

James Weaver
Sr. UX Designer



ScriptHero.com is a cash discount marketplace for prescription medications. Patients can download a discount card which can be used at a pharmacy to save on the cost of their medications. The uninsured and underinsured are the core user of this product.

How might we provide even more value to the insured and underinsured?

The team was leveraging 2 data sets which would allow us to provide insurance quotes to patients. Along with this functionality, we also wanted to rethink the look and feel of the following pages.

- Home
- Therapeutic area
- Insurance
- Insurance estimate
- Therapeutic alternative

My Role: UX Lead

Guide research and design as a part of a new reskin and functionality update to ScriptHero.com

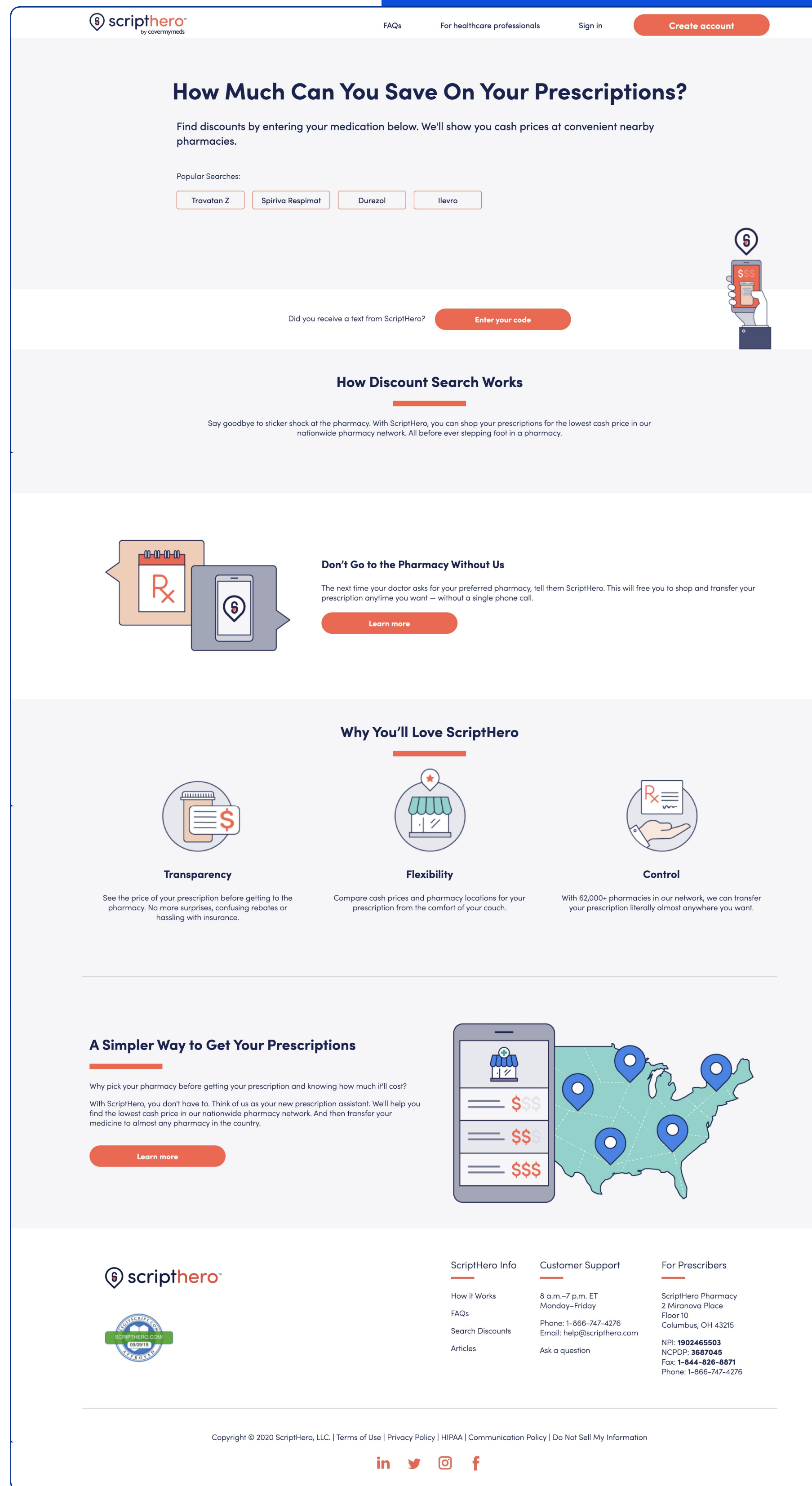
Home page redesign

(Scroll to see entire page)

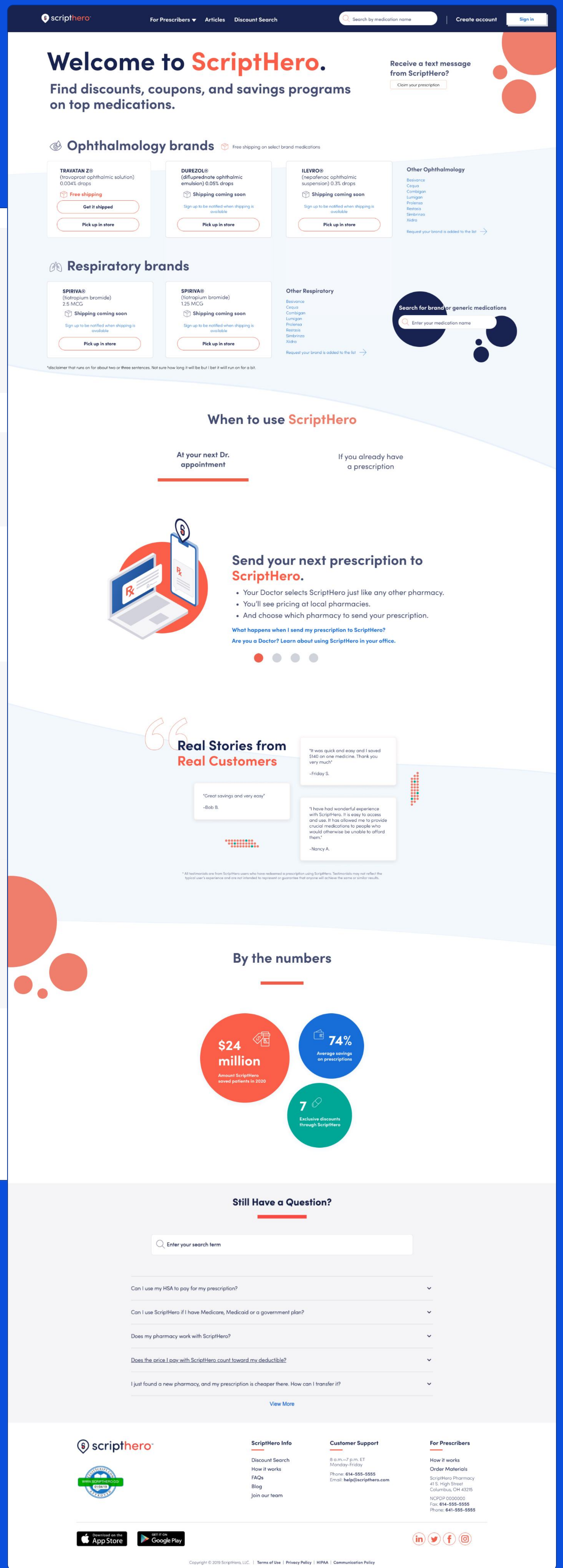
We wanted to update the look and feel of the page without doing a major brand update. I focused on 2 main aspects of the design -- the grey background sections and graphics.

I partnered with an illustrator from the marketing team to update the isometric graphics you see in the updated version and worked in parallel when rethinking the background components.

Existing



Updated



Therapeutic Area

(Scroll to see entire page)

In addition to the homepage, we also needed to update the therapeutic area page template.

The page needed to support dozens of medications per therapeutic area which users should be able to filter through and select from.

The existing page was hard coded to support a dozen medications and was outdated from a visual perspective.

I leveraged the same illustrator to help with the illustrations and again worked in parallel on everything else you see in the updated version.

Existing

How It Works

Blog

For Prescribers

Create account

Sign In

Ophthalmology Medications

Helping patients save on top ophthalmology products

Sometimes the ScriptHero price is the best option, but sometimes it's not. There may be a manufacturer savings program designed for you.

Medication name	ScriptHero Price Recommended for medicare, underinsured and uninsured patients	Manufacturer Savings Programs
Travatan Z® 0.004% Eye Drops Qty: 2.5 mls	\$55 / month Get Discount Shipping available	Not available
Durezol® 0.05% Eye Drops Qty: 5 mls	\$60 / month Get Discount	Not available
Ilevro® 0.3% Eye Drops Qty: 3.0 mls	\$60 / month Get Discount	Not available
Prolensa® 0.07% Drops Qty: 3 mls	\$302.35 and up Get Discount	Eligible commercially insured may pay*: \$35* Eligible uninsured patients may pay: \$75* Eligible Medicare Part D patients may pay \$60* View savings program →
Besivance® 0.6% Eye Dropper Qty: 5 mls	\$112.43 and up Get Discount	Eligible commercially insured may pay*: \$25* Eligible uninsured patients or not covered patients may pay as little as \$60* View savings program →
Combigan® 0.2%-0.5% Drops Qty: 5 mls	\$198.36 and up Get Discount	Eligible commercially insured: Pay as little as \$30 per prescription* View savings program →
Xiidra® 5% Dropperette Qty: 60 units	\$573.93 and up Get Discount	Eligible commercially insured: Pay as little as \$0* View savings program →
Restasis® 5% Dropperette Qty: 60 units	\$613.89 and up Get Discount	Eligible commercially insured: Pay as little as \$0* View savings program →
Lumigan® 0.01% Drops Qty: 2.5 mls	\$220.85 and up Get Discount	Eligible commercially insured: Pay as little as \$30 per prescription* View savings program →
Simbrinza® 1%–0.2% Eye Dropper Qty: 8 mls	\$176.49 and up Get Discount	Eligible commercially insured: Pay as little as \$30 per prescription* View savings program →
Cequa® 0.08% Dropperette Qty: 60 units	\$507.27 and up Get Discount	Eligible commercially insured: Pay as little as \$5 per month* View savings program →

*ScriptHero prices are compared against the prices published on the co-pay card sponsor's/manufacturers' websites as of XX/XX/XXXX. The co-pay card prices displayed are for informational purposes only and the accuracy cannot be guaranteed.

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Why You'll Love ScriptHero

Transparency

See the price of your prescription before getting to the pharmacy. No more surprises, confusing rebates or hassling with insurance.

Flexibility

Compare cash prices and pharmacy locations for your prescription from the comfort of your couch.

Control

With 62,000+ pharmacies in our network, we can transfer your prescription literally almost anywhere you want.

scripthero

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GET IT ON Google Play

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Discount Search

How it works

FAQs

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Customer Support

8 a.m.–7 p.m. ET
Monday-Friday

Phone: 614-555-5555

Email: help@scripthero.com

For Prescribers

How it works

Order Materials

ScriptHero Pharmacy

41 S. High Street

Columbus, OH 43215

NCPDP 0000000

Fax: 614-555-5555

Phone: 614-555-5555

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Updated

How It Works

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Sign In

Ophthalmology Medications

Helping patients save on top vision products

Find discounts, coupons, and savings programs on top ophthalmology medications. Select a medication to get started.

✓ Medicare

✓ Commercial/Private

✓ No coverage

✓ Other Gov-Sponsored

Patient savings

We've saved patients \$17 million on these medications. An average of \$186 savings per patient.*

TRAVATAN Z®
(travoprost ophthalmic solution)
Choose between 3 forms
Get started
Shipping available

DUREZOL®
(difluprednate ophthalmic emulsion)
Choose between 3 forms
Get started

ILEVRO®
(nepafenac ophthalmic suspension)
Choose between 2 forms
Get started

*Patient savings estimates are based on comparing average retail prices at ScriptHero's network of pharmacies and ScriptHero discount card prices. Savings estimates based on transactions through May 2021

Find Your Ophthalmology Medication

Search by medication name

ABCDEFGHIJKLMNOPQRSTUVWXYZ | All

BESIVANCE®
(travoprost ophthalmic solution)
Choose between 3 quantities
Get started

CEQUA®
(difluprednate ophthalmic emulsion)
Choose between 3 quantities
Get started

COMBIGAN®
(nepafenac ophthalmic suspension)
Choose between 2 quantities
Get started

BESIVANCE®
(nepafenac ophthalmic suspension)
Choose between 3 quantities
Get started

CEQUA®
(travoprost ophthalmic solution)
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COMBIGAN®
(difluprednate ophthalmic emulsion)
Choose between 2 quantities
Get started

LUMIGAN®
(nepafenac ophthalmic suspension)
Choose between 2 quantities
Get started

PROLENSA®
(nepafenac ophthalmic suspension)
Choose between 3 quantities
Get started

RESTASIS®
(travoprost ophthalmic solution)
Choose between 3 quantities
Get started

SIMBRINZA®
(difluprednate ophthalmic emulsion)
Choose between 2 quantities
Get started

XIIDRA®
(nepafenac ophthalmic suspension)
Choose between 2 quantities
Get started

ZEPLIN
(generic for PROLENSA)
Choose between 2 quantities
Get started

View All

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Why You'll Love ScriptHero

Transparency

See the price of your prescription before getting to the pharmacy. No more surprises, confusing rebates or hassling with insurance.

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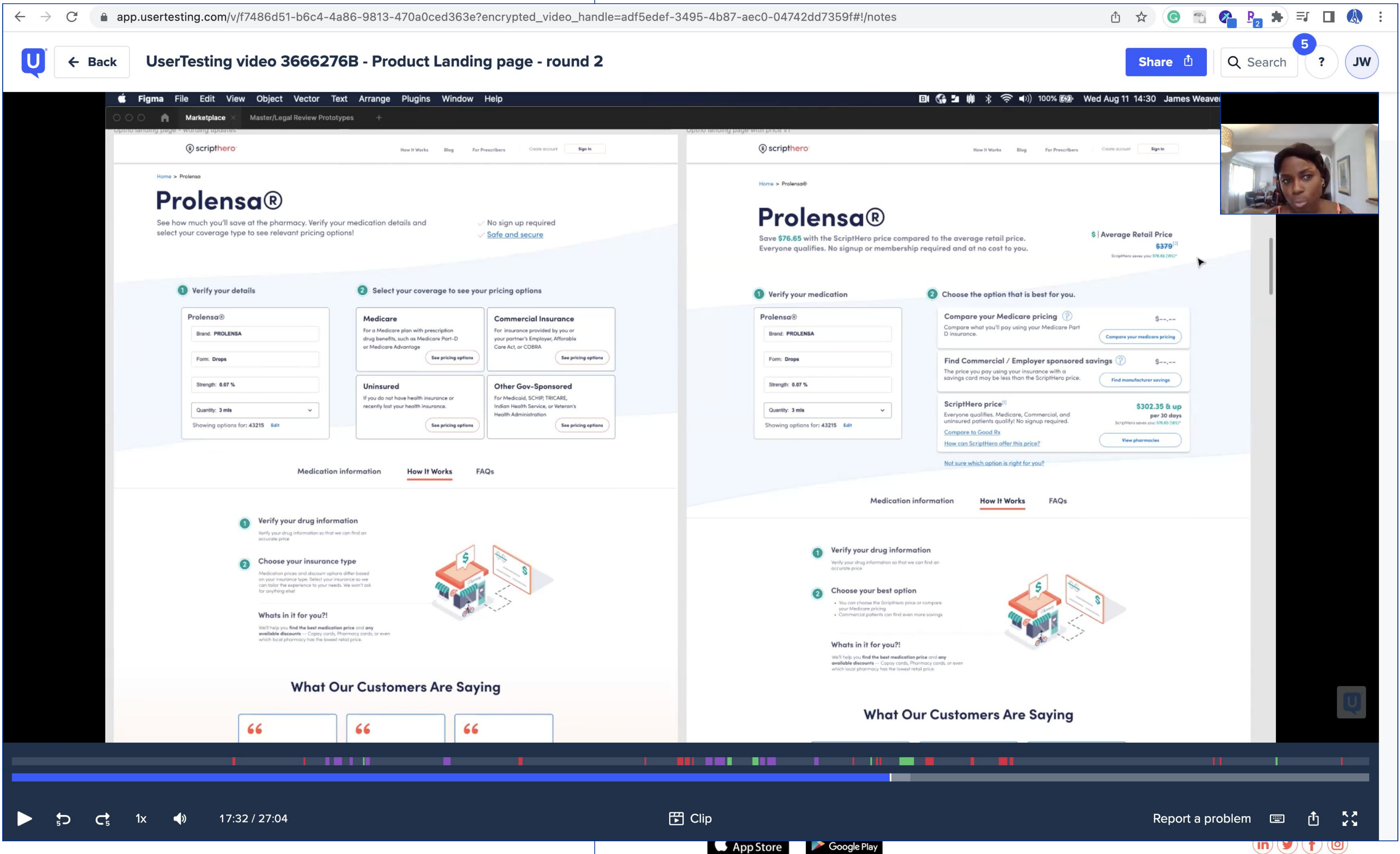
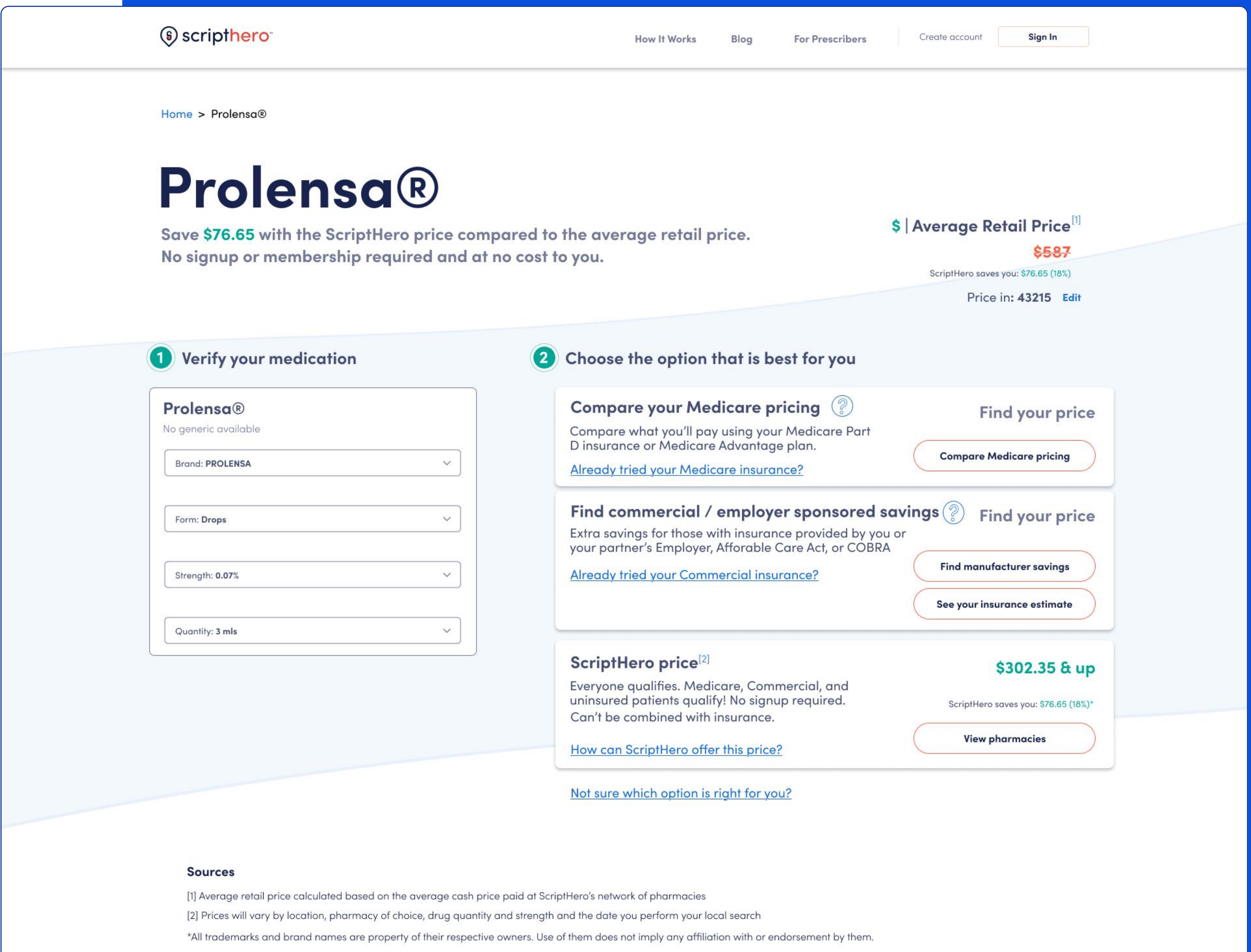
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Insurance options

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Providing patients with their policy insurance pricing alongside ScriptHero's cash discount pricing was the main goal for the business.

This was based on our team's prior research which consisted of 2 diary studies and 75 conversations with providers.



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However, several of the users were able to find their details and enter into the demo to see a cost breakdown.

These users gave exceptionally good feedback about Scripthero and this functionality. They gave specific feedback that this site would help patients understand how to afford and access their medications.

scripthero

How It Works

Blog

For Prescribers

Create account

Sign In

Home > Prolensa > Commercial

Prolensa®

Drops | 0.07% | 3 ml

Compare your insurance estimate to other savings options

Our goal is to provide you with the right information at the right time. Enter card details below in order to **compare your insurance estimate to other savings options** -- like the ScriptHero or GoodRx discount cards or a manufacturer's copy card.

What you'll need

In order to see insurance pricing estimates, we'll need your prescription card details.

[Help me understand this better](#)

Prescription card details

[My card doesn't have Rx numbers](#)

Enter the following

Rx BIN (required)

And one or both of the following

Rx PCN

Group ID

☐ I would like to sign up for a free ScriptHero account

Continue

What we're doing with your card details

Your prescription card details are like a barcode for health plans. We use these details to match up with what others, with your same plan, have paid in the last 30 days.

What you'll get

By entering your prescription card details, we can show you the average insurance price as well as the range of prices paid in the last 30 days. You can also **Compare your insurance estimate to other savings options** -- like the ScriptHero or GoodRx discount cards or a manufacturer's copy card.

Card details

RxBIN 012345
RxPCN ABC
Group ID RX1234567

1,389
prices found

Your estimate will include...

- Average price
- Price range
- Savings programs

66 Real Stories from Real Customers

"Great savings and very easy"

-Bob B.

"It was quick and easy and I saved \$140 on one medicine. Thank you very much"

-Friday S.

"I have had wonderful experience with ScriptHero. It is easy to access and use. It has allowed me to provide crucial medications to people who would otherwise be unable to afford them."

-Nancy A.

* All testimonials are from ScriptHero users who have redeemed a prescription using ScriptHero. Testimonials may not reflect the typical user's experience and are not intended to represent or guarantee that anyone will achieve the same or similar results.

By the numbers

\$24 million

Amount ScriptHero saved patients in 2020

74%

Average savings on prescriptions

7

Exclusive discounts through ScriptHero

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Therapeutic Alternatives

(Scroll to see entire page)

Now that we had the patient’s insurance details we could show them a true comparison, all in one place. They would normally have to contact their pharmacist for insurance pricing and now they could see it on ScriptHero.

In addition to insurance pricing, we went 1 step further by showing alternative therapeutic medications. In some cases the alternative medications would be hundreds of dollars cheaper than the written prescriptions.

This was a huge value add to patients and got great feedback from our user participants.

