

Introducing CarePath: Connecting Members to Their Benefits and Programs

Overview

CarePath is a tool designed to help members find suitable health care options based on their plan's benefits and programs. This tool aims to increase awareness and utilization of the programs that come with their plan, potentially reducing costs and increasing member satisfaction in the long term.

How does it work?

CarePath works by guiding members towards appropriate care options for non-emergency issues. This feature functions as a step-by-step guide, leading members through five stages from identifying their health need to reaching a quick and accurate solution. In the event of emergency situations, members can quickly access a page in the experience that directs them to call 911 for medical emergencies or 988 for mental health concerns.

We will be deploying a survey directly within the CarePath flow to collect information from members about their experience so we can prioritize updates to the tool. Additionally, we are exploring vendor partnerships to bring additional capabilities, like chat functionality, to members.

Member Experience

Note: Branding for all experiences will reflect each member's health plan in production.

Appendix

Fig. 1: The button to access CarePath is on the home page of the My Health Toolkit app.

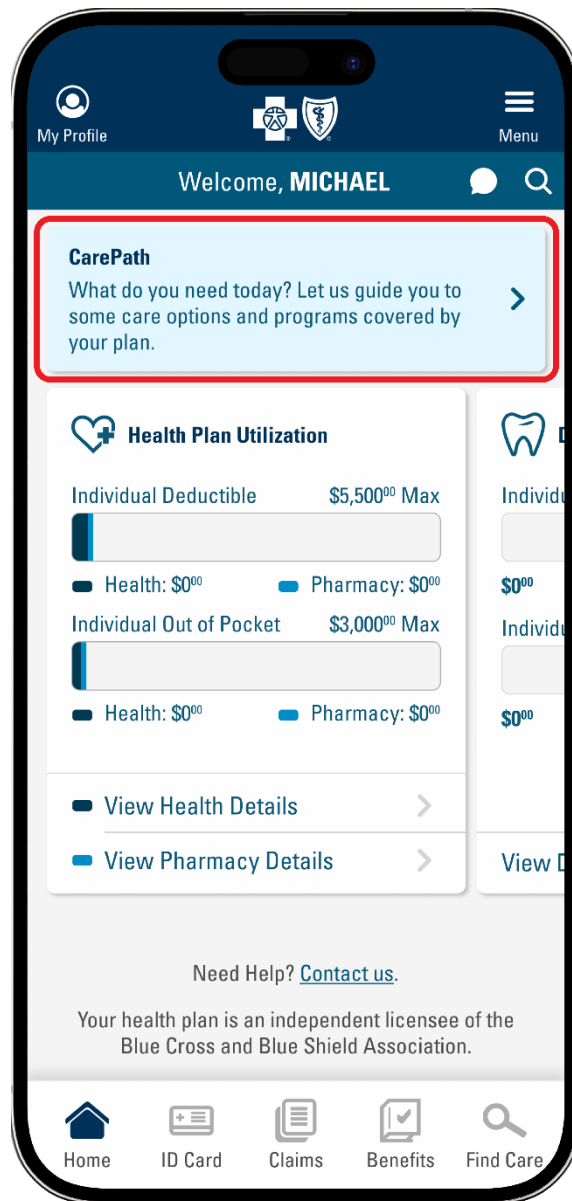


Fig. 2: A view of level 2 of CarePath. Note the emergency page button at the bottom of the screen.

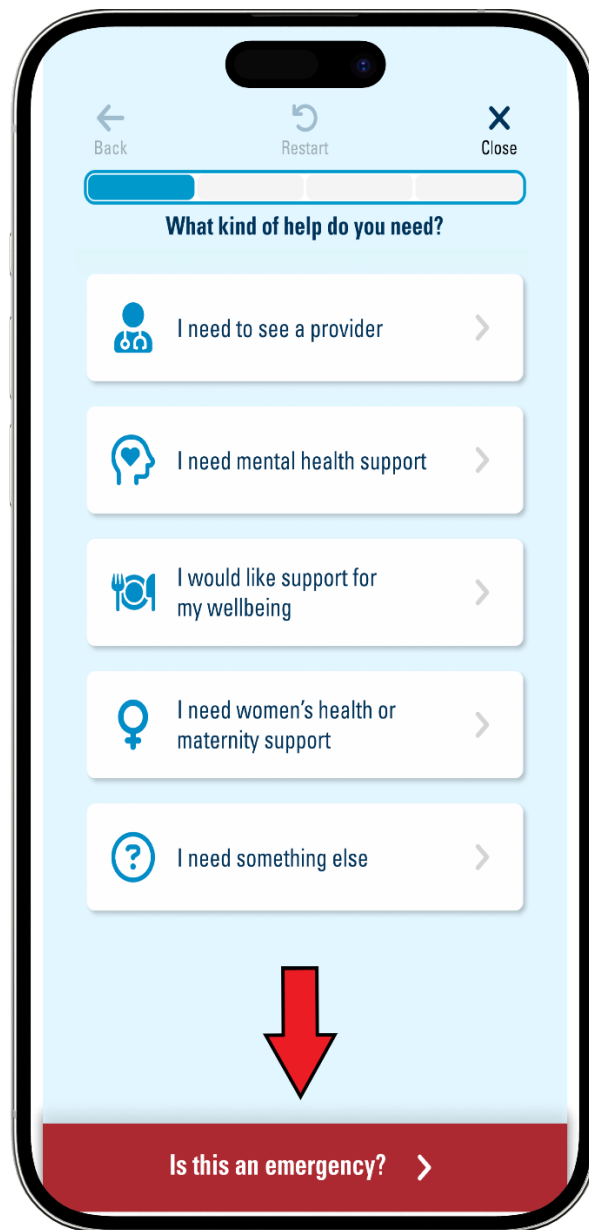


Fig. 3: The emergency page.

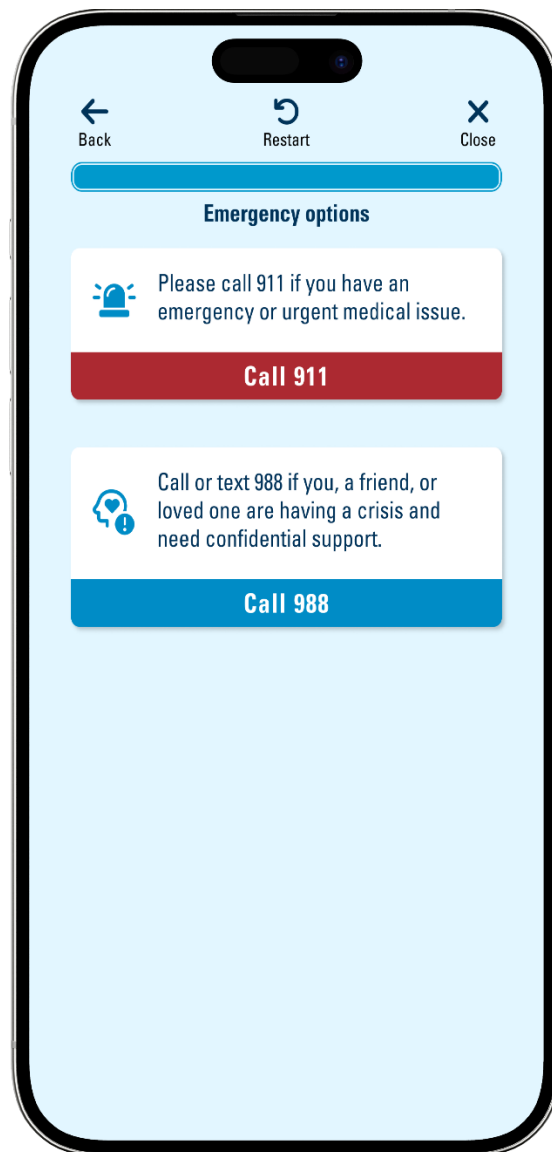


Fig. 4: A view of level 3. The “Soon, may need an appointment” option is selected.

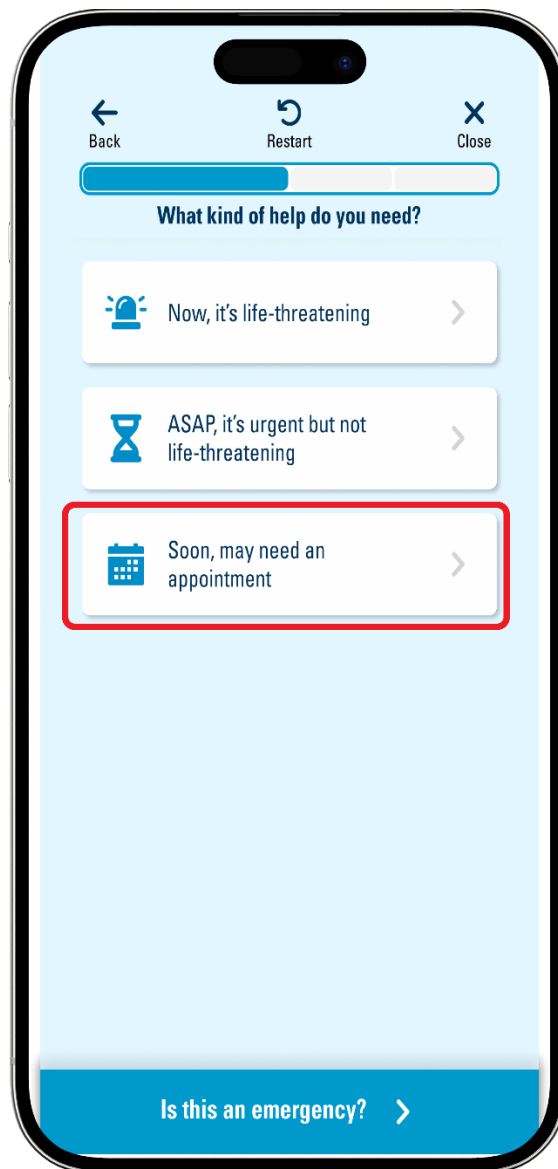


Fig. 5: View of level 4, with “Condition support” selected.

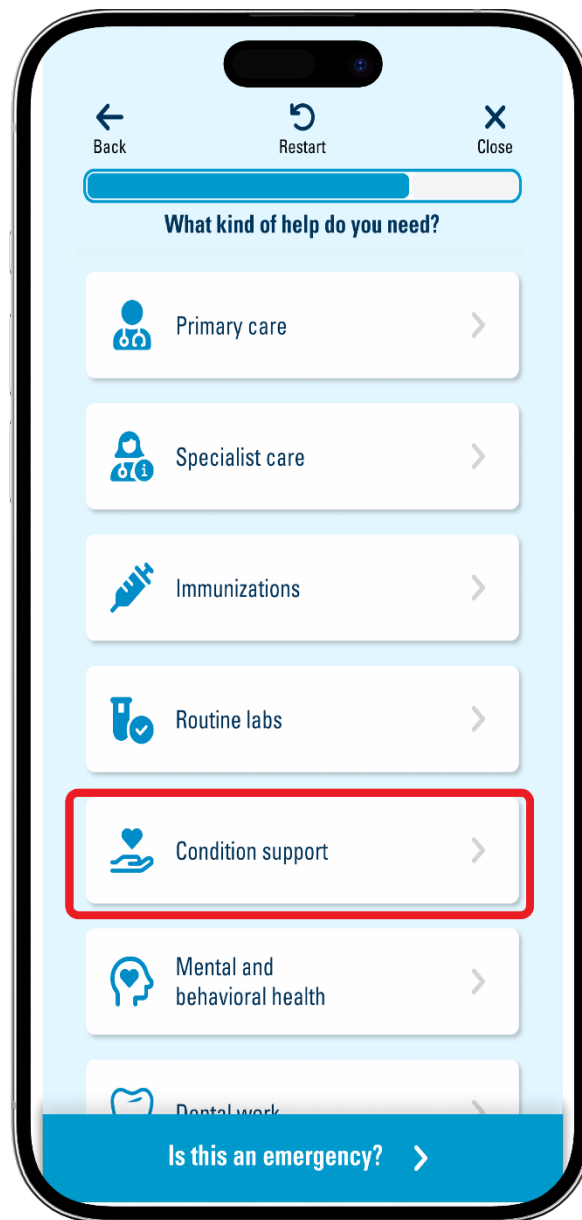


Fig. 6: View of level 5. The user has selected “Care management” as their solution for condition support.

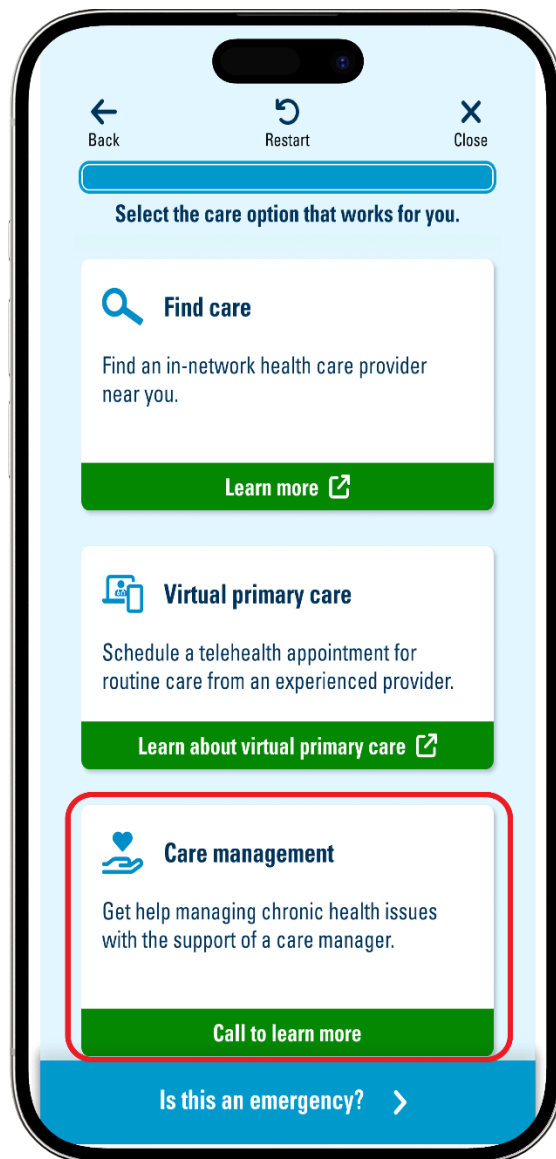


Fig. 7: The member's final selection will take them to the appropriate page within My Health Toolkit or to a product page on a third party website.

