

Welcome to ScriptHero,
Jane

 **Medications**
Search your medications

 **Insurance**
Enter your insurance details

None

 **Profile**
Name, password, email

Hello, it's ScriptHero!

Receive a **text message** from ScriptHero?
enter your code here

Your medications

Medication search

Alherlatan

0.3% drops / 3.0 mLs

Discount details

NOT TO BE USED WITH INSURANCE 

LOGO  **\$22.76**
MEMBER ID: SS2007439720
BIN: 006053
PCN: MSC
GROUP: 4001
[Run as primary payer](#)

Price may change*

[Check price](#)

Monthly price updates

ON 

04/14/2022

*We can't control the price of the medication, but we can give you control of knowing when prices change.

Next steps

- 1 Save these details.
 [Text](#)  [Email](#)  [Print](#)  [Copy](#)
- 2 Take these details to WALGREENS. Your pharmacist will need the details from this card to redeem this discount at \$99.
WALGREENS
150 W Sycamore St • 0.90 mi
617-384-4859
- 3 Ask the pharmacist to run the card as **"primary payer."** This card will only work for SPIRIVA. Use in place of Medicare or other insurance coverage benefits.
- 4 Let your doctor know how much you saved!
[Find your doctor](#)

Prior Authorization

Jane Doe

Cequa

0.3% drops / 3.0 mLs

Prescription

Jane Doe

Illevro

0.3% drops / 3.0 mLs

[Choose your pharmacy](#)[Add medication](#)

James Weaver

UX Manager

ScriptHero

How much can you save on your prescriptions?

The Challenge: Grow Patient Network

- Increase the number of accounts being created from 9% to 15%
- Reduce user confusion and calls from 100 to 0 a month.

My Role: UX Lead

The team is an embedded cross-functional team which includes a Product Designer, Front-end Developer, Data Analyst, and Product Manager.



Existing data

We noticed about 9% of users that reach the Success page also sign up for an account.

Show results for:

Which of the following would you value most? (Choose up to 3) ▾

Value Workshop and Survey

I had the team focus on the Success page by challenging them to better understand what a user might want in that moment. We turned the workshop findings into a survey and found that a lot of people just wanted to easily save their card information.



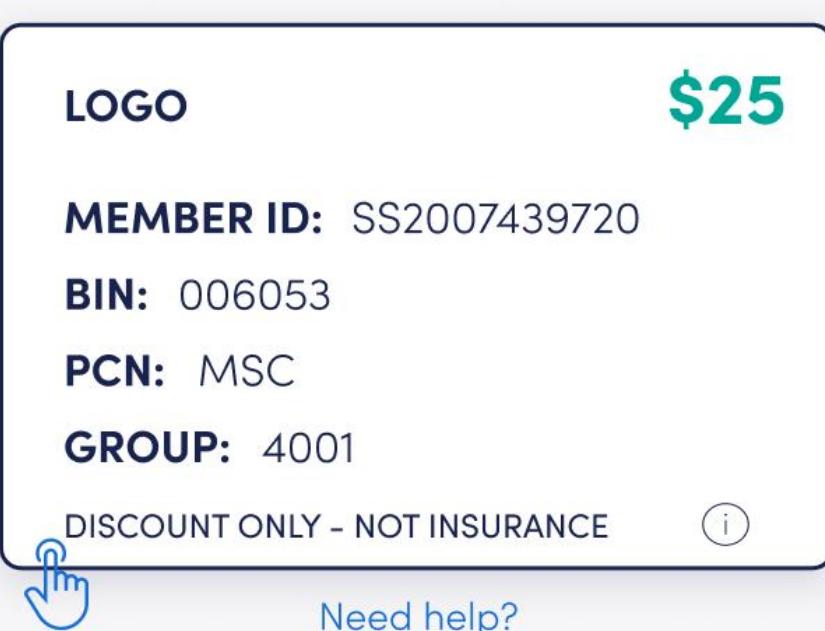
#	Answer	Count	% of respondents	% of answers
A	Get weekly or monthly price updates via email, text or app notification	30	30%	15.8%
B	See total monthly savings	20	20%	10.5%
C	Store your card for easy access at the pharmacy	90	90%	47.4%
D	Download the app	30	30%	15.8%
E	Create an account	20	20%	10.5%
F	Other	0	0%	0%

Success!

Here is your ScriptHero discount card! The pharmacist will need to process the details on this card to provide the ScriptHero discount. Start using these details right away!

Discount details

Drug Name



Next steps

- 1 To create an account, [save your card](#) for easy access at the pharmacy

[Save your card](#)



(In order to see your card details in the app, [save your card](#) first.)



Text



Email



Print



Copy

- 2 Take these details to WALGREENS. Your pharmacist will need the details from this card to redeem this discount at \$25.

WALGREENS

150 W Sycamore St • 0.90 mi
617-384-4859

Prescription currently at another pharmacy?

[Transfer your prescription](#) 

- 3 Ask the pharmacist to run the card as "**primary payer**."

Updated Success page

The team introduced a, “Save your card” button and some information to explain the action.

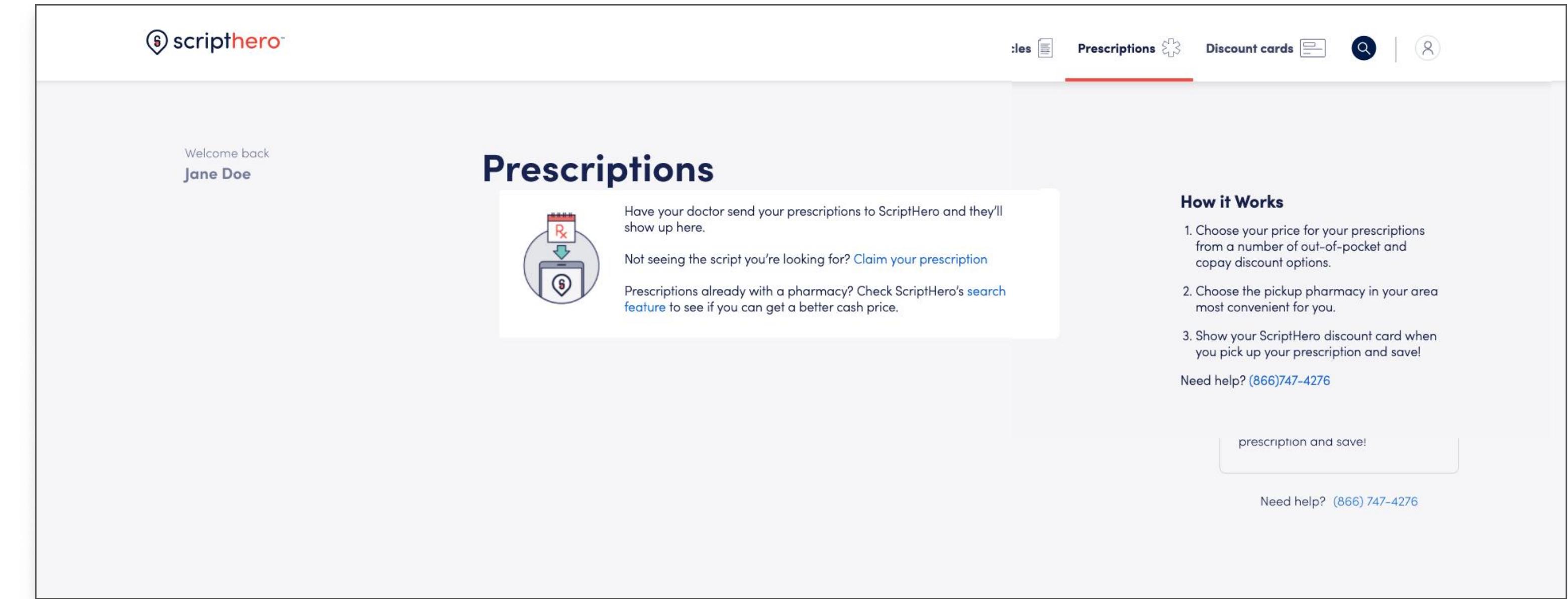
Account Experience

Now that we had a design that would drive more account engagement, we needed to ensure the user would have a great account experience.

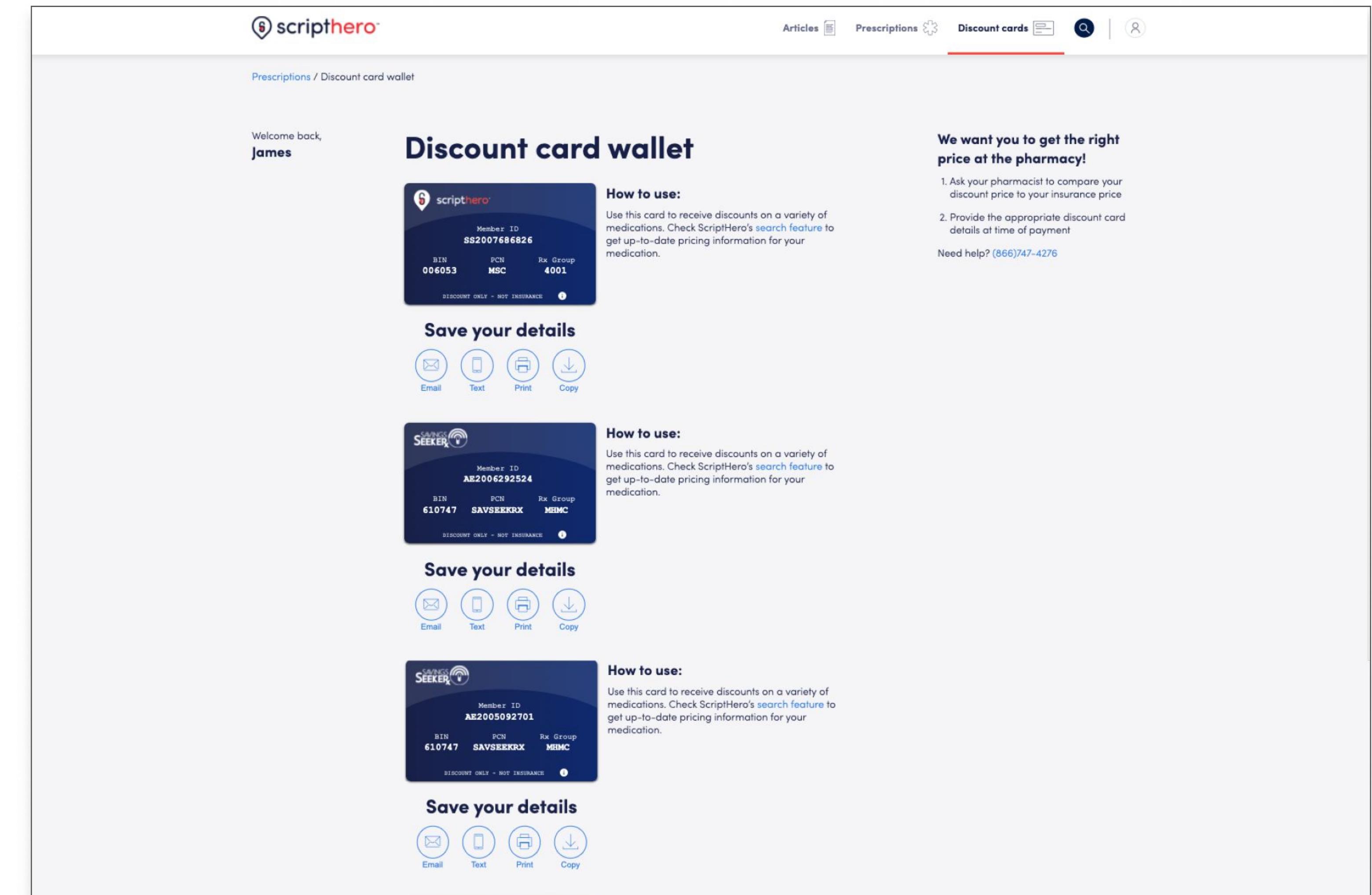
The account was originally designed to display active prescriptions and discount cards in separate tabs which wasn't a good experience for our cash discount cardholders.

I didn't want the team to increase accounts if once the patient got to an account and hated it.

So, we created another goal to consolidate these two tabs into a single page.



The image shows the 'Prescriptions' section of the ScriptHero website. The header includes the logo and navigation links for 'Articles', 'Prescriptions' (which is highlighted with a red underline), 'Discount cards', and a search bar. The main content area starts with a 'Welcome back' message for 'Jane Doe'. Below this is a 'Prescriptions' heading with a sub-section titled 'How it Works' containing three numbered steps: 1. Choose your price for your prescriptions from a number of out-of-pocket and copay discount options. 2. Choose the pickup pharmacy in your area most convenient for you. 3. Show your ScriptHero discount card when you pick up your prescription and save! There is also a link to 'Need help? (866)747-4276'. The central part of the page features a placeholder for prescriptions with an 'Rx' icon and a 'Claim your prescription' link. A note about prescriptions already with a pharmacy and a search feature is also present. At the bottom, there is a 'prescription and save!' button and a 'Need help? (866) 747-4276' link.



The image shows the 'Discount card wallet' section of the ScriptHero website. The header includes the logo and navigation links for 'Articles', 'Prescriptions' (which is highlighted with a red underline), 'Discount cards' (which is also underlined), and a search bar. The main content area starts with a 'Welcome back' message for 'James'. Below this is a 'Discount card wallet' heading with a sub-section titled 'How to use:' for three different discount cards: 1. scripthero: Member ID SS2007686826, BIN 006053, PCN MSC, Rx Group 4001. 2. SEEKER: Member ID AE2006292524, BIN 610747, PCN SAVSEEKRX, Rx Group MEMC. 3. SAVINGSSEEKER: Member ID AE2005092701, BIN 610747, PCN SAVSEEKRX, Rx Group MEMC. Each card has a 'How to use:' section with instructions to receive discounts on medications. Below each card is a 'Save your details' section with icons for Email, Text, Print, and Copy. The bottom of the page has a 'Need help? (866)747-4276' link.

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Jane

Your medications

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Search your medications

 **Insurance**
Enter your insurance details

None

 **Profile**
Name, password, email

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Illevro

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Choose your pharmacy**Add medication**





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**



Account updates

Consolidating the medication with the correct discount card was a big win because many patients would call with questions about which discount card went with which medication.



Measuring success!

The team delivered updates to production and immediately saw a large increase in accounts being created - from 9% to 20%!

Based on the consolidation of account information we also saw call volume drop from about 5 calls a day to zero!