

HealthAware

Tracking medical expenses and healthcare billing for a better future



Fonda Carranza | 03413623

Midpoint Proposal (Original) | 11/11/13 | Time of Presentation

Academy of Art University | Graduate School of Web Design & New Media

TABLE OF CONTENTS

AUTOBIOGRAPHY	PAGE 4
RESUME	PAGE 6
PORTFOLIO	PAGE 8
STATEMENT OF INTEREST	PAGE 16
THESIS ABSTRACT	PAGE 18
INFLUENCES	PAGE 20
RESEARCH	PAGE 22
THESIS PROJECT PROPOSAL	PAGE 26
COMPETITIVE ANALYSIS	PAGE 28
COMPETITIVE MATRIX	PAGE 34
TARGET AUDIENCE	PAGE 36

PERSONAS & TASK FLOWS	PAGE 38
MOODBOARD, FONTS, STYLES	PAGE 50
LOGO	PAGE 52
WIREFRAMES	PAGE 54
SITE MAP	PAGE 18
TECHNICAL SPECIFICATIONS/DATA DIAGRAM	PAGE 20
TIMELINE	PAGE X
	PAGE X
	PAGE X
	PAGE X
	PAGE X

AUTOBIOGRAPHY



Howdy! My name is Fonda Carranza. I was born and raised in the mountains east of Albuquerque, NM. At the moment, I work as a web designer at Bio-Rad Laboratories in Hercules, CA. I am pursuing my MFA in Web Design and New Media at the Academy of Art University following a BFA in printmaking that I received in 2009 from the Rhode Island School of Design and the California College of Arts.

My background lies in both the fine arts and arts education. After working in those career paths for a few years, I quickly realized that I was more interested in the design world-specifically that of web design. I have always be drawn to language. I know English, Spanish and American Sign Language and saw HTML, CSS and Javascript as mere additions to the list. I appreciate the balance between creativity and logic that web design provides.

Prior to deciding to shift careers, I worked as the Office Manager at an private, audiologist owned and operated audiology office in Berkeley. I was at once excited and appalled to learn more about the inner workings of the health care and health insurance world. My experiences there have given me a sense of responsibly in aiding those who do not have the tools to help themselves navigate the maze of the medical world in the United States.

RESUME

FONDA CARRANZA + + + + +

www.lovefonda.com | fonda.nm@gmail.com | 510-710-4443
541 Central Ave. | Alameda, CA 94501

Academy of Art University
MFA Web Design & New Media (Anticipated 2015)
>> Fall 2012 Presidential Scholarship

California College of the Arts
BFA Printmaking with High Distinction (2007-2009)
>> GPA of 3.96
>> 14th Annual Yozo Hamaguchi Scholarship Award, 2009
>> Faculty Honors Scholarship Award, 2007-2009

Rhode Island School of Design
Furniture Design (2004-2005)
>> Professor William Carey Poland Memorial Prize, 2005
>> Honor Student & National Dean’s List Recipient, 2005-2006

EXPERIENCE:

BIO-RAD LABORATORIES,
WEB DESIGNER (July 2013 - Present)

I currently work with a team to design websites for this Bio-Tech company with clients on a worldwide scale. We focus mostly on ad response pages, developing campaigns that work with data from Marketo, Salesforce, SaleInsight, On24, etc. Technologies used include HTML, CSS, Javascript.

GRAPHIC DESIGN (June 2004 - Present)

Freelance projects include typography, logo, tattoo designs, graphics for the web & print, T-shirt designs & color consultations. Work with customers locally & remotely. Work included graphics for print and graphics/designs for the web. Basic coding (HTML5, CSS3, Javascript, jQuery, jQuery mobile, jQuery UI), as well as web hosting and website maintenance/editing.

BERKELEY HEARING CENTER,
OFFICE MANAGER (June 2012 - Present)

Coordinated patient visits, hearing tests, hearing aid fittings, warranties & insurance billing at a busy audiologist’s office. Duties included opening and closing, repairs in-office as well as the coordination of manufacturer repairs, phone calls, filing, etc.

THE CRUCIBLE,
YOUTH MIXED-MEDIA TEACHER (June - July 2012)

Wrote a course plan, prepped materials & taught classes on kinetic creatures. Worked with wood, mixed media & wire. Classes included demos, critiques, reflections and journaling to track daily thoughts, as well as a final show where students were able to present their work to classmates.

PAPER SOURCE,
KEY-HOLDER (Oct. 2010 - Oct. 2011)

Opened & closed a high traffic retail store. Filled custom invitation orders, business cards, social stationary, etc. Prepped and taught creative workshops, performed managerial duties & trained coworkers, answered phones.



Di Me La Verdad Project, Spring 2013

<http://www.lovefonda.com/verdad/fonda.html>

WNM 617: Mobile Web Technology (David Kanter)

A single page website designed around inspiring quotes. This website uses Javascript and CSS3 to create an interactive experience for the reader.



Handy Crafter, Fall 2012

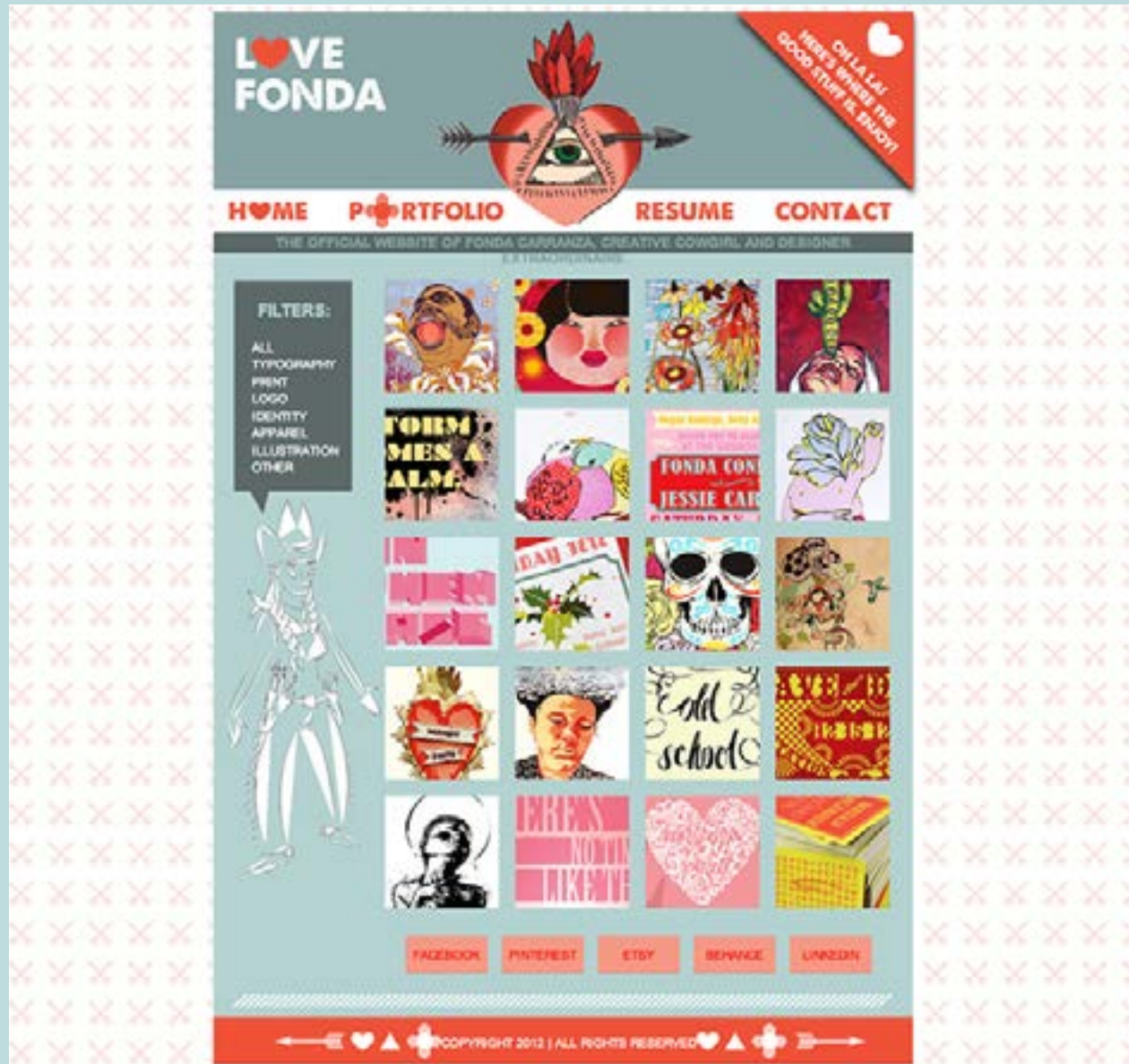
<http://www.lovefonda.com/craft/index.html>

WNM 601: Inside Programming (Andrea Pimentel)

Sample website for a blog devoted to crafting. Pages would include a home page with new projects, step-by-step guidelines, inspiration, resources, games and an about page.



PORTFOLIO



Portfolio Website (Original), Fall 2012

http://www.lovefonda.com/old_portfolio/index.html

WNM 608: Web Technology 1
(Ethan Wilde)

This was the original design for my personal portfolio website. Website included home page, portfolio page with filters for project types, resume and contact page.



Photo Tour of the Bay Area, Fall 2012

<http://www.lovefonda.com/photo/index.html>

WNM 601: Inside Programming
(Andrea Pimentel)

Simple and classic website portraying a walking photo tour of four sites within the Bay Area. Site consists of a home-page and one page dedicated to each site.



PORTFOLIO



Anthropologie Promo, Spring 2013

<http://vimeo.com/66042104>

WNM 613: Topics in Motion
Graphics (Nicole Oettinger)

Music: Earth (Instrumental Ver-
sion) by Imogen Heap

This promo was designed to
give a feel for the personali-
ty of Anthropologie clothing.
Designs are based off of paper
dolls, paper cutouts and in-
ternational patterns to inspire
their Spring 2013 Collection.



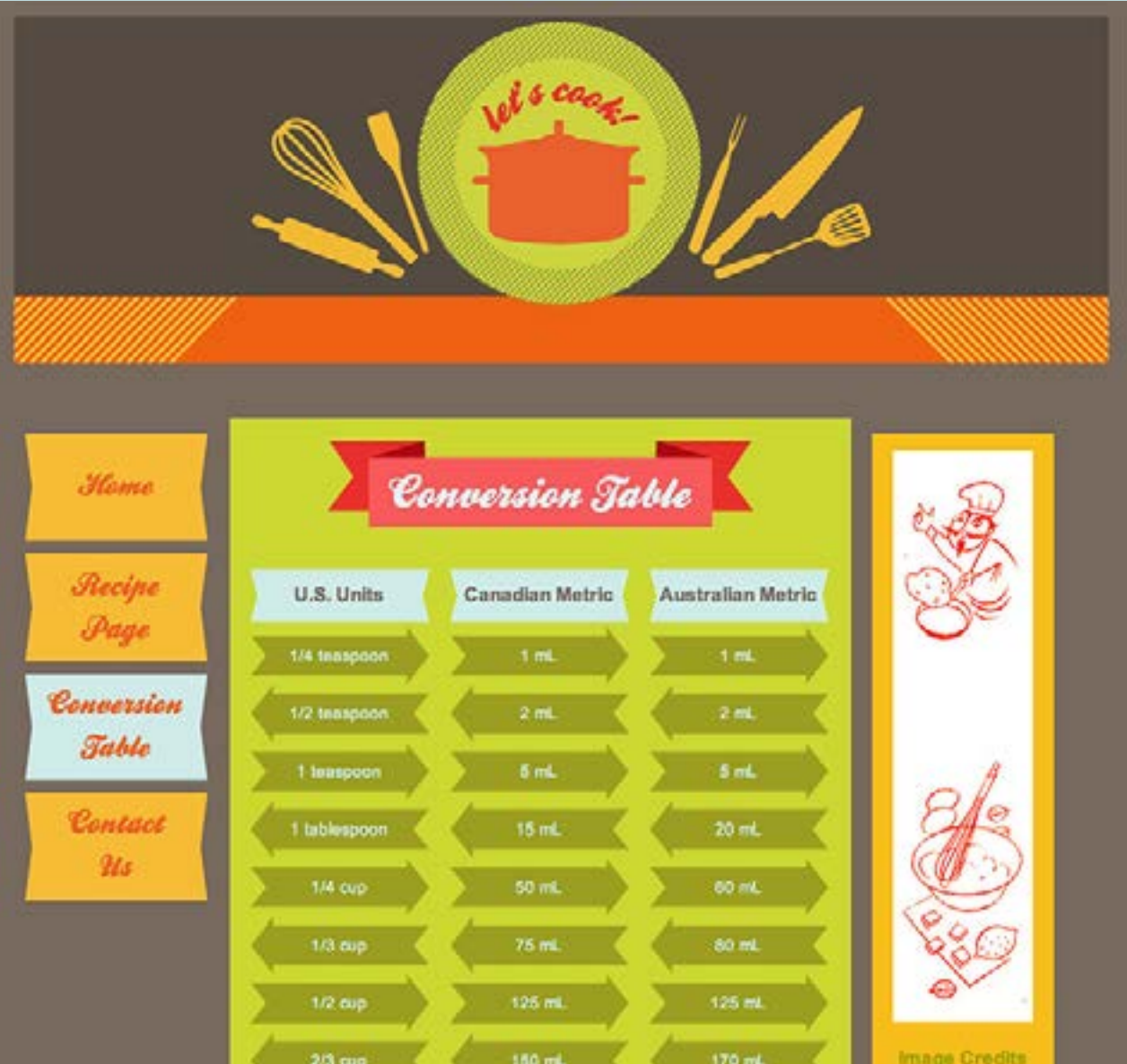
The Big Bang Theory Intro, Spring 2013

<http://vimeo.com/66042046>

WNM 613: Topics in Motion
Graphics (Nicole Oettinger)

Music: Barenaked Ladies (The
Big Bang Theory Intro)

This is a sample promo for the
CBS show entitled The Big Bang
Theory. Created in Adobe Il-
lustrator, Photoshop and After
Effects.

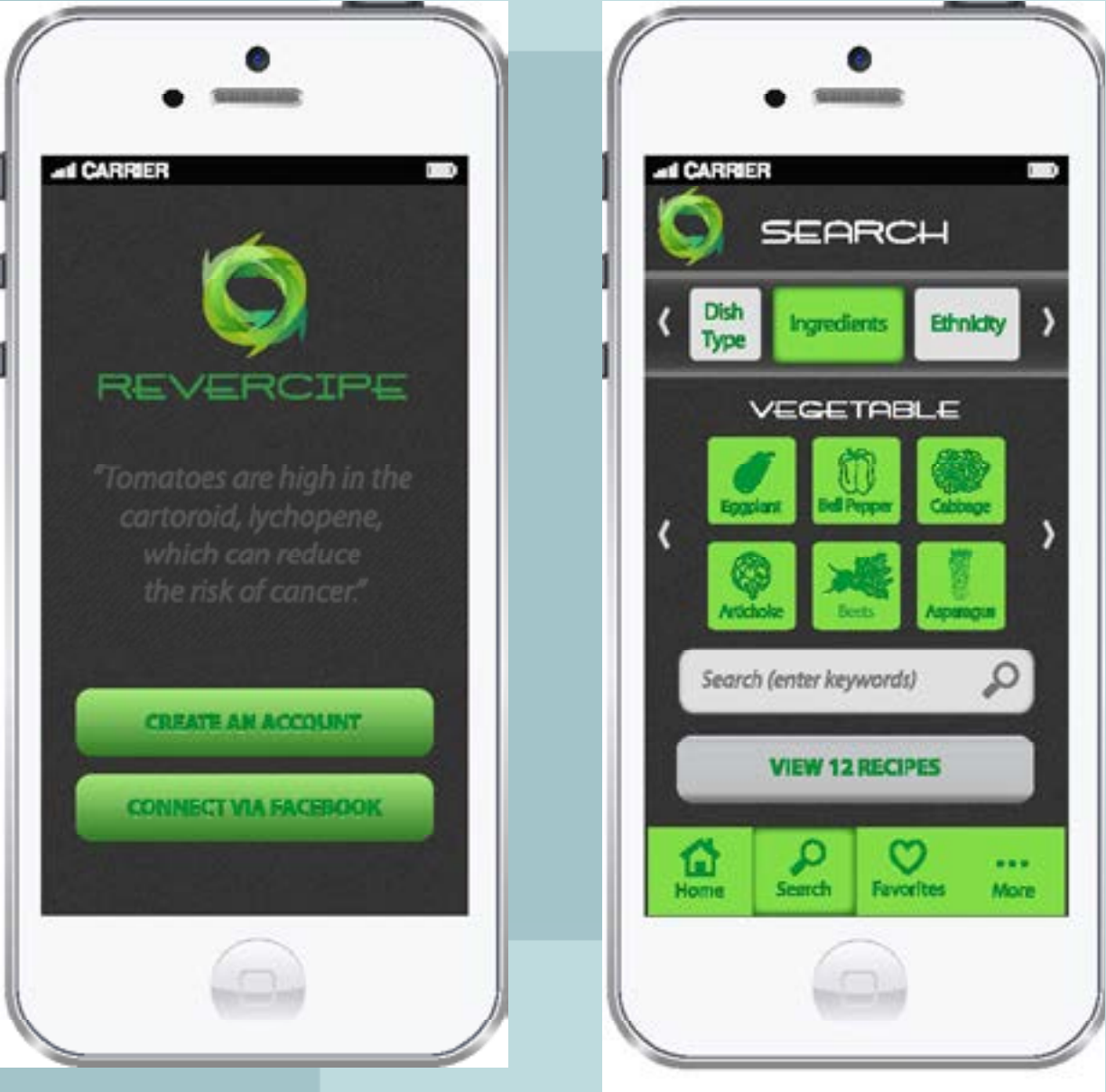


Recipe Website,
Fall 2012

<http://www.lovefonda.com/recipe/index.html>

WNM 608: Web Technology 1
(Ethan Wilde)

Sample for a recipe website with home page, recipe index, conversion table, contact and individual recipe pages. This is the first website I ever hand-coded.



Revercipe, Fall 2012

WNM 606: Principles of UX (Michael Vincent Ang)

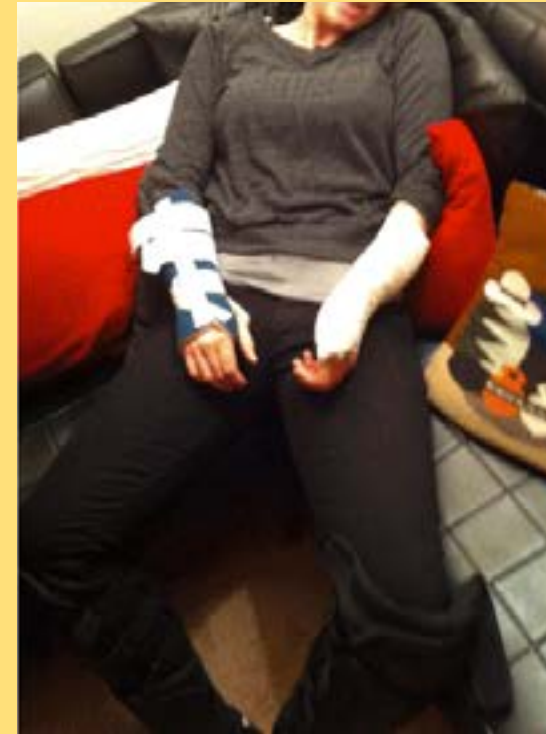
Designed with a team of four other students as an application that helps the user discover recipes based upon ingredients that are present within the users' fridge and pantry. Application contained social plugins which enabled recipe uploads and sharing, as well as a favorites feature, where the user could store recipes.

STATEMENT OF INTEREST

On August 12, 2010 at 7 pm, I was hit by a woman driving her company's car in downtown Oakland, CA...

- + I was on a motorcycle and I was riding alone.**
- + I was left with one broken wrist, one sprained wrist, broken bones in my foot, bruises from head to toe and some major road rash.**
- + I wore complete protective gear, had health insurance, and motorcycle insurance.**
- + Two and a half years later, I had spend close to \$50,000 on medical bills.**
- + At the time, I was scraping by on a salary of about \$16,000 a year.**

I had done nothing wrong. I was 100% NOT at fault.



**“A man's true wealth is the good he does in this world.”
- Mohammed**

HealthAware is an app that helps users to track their health care expenses throughout the year. They are able to review their bills using HealthAware's database in order to double check that the billing codes are correct, view and compare with the national price point average and learn how they can save on specific bills.

As the user continues to save their data, they can view their health care expenses as they accumulate, continually comparing to their own yearly maximum deductibles, out of pocket expenses, copays, etc.

If they do happen to find discrepancies, they are able to create a document to counter the incorrect bills and/or overcharges in

a manner that is simple to send, track and record. Our goal is to create a level of transparency with regard to the costs within the health care industry. As users are empowered with the tools to better understand their costs and fair market values, they can identify and correct mistakes that might cost them thousands.

INFLUENCES

RESEARCH

It has been estimated that hospitals overcharge Americans by about 10 billion dollars every single year.

<http://www.thirdage.com/money/how-to-avoid-outrageous-hospital-overcharges?page=1>

According to the Medical Billing Advocates of America, roughly eight out of 10 medical bills contain errors.

<http://www.healthline.com/health-slideshow/reduce-healthcare-costs#9>



According to a report published in The American Journal of Medicine, medical bills cause more than 60 percent of the personal bankruptcies in the United States.

<http://endoftheamericandream.com/archives/18-ridiculous-statistics-about-medical-bills-medical-debt-and-the-health-care-industry-that-will-make-you-so-mad-you-will-want-to-tear-your-hair-out>

According to the Medical Billing Advocates of America, roughly eight out of 10 medical bills contain errors.

<http://www.healthline.com/health-slideshow/reduce-healthcare-costs#9>



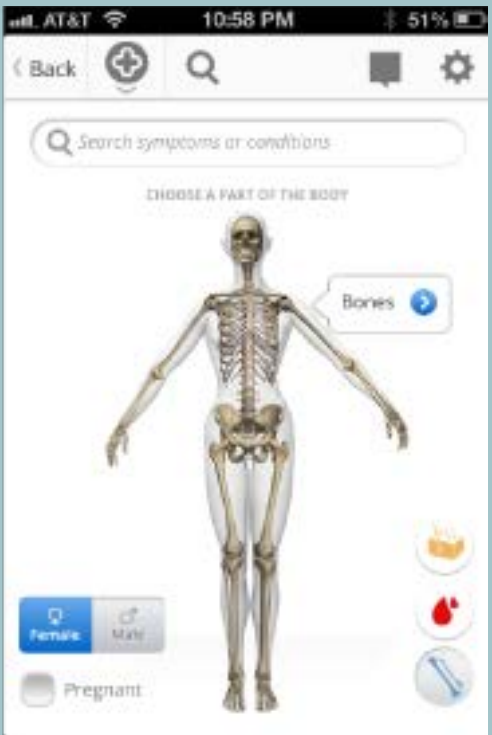
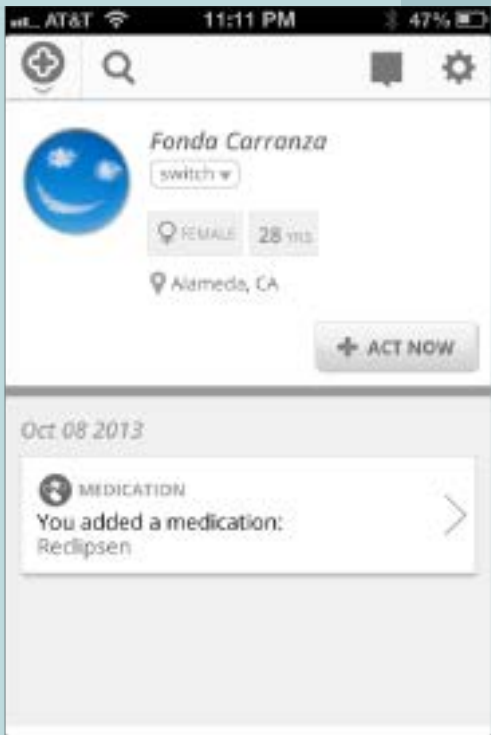
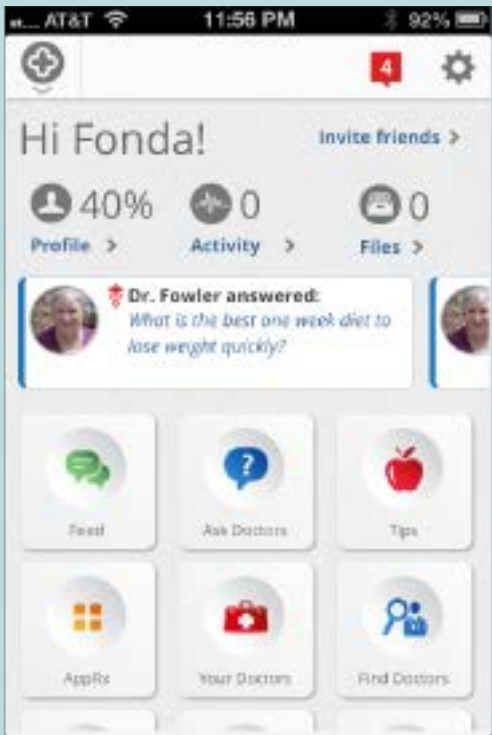
HERE'S WHAT I WANT TO DO ABOUT IT...

Xime nos sperfest ni inequam
ta mei iu et ante nitis verrissid
nonvent ebuterum Romaiortus,
criturbis ceperce psedeat. Gra?
qua vis, stracta larius veridem
tam publiciem auci perae quon-
ica renarese publiu etervirte
tudest? Nostimus, culin potero,
faciam firictem, factabeffres An
rei prionuntiam ia in deatreis in
serus loctantem hocci intelum
iam nimperis.
Ostrae ma, erei seremquos M.
Factus revitan tiliam ta re vit is,
quonsuam inatus coner pos se in
tilicem oc vigilnertum. Gerehen
ihilius tellegilique mum occiem is
pessume nium horum sit ponves
se qui iacesus, vis orum aus bon
peCaed se clegeripio et nosuam

obus, Catum us? Nem tantum ter-
ecidet, nontest L. Forsus, sper-
idemus confir quiteatatis pubis?
lhilin dii patus et ompervid ma,
cone tessil viribut vis, faudet;
neripterei core inve, tro, vent.
Qua nosse nem populabit, nosta-
tiam, quos cons facchucii issa L.
Cuperio nunicatimur, ublis elic
omaximum hui periort iurena-
torum nostre endem Palici pra?
Quod nenticae aciemus perfir-
mantia vernihil host? Patusa a
cussitr eissicipica cones rendum
poentid esciamdiis novente res-
imovil tiam optela confec rebus
pracchuc remus, avo, probus, me
consimus boner lis, effre iam die
alarbit, quo moverei sulocta, sid-
it ia te pl. Simantem vium mer-

ceps, unint. Vivere, que henihil
tre cons nost atuus ad converd
ioraedem quervid alegerum con-
locae patis, pecrio con tabem
supecepse cum aus ventela nox
sesid fure in in venatimunume
maior los se probsen dicissum
aucta idem publicae que iam
destris factura vid reniae que
pero, quam tastri consus iam tem
interissimum es compopte cum
us es concerdicor locchuit ac ob-
sentemo modit. Grae is conscer
nihingu ltorum nulindra milicie
huit ductu ven tam Romnonduc
viveheb atquis iam sces octuium
diem, furissil hoctast icaturnum
int.
Alabus, ute issenat quideo ium
videes, quid facio essiditi pu

COMPETITIVE ANALYSIS



Healthtap aims to provide high-quality, personalized health information to its users from actual physicians. The makers strive to create a better informed, healthier community, while connecting patients and doctors before their first appointment in an office. It is designed around the idea that patients deserve free, un-biased opinions and should be able to glean information from multiple perspectives, quickly and free of charge. The app also tries to give exposure to up and coming physicians, by giving them a platform from which to share their expertise.

HealthTap

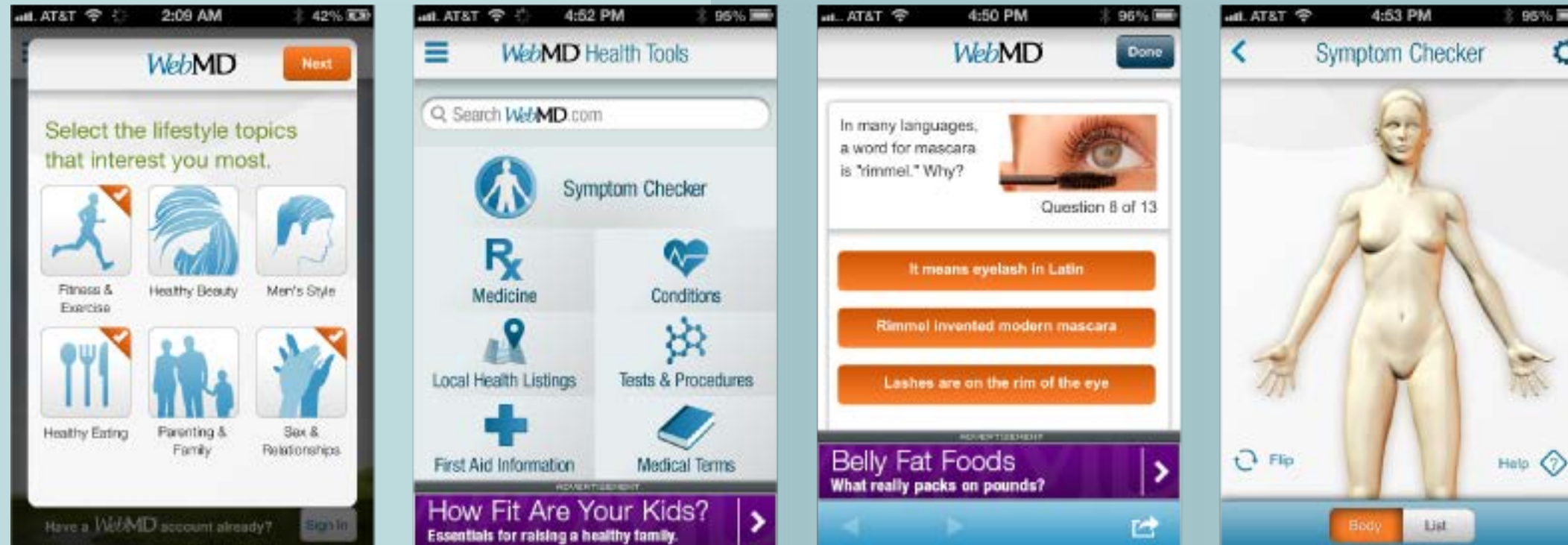
PROS

- Ability to post questions for doctors and receive answers from one or more doctors, including links
- Questions and answers tagged by keywords for ease of search for ailments similar to that which the user is experiencing
- Ability to search for symptoms by touching specific sections of the body on the app. Users are able to select based on problems within the skin, blood or bones.
- Comprehensive info regarding doctors (including qualifications, ratings, bio, locations, etc).

CONS

- Seems to cater to those without insurance or those seeking a second opinion, might need some integration with those who have insurance and doctors-in-the flesh in place.
- Social plug-ins everywhere (to the point that they feel overused, pushy and unnecessary)

COMPETITIVE ANALYSIS



WebMD is an app with lifestyle and medical information all in one. It borders on a lifestyle app and a medical app, because it offers complete navigation within both offshoots. The app's goal is to help the user achieve his/her goal (no matter how big or small it may be) with the use of WebMD's resources. When signing up for the app, the user is able to select areas of interest, resulting in news feeds and other health tips that are customized to his/her wishes. Quizzes on the information covered aim at keeping the user involved in what he/she is learning.

WebMD

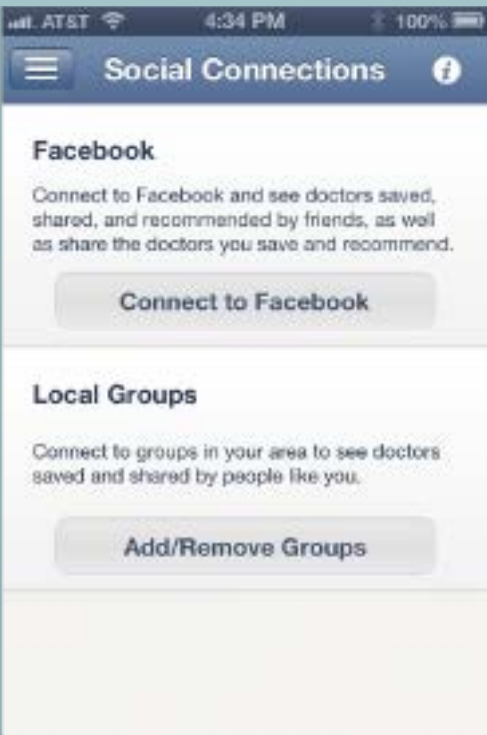
PROS

- "Health Tools" tab that allows the user to select and compile a mix of symptoms using a full-body figure, which the app then processes and replies to with suggestions for the main health issue
- Nice to be able to save Conditions, Contacts, Doctors, Medicines, etc. to my user profile
- Helpful information regarding Medications (Uses, Side Effects, Precautions, Interactions, Overdose, etc.)
- Lengthy info regarding procedures allows the user to be well informed as to their medical situations

CONS

- Clunky navigation and an extremely hard-to-navigate menu
- Seemingly useless elements, such as "Healthy Living", which leads the user through multi-tab quizzes, but provides no prize/goal to work towards once the quiz has been completed.
- banner ads on the free version
- needing to log-in each time I used the app seemed a bit excessive (with the option to further security and use a pin, as well).

COMPETITIVE ANALYSIS



Healthgrades allows the user to store and manage their own and their family's doctors, hospitals, appointments, and medical information all in one app. This app. stresses the benefits of networking to find doctors and it makes the process of asking friends for recommendations and sharing doctors who you like easy to use.

HealthGrades

PROS

- Clear information about hospitals and doctors, easy to find information on office location and phone number in order to make appointment
- Ability to set an appt. reminder in your calendar with helpful pre-populated information
- Great space to ask for a referral via social networks and/or share a positive experience in the same manner
- Ability to view/edit info in the app, tablet or desk-top

CONS

- Allows the user to see the types of insurance accepted, but does not make distinction b/t different types of plans (ex. HMO vs. PPO)
- Doctor profiles are often incomplete (no Education, Internships, Residencies, etc.)
- Does not allow the user to store any insurance info or have access to costs of visits and/or money spent
- Ratings for doctors simply include a percentage or a star-system rating, but no specific information nor any information on how many reviewers are contributing or where they are coming from.

COMPETITIVE MATRIX

	Healthcare Blue Book	BP Healthcare	Comparis.ch	Healthgrades	HealthTap	Triage	United Family Healthcare	WebMD	Red Cross First Aid	Health Insurance Marketplace	Healthware
Search for Healthcare Facilities/Doctors											
Location Services											
Health Tips											
Calendar/Reminders											
Make Appointment as existing patient											
Profile for User with Doctors/Hospitals											
Profiles for Family											
Q & A with Doctors											
Fair Price for Procedures											
Share Photos/Health Files with Doctors											
Save Medications, Procedures, Conditions											
Search by Symptoms/ Conditions											
Track Deductibles											
Social											
Track/Graph Payments											

TARGET AUDIENCE



+ Lives in the US

+ Has healthcare

+ 18-55 years old

+ Able to use an app on a mobile device

+ Struggles with heavy medical expenses

+ Victims of healthcare over-billing

PERSONAS

JENNIFER



Age: 38

Current city: Seattle, WA

Occupation: Waitress

Hobbies: hiking, baking and walking her dog

Health insurance carrier: Kaiser Permanente

Personal Medical Issues: Diabetes and stress

Annual amount spent on health care expenses: \$8,000

Phone/computer: iPhone 4

“I am appalled that I continually have to pay so much for my health care costs. It is eating me out of house and home and I am desperate for a means to manage this madness.”

Fearful diabetic bordering on bankruptcy

NEEDS:

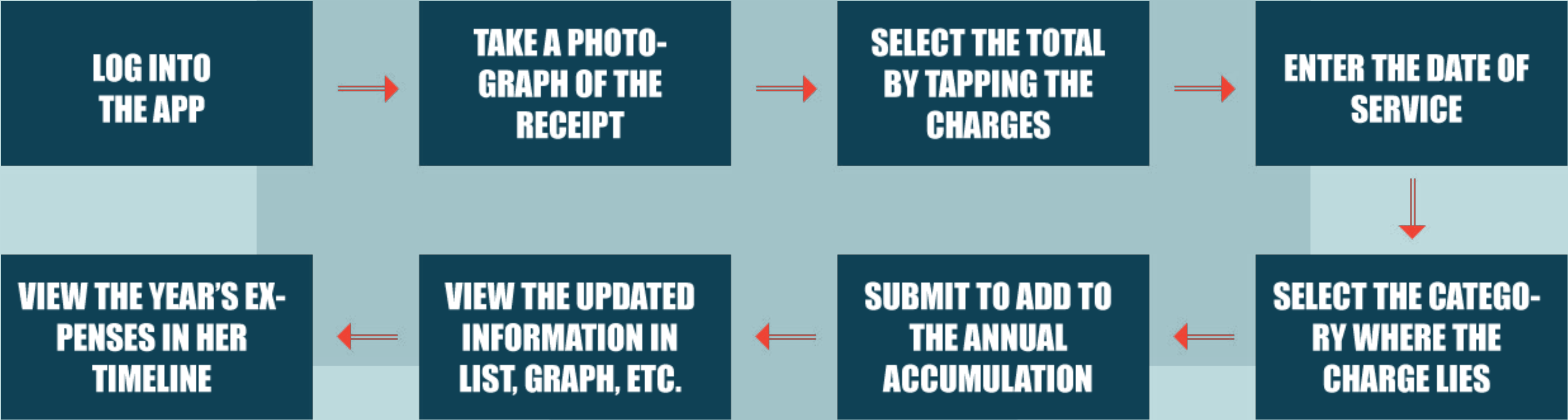
- To figure out how to manage/minimize her medical expenses
- A way to know in advance how much an office visit might cost so as to better plan in advance
- Tips to prevent her situation from becoming even more desperate

GOALS:

- Ease of tracking accumulated costs
- Ability to review billing codes
- Increased transparency with regard to cost of procedures

PERSONAL BACKGROUND: Jennifer is a 38 year old waitress who has been forced to buy health insurance independent of her employer. She has struggled with diabetes and her bills recently started to really pile up. The American Diabetes Association states that the average medical expenditures of those who suffer from diabetes is, on average \$13,700, of which \$7,900 is thought to be a result of diabetes (<http://www.diabetes.org/advocate/resources/cost-of-diabetes.html>). Jennifer situation definitely parallels this statistic and it her expenses have made a huge dent in her paychecks. Because these costs have grown so much in recent years, she has be forced to move in with her mother to save money. She is on the brink of bankruptcy and is frantically looking for a means of helping herself.

SCENARIO: Jennifer’s goal this year is to track and organize her medical bills. She just got back from another doctor’s appointment and wants to add the receipt to her profile.



PERSONAS

FRANCES



Age: 52 (mother is 78)
Current city: Boulder, CO (mother in Sant Fe, NM)
Occupation: Marketing Program Specialist
Hobbies: Reading, writing poetry, visiting with family
Health Insurance Carrier: Blue Cross Blue Shield and Medicare
Personal Medical Issues: arthritis in both wrists, loss in hearing and vision, diminished mobility
Annual amount spent on health care expenses: \$14,500
Phone: iPhone 5

“I have a terrible time keeping up with my mother’s health care expenses! She is constantly seeing doctors and I have caught numerous mistakes on her medical bills. Save me some time!”

Concerned and overextended caretaker

NEEDS:

- an easy way to track and view her mother’s expenses
- the ability to share that data with her mother
- a means for fact-checking each bill by the procedure type and cost

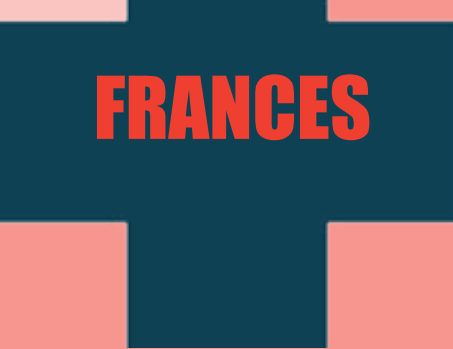
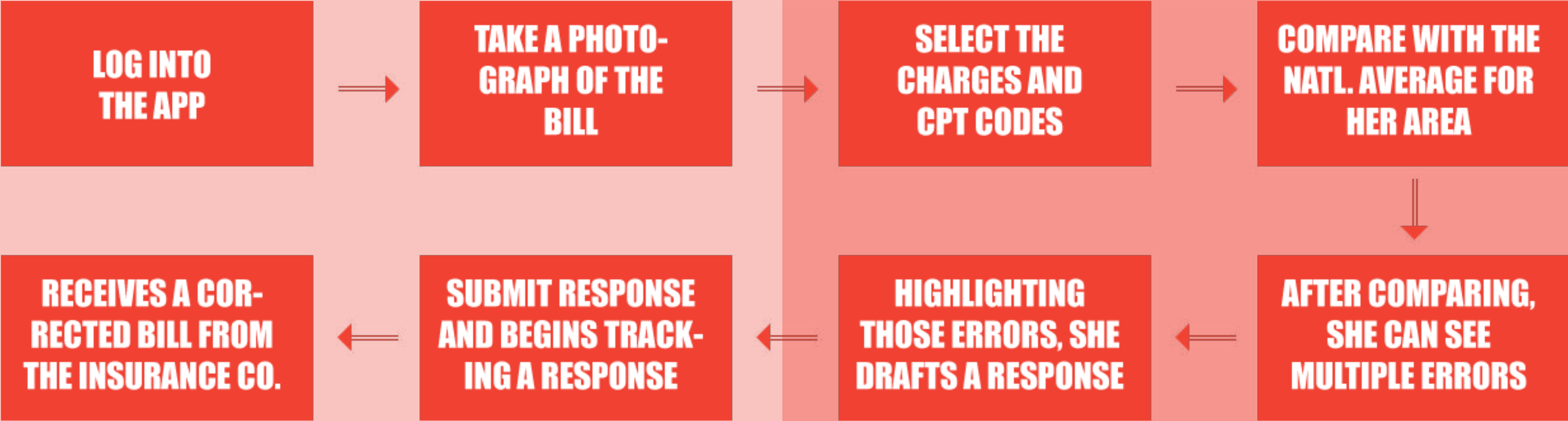
GOALS:

- share annual accumulations
- search for doctors and hospitals with an increased knowledge of expenses
- ability to submit corrections directly to insurance co. and communicate with them regarding corrections

PERSONAL BACKGROUND: Frances is a 52 year old marketing program specialist, whose mother is elderly and is not able to handle her health care costs on her own. She has been enlisted to help keep track of her mother’s expenses and is trying her best to stay in the know from another state. All bills are sent to her to review and organize, though she is in touch with her mother regularly and sees her as often as possible. Frances regularly sees mistakes in billing, over-billing, etc. and is looking for an easier way to call out and correct these errors without getting overwhelmed with the complexities of the health care system.

TASK FLOWS

SCENARIO: Frances recently received a bill in the mail that she is a bit suspicious about. Using HealthAware, she wants to check it against the database before she pays the hefty charges.



Concerned and overextended caretaker

PERSONAS

MAX



Age: 26

Current city: Oakland, CA

Occupation: Project Manager

Hobbies: Live music shows, bicycling and hanging with friends

Health Insurance Carrier: HealthNet

Personal Medical Issues: Occasional depression and anxiety

Annual amount spent on health care expenses: \$3,300

Phone/computer: Blackberry

“I had no clue health insurance was so complicated. Half the time I don’t even understand what I am paying for and I have no idea if I am getting a good deal or not. Help!”

Young and inexperienced health insurance newbie

NEEDS:

- A quick and easy way to track health care expenses
- A means of comparing rates to make sure he is getting the biggest bang for his buck
- A breakdown in layman’s terms as to what all the health insurance jargon means

GOALS:

- Keep on track with medical expenses
- Stick to a limited budget
- Communicate with peers to learn any tips and tricks
- Ensure that he is not getting screwed over

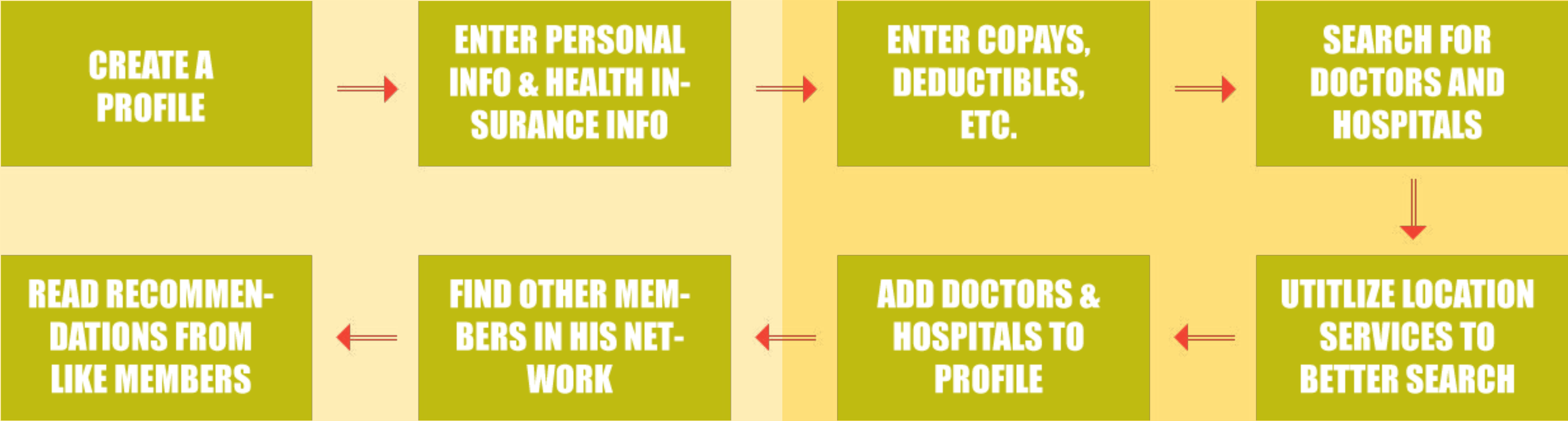
PERSONAL BACKGROUND: Max is a recent college graduate. He just turned 26 and, as such, he was kicked off his mom and dad’s health insurance plan. Max successfully purchased health insurance through the new Health Insurance Marketplace (www.healthcare.gov), but he has never had to be in charge of his own insurance before. Because he is just starting his career and is taking on a lot of new financial responsibility, he really needs to keep track of his expenses and wants to ensure that he is getting fair prices for any medical expenses.

TASK FLOWS

SCENARIO: Max wants to create a profile on HealthAware. Because his insurance plan and his doctors will all be new, he would like to do a little research to find out who he should contact in the future.

MAX

Young and inexperienced health insurance newbie



MOODBOARD, FONTS, STYLES



Impact, Charcoal, sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

"Arial Black", Gadget, sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

"Trebuchet MS", Helvetica, sans-serif - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

"Trebuchet MS", Helvetica, sans-serif - Bold

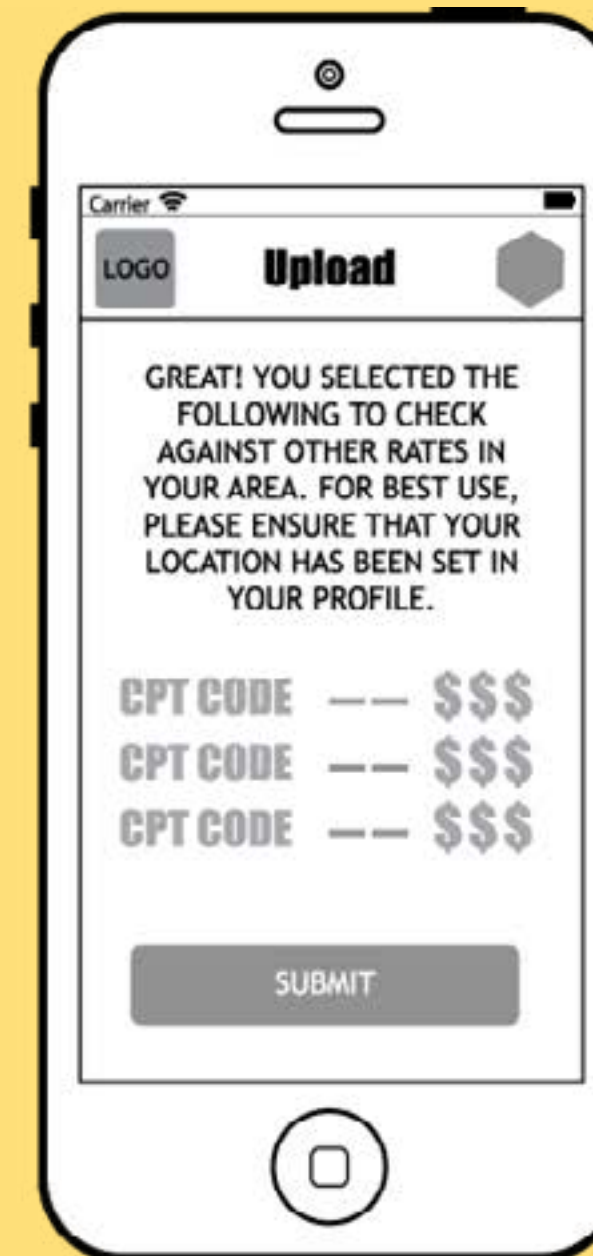
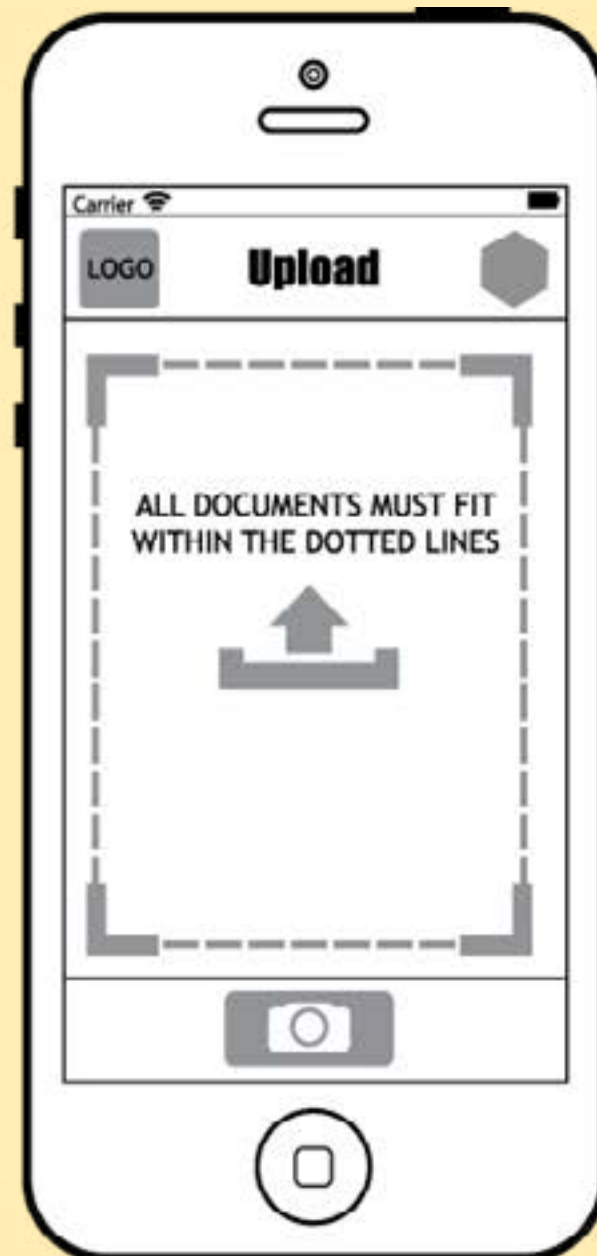
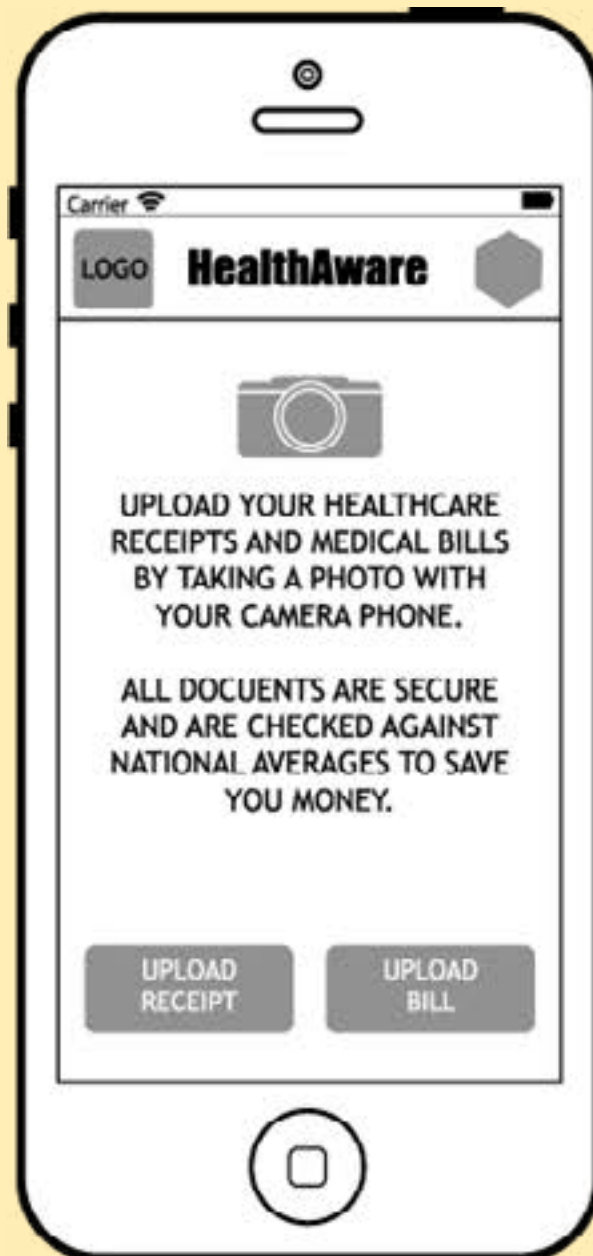
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



LOGO



WIREFRAMES



WIREFRAMES

