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
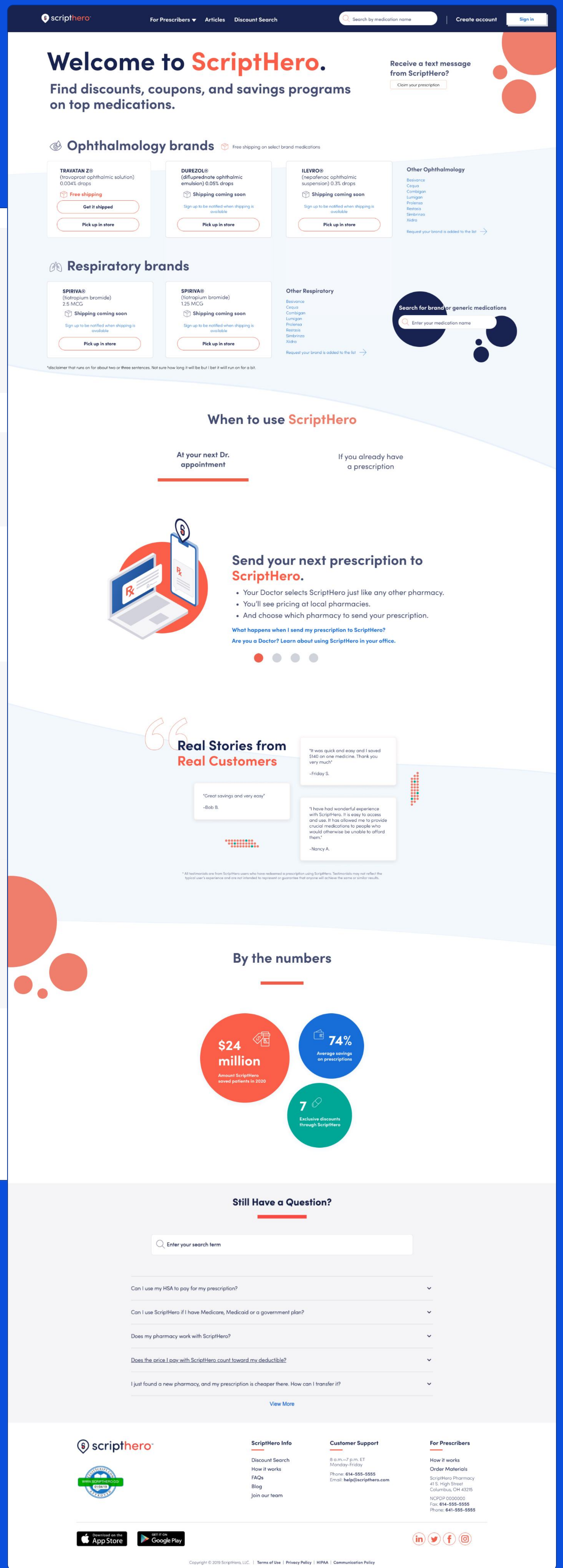
(Scroll to see entire page)

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
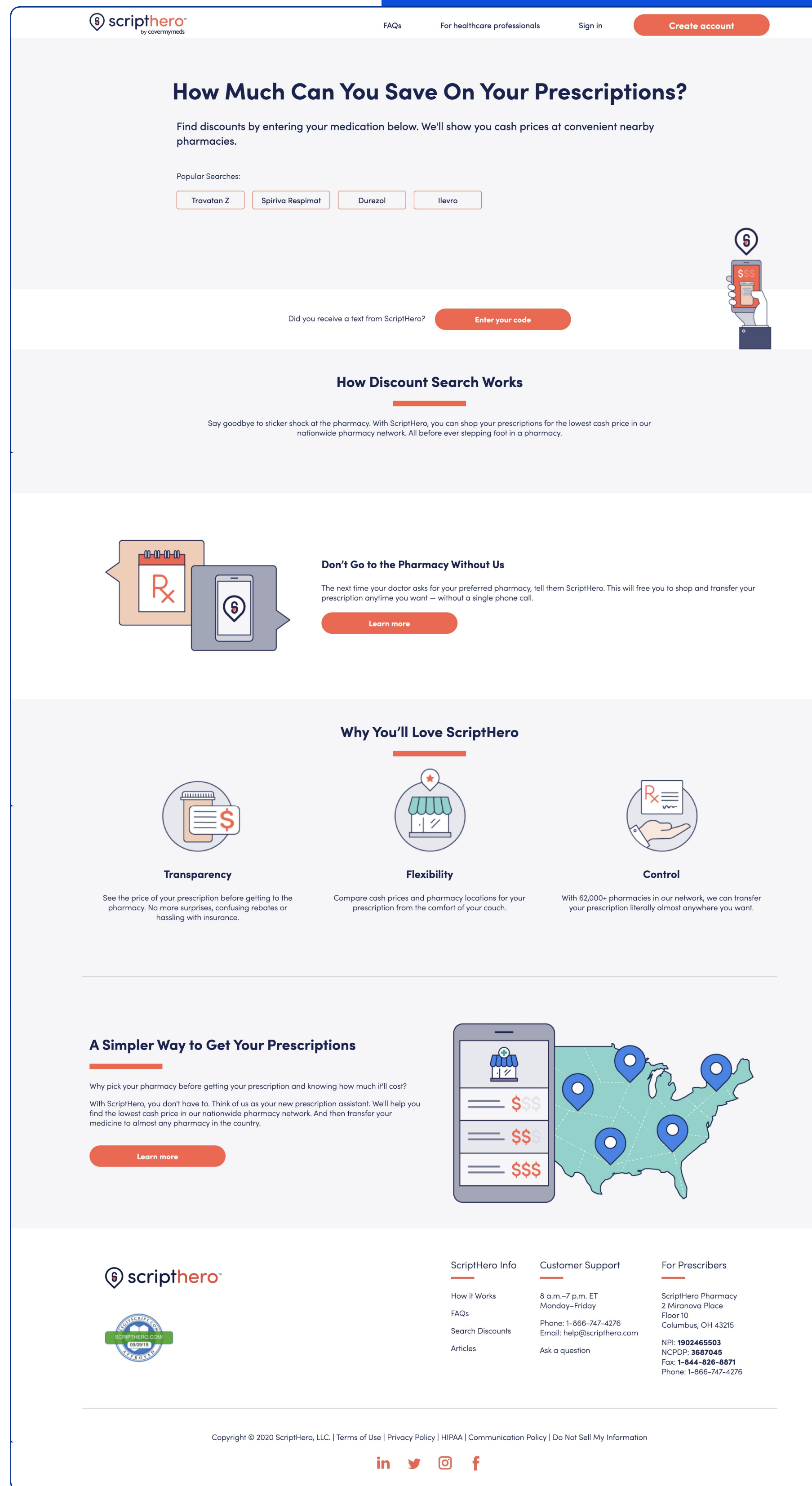
Updated

Therapeutic Area

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The existing page was hard coded to support a dozen medications and was outdated from a visual perspective.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

Updated

Existing

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.

Prescription card details

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In order to display a cost comparison to the user we needed them to enter their insurance details. This was a problem for users for many reasons and proved challenging in user testing.

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.

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scripthero

How It Works   Blog   For Prescribers   Create account   Sign In

Prolensa®

Drops | 0.07% | 3 mls

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 copay card.

What you'll need

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

Help me understand this better

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 copay card.

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

Card details			1,389 prices found		Your estimate will include...
RxBIN	012345				• Average price
RxPCN	ABC				• Price range
Group ID	RX1234567				• Savings programs

Real Stories from Real Customers

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

–Friday S.

"Great savings and very easy"

–Bob B.

"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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ScriptHero Info
Discount Search
How it works
FAQs
Blog
Join our team

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
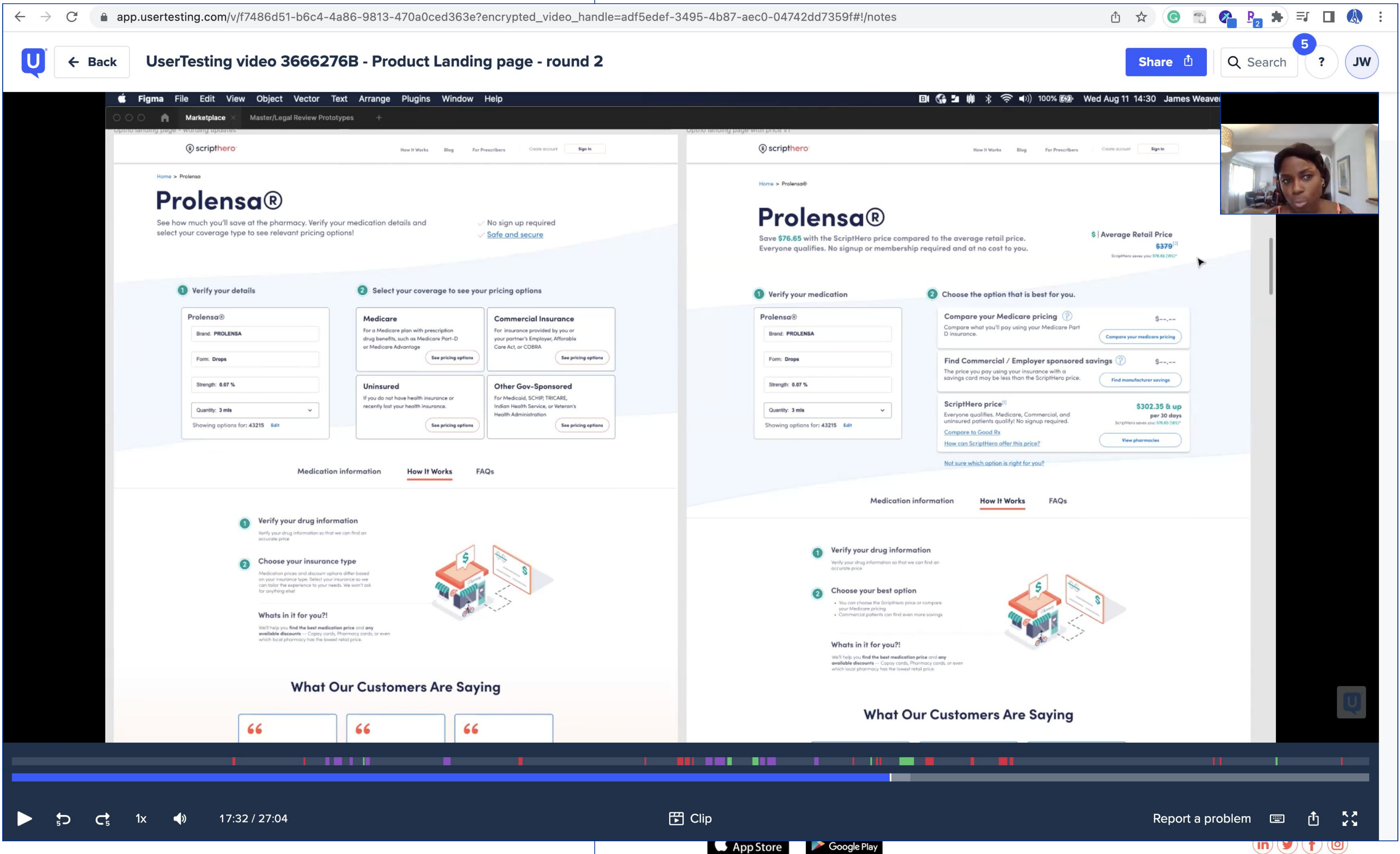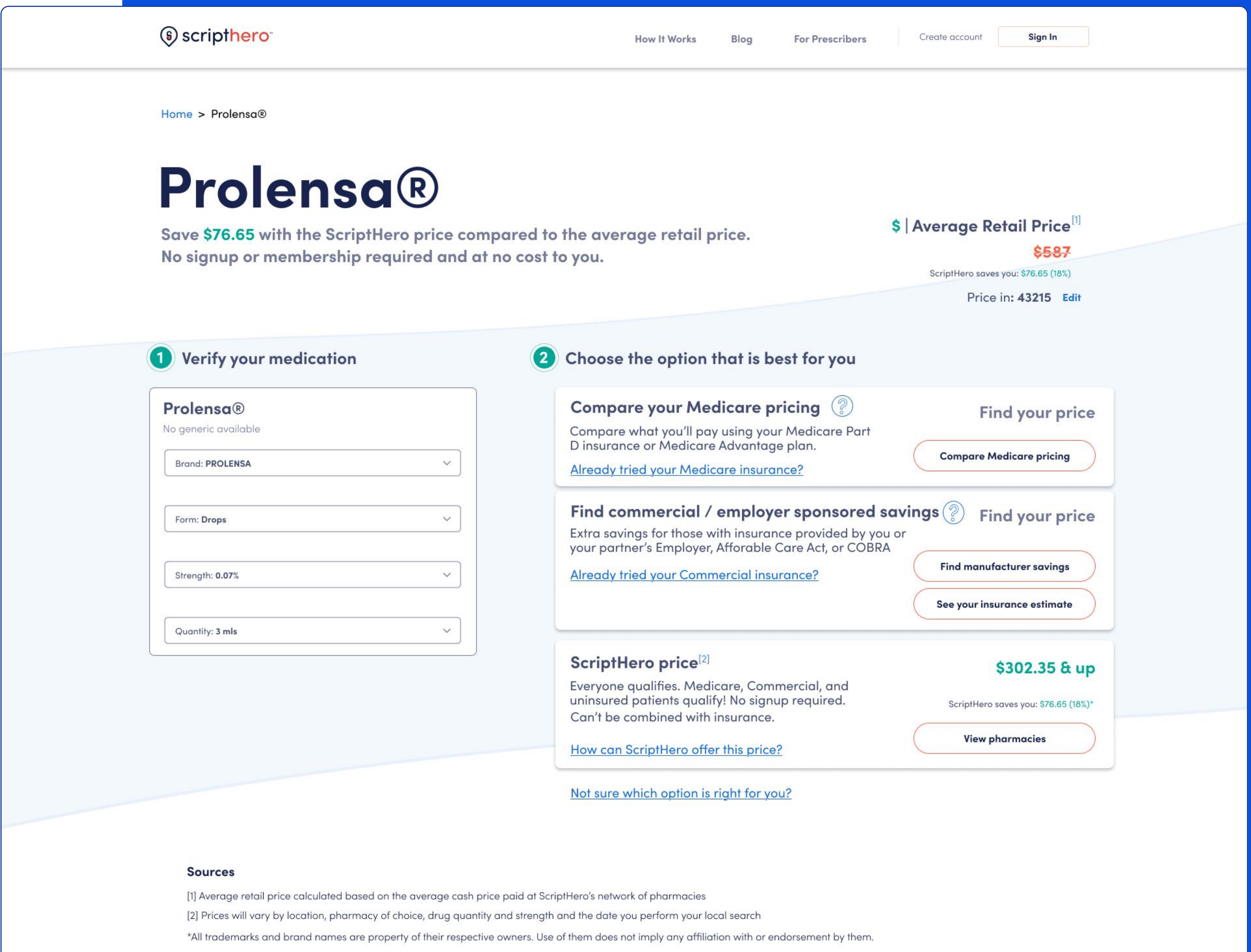NCPDP 0000000
Fax: 614-555-5555
Phone: 641-555-5555

Download on the App Store   GET IT ON Google Play

Therapeutic Alternatives

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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.