

Health Insurance Experience: B2B (Broker/Provider)

Wellness Program Attitudes and Ideation Study

- ✓ Multi-phase research program included both qualitative and quantitative research with benefits managers, brokers, and consumers to explore attitudes toward health and wellness programs; conduct product ideation; and test and validate ideas and concepts.

Provider Journey Research

- ✓ In-person focus groups and in-depth telephone interviews with a web component among PCPs, specialists, and office staff to validate an existing journey model, help prioritize key journey moments, pitfalls and unmet needs, and identify roles and barriers between clinical and office staff.



Patient Non-Compliance Research

- ✓ Focus groups with female health insurance members who were overdue for health screenings (Mammogram or PAP smear) to identify members' barriers to having regular exams and inform communication strategies to help overcome obstacles.

Usability Testing for Online Prior Authorization Tool

- ✓ In-depth phone interviews with a web component among office staff and clinicians to test an online tool and identify strengths and areas for improvement. Results identified key leverage points to increase adoption, refinements to improve the tool and frequently asked questions to support training.

Agile Website Development Research with Brokers

- ✓ In-depth telephone interviews with a web component to support development of a Medicare shopping website, identifying the range of consumer questions, needs and backgrounds.