

Pacific Blue Cross

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Pacific Blue Cross

PBC helps users manage insurance benefits and review current and previous claims. It provides easy access to insurance information and shortcuts to third-party apps to help find useful information (walk-in clinics, pharmacy map, etc.). It also includes travel information with current limitations on your plan and how to get access to premium insurance benefits. Additionally, users can buy other services from Pacific Blue Cross.



User Flow



How can we make a long user flow with a lot of important information into a summary without affecting any of the feature and respecting the importance and sensitivy of the information?

<u>click here to see a full view</u> of the User Flow and the current optimization

Original Screens vs New Design









Log In

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PASSWORD)			
Password	b		٢	
Mer	mber	Spouse		
	Sign	In		
Forgot Pas	sword	Create	Account	

Home



18:43

Find a Health Provider



Buy Pacific Blue Cross Services





My Claims (history)





My Claims (history)

9:01		•8			
<	My C	laims	¢		
Q Sea	arch				
		Filter by:			
Date	tion/Claim	Patient Amount		Sort and filt claims by se	
Patien	t	 Service Dental 	v	Triggers a sthat allows	the
Total		Drug Health		informatior recieved	ı per
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Home	Claims	Benefits	Profile		



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er service

My Claims (Submit a claim)



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Claim History Eligibility	
What claims will be accepted? (i)	
CLAIM TYPE	
Type of Claim	De
IS THE CLAIM	
The result of an accident, related to a WorkSafe (WCB) or auto insurance (ICBC or other) case?	;
Due to a medical emergency while you were travelling outside of Canada?	
The service or product provided is not related in any way to a motor vehicle incident, workplace incident, or any other accident where ICBC, WorkSafe BC, or any other liable third party may become involved, and is not related to a medical emergency while travelling outside of Canada	r
Request a Printable Claim For	m
Continue >	



9:01

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Claims

What claims will be accepted?

Hi this is a bot, what kind of claim do you want to submit today?

- Dental
- Drug
- Vision
- Extended Health

user selection

Is this claim the result of an accident, related to WCB, ICBC or other?

Yes No

user selection

Is this claim a medical emergency while travelling outside Canada?

Yes No

9:01		''II 🕹 	
<	Claims	¢	
What	t claims will be accepted?		
	user selectio	on	Scroll bar to allow the user to follow the "conversation" and change answers if need it
	Is this claim related in any way to a third party (e.i ICBC, WorkSafe, other insurance, etc)? Yes No		
	user selectio	on	
	Is this claim related in any way to a third party (e.i ICBC, WorkSafe, other insurance, etc)? Yes No		based on the "if/else statement" the promts will trigger the corresponding button *in case the "print form" is trigger, the
	Print Form Continue	~	conversation will be added on the email sent to the user When the "continue" button displays, the action will allow the user to submit recipes, tickets, etc for expenses purposes

Cancel Add Expense	
Claimant	>
Benefit	>
Type of expense	>
Provider	>
Date	>
Amount	\$0.00
Has this expense been submitted to another insurance plan?	>
Describe your illness/injury	
Please capture the entire receipt or supporting document including provider name, address and regristration #/license # (if applicable) or else you claim maybe delayed.	r
Add Expense	

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<	Add Exper
<u>W</u> r	nat claims will be accepted?
	Claimant
	Benefit
	Type of expense
	Provider
	Date
	Amount
	Notes
	Supporting documents
	Submit



My Benefits

13:40	
K Benefits	
Q	
Plan Information	
Bridges	
Crowns, Inlays, Onlays, Implants, Vei	neers
Dental Surgery	
Dentures	
Exams & X-Rays	
Fillings	
Orthodontic Services	
Periodontal Services	
Preventive Services	

Root Canals and Related Services



13:40),					
K Benefits						
Q						
Plan Information						
Ambulance Services						
Dental Accident						
Foot Orthotics & Orthopedic Shoes						
Hearing Devices, Supplies & Repairs						
Hospital Accommodation & Related Services						
Medical Equipment & Supplies						
Medical Tests, Exams and Miscellaneous Items & Services						
Compression Garments, Bandages & Accessories						
Respiratory Equipment, Supplies and Repairs						
Practitioner Services						
Image: Second stateImage: Second stateImage: Second stateHealthDentalDrugTrav	2 el					



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k Benefits						
Q						
Plan Information	×					
Eligibility						
Claims Submission						
Ambulance Services						
Dental Accident						
Foot Orthotics & Orthopedic Shoes						
Hearing Devices, Supplies & Repairs						
Hospital Accommodation & Related Services						
Medical Equipment & Supplies						
Medical Tests, Exams and Miscellaneous Items & Services						
Compression Garments, Bandages & Accessories						
Health Dental Drug	<i>⋛</i> ∬ Travel					

My Benefits

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< My Benefits 众		< My Benefits	¢		< My B	Benefits
Q Search		Q Search			Q Search	
Health Dental Drug Travel		Health Dental Drug Trav	vel		Health Dental	l Drug Travel
Plan Information	Menu on top of the screen with a bar to	Plan Information	v		Plan Information	
Ambulance Services	switch between menus and transition information	Eligibitly Claims Submission		Keep same layout for	Ambulance Service	3
Dental Accident		Ambulance Services		each dropdown to keep it readably and informative	Dental Accident	
Foot Othotics & Orthopedic Shoes		Dental Accident		Interactive arrow activation for dropdowns	Foot Othotics & Ort	nopedic Shoes
Hearing Devices, Supplies & Repais		Foot Othotics & Orthopedic Shoes		-	Hearing Devices, Su	Ipplies & Repais
Hospital Accommodation & Related Services		Hearing Devices, Supplies & Repais			Hospital Accommod	dation & Related Servi
Medical Equiment & Supplies		Hospital Accommodation & Related	Services		Medical Equiment &	Supplies
Medical Tests, Exams and Miscellaneous Items & Services		Medical Equiment & Supplies			Medical Tests, Exan & Services	ns and Miscellaneous
Compression Garments, Bandages & Accesories		Medical Tests, Exams and Miscelland Items & Services	eous	-	Compression Garme Accesories	ents, Bandages &
		Compression Garments, Bandages & Accesories				
Home Claims Benefits Profil	2	Home Claims Benefits	O Profile		Home Claims	Benefits



Health Provider Near Me









Health Provider Near Me



Recent locations/ cards visited

Allow to save different locations for faster access

link to each third -party provider to get full access and more information



Drop menu with different selectors and submenus to get a customize search



Notifications

9:01				
< Notifications				
Member Update -Annual General Meeting				
Blue & You -Celebrating Women				
Your claim statement is ready				
New Version 2.5 is here -Download Now!				
We have received your claim				
Direct deposit confirmation				
We've reset your password				
Your member profile has been activated				

Dismiss all notifications

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\square	Notification icon in active state, when clicked in displays a preview of all notifications	<	Notifications	v
			Member Update -Annual General Meeting	
			Blue & You -Celebrating Women	
	Click the tab to open the information, this action will	,	Your claim statement is ready	
	dismiss the notification and mark it as read		Your claim statement is ready to download We've processed your claim. Your claim statement is now available to view and download in your member profile. Please review your statement carefully to ensure that none of your submitted services require further action or resubmission. If services were approved and include a reinbursement, payment may take up to 3 business days to be deposited to you account	nt t
		٩	New Version 2.5 is here -Download Now!	
		V	Ne have received your claim	
		C	Direct deposit confirmation	
		v	Ne've reset your password	
		Ŷ	Your member profile has been activated	
			Dismiss all notifications	

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My Account

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Profile Sum	illaly	
Change Dire	ect Deposit	>
Change E-n	nail Address	>
Change Pas	ssword	>
Change Co	nsent Options	>
Change Cha	allenge Questions	>
Change Ma	iling Address	>
Change Spo	ouse Access	>
Security		>

Log Out of Pacific Blue Cross



Thank you

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