

Enrollment

Ongoing

Thoughts

- Can I afford insurance?
- Where do I start?
- What does this term mean?
- Can I keep my current doctor?

- What's the difference between the plan options?
- How do I weigh the factors?
- Which plan is best for me?

- How much do I have to pay for medication/procedure?
- How much of my deductible is paid?
- Can I afford my medication?

Motivation

- Take advantage of job benefits
- Financial protection against catastrophic illness/injury
- Want to feel safe

- Reduce decision fatigue
- Choose best healthcare plan for me and my family

- Need medical attention
- Financial planning
- Informed decision making
- Take advantage of free services

Review

Select

Use

Intervention

- Medicaid eligibility screening
- Questionnaire to assess financial and medical priorities
- Educational videos

- Ranking of plans based on personal priorities
- Explanation of rankings and plans

- Deductible tracker
- Rx copay assistance finder
- Rx price check & cost estimator
- Free services notifications

Satisfaction

- Understands terminology
- Feels in control of process
- Feels supported

- Understands plan differences
- Able to make informed choice that best suits financial and medical needs

- Aware of lower cost alternatives for care and prescriptions
- Feels like an informed, in control consumer