals Gender < 60 miles michael.kosmatka

What do you need a Doctor for?

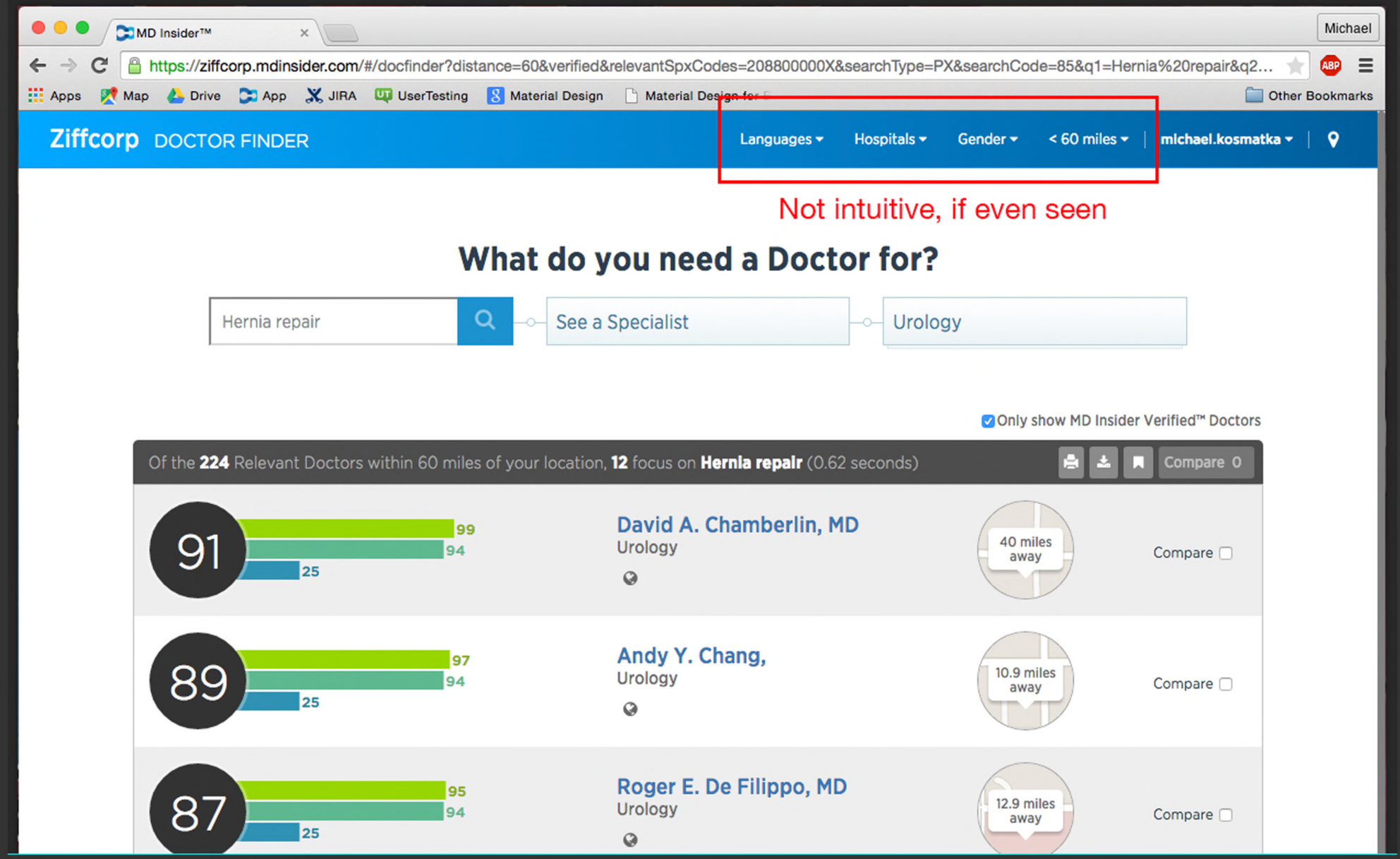
Hernia repair | See a Specialist | Urology

Difficult / frustrating for users to navigate.

Only show MD Insider Verified™ Doctors

Of the **224** Relevant Doctors within 60 miles of your location, **12** focus on **Hernia repair** (0.62 seconds) Compare 0

91 (99, 94, 25)	**David A. Chamberlin, MD** Urology	40 miles away	Compare
89 (97, 94, 25)	**Andy Y. Chang,** Urology	10.9 miles away	Compare
87 (95, 94, 25)	**Roger E. De Filippo, MD** Urology	12.9 miles away	Compare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Apps
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Material Design for
Other Bookmarks
Ziffcorp DOCTOR FINDER
Languages
Hospitals
Gender
< 60 miles
michael.kosmatka
Not intuitive, if even seen
What do you need a Doctor for?
Hernia repair
See a Specialist
Urology
Only show MD Insider Verified™ Doctors
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Compare 0
91
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Ziffcorp DOCTOR FINDER

Languages Hospitals Gender < 60 miles michael.kosmatka

What do you need a Doctor for?

Hernia repair | See a Specialist | Urology

Hundreds of results, too much text, some irrelevant

Only show MD Insider Verified™ Doctors

Of the **224** Relevant Doctors within 60 miles of your location, **12** focus on **Hernia repair** (0.62 seconds)

Compare 0

91 (99, 94, 25) **David A. Chamberlin, MD** Urology — 40 miles away — Compare

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What do you need a Doctor for?

Hernia repair | See a Specialist | Urology

What does this mean?

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91 (99, 94, 25)

David A. Chamberlin, MD
Urology
40 miles away
Compare

4 scores communicate value?

89 (97, 94, 25)

Andy Y. Chang,
Urology
10.9 miles away
Compare

87 (95, 94, 25)

Roger E. De Filippo, MD
Urology
12.9 miles away
Compare

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sub-score calculation isn't understood

89 (97, 94, 25) **Andy Y. Chang,** Urology — 10.9 miles away — Compare

87 (95, 94, 25) **Roger E. De Filippo, MD** Urology — 12.9 miles away — Compare

We can do better

Research

https://drive.google.com/a/mdinsider.com/-folderview?id=0BzGt-tO_oRwx-flpNRy0zSWRlQk9JdjFxSUVqNlhpSXZNOTFGaTAtcVBFMjN0V2t1UVlUa0U&usp=sharing

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Acme Health DOCTOR FINDER

chris.lee

Find a Doctor

Doctor Name, Specialty, Condition or Procedure

Or, browse doctors by specialty, condition, procedure or name

Strong call-to-action, single search form, leading ghost text

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Acme Health DOCTOR FINDER chris.lee

Find a Doctor

ACL Repair

Symptoms & Conditions - More

Knee Pain

Knee Injuries

Knee Arthritis

ACL (Anterior Cruciate Ligament) Pain

Doctors - More

Sherrill R. Brown, MD

Areleed F. Brown, MD

Lauren C. Pinter-Brown, MD

Bruce A. Brown, MD

Specialty - More

Orthopedic Surgery

Hand Surgery

Sports Medicine

Robust auto-suggest shown by category

MDinsider™

Find a Doctor

ACL Repair

Symptoms & Conditions - More

Knee Pain

Knee Injuries

Knee Arthritis

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Orthopedic Surgery

Hand Surgery

Sports Medicine

Definitions for uncommon terms

ACL (Anterior Cruciate Ligament)

What is ACL (Anterior Cruciate Ligament) Surgery?

ACL surgery is the surgical reconstruction or replacement of a torn anterior cruciate ligament (ACL) in the knee.

ACL surgery involves using a ligament or tendon (graft) to reconstruct or replace your injured ACL.

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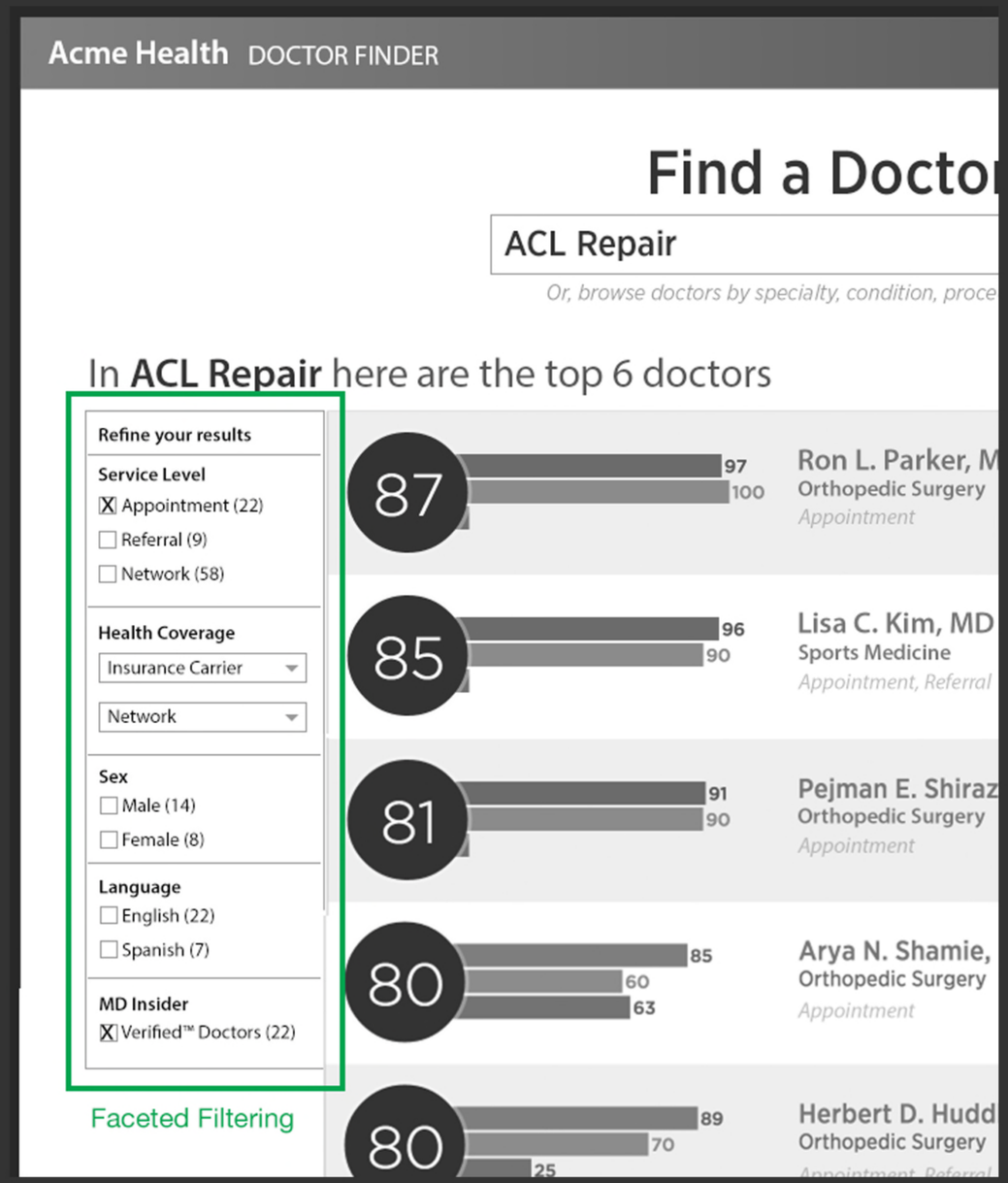
Acme Health DOCTOR FINDER
Find a Docto
ACL Repair
Or, browse doctors by specialty, condition, proce
In ACL Repair here are the top 6 doctors
Refine your results
Service Level
X Appointment (22)
Referral (9)
Network (58)
Health Coverage
Insurance Carrier
Network
Sex
Male (14)
Female (8)
Language
English (22)
Spanish (7)
MD Insider
X Verified™ Doctors (22)
Faceted Filtering
87
97
100
Ron L. Parker, M
Orthopedic Surgery
Appointment
85
96
90
Lisa C. Kim, MD
Sports Medicine
Appointment, Referral
81
91
90
Pejman E. Shiraz
Orthopedic Surgery
Appointment
80
85
60
63
Arya N. Shamie,
Orthopedic Surgery
Appointment
80
89
70
25
Herbert D. Hudd
Orthopedic Surgery

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Find a Doctor

ACL Repair

Or, browse doctors by specialty, condition, procedure or name

In **ACL Repair** here are the top 6 doctors

Terse but prominent and large result language

Refine your results

Service Level

- [X] Appointment (22)
- [ ] Referral (9)
- [ ] Network (58)

Health Coverage

Insurance Carrier

Network

Sex

- [ ] Male (14)
- [ ] Female (8)

Language

- [ ] English (22)
- [ ] Spanish (7)

87 — 97 / 100

Ron L. Parker, MD
Orthopedic Surgery
Appointment

Available : Today

85 — 96 / 90

Lisa C. Kim, MD
Sports Medicine
Appointment, Referral

Available : Next Week

81 — 91 / 90

Pejman E. Shirazy, MD
Orthopedic Surgery
Appointment

Available : Today

80 — 85 / 60

Arya N. Shamie, MD
Orthopedic Surgery

Available : Next Month

In Summary

Low-hanging opportunities

- Quickly find results with the aid of robust auto-suggest tools.
- Bridge the language barrier.
- Real-time faceted filtering.
- Concise messaging.
- Present the best, the top 3-6.

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But wait, there’s more.

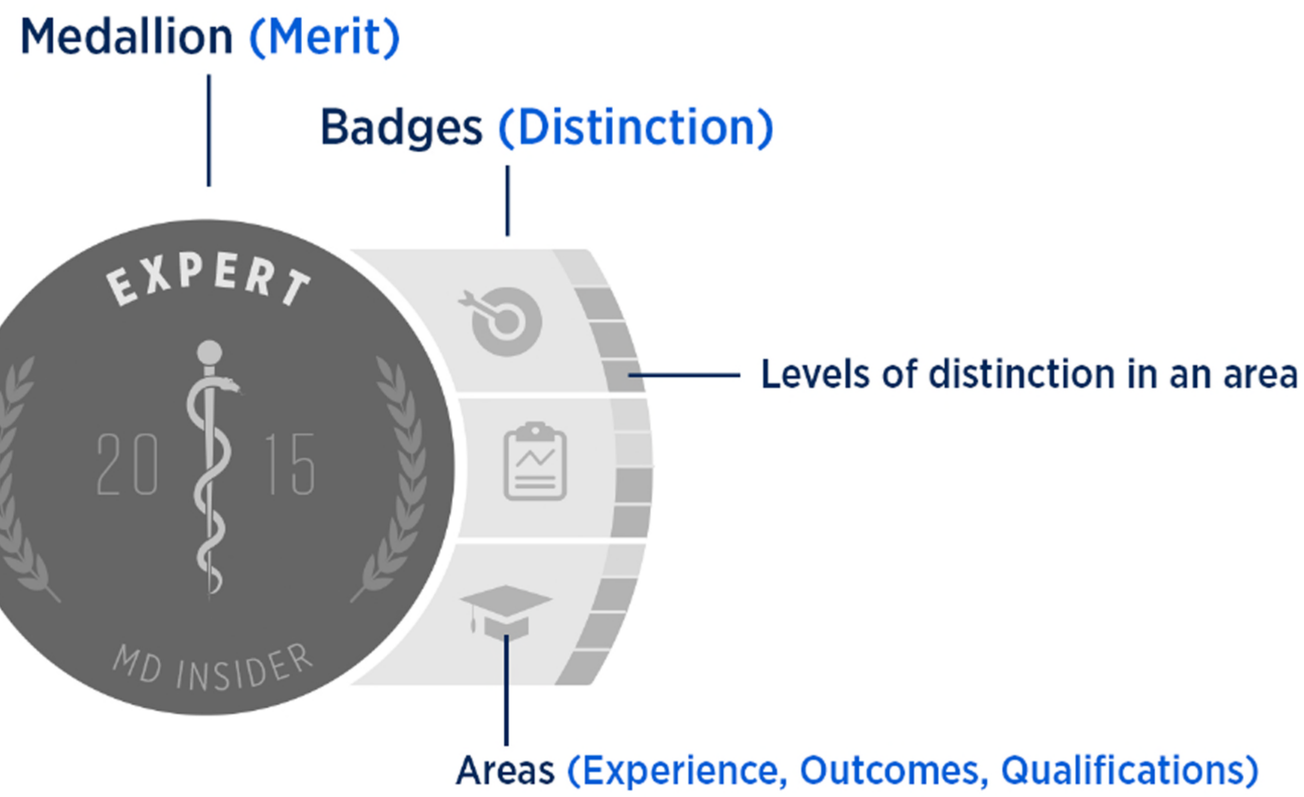
Abstract ranking via score

- Too many scores.
- Single score marginalizes MD Insider value.
- Score percieved as arbitrary.
- Some customers are asking for results without a score.

Just rank

- Easily identifiable and quantifiable, at-a-glance.
- Flexible model that shows either score, rank or both.
- When showing score, show one.
- Entice, delight and inform users.

Medallion Anatomy



Medallion Merit Levels

0 — Not Verified

1 — Verified

2 — Expert

3 — Excellence

4 — Bronze (Area)

5 — Silver (State)

6 — Gold (USA)

Medallion Merit Levels

0 1 2 3 4 5

Not Verified

Verified

Expert

Excellence

Bronze (Area)

Silver (State)

Gold (USA)

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Find a Doctor

ACL Repair

Or, browse doctors by specialty, condition, procedure or name

In **ACL Repair** here are the top 5 doctors

Refine your results

Service Level
- [X] Appointment (22)
- [ ] Referral (9)
- [ ] Network (58)

Health Coverage
- Insurance Carrier
- Network

Sex
- [ ] Male (14)
- [ ] Female (8)

Language
- [ ] English (22)
- [ ] Spanish (7)

MD Insider
- [X] Verified™ Doctors (22)

EXPERT 2015 MD INSIDER

Ron L. Parker, MD
Orthopedic Surgery
2.3 miles away

EXPERT 2015 MD INSIDER

Lisa C. Kim, MD
Sports Medicine
0.4 miles away

EXPERT 2015 MD INSIDER

Pejman E. Shirazy, MD
Orthopedic Surgery
1.1 miles away

EXPERT 2015 MD INSIDER

Arya N. Shamie, MD
Orthopedic Surgery
9.2 miles away

EXPERT 2015 MD INSIDER

Herbert D. Huddleston, MD
Orthopedic Surgery
2.9 miles away

Load More Doctors

MDinsider™

Find a Doctor

ACL Repair

Or, browse doctors by specialty, condition, procedure or name

In **ACL Repair** here are the top 3 doctors

Ron L. Parker, MD
Orthopedic Surgery

Lisa C. Kim, MD
Sports Medicine

Arya N. Shamie, MD
Orthopedic Surgery

Load More Doctors

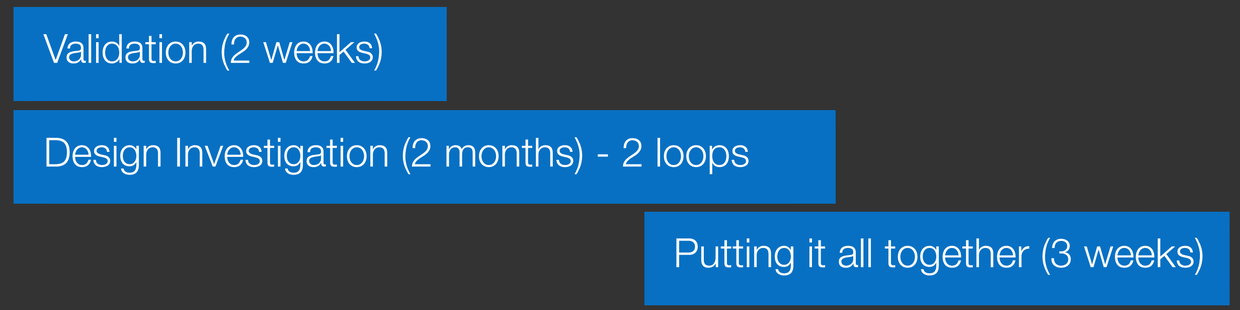
Logic

- Trust is everything.
- Accurate, seamless, and instant results.
- Familar, timeless visual metaphors.
- Results immediately identifiable.
- More specific a search and filtering, more accurate the recommendation.

Next steps ...

- Stakeholder approval, cheering, and support.
- Validate our proposed model.
- Deep design investigation.
- Validate again.
- Build it.

Timing (~ 3 months)



Move fast, but smart

Defining “good enough”

Parallel design tracks

Iterative design / implementation

Questions?