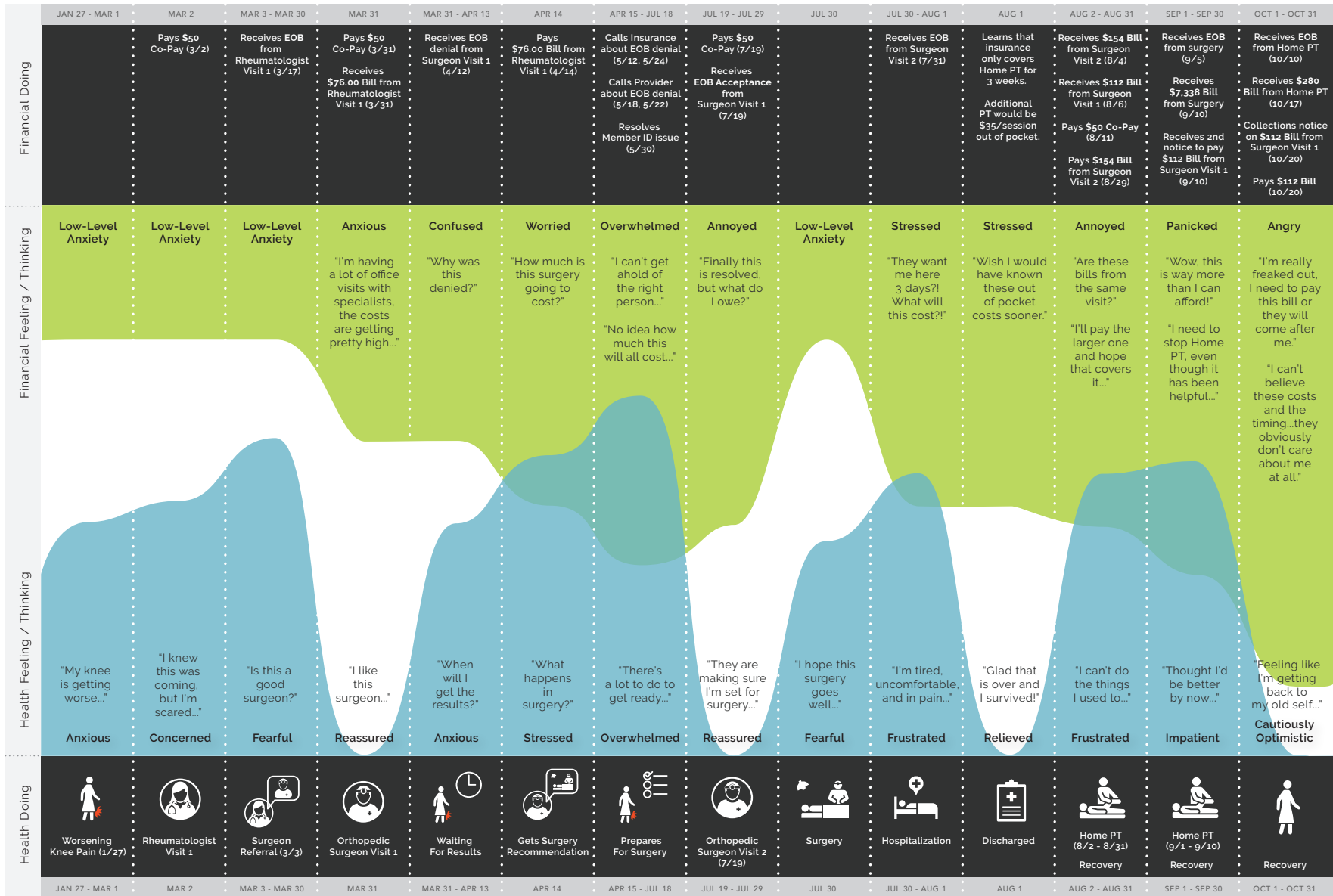


Journey Map — Existing Health Finance System

Overview: Health journeys are often emotionally challenging. Issues with cost transparency and billing can exacerbate an already difficult experience. This journey map shows one individual's path with an emphasis on her emotional responses to health and financial events as she prepares for, undergoes, and recovers from a total knee replacement.

Persona: Barbara is 66 years old, lower-middle class, and was diagnosed with Rheumatoid Arthritis 10 years ago. She has Medicare and a supplemental commercial insurance plan. At the beginning of this journey, she has been experiencing worsening knee pain and decides to check in with her Rheumatologist.



REFERENCES
 Elderly Woman by Milton Raposo C. Régis Jr. from the Noun Project
 Doctor by Wilson Joseph from the Noun Project
 profile by TukTuk Design from the Noun Project
 chat bubble by icon 54 from the Noun Project
 clock by Arthur Shlain from the Noun Project

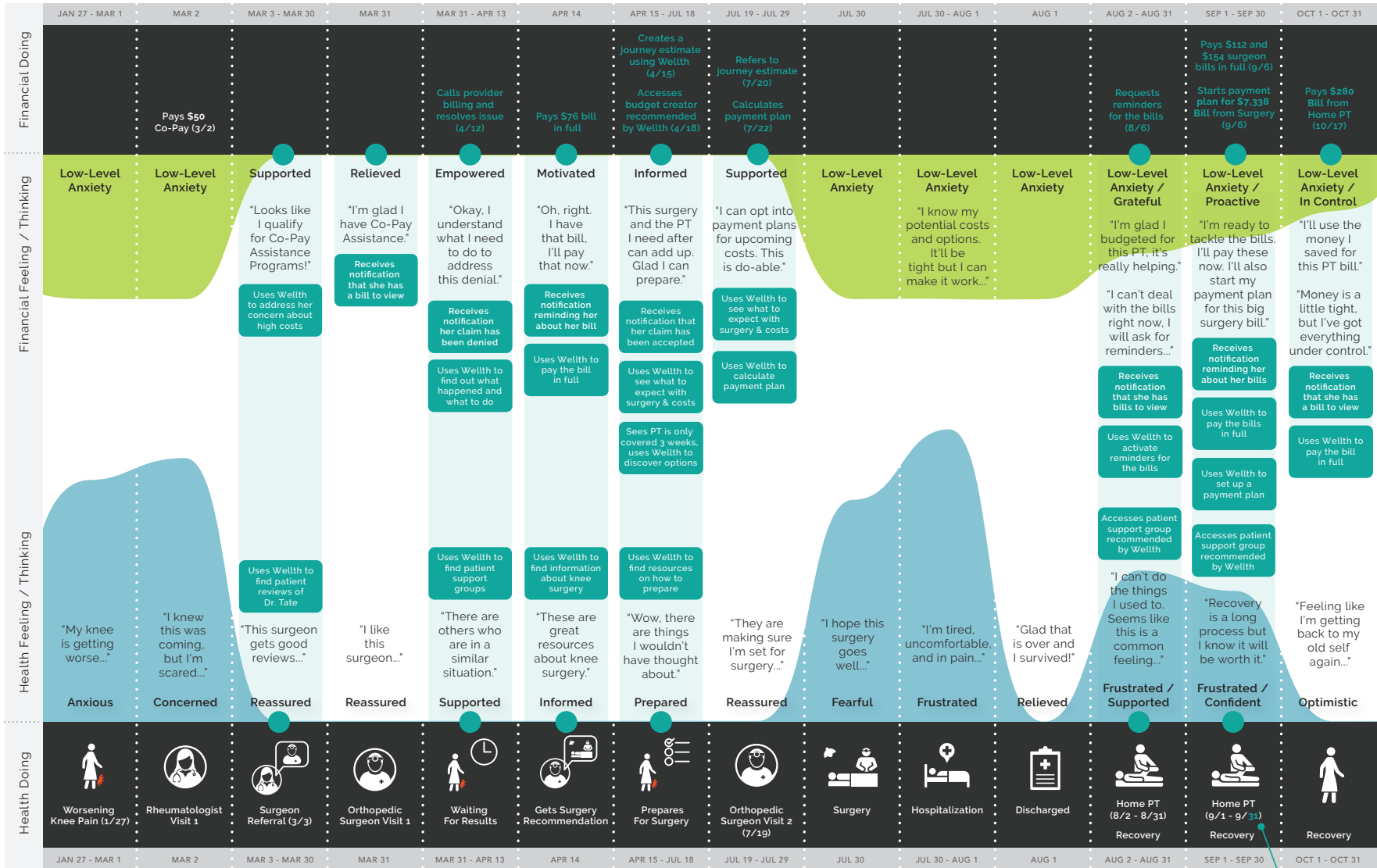
Hospital Bed by Sergey Demushkin from the Noun Project
 Stress by Anne Brielmann from the Noun Project
 Checklist by Gregor Creinar from the Noun Project
 Medical Records by SlideGenius from the Noun Project

Journey Map — Transformed Health Finance System (Wellth)

Overview: Health journeys are often emotionally challenging. Issues with cost transparency and billing can exacerbate an already difficult experience. Wellth is a platform designed to help mitigate and/or address these issues before or as they arise. This journey map shows one individual's path with the support of Wellth. As this individual prepares for, undergoes, and recovers from a total knee replacement, she is provided with recommendations and tools that address her needs along the health and financial aspects of her journey.

Persona: Barbara is 66 years old, lower-middle class, and was diagnosed with Rheumatoid Arthritis 10 years ago. She has Medicare and a supplemental commercial insurance plan. At the beginning of this journey, she has been experiencing worsening knee pain and decides to check in with her Rheumatologist. She has been given access to Wellth as part of her insurance coverage, and has set her communication preferences for text message notifications.

Wellth touchpoints and interventions are in teal.



REFERENCES
Elderly Woman by Milton Raposo C. Rego Jr. from the Noun Project
Doctor by Wilson Joseph from the Noun Project
profile by TukTuk Design from the Noun Project
chat bubble by icon 54 from the Noun Project
clock by Arthur Shlain from the Noun Project

Hospital Bed by Sergey Demushkin from the Noun Project
Stress by Anne Breisnann from the Noun Project
Checklist by Gregor Czesnar from the Noun Project
Medical Records by SlideGenius from the Noun Project

Barbara was able to run the full course of Home PT