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# ScriptHero

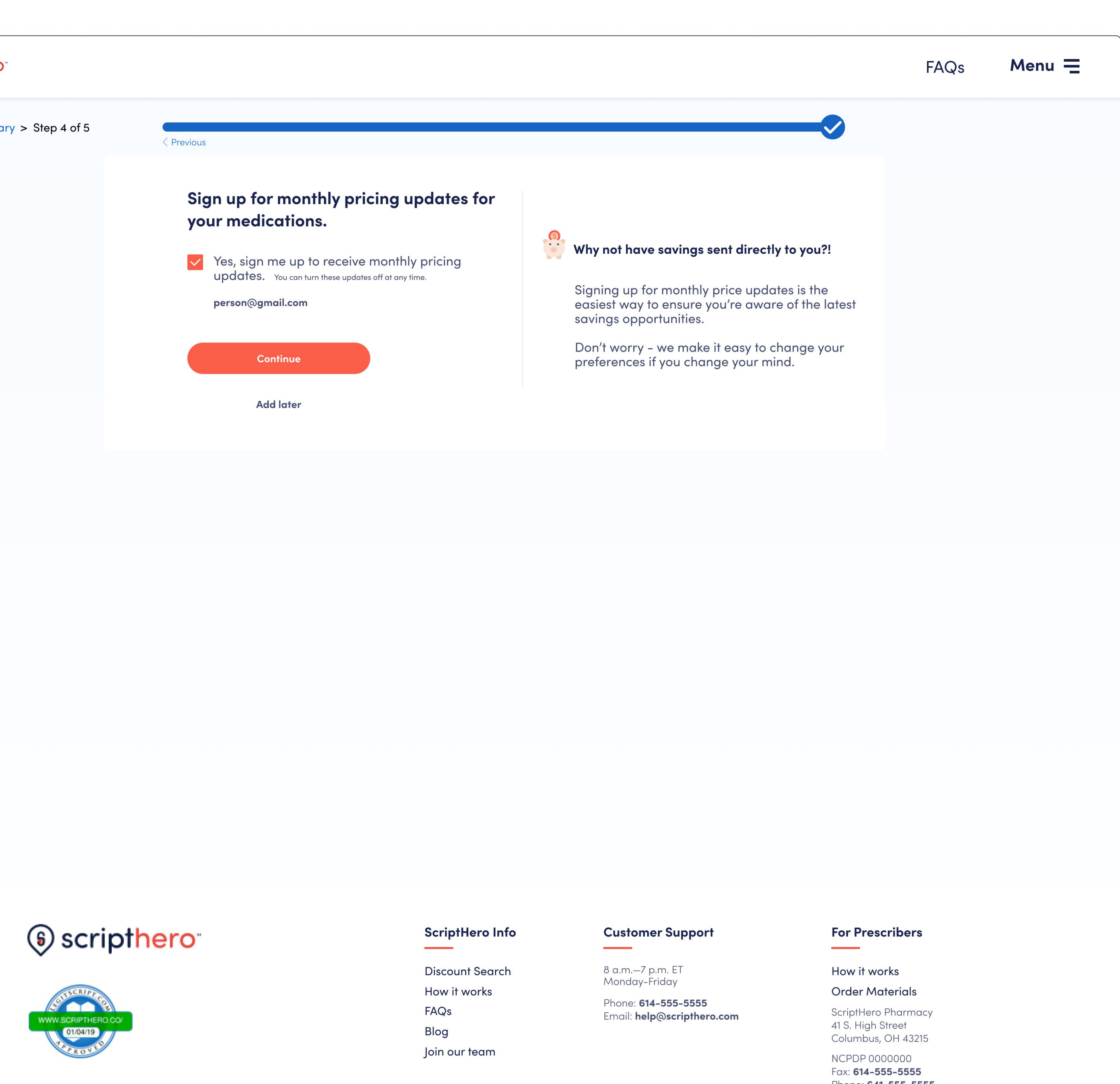
Did Epinephrine go up  
\$100 this month?

## **The Challenge**

Determine if patients would find value in monthly price updates and if they would sign up for the service.

## **My Role: UX Lead**

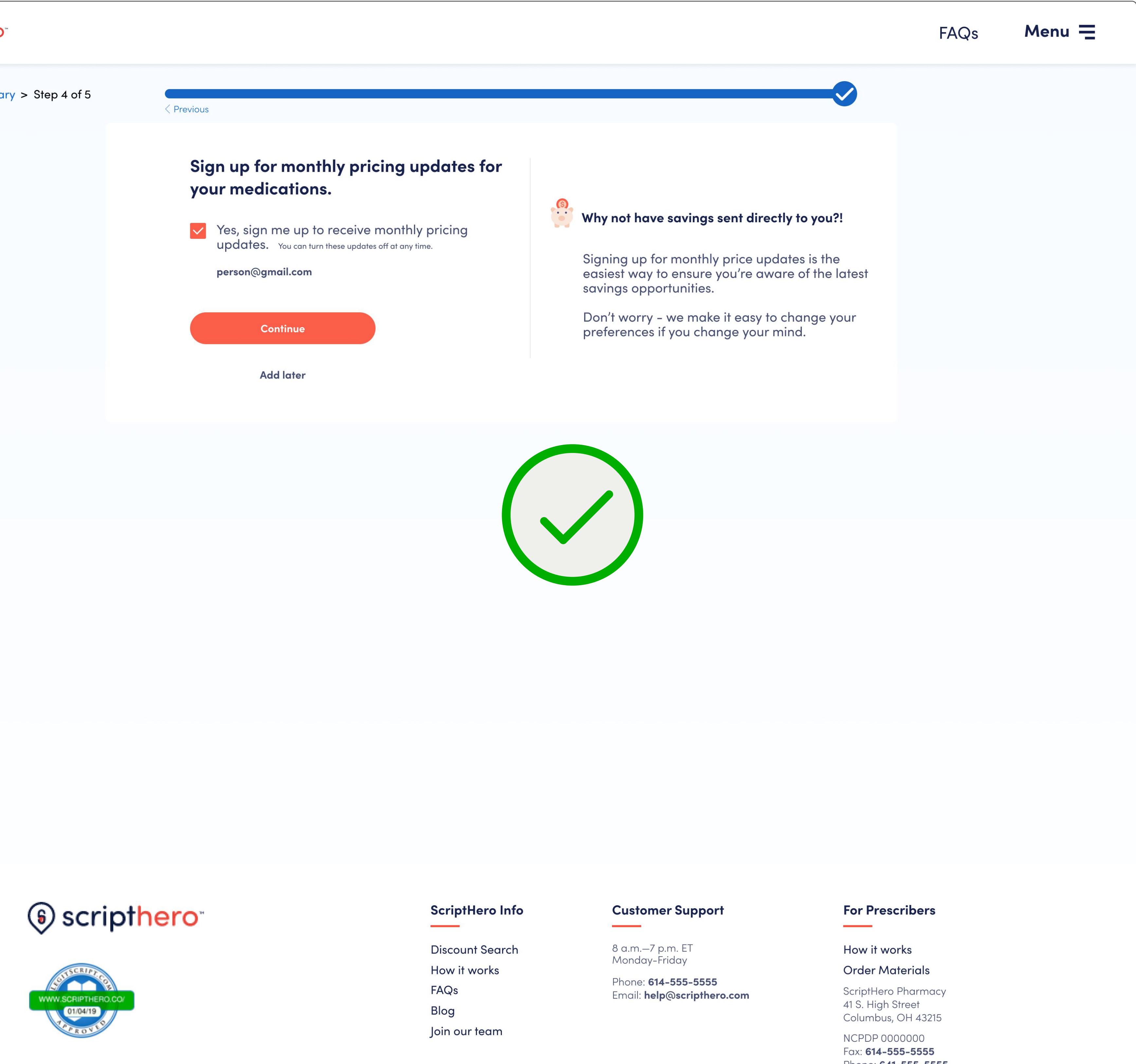
The team is an embedded cross-functional team which includes a Product Designer, Front-end Developer, Data Analyst, and Product Manager.



# The approach

Get feedback from users on a series of questions in a newly designed onboarding flow. Measure how many people would agree to **sign up for monthly pricing updates**.





## The findings

**10** out of **10** users said they would sign up for monthly price updates for their medication.

**“Isn’t this the whole point of the service?”**



Results for:			
of the following would you value most? (Choose up to 3) ▼			
Answer	Count	% of respondents	% of answers
Get weekly or monthly price updates via email, text or app notification	30	30%	15.8%
See total monthly savings	20	20%	10.5%
Store your card for easy access at the pharmacy	90	90%	47.4%
Download the app	30	30%	15.8%
Create an account	20	20%	10.5%
Other	0	0%	0%

# The survey

We had further indication in a previous survey that some of our **respondents saw value in receiving monthly price updates.**

# 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

LOGO

\$25

MEMBER ID: SS2007439720

BIN: 006053

PCN: MSC

GROUP: 4001

DISCOUNT ONLY - NOT INSURANCE

Need help?

- Next steps

1

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

✓

Sign me up to receive monthly pricing updates with account creation.

You can turn these updates off at any time.

Save your card

Download on the App Store

(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.”

## The experiment

We knew it would take a lot of engineering to build out the backend to support sending price updates to patients on a monthly basis.

We decided to set a **2 week experiment** with a fake front door test to **validate the value** we saw in the user tests and survey.

<https://uxdesign.cc/how-we-run-a-fake-door-test-in-notino-ux-case-study-c7138940c1ec>





## The data

Not only did we see an **80%** sign up rate for monthly price updates, we also saw account sign ups surge to **33.5%**!