

**CASE STUDY:
Customer Research
Supports Healthcare
Transparency**



Client: Big Three Health Plan

Issue: Determine what types of quality and cost information presented online would be of greatest value to consumers when making healthcare decisions. Test various ways of formatting and navigating through this type of information to learn which ways are seen as clear and helpful to consumers.

Methodology: Forty in-person interviews with health plan members, all of whom had high deductible health plans coupled with a Health Savings Account (HSA). In one-hour guided sessions held in several different cities, consumers worked on a laptop and reacted to information presented via a series of mocked-up web pages.

Research ROI: Research identified criteria consumers use to judge hospitals and physician quality. It also revealed consumer's strong desire for cost information, specifically in terms of what a procedure might cost them, after any applicable discounts. The health plan gained critical insight into consumer thinking and decision-making as a basis for making recommendations to inform plans across the country regarding transparency.

