

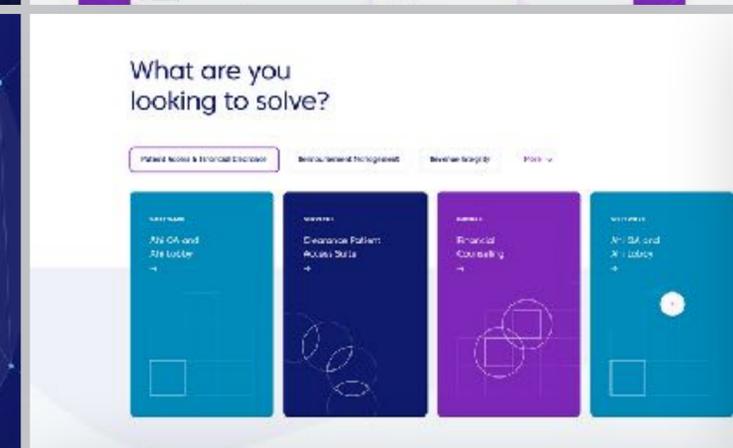
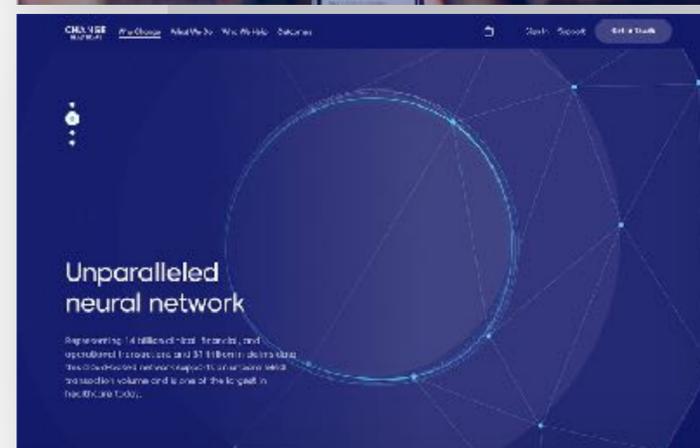
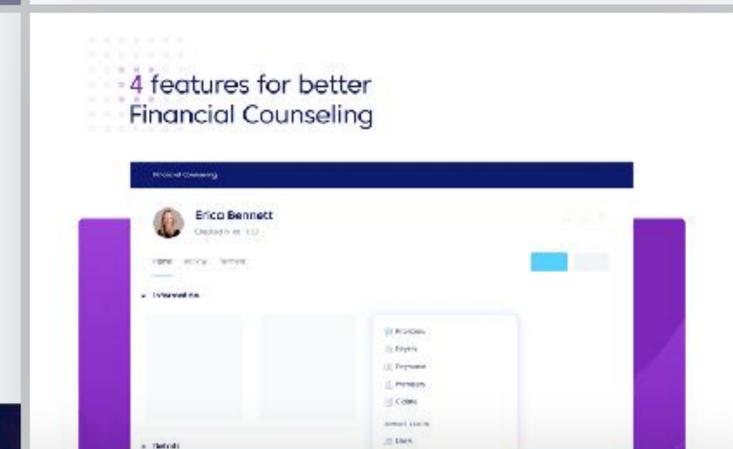
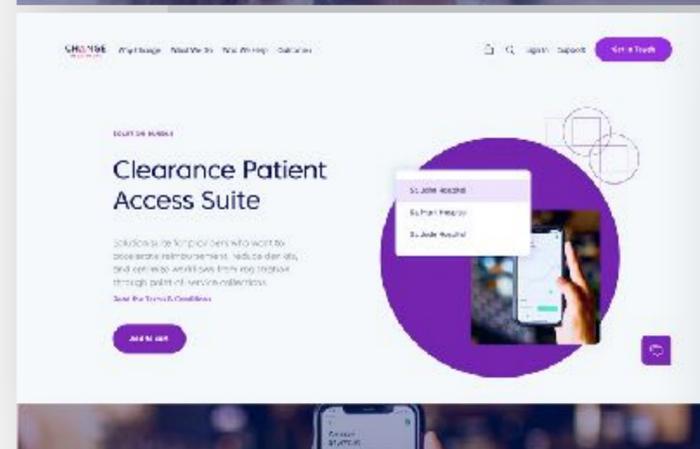
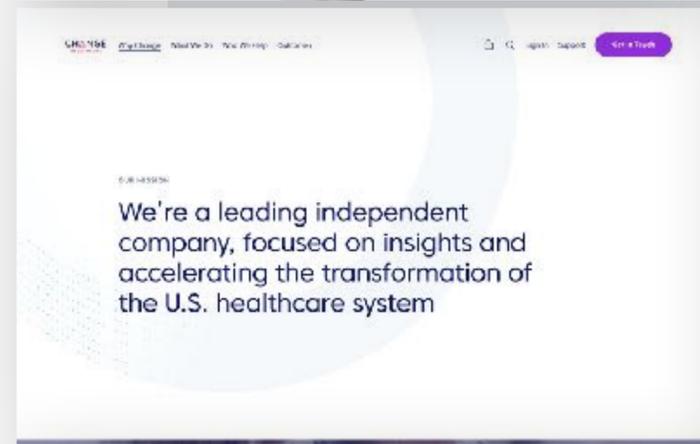
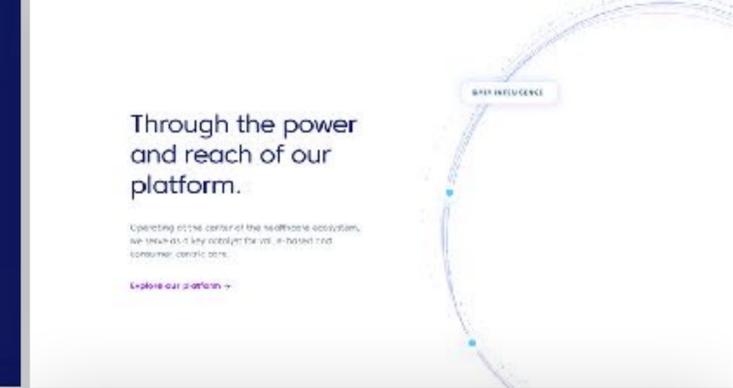
CHANGE HEALTHCARE

Gateway Project Recap

What we did

The Challenge

Craft a holistic vision for the Change Healthcare Digital Gateway and bring it to life.



01

Driving platform-wide engagement with personalized solutions, support, and knowledge for our customers.

02

Unifying digital channels to craft a seamless **platform experience** across the customer journey.

03

Emphasizing outcomes and the **connectivity of our solutions** across the healthcare lifecycle.

04

Sharpening the CHC brand and showcasing our **digital-first** technology and innovation.





We partnered with and immersed ourselves in the CHC organization.



Aligning on our initial research

We reviewed and aligned on our initial competitive research and heuristic analysis in order to move forward with a solid **understanding of our landscape and current state.**



Insight 01

Create an actionable, personalized experience

Focus on crafting engaging and effective content strategy in order to promote utility as well as provide a customer-focused experience.

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Insight 02

Deliver clear, concise and human messaging

Communicate your values and mission at the face of your organization. Storytelling will increase ongoing engagement with your brand.

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Insight 03

Focus on function over immersion

We need to create an experience that communicates the CHC mission and tells the brand story, but that is still functional, educational, and optimized for conversion, rather than purely experiential or immersive.

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Insight 01

Engage with digital-first content

B2B buyers and end users now prefer digital self-serve and remote human engagement over face-to-face interactions. With the massive shift to digital, video and live chat have emerged as the predominant channels for interacting and closing sales with B2B customers.

Storyboard

Showcase video content more effectively

Value: Showcase a hidden resource on the page. Research to see what the user homepage video is for to discover if which video was selected on that page. Discover how content makes an opportunity for homepage, as storying, which can be swapped to the CHC.

Recommendation: More accessible video content, as well as more video content for the most popular content with high conversion rate.

Storyboard

Engage your audience the experiential

Value: On the homepage, the Time of Day is shown, which is a good way to show the user is aware of the user's location. This is a good way to show the user is aware of the user's location. This is a good way to show the user is aware of the user's location.

Recommendation: In the focus of our homepage, it is important to show the user is aware of the user's location. This is a good way to show the user is aware of the user's location. This is a good way to show the user is aware of the user's location.

Insight 02

Streamline the support and buyer flows

Consolidating support flows into a global support flow will help our users get to the information they need quickly, and it will also cut down on internal organizational redundancies. Providing direct calls to action for the buyer flow will ultimately help users efficiently get to the solutions they need.

Facility: Streamline the support flow

Value: The support flow currently has the user out of a resource for supporting, as they spend more time waiting for support. This creates a frustrated user experience, as they spend more time waiting for support. This creates a frustrated user experience, as they spend more time waiting for support.

Recommendation: Consolidating support flows into a global support flow will help our users get to the information they need quickly, and it will also cut down on internal organizational redundancies. Providing direct calls to action for the buyer flow will ultimately help users efficiently get to the solutions they need.

Facility: Clearly indicate next steps in the sales flow

Value: Clearly indicate the next steps in the sales flow, and provide a clear call to action for the user. This will help the user understand the next steps in the sales flow, and provide a clear call to action for the user.

Recommendation: Clearly indicate the next steps in the sales flow, and provide a clear call to action for the user. This will help the user understand the next steps in the sales flow, and provide a clear call to action for the user.

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Insight 03

Continue to simplify our solution categorization

Simple and clear categorization of solutions will increase findability and aid with closing customers to the right solutions for their needs.

Storyboard

Recategorize solution areas and products

Value: The current categorization of solutions is complex and difficult to navigate. This creates a frustrated user experience, as they spend more time waiting for support. This creates a frustrated user experience, as they spend more time waiting for support.

Recommendation: Recategorize solution areas and products to be more user-friendly and easier to navigate. This will help the user understand the next steps in the sales flow, and provide a clear call to action for the user.

Storyboard

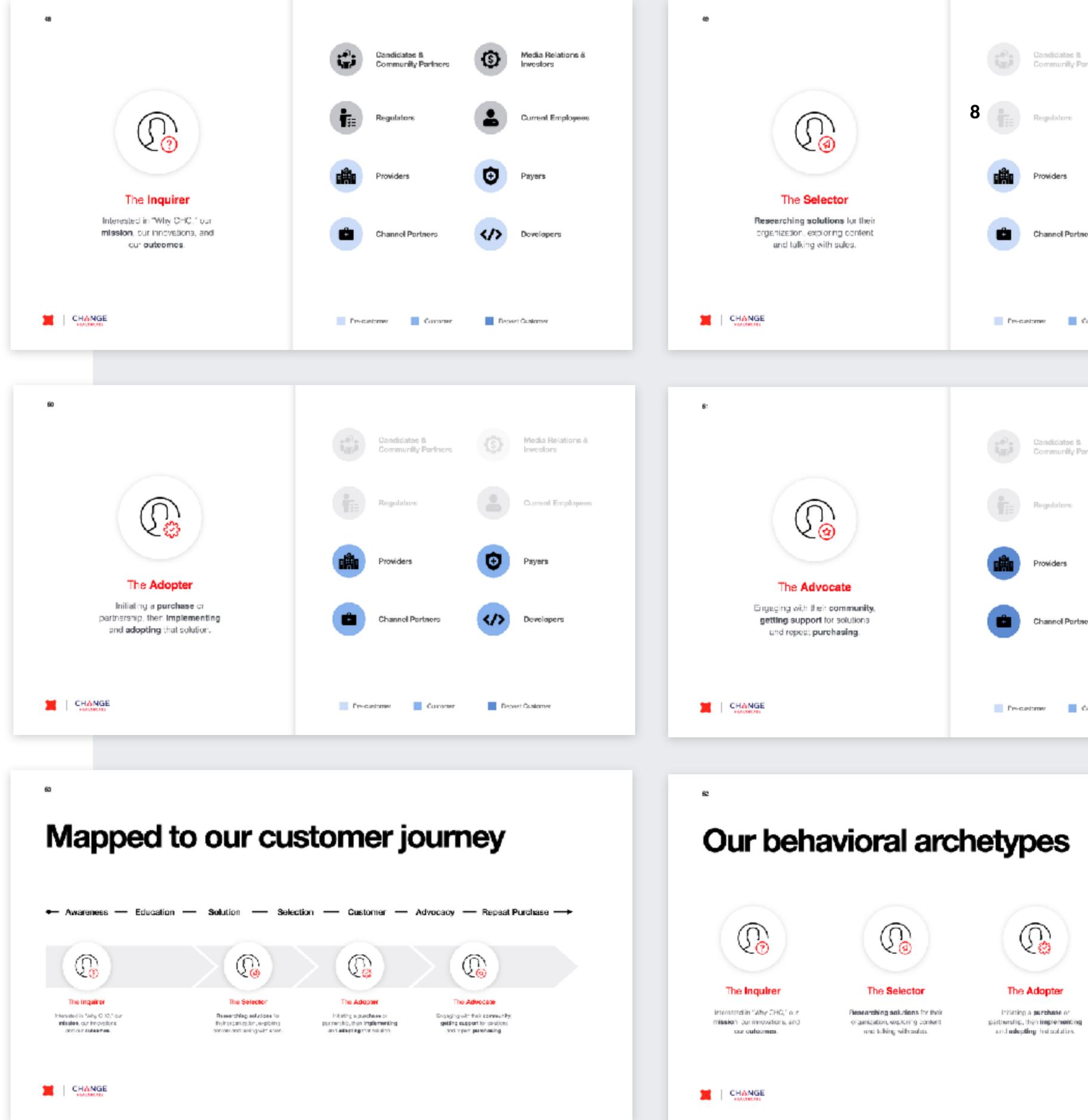
Recommend solution categories to users

Value: The current categorization of solutions is complex and difficult to navigate. This creates a frustrated user experience, as they spend more time waiting for support. This creates a frustrated user experience, as they spend more time waiting for support.

Recommendation: Recategorize solution areas and products to be more user-friendly and easier to navigate. This will help the user understand the next steps in the sales flow, and provide a clear call to action for the user.

Mapping our audience behaviors

We reviewed and iterated on our archetypes, **mapping key behaviors to our customer journey** in order to capture the holistic view of the customer and design our IA and navigation to account for a variety of behaviors.



Establishing our strategic foundation

We layered on our strategic foundation to determine key **focus areas** for Gateway, ultimately arriving at our **experience principles**.



“We want to lead with a **customer first mindset**, perform better, save money, and ultimately improve healthcare across the board.”

- CHC Stakeholder

“CHC is scaling the system of healthcare. Our digital hub gives you access to the comprehensive portfolio to **power the continuity of care**.”

- CHC Stakeholder

“The Digital Gateway should be a **one-stop shop** for solving all of your healthcare technology and business solution needs.”

- CHC Stakeholder

“Change Healthcare should be a **case study** in and of itself, in effectiveness in digital first thinking.”

- CHC Stakeholder

Our Experience Principles

Personalized through Data

Use data effectively to gain a fuller picture of your customers, at whatever stage of their journey, in order to recommend them the right solutions, content, and support, within the right context.

Intuitively Findable

Enabling customers to easily and intuitively find information, solutions, and answers, through uncluttered, direct navigational pathways, information architecture, and interaction patterns.

Comprehensively Connected

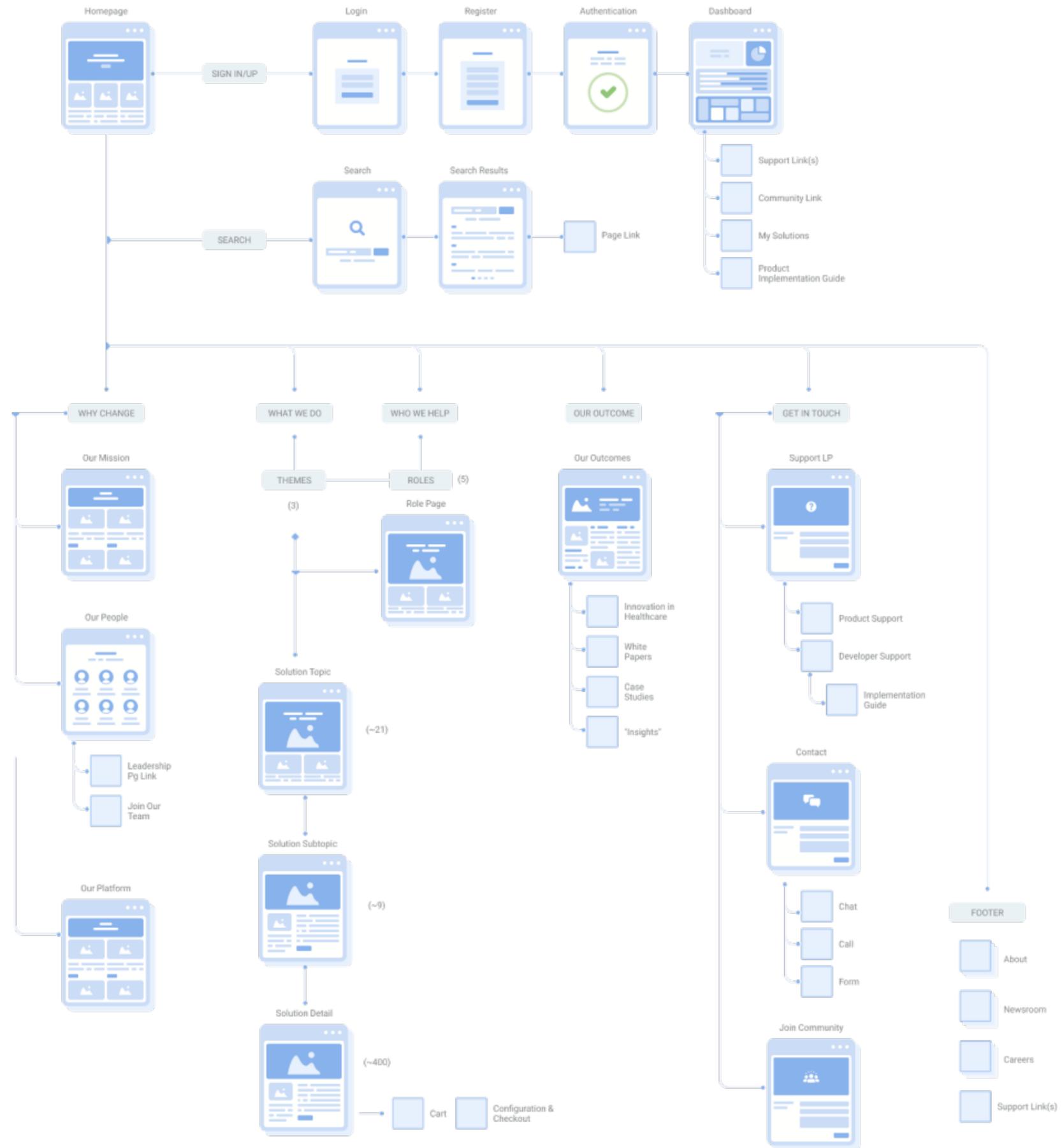
Showcase the connectivity and holistic nature of Change Healthcare's solutions, communicating their effectiveness across the care journey and the lifecycle of the healthcare system.

Elegantly Innovative

Communicate Change Healthcare's status as a platform company, focused on technology and innovation, through simple and elegant storytelling and design.

Constructing our information architecture

We translated our research and goals into a tangible site structure, developing our IA to **integrate e-commerce and Community** in the scope of Gateway. Now, we'll build on this integration by tackling ECC.

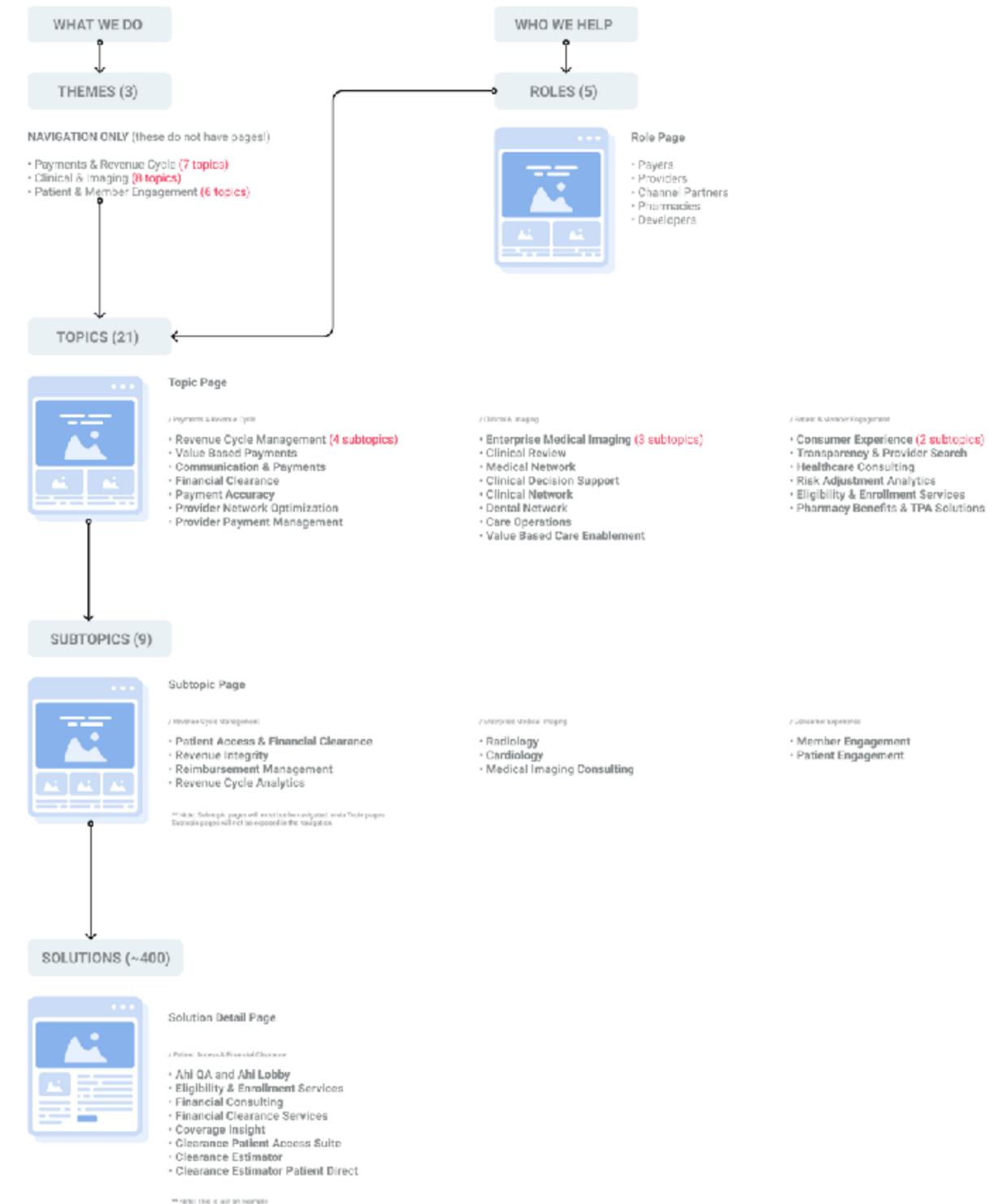


Organizing a consolidated solutions taxonomy

Building on our IA, we organized the solutions taxonomy into **themes and roles, then topics, subtopics, and solution details**, to be discoverable in the navigation and throughout the .com.

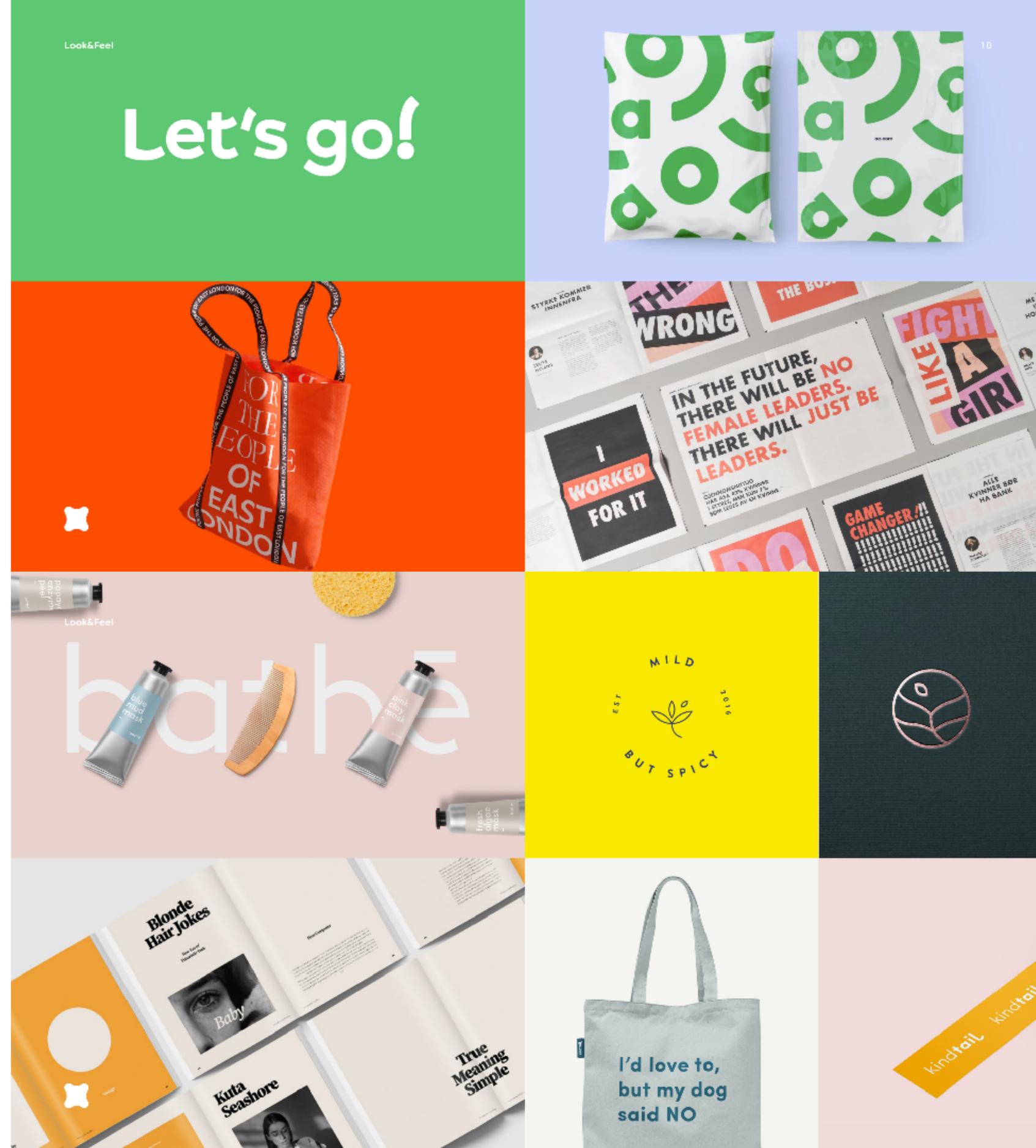


Solutions Taxonomy Structure



Establishing our design identity

Building on our experience principles, research, and strategy, we defined our site look and feel, **design principles**, and aesthetic rationale to ultimately **represent and elevate your brand**.



Clean

Simple, clear storytelling.
Editorializing and elevating
healthcare technology. Capturing
the philosophy of less is more.

Bold

Confident and modern. Purposeful
and forward-looking, embodying
healthcare technology thought
leadership.

Elemental

Systematic and connected.
Providing clarity from an atomic to
organizational level and
combining fundamental pieces to
create holistic solutions.



CONTEMPORARY
INTERIOR DESIGN

CONTEMPORARY
INTERIOR DESIGN

STUDIO
LINEA

Through the power and reach of our platform.

Operating at the center of the healthcare ecosystem, we serve as a key catalyst for value-based and consumer-centric care.

[Explore our platform →](#)



WHO WE HELP

Payers



CEO Neil de Crescenzo on how we're facilitating a digital vaccine passport solution

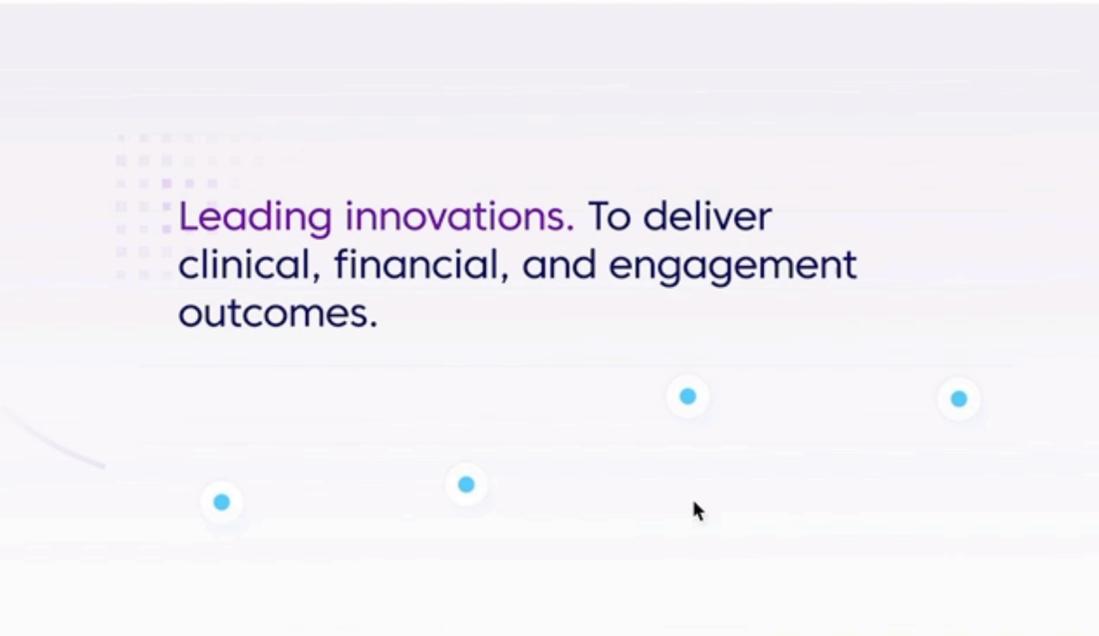
[Learn more →](#)

LEVERAGING DATA AND INSIGHTS

To unlock savings & enable better care

[Our Vision →](#)

Leading innovations. To deliver clinical, financial, and engagement outcomes.



WHO WE HELP

Payers



Tackling healthcare's most critical challenges



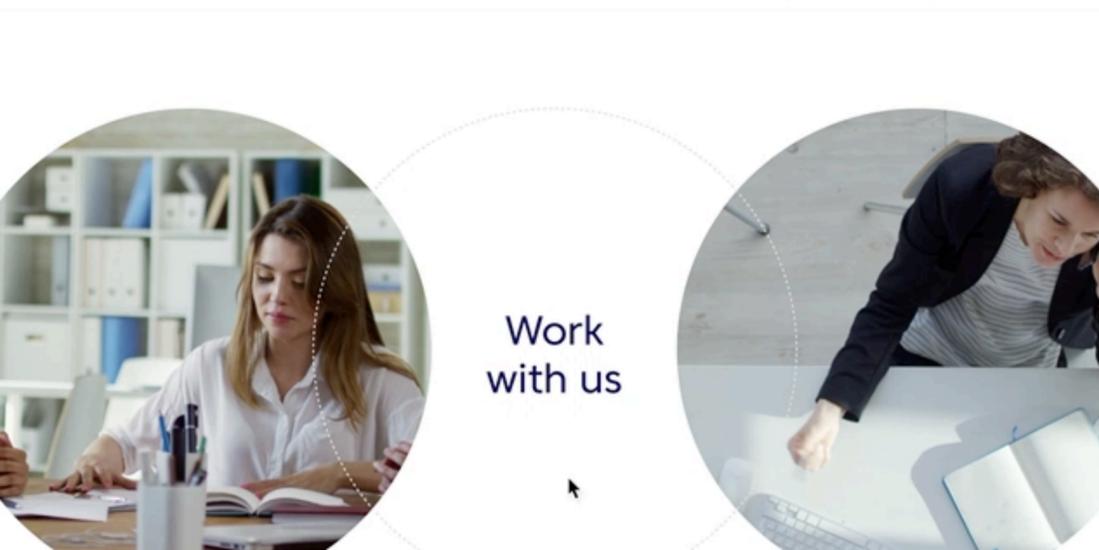
CEO Neil de Crescenzo on how we're facilitating a digital vaccine passport solution

[Learn more →](#)

LEVERAGING DATA AND INSIGHTS

To unlock savings & enable better care

[Our Vision →](#)



Work with us



Leading innovations. To deliver clinical, financial, and engagement outcomes.

Through the power
and reach of our
platform.

ECC Project Kickoff

Operating at the center of the healthcare ecosystem, we
provide a key platform for value-based and
consumer-centric care.

Explore our platform →

Change Healthcare

WHO WE HELP
Payers

CEO Neil de Crescenzo on how we're
facilitating a digital vaccine passport solution

Learn more →

16

To unlock savings & enable better care

Our Vision →

CHANGE HEALTHCARE Why Change What We Do Who We Help Outcomes

Home Search Sign In Support Get in touch

CHANGE HEALTHCARE Why Change What We Do Who We Help Outcomes

Home Search Sign In Support Get in touch

Bringing it all to life...

Leading innovations. To deliver
clinical, financial, and engagement
outcomes.

Researching UX best practices, rationale, and key considerations to
build pages, states, and flows. Then, applying our design language to
our structure to craft a truly engaging, seamless experience.

Tackling
healthcare's most
critical challenges

CHANGE HEALTHCARE Why Change What We Do Who We Help Outcomes

Home Search Sign In Support Get in touch

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Learn more →

LEARNING DATA AND INSIGHTS

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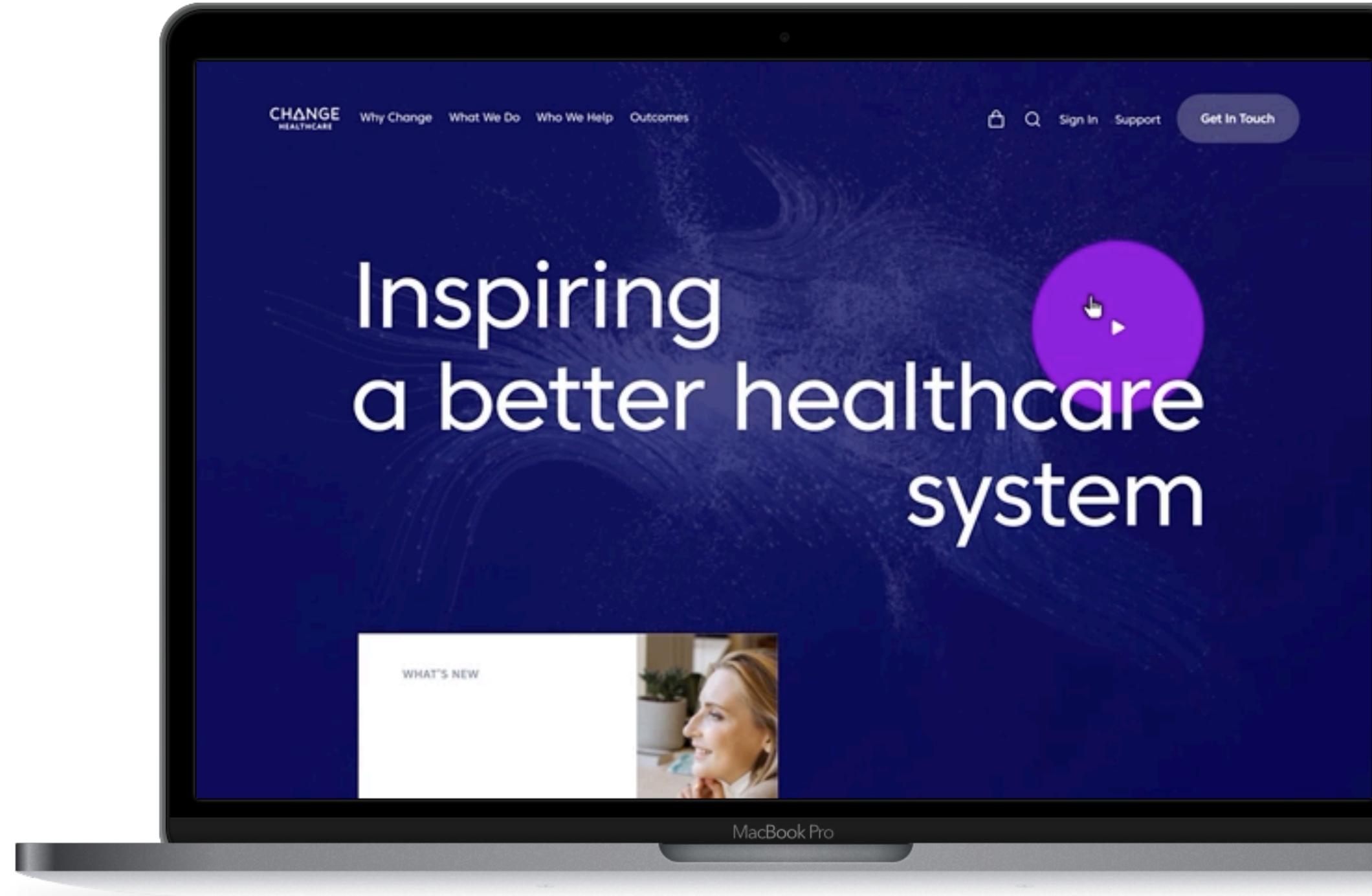
Leading innovations. To deliver
clinical, financial, and engagement
outcomes.

Work
with us

Sharpening the CHC brand identity

With our homepage, we gave users their first impression of the CHC brand, communicating the value proposition and story of CHC's organization.

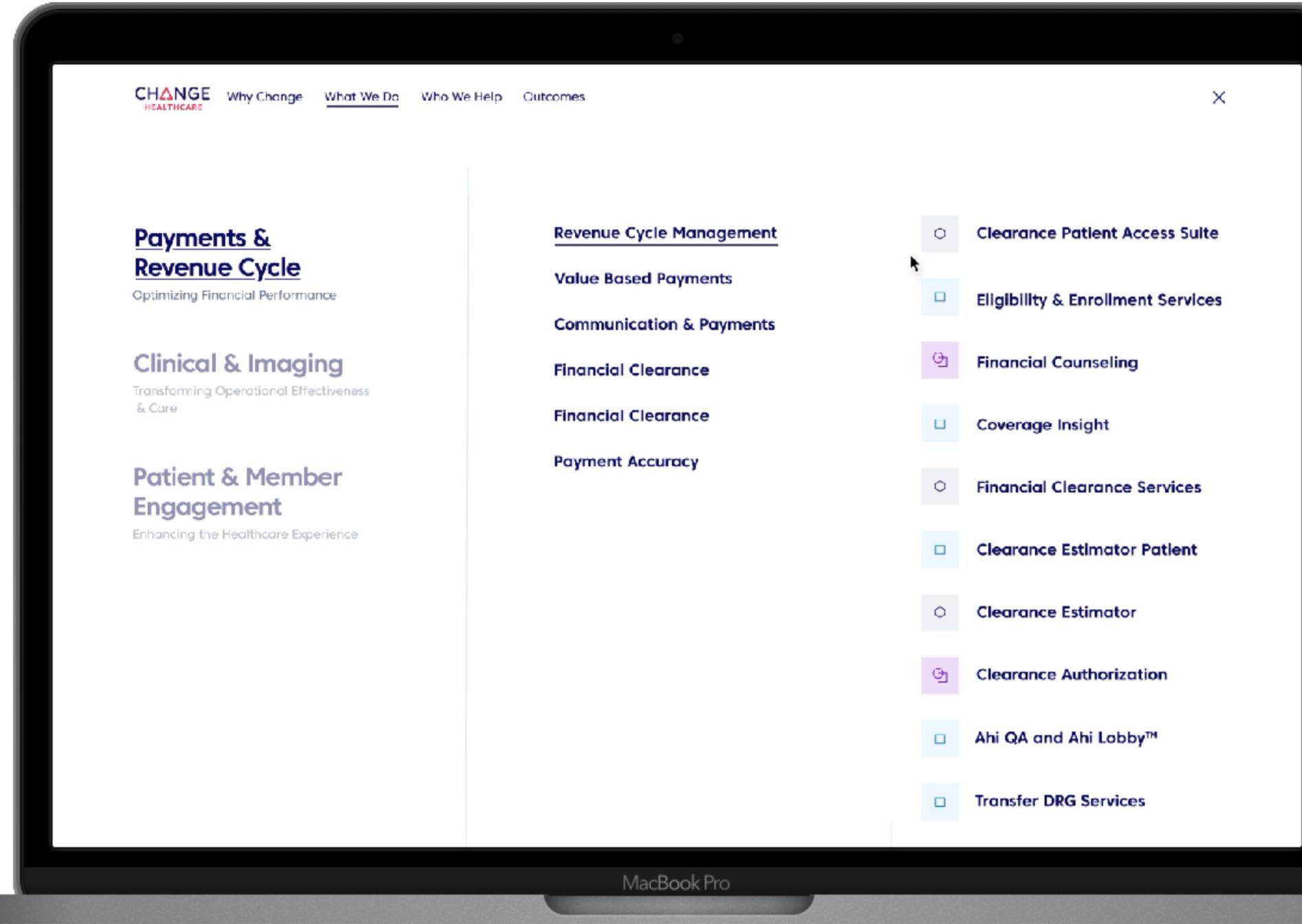
By including direct references to our customers, we increase trust and engagement, and promote lead generation.



Improving findability and consolidating the solution taxonomy

In our navigation, we maintained a clear hierarchy, optimizing for multiple audience archetypes and allowing for seamless access to topics and solutions through progressive disclosure.

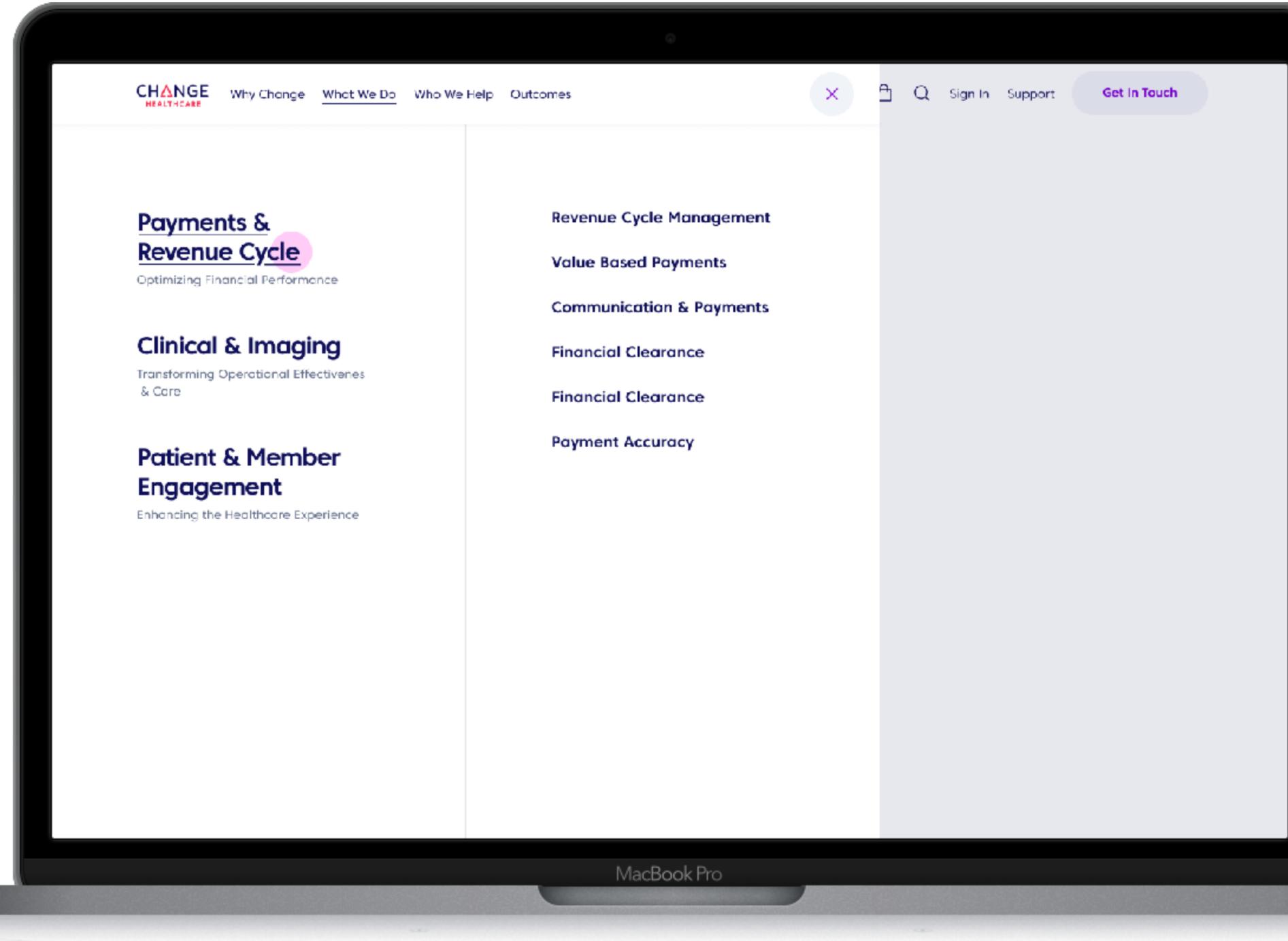
Our navigation also represents our brand statement through the flow of information and our top level categories.



Organizing our navigation according to customer needs

We established an immersive, progressively disclosed structure for our navigation, allowing customers to easily drill down into solution topics and details.

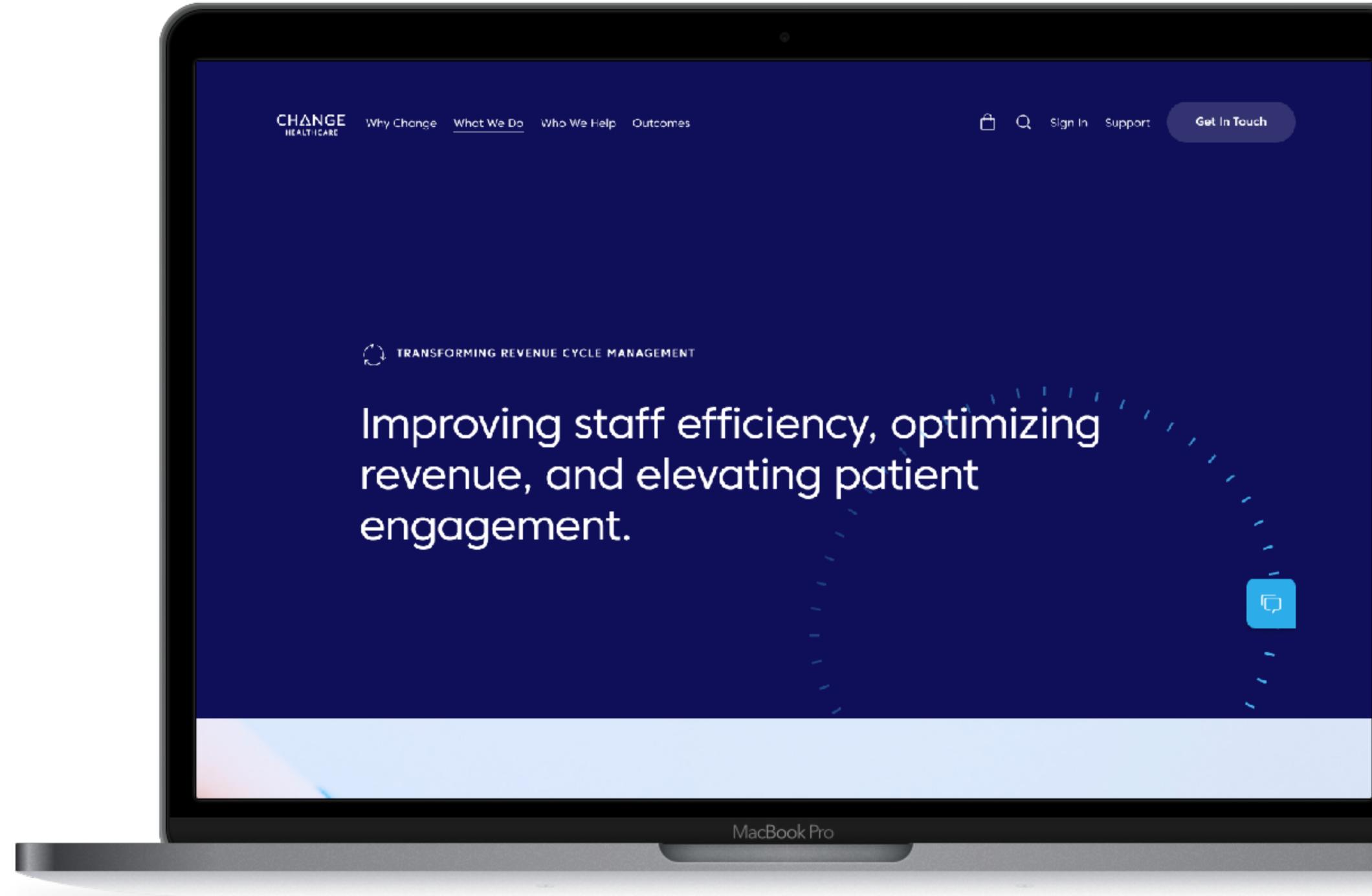
This navigational pattern improves findability and organization of solutions, while driving lead generation.



Increasing lead gen and highlighting outcomes

In our Solution Topic pages, we focused on micro-conversions, streamlining messaging to entice users to dive into more detail on subtopic and detail pages, to ultimately convert.

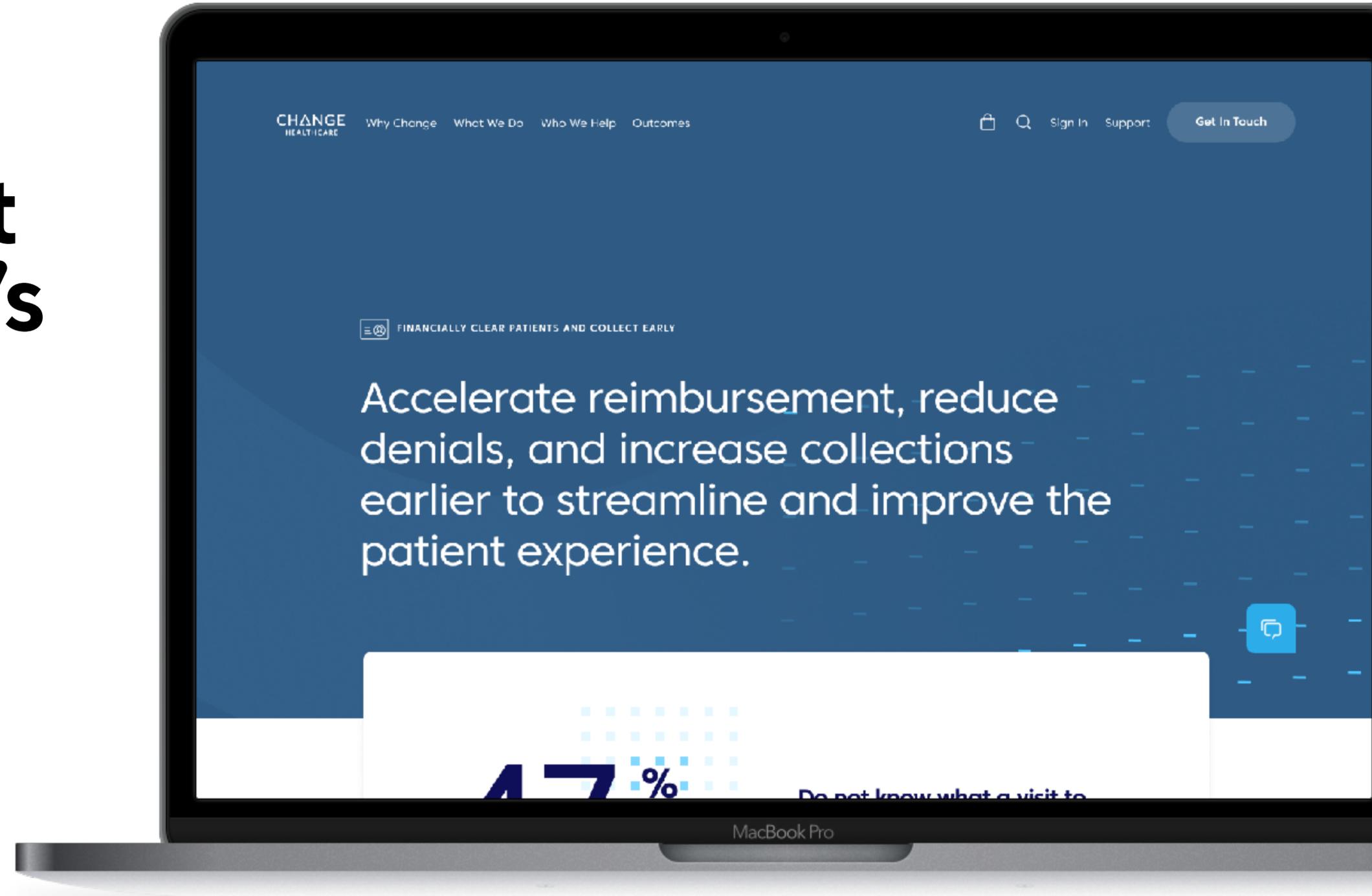
Narratively, on topic pages, we highlight the key value prop of the topic and consistently feature outcomes.



Personalizing subtopic content based on a user's path-to-page

In the case of a solution topic with subtopics (eg. Revenue Cycle Management), we similarly start with a value proposition and high level statistics.

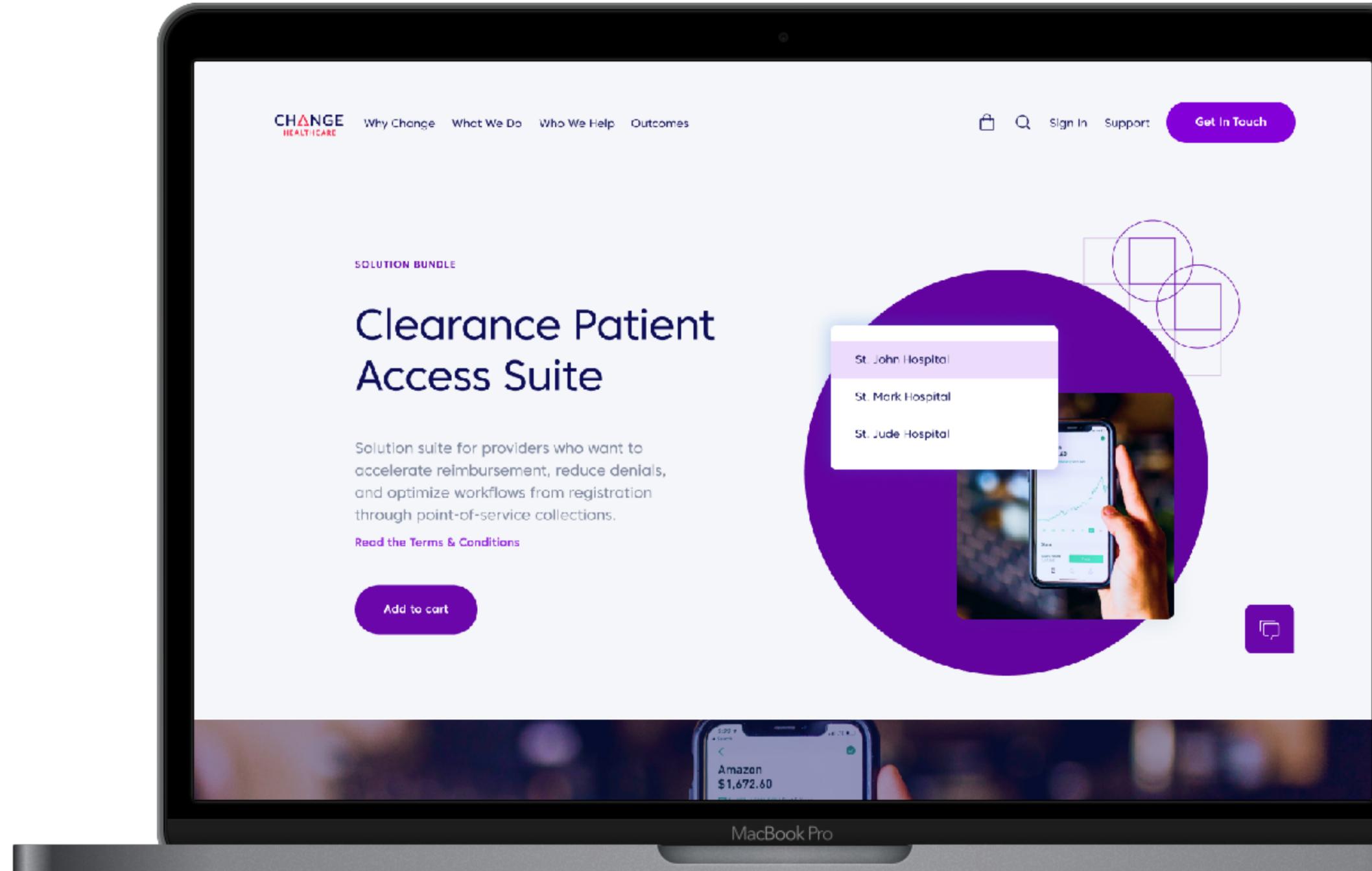
We then personalize the page, varying modules depending on a user's pathway to page, so as to include content most relevant to a customer's needs and journey.



Showcasing the solution story and tangible details

To communicate the holistic nature of CHC's solutions, we defined a design system of interlocking shapes and colors to represent solution types.

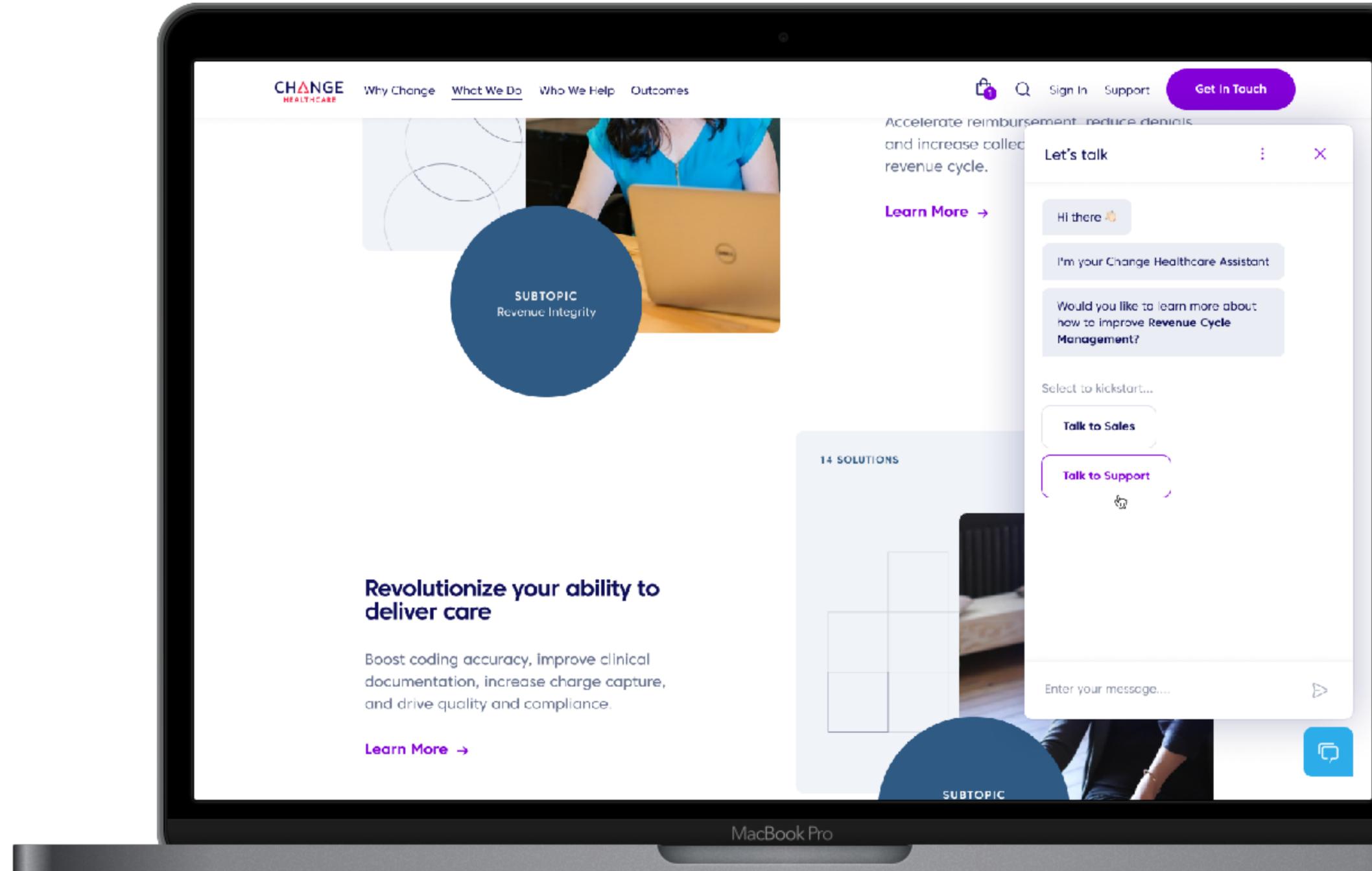
We also included full product mocks and specifications to provide detail, and accounted for a variety of use cases, including lead gen, buyable, and downloadable APIs.



Encouraging active customer engagement

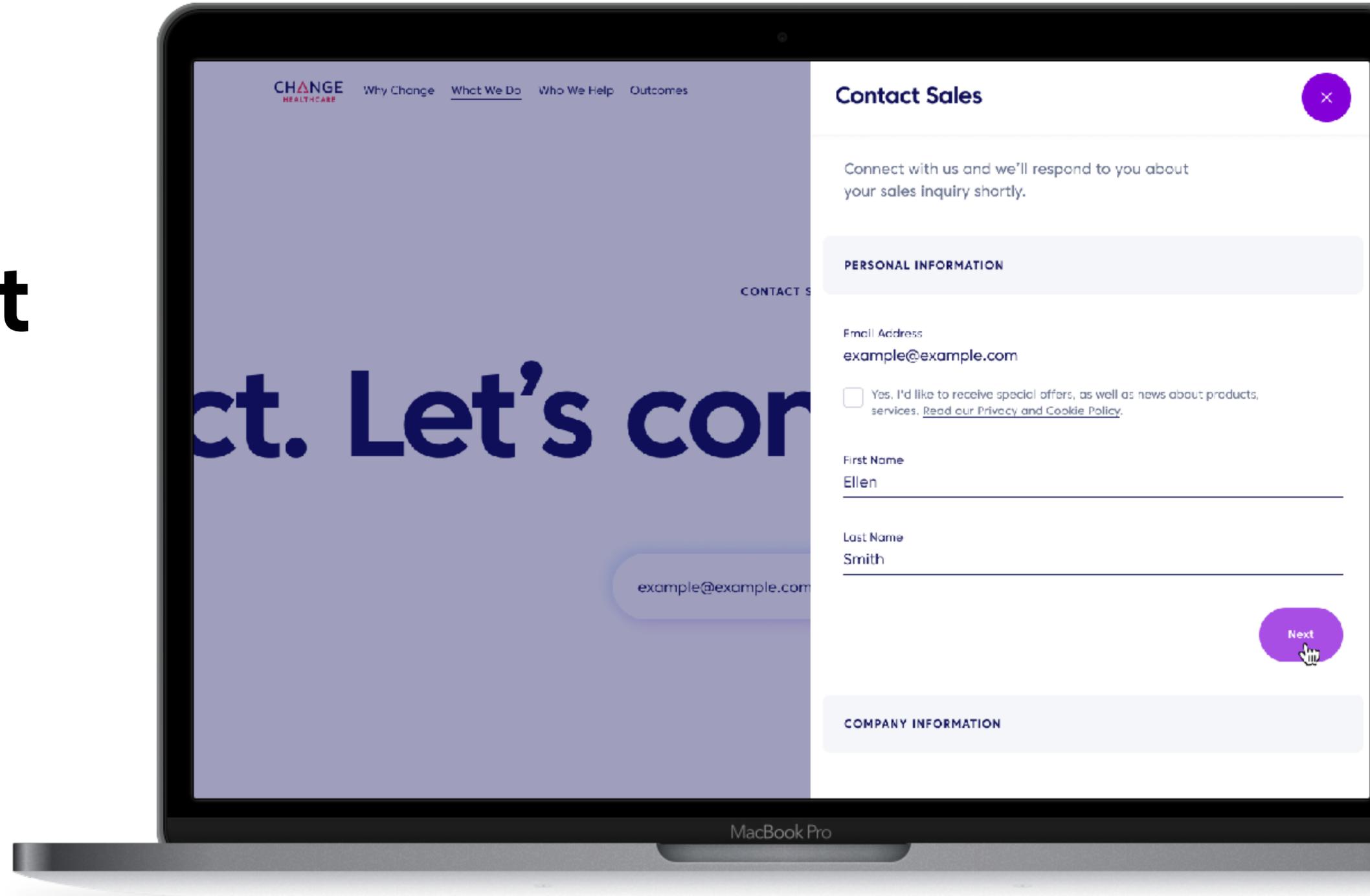
As **53% of buyers** are more likely to buy from a business they can message, we designed conversational UI for live chat that would target high-intent pages, be personalized to a user's authenticated state and origin, and exhibit omnipresent yet unintrusive behavioral patterns.

This chat design and strategy ultimately encourages user engagement without causing friction.



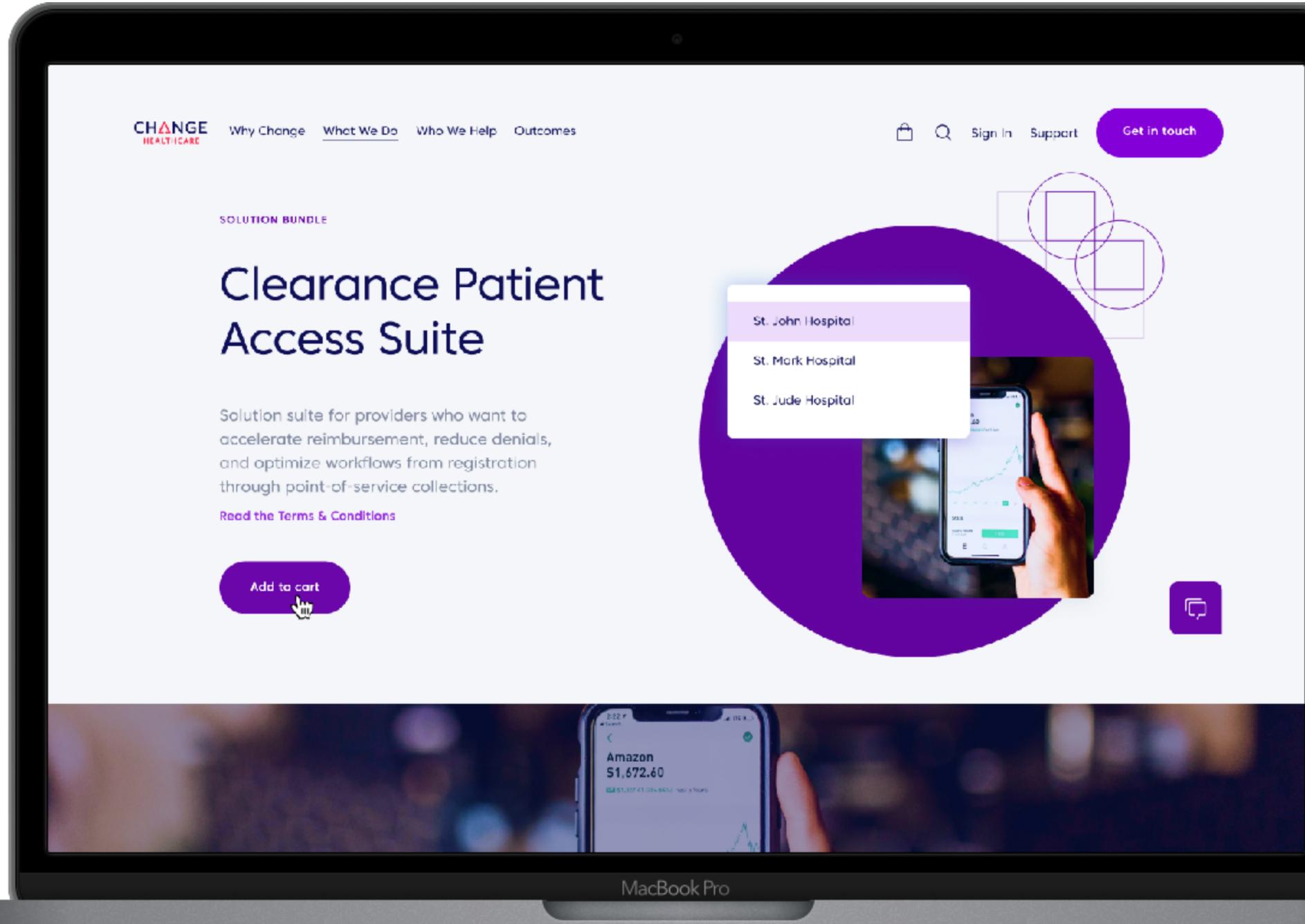
Streamlining contact to prioritize support and conversion

When designing contact forms for a variety of use cases (eg. contact sales, request a quote, subscribe to news), we created a focused experience that simplified and organized form fields into a progressively disclosed pattern, reducing friction and improving path to contact.



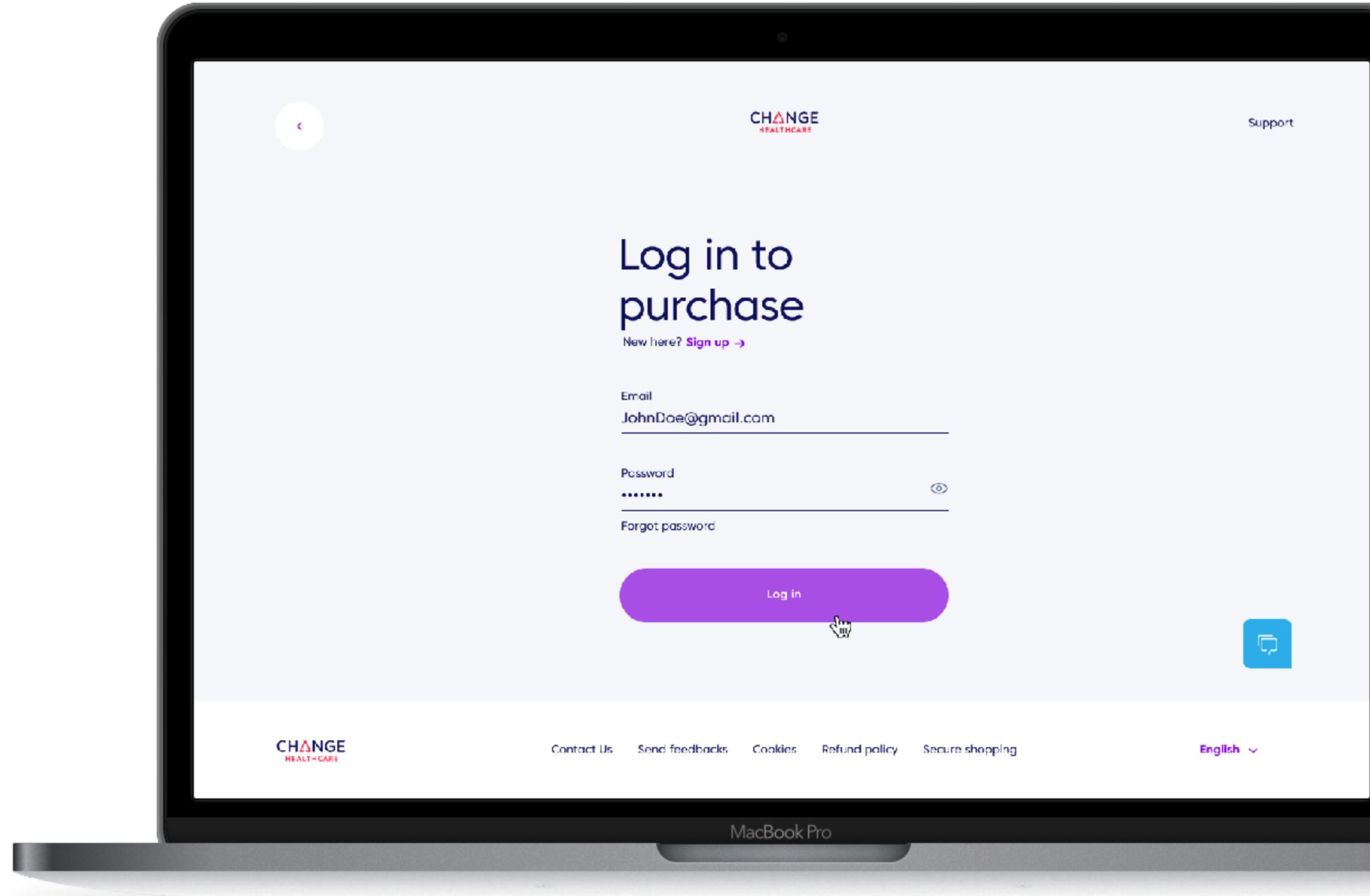
Seamlessly integrating eCommerce

We designed cart and checkout flows to integrate eCommerce into the .com, planning for a seamless Magento implementation. Elements are progressively disclosed to hold users' focus, while a single page checkout reduces path to purchase.



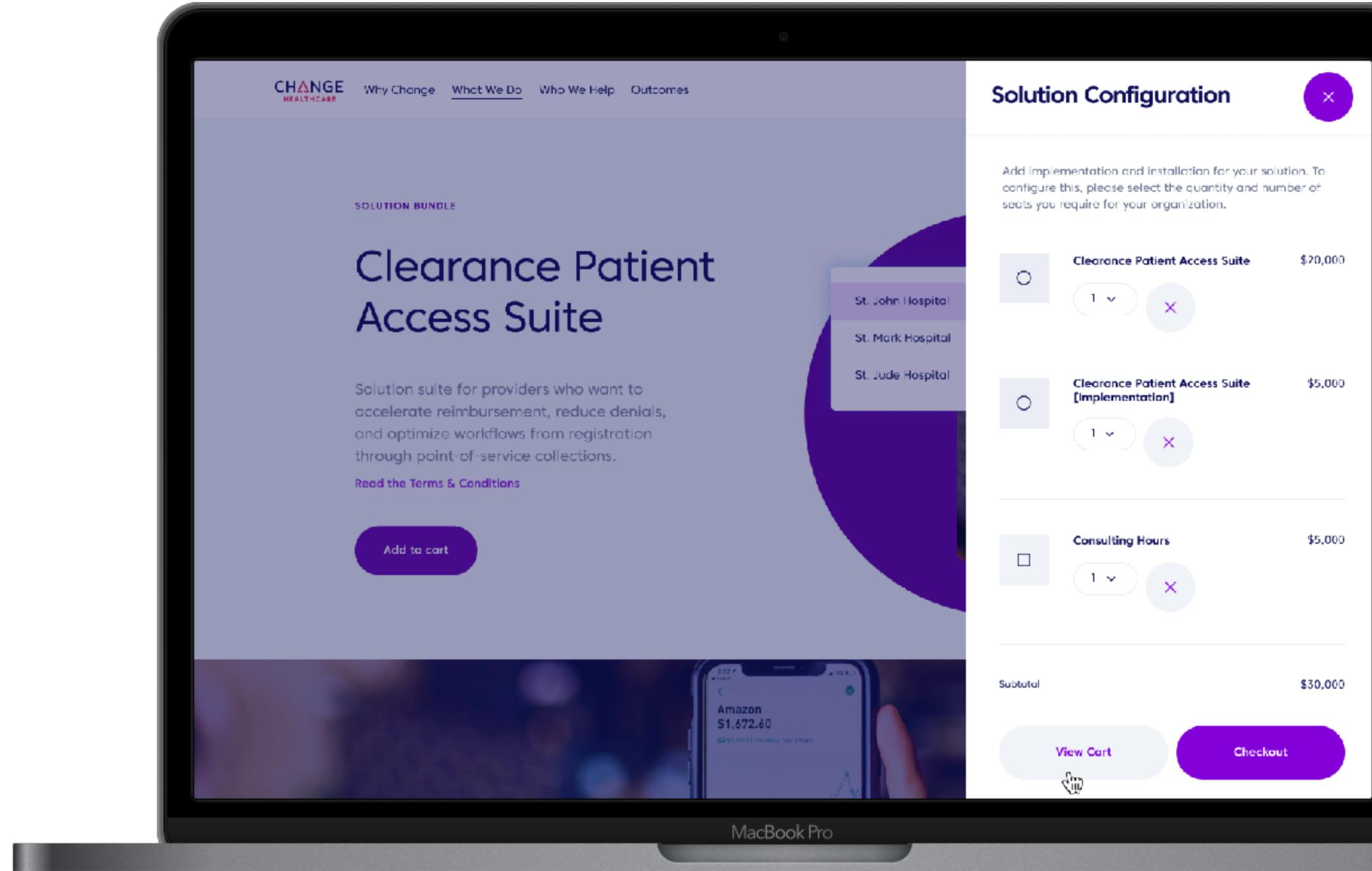
Planning for authentication states and flows

From the solution detail page, users can directly add an item to their cart after logging in.



Accounting for solution configuration

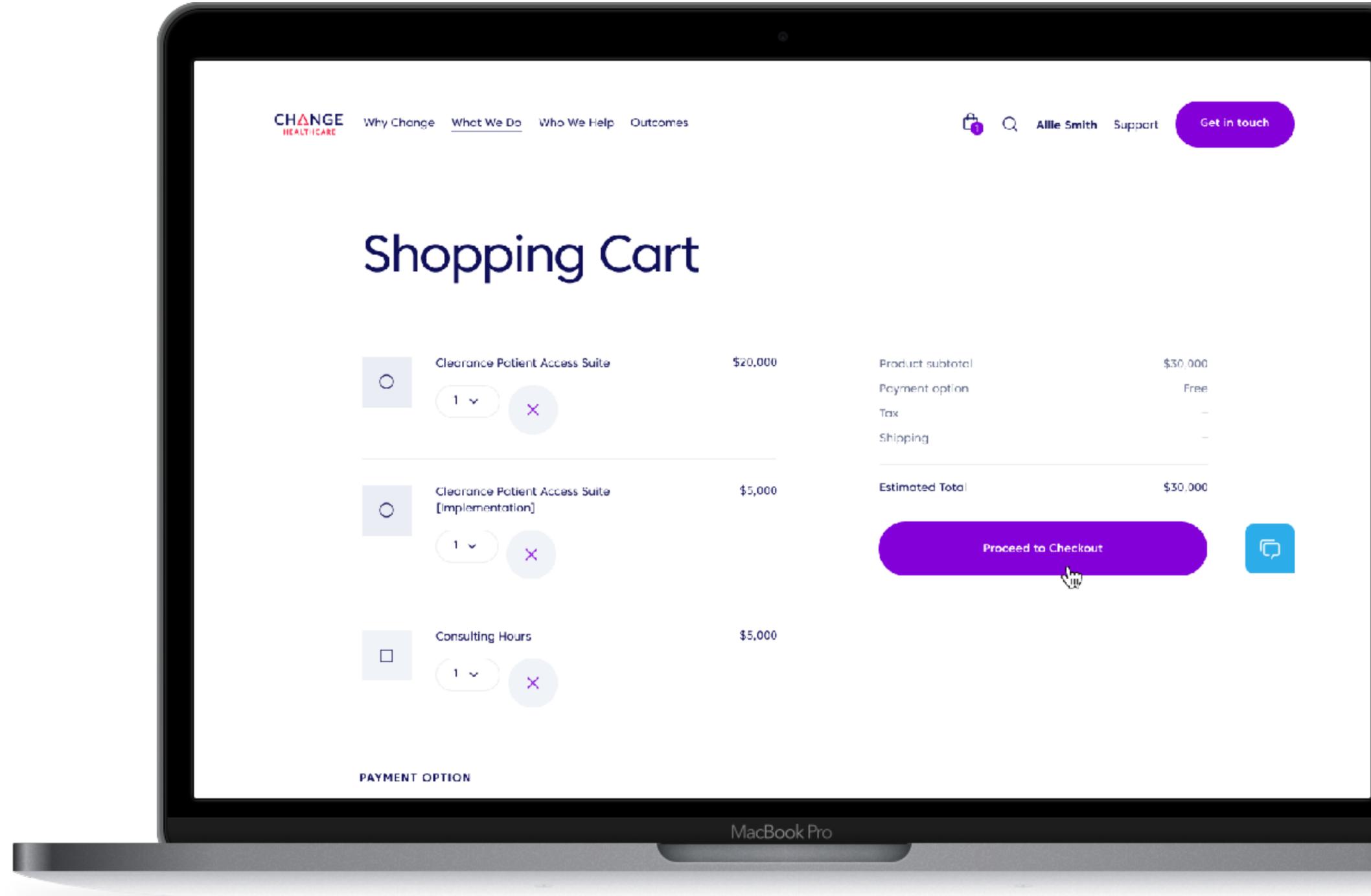
Our cart and checkout system accounts for cases in which a user may need to configure a solution, error states, and a variety of price display options in the solution detail page here.



Including upsell and checkout options

The cart state accounts for a variety of checkout options, including AWS and Azure, indicating prices differences and allowing for additional configuration.

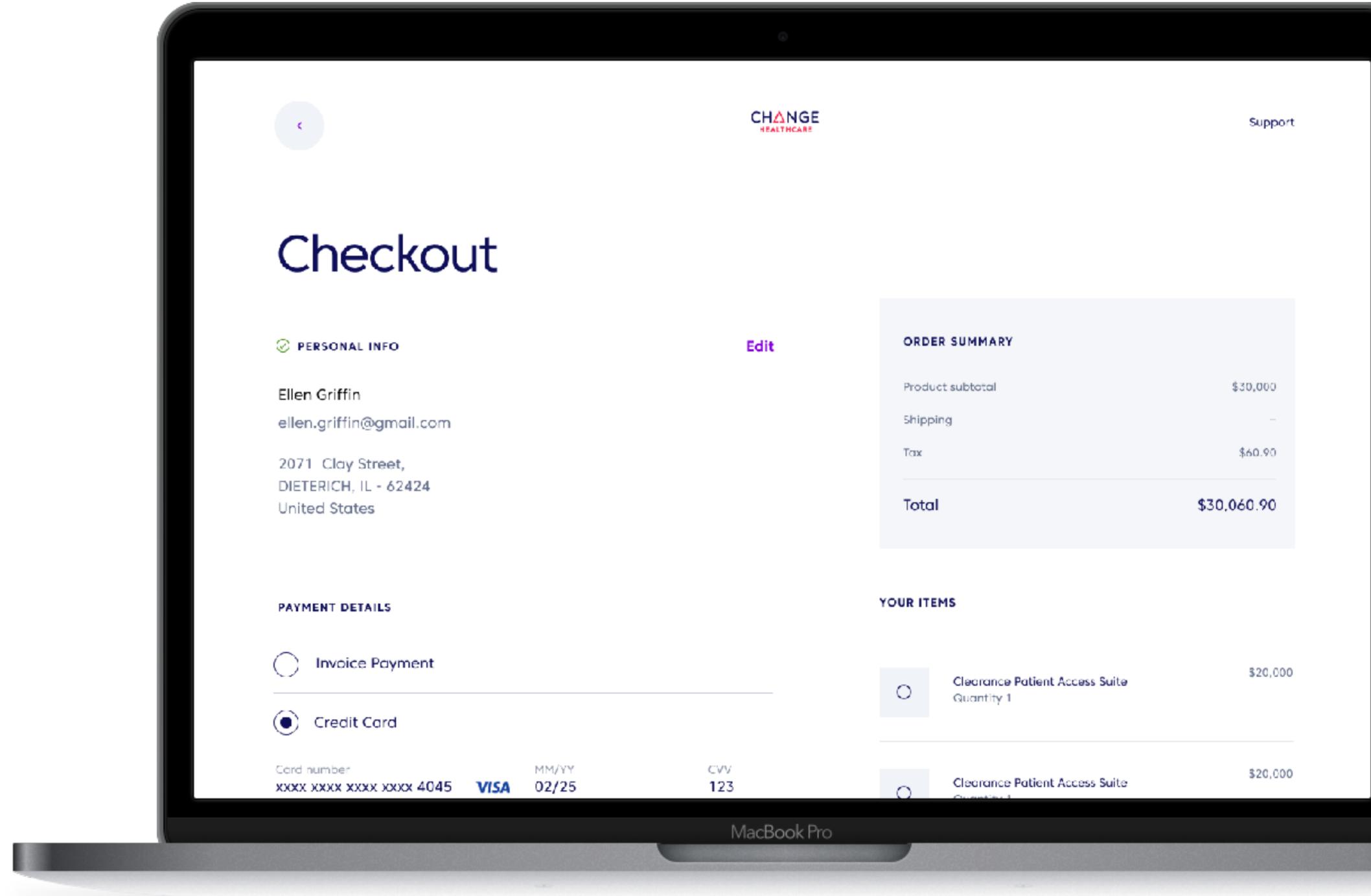
The cart also contains additional upsell items that are relevant to the users' existing solutions and solutions within their cart.



Streamlining customers' path to purchase

The checkout state encourages users' seamless path to purchase by presenting as a single page with straightforward, progressively disclosed options.

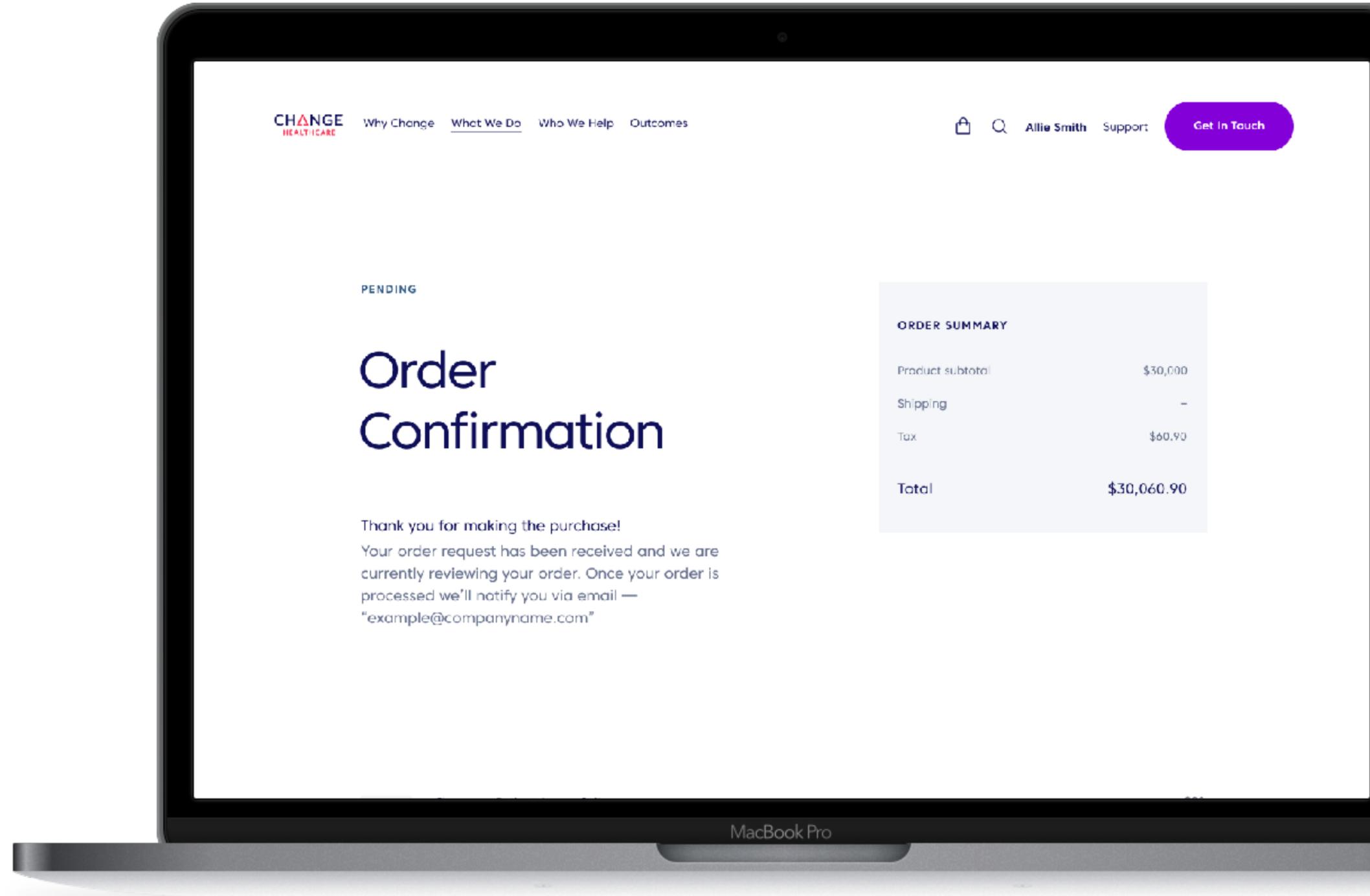
Checkout also accounts for invoicing or CC payments, along with the ability to read, download, and share the MSA and T&C.



Clearly communicating next steps

Once an order is confirmed, our states seamlessly guide users toward next steps by clearly outlining a summary of the order, what to expect and where to go next.

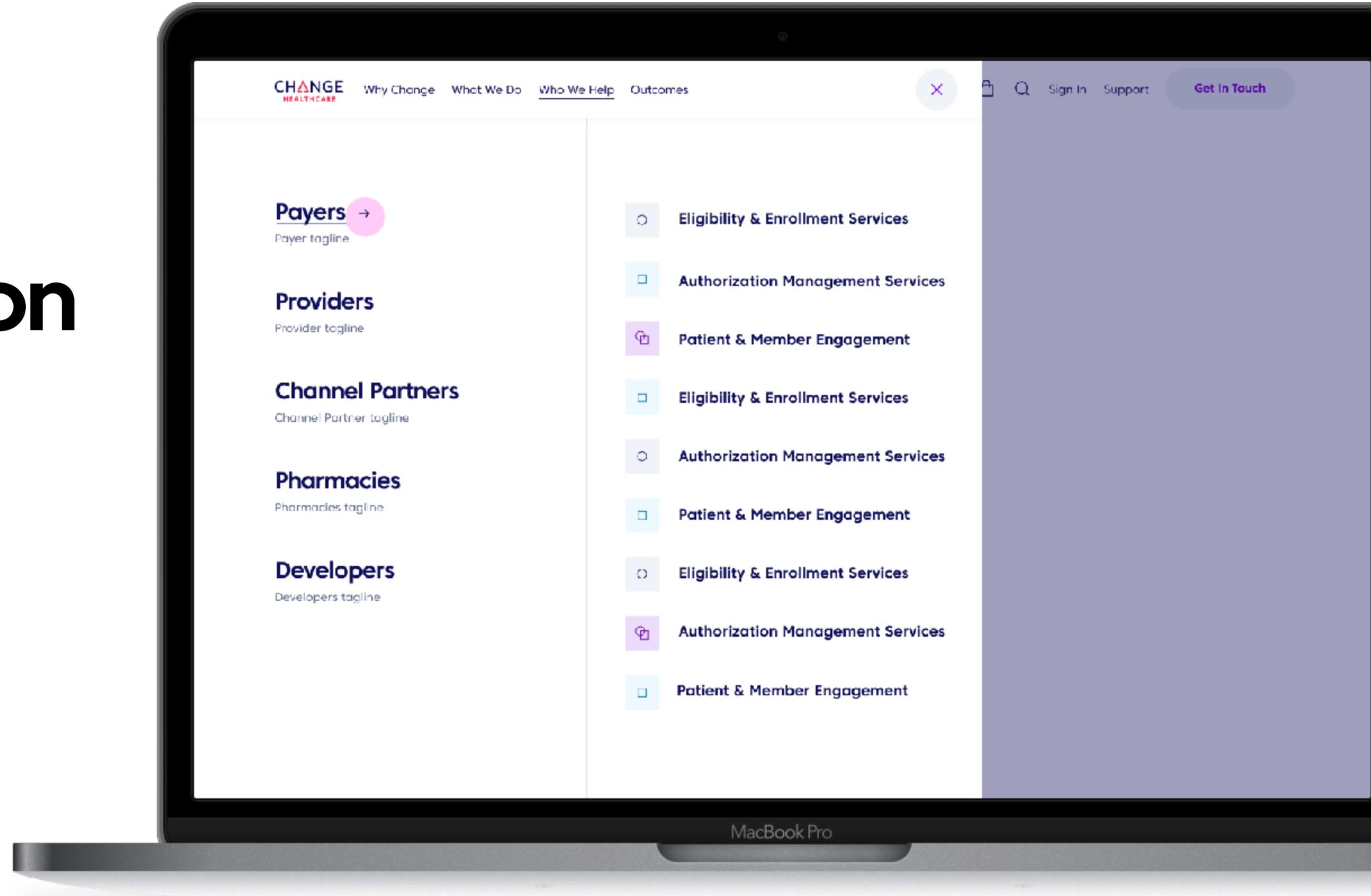
Our scenario variations include pending orders, processed and downloadable orders, and orders that must be physically shipped.



Accounting for key customer roles in navigation

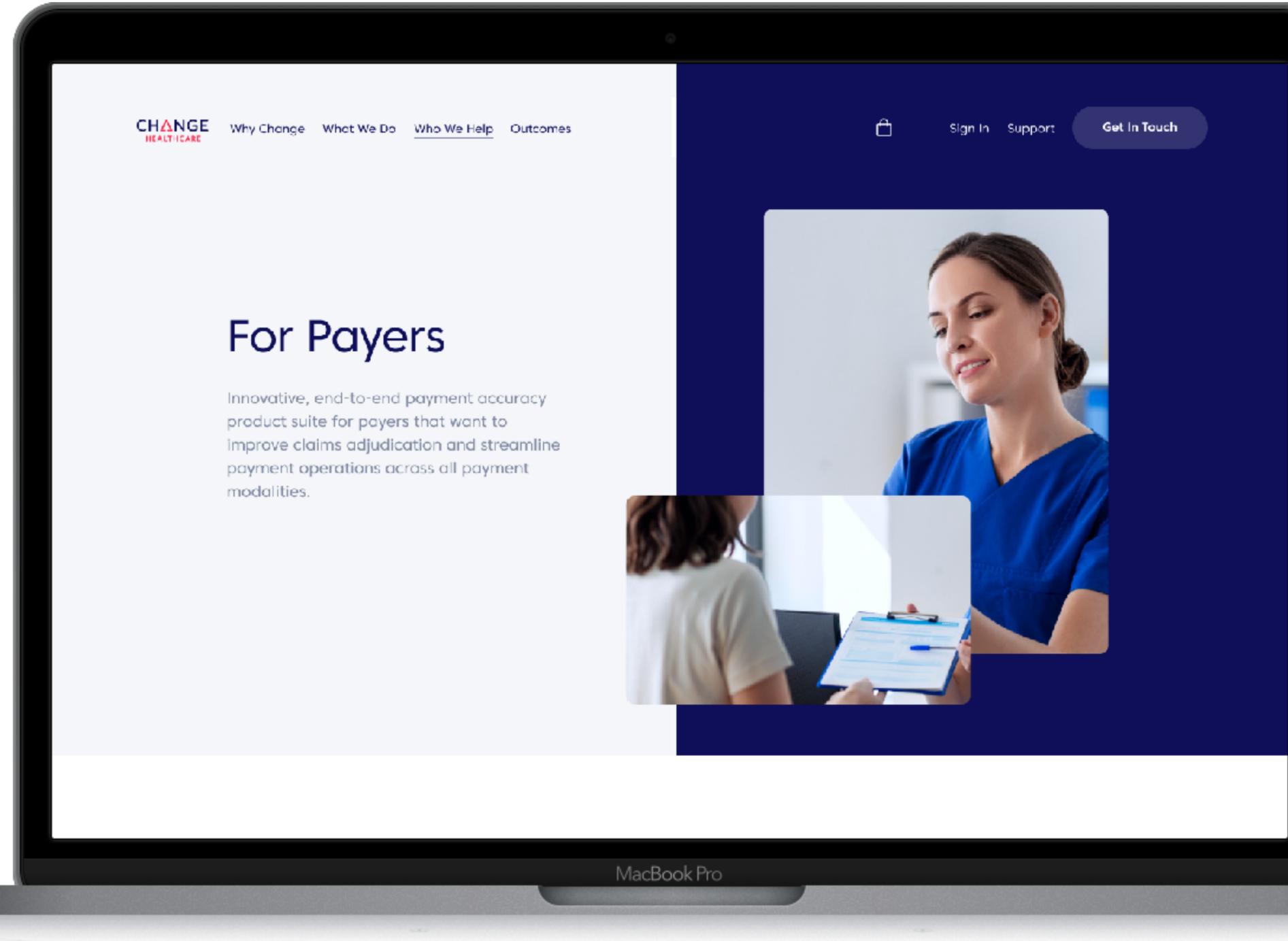
Our navigation accounts for multiple browsing behaviors, allowing users to discover content by role (ie. Who we help) along with topic (ie. What we do).

When browsing by role, users can also easily connect directly to solutions most relevant to that particular role.



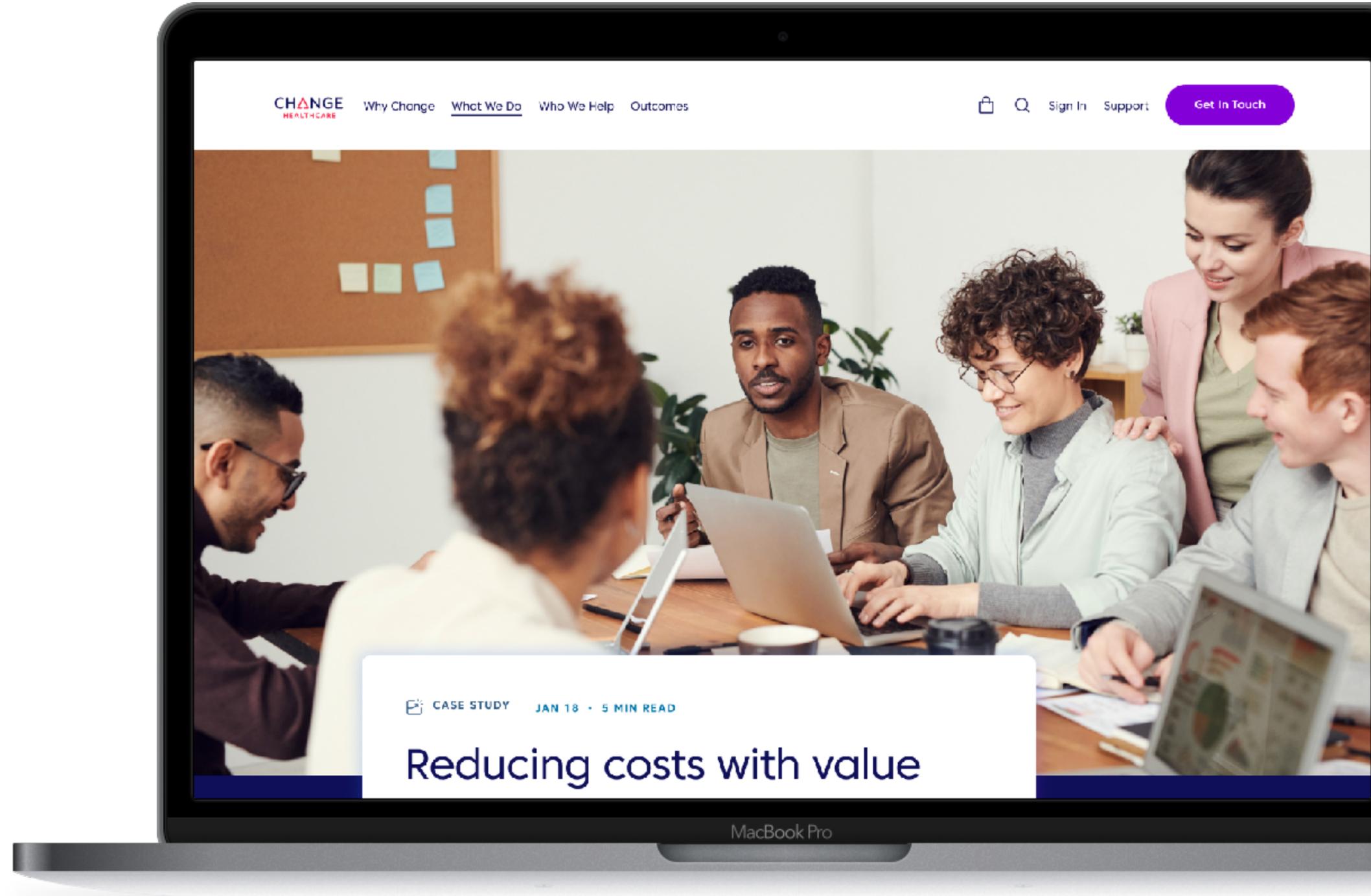
Preserving role-based customer journeys and marketing strategy

We designed role topic pages to focus marketing directly to a specific audience, **represent the customer journey**, and allow for in-line solution and topic discovery as users move through the journey on the page.

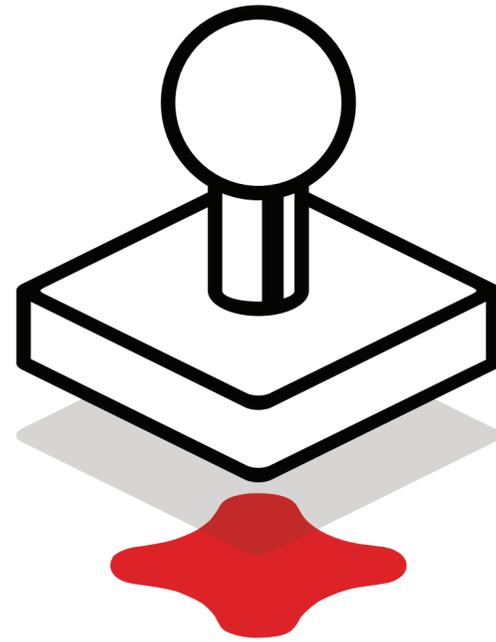


Developing an engaging visual language for insights content

For case study pages, we built a flexible system of components that can be utilized across insights content types, while preserving a clear narrative structure and varying elements on the page to ensure engagement.



Underlying our templates is a robust Design System that enables scalability and a seamless experience across the CHC ecosystem.



Made by Fantasy