

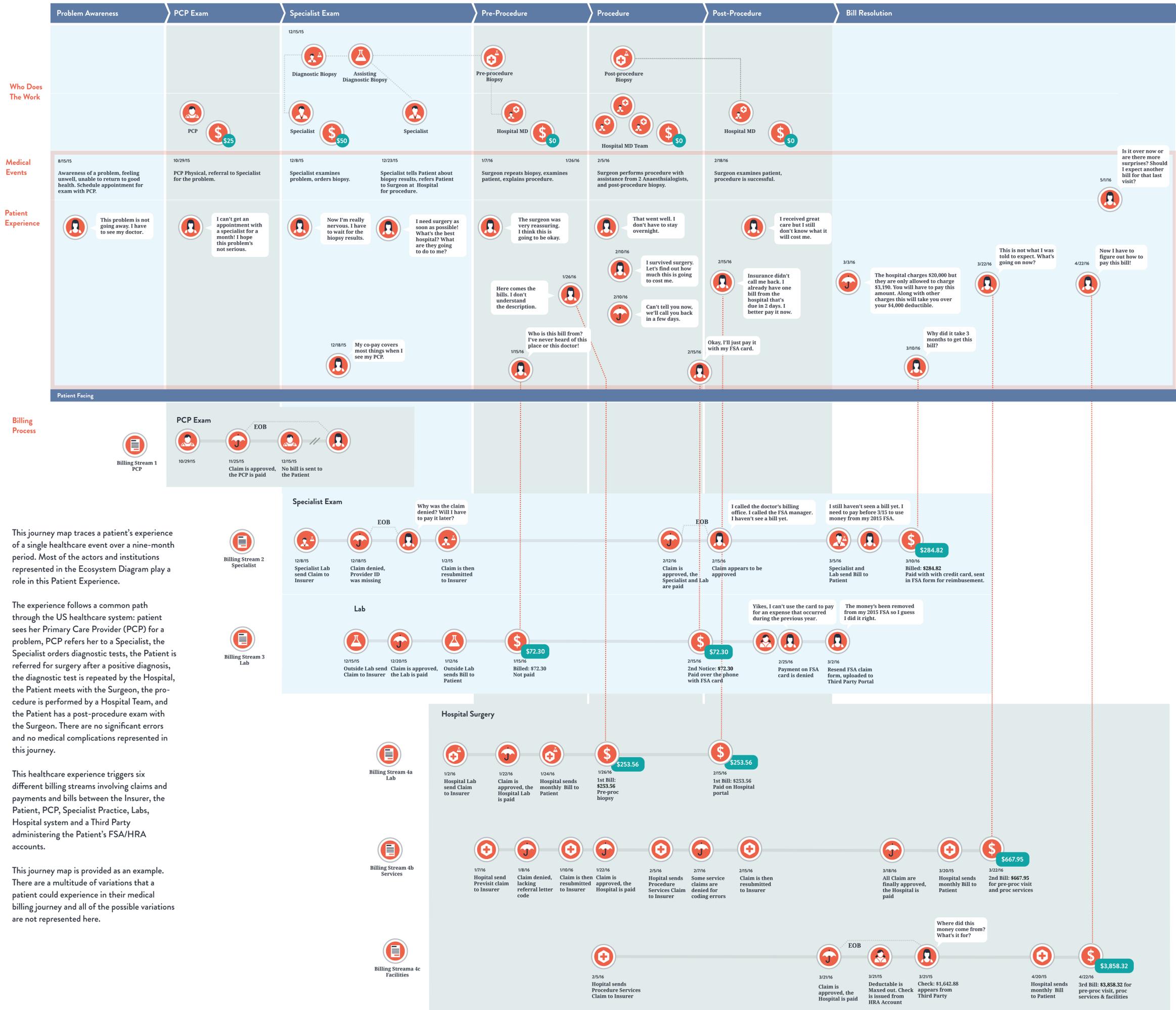


Patient Journey Map

Insured Adult, Urban Setting

Problem: Skin growth; Diagnosis: Skin cancer; Treatment: Skin Surgery

mad*power



This journey map traces a patient's experience of a single healthcare event over a nine-month period. Most of the actors and institutions represented in the Ecosystem Diagram play a role in this Patient Experience.

The experience follows a common path through the US healthcare system: patient sees her Primary Care Provider (PCP) for a problem, PCP refers her to a Specialist, the Specialist orders diagnostic tests, the Patient is referred for surgery after a positive diagnosis, the diagnostic test is repeated by the Hospital, the Patient meets with the Surgeon, the procedure is performed by a Hospital Team, and the Patient has a post-procedure exam with the Surgeon. There are no significant errors and no medical complications represented in this journey.

This healthcare experience triggers six different billing streams involving claims and payments and bills between the Insurer, the Patient, PCP, Specialist Practice, Labs, Hospital system and a Third Party administering the Patient's FSA/HRA accounts.

This journey map is provided as an example. There are a multitude of variations that a patient could experience in their medical billing journey and all of the possible variations are not represented here.