



covermymeds®

Headquarters: Columbus, OH

Founded: 2008

Industry: B2B Tech (Healthcare)

THE CHALLENGE

Improve prescription prior authorization process between doctors, pharmacists and health insurers while keeping patient needs at the forefront

THE SOLUTION

Remote discovery interviews with patients, involving cross-functional teams, on a weekly cadence

THE OUTCOME

More insights about patient needs to inform product improvements, and at a fraction of the time and cost compared to alternatives

CoverMyMeds eases patient pain points by improving prescription authorization process

Conducts weekly interviews, using Live Conversation, as the cornerstone of product innovation

The Challenge

CoverMyMeds was created more than a decade ago to resolve a major patient pain point: the process of securing prescription prior authorizations. The company provides solutions to securely and electronically transmit prior authorization (PA) requests, the process by which health plans, doctors and pharmacists manage approvals and fulfillment of prescriptions. Providing a web-based solution eliminates the need for hand-written, faxed forms and phone calls that often get lost, go unresolved and otherwise impede patients' ability to quickly get much needed medications.

The company wanted to ensure that patient needs were taken into account as they considered new product concepts. Though the patient is the ultimate customer in all this, they are often not strongly considered in healthcare experiences as they exist today. Frank Rosile, UX Designer at CoverMyMeds, explains, "Patients today don't really have much control over what happens with their healthcare. They're very dependent on communication between the provider, the pharmacy, and the insurance plan and are in many cases left out of the loop."

The Solution

CoverMyMeds turned to Live Conversation to conduct discovery interviews to learn more about customer needs. These real-time interviews became the highlight of weekly, cross-functional meetings, which the team calls "Discovery Days." Explains Rosile, "A group of six or seven team members, including people from Product or our Support team, gets together every week."

During the interview, there is a single moderator while others sit in the room observing. Observers are given Post-it notes and are encouraged to jot down ideas or thoughts that come to mind during the interview. Rosile points out, "The Post-its are actually one of the most important outcomes from the session."

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Using Live Conversation, CoverMyMeds has seen significant time and cost savings as they gained important information about patients to inform future product development.

“After the interview, we take the notes and map them up on the wall, in a structure that makes sense, and take a picture of it. That artifact is a nice reference as we’re considering the next week’s test and even all of the following weeks’ tests. We can look back and remember all that we’ve learned and we build off of what we learned from the last two weeks, so that it’s a truly iterative process that helps us make new discoveries about our customers.”

Adds Rosile, “The most valuable part, at least for me, is the conversation the team has after we’ve done the interviews with the patients. Talking to patients builds empathy for the patients, and helps us understand the ‘why’ behind whatever we decide we are going to build.”

The Outcome

Using Live Conversation, CoverMyMeds has seen significant time and cost savings as they gained important information about patients to inform future product development. Creating a framework around weekly customer interviews has also driven unity and greater focus for the team.

1. Time and cost savings

“Without Live Conversation, we used to have a 1 to 2 week turnaround time to recruit participants we needed. We would have to generate a list on our end, or use a third-party to find participants that were already a part of their panel, which in addition to the weeks that it would take to complete was also pretty expensive.

“Live Conversation makes us so much more flexible and nimble when it comes to recruiting participants to do any kind of discovery research. We just create a screener stating the types of people we’re looking for, and share that with the UserTesting panel. Within a day we have participants to talk to and interviews already set up.”

2. More clarity on who and what they should be studying

When they started their interviews, the team hadn’t completely identified the precise persona that they should be engaging. Rosile says, “We started very broad. It didn’t start out with a format or much of a script. It was a generative process where we sought to continue building on learnings as we talked to more people.

“We wrote screeners that helped us find people who managed prescriptions, but at the time, we didn’t even know if that was the same person who would actually be taking the medication [versus just picking it up]. So we created screeners that would help us understand the two groups, that the person picking up the prescription either was or was not the person also taking the medication.”

“We learned it’s kind of both,” recalls Rosile. “The people performing the activity of picking up a prescription order usually have a prescription in

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the bag for themselves, but then they're also picking up prescriptions for a member of their household, such as their children, spouse or even their parents. So they're playing the role of a caregiver— picking up prescriptions for multiple parties."

3. Behavioral insights on customers and current experiences

Convenience was a theme that ran throughout a lot of their learnings. "When we asked patients how they chose a pharmacy, most said they chose based on location. But unlike searching or shopping for other items online, patients didn't really have any other way of distinguishing one pharmacy from another. They didn't have a way of knowing one pharmacy had exceptional customer service or that another provided a specific service, like flu shots, that they might need every year.

"Sadly, it's all a very opaque process. You go to the doctor's office and he or she tells you, 'I'm going to prescribe this medication for you. Where do you want to pick it up?' And you have a split second to make a decision on something that you might otherwise take the time as a consumer to research and make an informed choice. Instead you make that critical decision about which pharmacy to use merely on the fact that you saw it on the way to the doctor's office."

4. Shared understanding of customer-centric experiences

Finally, UserTesting has helped amplify the goals and importance of UX at an organization where the function is relatively new. "UserTesting and Discovery Days have created a great way for us to socialize what UX is for teams here. Discovery Days really embody what UX is at its core and it's been nice to share with other people here who have no involvement in UX or even product generally, to show them what we do and to get them excited about putting users at the center of product development."

And UserTesting has played a big part in helping Rosile and his team put their best foot forward internally at CoverMyMeds. Adds Rosile, "In addition to the speed of responses, there is a high quality of participants that we've been able to find within the UserTesting panel. From participants showing up, the quality of the videos and the feedback that they have been able to provide, the quality of the experience with UserTesting has been great."

Just as the interactions between medical expert and patient are required to diagnose ailments—the first step towards remedy and relief—the UserTesting platform provides critical human insights, the first step towards understanding pain points to determine exactly how to improve digital experiences. Concludes the digital marketing lead, "It makes a difference when we hear it coming from a patient's mouth and can share this with our business stakeholders. It's so much more powerful and telling than if we just said it ourselves."



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ABOUT USERTESTING

UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting's on-demand Human Insight Platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has over 1,200 subscription customers including half of the world's top 100 brands, and has delivered human insights to over 35,000 companies to-date. Backed by Accel and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com