

# Shopping system replacement

## Purpose

- Modernize the shopping experience to more closely align with the overall Connect for Health Colorado customer experience and provide flexibility for future enhancements.

## Approach

- Leverage existing human centric design principles developed in the creation of NES to enhance the user experience.
- New screen designs were created using our iterative design process vetted by one on one consumer testing.

# Guiding design principles

- Design for the majority of users by **simplifying the task at hand**; provide additional **help in context** for users who require more information.
- Design for **mobile first** to prioritize critical information and provide a **consistent, consumable** format.
- Design for **scalability**, allowing room for growth as business needs transform.

# Plan Results page design

## Chris and Jamie

### Narrow Your Results

Premium x \$250-\$500    Deductible x \$5,000-\$7,500

- Monthly Premium
- Individual Deductible
- Family Deductible
- Doctors, Hospitals, & Facilities
- Insurance Carrier
- Coverage Level (Metal Tier)
- Out of Pocket Cost

### 12 Medical plans

Sort by Best Matches

< Help

#### Plan Name 1

Individual Deductible	\$5,000	Primary Care Copay	\$30
Family Deductible	\$7,000	Urgent Care	\$75
Individual Out of Pocket Max	\$8,150	Specialist (after deductible)	40%
Family Out of Pocket Max	\$16,300		

Silver 3/5

Monthly Premium 620.44    After \$50 tax credit: \$570.44/mo

[Plan Details](#)   [Compare](#)   [Select this Plan](#)

#### Plan Name 2

Individual Deductible	\$6,000	Primary Care Copay (first visit)	\$25
Family Deductible	\$12,000	Urgent Care	\$75
Individual Out of Pocket Max	\$8,150	Specialist (after deductible)	40%
Family Out of Pocket Max	\$16,300		

Bronze 3/5

Monthly Premium \$493.10    After \$50 tax credit: \$443.10/mo

[Plan Details](#)   [Compare](#)   [Select this Plan](#)

# Plan Details page design

Chris and Jamie

## Name of Plan

Logo

Monthly Premium \$200  
After \$50 tax credit \$150/mo

Select this Plan

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**In Network Tier 1** In Network Tier 2 Out of Network

### Deductibles & Max Costs

Annual Deductible (Individual)	\$6,000
Annual Deductible (Family)	\$12,000
Maximum Out of Pocket (Individual)	\$7,900
Maximum Out of Pocket (Family)	\$15,800

### Doctor Visits

Primary Care Visits	
Co-Pay	\$35
Coinsurance	40% after deductible
Explanation	Co-Pay applies to first 2 visits, then Ded/Coins

### More Information on this Plan

- Preferred Drug List
- Provider Network

### Documents and Downloads

- Quality Overview (English, PDF)
- Quality Overview (Spanish, PDF)
- Evidence of Coverage (PDF)
- Plan Brochure (PDF)
- Anthem Provider Network (PDF)
- Anthem Summary of Benefits and Coverage for CO (English, PDF)
- Anthem Summary of Benefits and Coverage for CO (Spanish, PDF)
- Anthem Summary of Benefits and Coverage - All States (English, PDF)