



Usability Testing Research Plan & Discussion Guide

WISE Dashboard

Version 1

By Theresa Wilkinson

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Overview

Today's prescription reimbursement complexities prohibit pharmacies from knowing what their true reimbursement is and how to positively impact it. At McKesson, we are developing a tool to help pharmacies identify ways to improve profitability and cash flow.

Methodology

Usability testing is a UX research method that refers to evaluating a product or service by testing it with representative users. Typically, during a test, participants will try to complete tasks. The goal is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product.

Remote, unmoderated usability testing is not monitored or guided, so there's no one else present during the study except the participant. The participant completes any tasks and answers questions at their own pace, on their own time, at a time and location of their choosing. Unmoderated testing tends to be faster as participants can complete their tests at any time without any disruption to your daily workflow. Everything about the interaction can be recorded, including a recording of what the testers did on-screen, and their facial expressions captured by their webcam.

Research Questions

- Can participants successfully complete the tasks?
- How easy or difficult is it to complete a task?
- How easy or difficult is it to use the prototype?
- Are the labels easy to understand?
- Did participants identify any improvements for any screens?
- Were participants satisfied with their experience using the prototype?
- Would the participant recommend the product to a friend or colleague?

Goals

- Learn if participants can complete specified tasks successfully.
- Find out how satisfied participants are with the dashboard.
- Identify changes required to improve user performance and satisfaction.
- Analyze the performance to see if it meets usability objectives.
- Identify any additional participants' ideas.
- Quantify those experiences so any changes are measurable in their impact.

Task Metrics

- Completion Rate; Effectiveness (= # of tasks completed/# of tasks undertaken x 100%)
- Single Ease Question (SEQ)

Survey Metrics

- CSAT Customer Satisfaction Score
- Ease of Use - Single Ease Question (SEQ)
- NPS Net Promoter
- Improvements

Schedule

The unmoderated, remote usability test will be open in June/July.

Compensation

No compensation will be given for this test.

Discussion Guide

Usability Testing Emails

First - Unmoderated Remote Usability Test Recruitment Email

Subject line: Could this new McKesson dashboard help you save money?

Hi,

I'm a UX Research Consultant at McKesson and we're developing a new dashboard to help pharmacies identify ways to improve profitability and cash flow.

We'd love to get your feedback. If you're interested, please reply to this email.

More about testing:

- The remote unmoderated usability test will take about **25 MINUTES** to complete.
- You can complete it anytime during the test cycle **June/July**.
- It can be completed **remotely in any quiet area with computer access**.

Again, if you're interested in participating, please reply to this email.

Thanks,

Theresa Wilkinson

Second Unmoderated Remote Usability Test – Invite to take test

Subject line: Are you ready to test the new McKesson managed care analytics tool?

Hi [**Name**],

You expressed interest in participating in the WISE Dashboard remote unmoderated usability test.

Here is the testing link: <https://s2.Userzoom.com/m/MSBDNTczMIM4MiAg>

More about testing:

- Testing will take about **25 minutes** to complete.
- You can complete it anytime during the test cycle that ends on July 12, 2020.
- You can complete it **remotely in any quiet area with computer access.**

You can also "pause" the study if needed. If you need to walk away from the study, please do not close the browser window. The following message should display:

DO NOT CLOSE OR REFRESH THIS WINDOW

This window is part of the study in which you're currently participating. It helps us ensure your results are submitted properly.

If, for some reason, the main study window closes during the test, you can re-open it and begin where you left off by clicking on Restart (button).

Click the restart button to resume the study. You will need to accept Userzoom's terms again but will be taken to the page where you left off with all data saved for up to 24 hours.

Again, please complete the test by July 12, 2020. Thank you for taking the time to help us with the WISE Dashboard! And please do not hesitate to contact me with any questions.

Thank you.

Theresa Wilkinson

Unmoderated Remote Usability Test – Reminder

Subject line: Reminder: Are you ready to test the new McKesson Dashboard?

Hi [**Name**],

You expressed interest in participating in the WISE Dashboard remote unmoderated usability test.

Hi [**Name**],

You expressed interest in participating in the WISE Dashboard remote unmoderated usability test.

Here is the testing link: <https://s2.Userzoom.com/m/MSBDNTczMIM4MiAg>

More about testing:

- Testing will take about **25 minutes** to complete.
- You can complete it anytime during the test cycle that ends on July 12, 2020.
- You can complete it **remotely in any quiet area with computer access.**

Again, please complete the test by July 12, 2020. Thank you for taking the time to help us with the WISE Dashboard! And please do not hesitate to contact me with any questions.

Thank you.

Theresa Wilkinson

Unmoderated Remote Usability Thank You

Subject: Thank you for taking the time to help us with the WISE Dashboard!

Hi [**Name**],

Your opinion counts! Thank you for helping us create a dashboard that we hope will help pharmacies identify ways to improve profitability and cash flow. We appreciate you taking time out of your day to be involved.

Again, thank you for your time.

Sincerely,

Theresa Wilkinson

Uzerzoom Screener

Legal Consent Request

COMPLYING WITH DATA REGULATION LAWS

The data from your study participants is extremely valuable. To protect it, laws like the GDPR or the CCPA that empower the user and its rights have been emerging during the past years and will continue to do so.

As a general rule of thumb, if you want to collect any personal information from your participants (like name, email, record their screen, voice or face), you should first ask their explicit consent.

In this page you'll find a generic template for a consent request. You can edit it, review it with your legal team and adapt it to your needs.

We care about the privacy of your data

In this study we will collect your behavioral data for a User Experience research project.

This information will be encrypted and protected in accordance with security best practices. If you want to know more about our security measures or how your data will be stored and used, our full Privacy Policy is available on our website.

I understand that my behavioral data will be collected for a User Experience research project.

Screeener Questions

1. What is your gender?
 - Male Next
 - Female Next

2. How many pharmacies do you own?
 - 0-2 Next
 - 2 – 5 Next

- 6 – 10 Next
 - More than 11 Next
3. Does your computer have a webcam?
- Yes Next
 - No Screenout
4. Does your computer have a microphone?
- Yes Next
 - No Screenout
5. You will be required to "talk out loud" as you complete this study. When you "talk out load", you can talk about your reactions to what you are seeing, doing, or feeling as you go through each task and question. Play the video below to learn more about Talk Out Loud.

Are you willing to "talk out loud" while giving your feedback?

- Yes End Screener
- No Screenout

ScreenOut Text

Thanks for your answer; unfortunately, you don't qualify for this survey.

Completed Study Text

You have completed the study. Thank you for participating!

Quotafull

Sorry! This study is full.

Moderated Remote Usability Test (on Userzoom)

(This displays after screener)

Hi!

Thanks for your interest in this study. Before we get started, let's review some key points and tips.

1. Make sure you're in a quiet environment with good lighting and a stable surface.
2. If required for the test, make sure your audio is turned on to record your comments.
3. We will ask you to verbally express your thoughts, to think out loud, while you are experiencing a website or an interactive prototype.

There are no wrong answers - we want your honest and thoughtful feedback. It's what helps us improve, so be loud and proud!

Tip: Prototypes are concepts that are not live websites yet. Some links and areas may not be fully functional, but do not dwell too much on these.

This study should take about **25 minutes**.

Ready? Click "Agree and Continue" to start!

Tasks

Task 1

Please take a few moments to look over this page. What are your first impressions? Please remember to verbally express your thoughts.

Goal	Qualitative information
Input	None
Assumptions	
Steps	User is presented with main page of dashboard
Success criteria	Qualitative information
Notes	

Task 2

You own a small pharmacy that processes only 3,000 claims per month. On Monday, you serviced five different patients that had Express Scripts as their insurer and it seems like you lost money on all of them. You are wondering if Express Scripts is a big part of your business or can you afford to drop it and turn those patients away. What is your YTD POS reimbursement amount from Express Scripts?

Please locate this information using the dashboard. Also, please remember to think out loud.

Answers: Commercial = \$304,194.74, Med D = \$99,780.62 for a total of \$403,975.36.

Path: Payer > Top Plans > Commercial Reimbursement and Med D Reimbursement Detail pages.

Goal	Find the YTD POS reimbursement amount from Express Scripts
Input	None
Assumptions	User understands the navigation and can navigate to the correct pages for the answer
Steps	<ol style="list-style-type: none"> 1. On the dashboard, user navigates to Payer > Top Plans 2. On Top Plans page, user clicks View Detail on Commercial Reimbursement Detail and Med D Reimbursement Detail pages.
Success criteria	Goal of the task is to navigate to the correct pages to find the answer.
Notes	

Ease of Use Question

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Task Difficulty Question

If user scales this from Extremely Difficult to Slightly Difficult, then the next question displays.

1. Could you briefly describe why you found this task difficult?

Task Abandonment Question

1. Could you briefly describe why you found this task difficult?

Task 3

You are very adept at managing cash flow, and already know that Caremark is one of your biggest plans. Since Caremark collects for four months of DIRs over an eight-week period, you see a big drop in your bank deposits during Caremark's collection period. You don't want to be caught short and not be able to make payroll. Please add your expected (\$6,300) DIR accrual dollars for Q3 to your action plan.

Please locate where you think you would find this information using the dashboard. Also, please remember to think out loud.

Goal	Add the amount to their action plan
Input	DIR accrual dollars
Assumptions	User can complete task

Steps	<ol style="list-style-type: none"> 1. Clicks Action Plan in navigation 2. Opens correct row 3. Edits action item 4. Reviews information added 5. Success
Success criteria	Goal of task is for user to enter the accrual dollar amount on their action plan.
Notes	User may click Add button to add item to action plan

Ease of Use Question

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Task Difficulty Question

If user scales this from Extremely Difficult to Slightly Difficult, then the next question displays.

1. Could you briefly describe why you found this task difficult?

Task Abandonment Question

1. Could you briefly describe why you found this task difficult?

Task 4

You have made special efforts to show the providers in your area the benefits of having their patients fill prescriptions at your store. You have shared your adherence scores with them and highlighted some of the support literature you have for your diabetic patients. You are wondering if your top providers from 2019 still sending you as many patients. How many providers did you lose in 2020 compared to 2019? 5, with a total claim volume in 2019 of 385.

Providers > Lost providers – need dates (bar chart?)

Goal	Find the amount the claim volume is increasing
Input	None
Assumptions	User can navigate to the page and find the information in the charts/tables
Steps	<ol style="list-style-type: none"> 1. User navigates to Providers page. 2. User finds the Lost Providers in 2019 and New Providers in 2020 information
Success criteria	Determines number of providers lost.
Notes	

Ease of Use Question

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Task Difficulty Question

If user scales this from Extremely Difficult to Slightly Difficult, then the next question displays.

1. Could you briefly describe why you found this task difficult?

Task Abandonment Question

1. Could you briefly describe why you found this task difficult?

Task 5

You have been in business for over 20 years and really don't like using cash discount cards. You know they are necessary, but still harbor some resentment over getting a rather large bill from Envision for admin fees for a patient who was using a card he didn't even realize was a cash discount card. You are wondering how many claims you are processing for that are based off a cash discount card and if they are all that profitable. How much money did you make with cash discount cards so far in 2020?

Please locate where you think you would find this information using the dashboard. Also, please remember to think out loud.

(\$2154.55 from 3 cards)

Goal	Find the amount of money saved with discount cards in 2020
Input	None
Assumptions	User can navigate to page and find info in chart
Steps	<ol style="list-style-type: none"> 1. User navigates to Products page 2. User finds info in chart.
Success criteria	User finds info in chart.
Notes	

Ease of Use Question

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Task Difficulty Question

If user scales this from Extremely Difficult to Slightly Difficult, then the next question displays.

1. Could you briefly describe why you found this task difficult?

Task Abandonment Question

1. Could you briefly describe why you found this task difficult?

Survey Questions

1. How would you rate the ease of using this dashboard?

Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy
---------------------	----------------------	--------------------	----------------------------	---------------	-----------------	----------------

2. Overall, how satisfied are you with your experience?

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neither Dissatisfied nor Satisfied	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied
------------------------	-------------------------	-----------------------	------------------------------------	--------------------	----------------------	---------------------

3. How likely are you to recommend this website to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
Not likely at all					Neutral					Extremely likely
Detractor						Passive		Promoter		

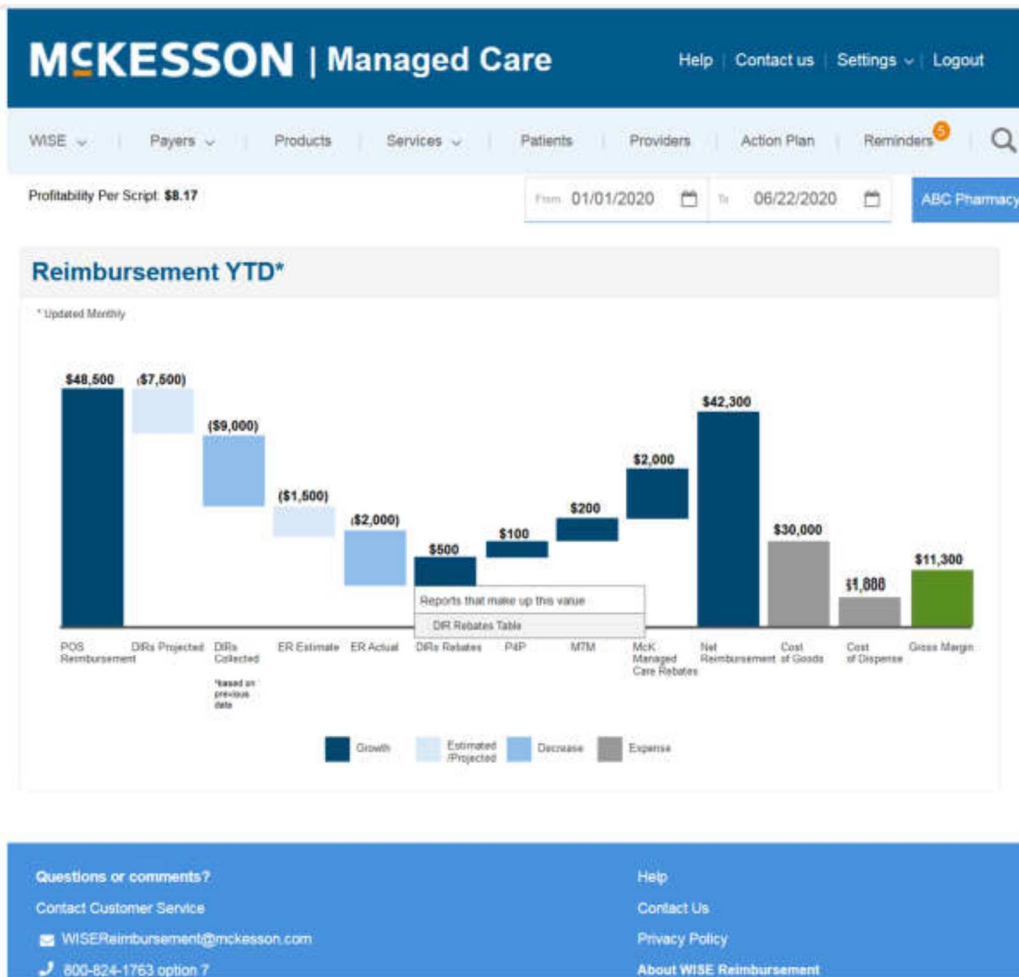
4. Is there anything else we can do to improve your experience with this dashboard?

Screenshots

Login screens are not included.

Task 1 - Please take a few moments to look over this dashboard.

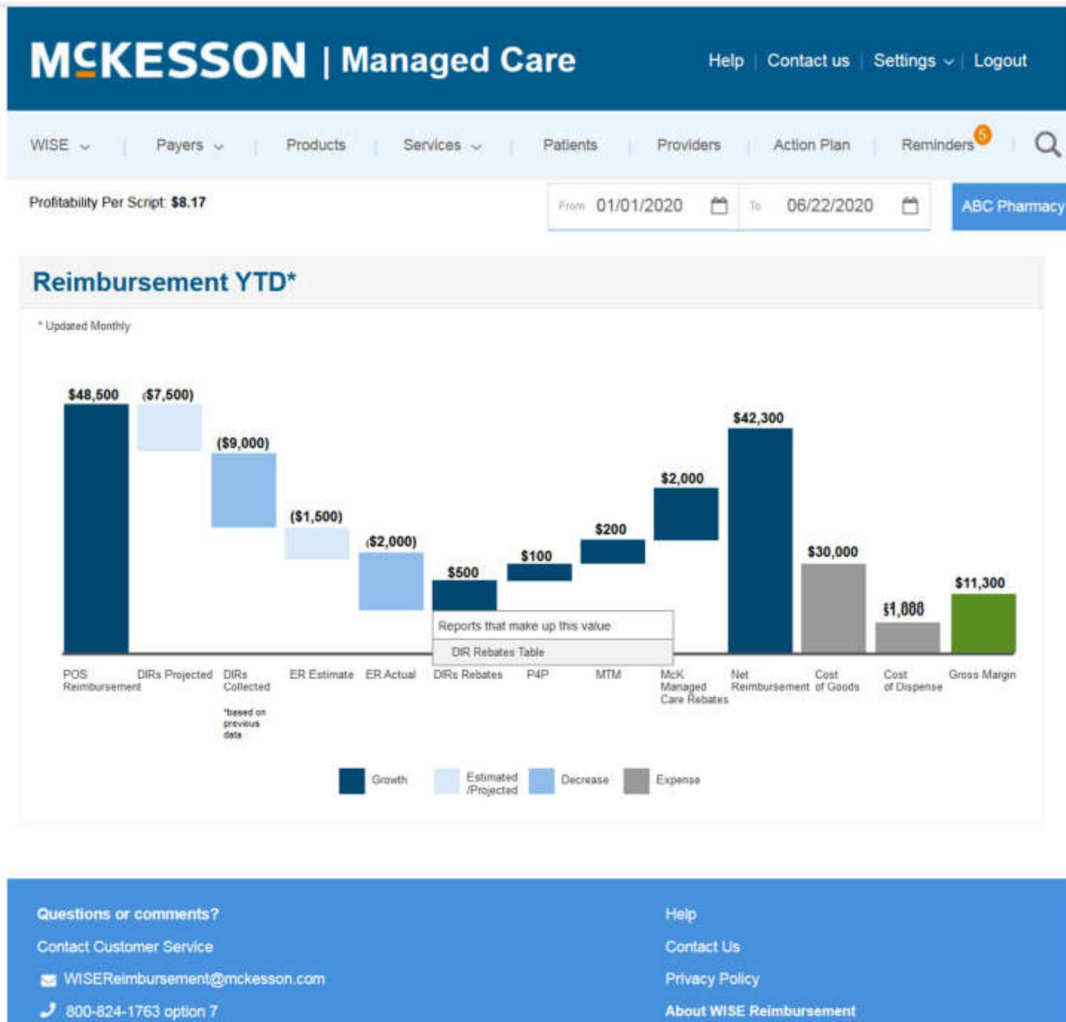
(1 screen unless they decide to explore.)



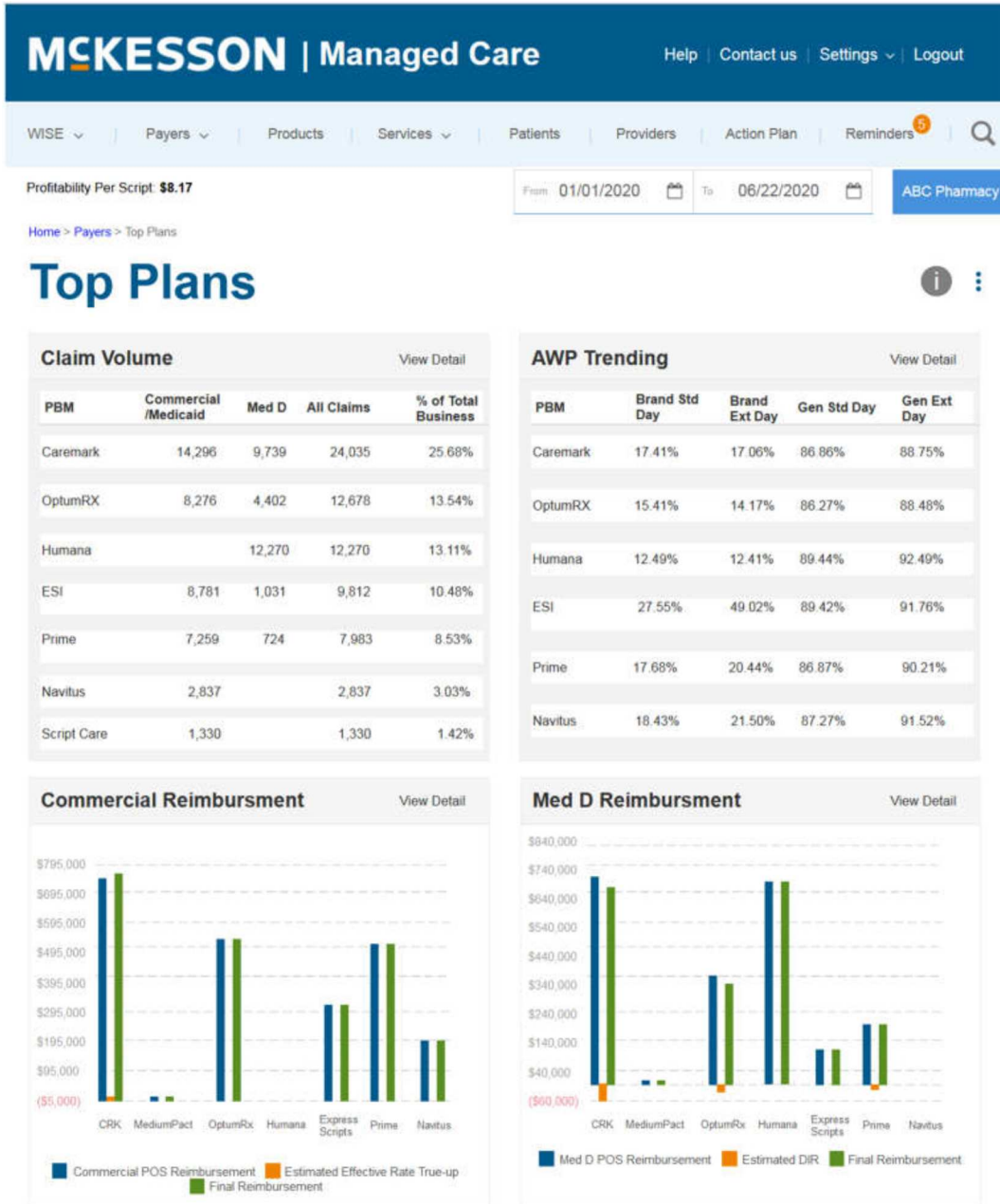
Task 2 - What is your YTD POS reimbursement amount from Express Scripts?

(Path: Dashboard > Top Plans > Commercial Reimbursement Detail > Top Plans > Med D Reimbursement Detail)

1. From dashboard, user clicks Top Plans in navigation.



2. Top Plans page display. User clicks View Detail button on Commercial Reimbursement chart.



3. The Commercial Reimbursement Detail page displays.

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WISE | Payers | Products | Services | Patients | Providers | Action Plan | Reminders 5 | 🔍

Profitability Per Script: **\$8.17** From: 01/01/2020 To: 06/22/2020 ABC Pharmacy

[Home](#) > [Payers](#) > [Top Plans](#) > Commercial Reimbursement Detail i ⋮

Commercial Reimbursement Detail

Commercial Reimbursement

PBM	Commercial POS Reimbursement	Estimated Effective Rate True-up	Final Reimbursement
CRK	\$719,957.90	\$3,249.28	\$723,207.18
MediumPact	\$1,638.48		\$1,638.48
OptumRx	\$516,515.23	(\$1,697.41)	\$516,515.23
Humana	\$0.00		\$0.00
Express Scripts	\$304,194.74		\$304,194.74
Prime	\$505,754.77		\$505,754.77
Navitus	\$201,945.51		\$201,945.51

Commercial Reimbursement

PBM	Reimbursement	Effective Rate True-up	Final Reimbursement
Caremark	\$719,957.90	\$3,249.28	\$723,207.18
MediumPact	\$1,638.48		\$1,638.48
OptumRx	\$516,515.23	(\$1,697.41)	\$516,515.23
Humana	\$0.00		\$0.00
Express Scripts	\$304,194.74		\$304,194.74
Prime	\$505,754.77		\$505,754.77
Navitus	\$201,945.51		\$201,945.51

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus proin sapien nunc. accuan eget.

Action Items	Priority	i ⋮
Evaluate how DIRs fir into overall reimbursement, better understanding of "why" their reimbursement is what it is per PBM	Medium	⋮

Questions or comments?

Contact Customer Service

✉ WISEReimbursement@mckesson.com

📞 800-824-1763 option 7

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About WISE Reimbursement

- User returns to the Top Plans page and clicks the View Detail button on the Med D Reimbursement chart. This page displays.

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WISE | Payers | Products | Services | Patients | Providers | Action Plan | Reminders 3

Profitability Per Script: **\$8.17** From 01/01/2020 To 06/22/2020 ABC Pharmacy

[Home](#) > [Payers](#) > [Top Plans](#) > [Med D Reimbursement Detail](#)

Med D Reimbursement Detail

Med D Reimbursement

■ Med D POS Reimbursement
 ■ Estimated DIR
 ■ Final Reimbursement

Med D Reimbursement

PBM	Med D POS Reimbursement	Estimated DIR	Final Reimbursement
Caremark	\$717,069.23	(\$55,432.75)	\$661,636.48
MedimPact	\$392.98	\$0.00	\$392.98
OptumRx	\$348,023.06	(\$30,200.95)	\$317,822.11
Humana	\$704,937.06	\$0.00	\$704,937.06
Express Scripts	\$99,780.62	(\$3,306.45)	\$96,474.14
Prime	\$45,860.93	(\$5,564.80)	\$40,296.13
Navitus	\$0.00	\$0.00	\$0.00

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus proin sapien nunc accuan eget.

Action Items	Priority
Evaluate how DIRs fit into overall reimbursement, better understanding of "why" their reimbursement is what is it, per PBM	Medium

Questions or comments?
 Contact Customer Service
 ✉ WISEReimbursement@mckesson.com
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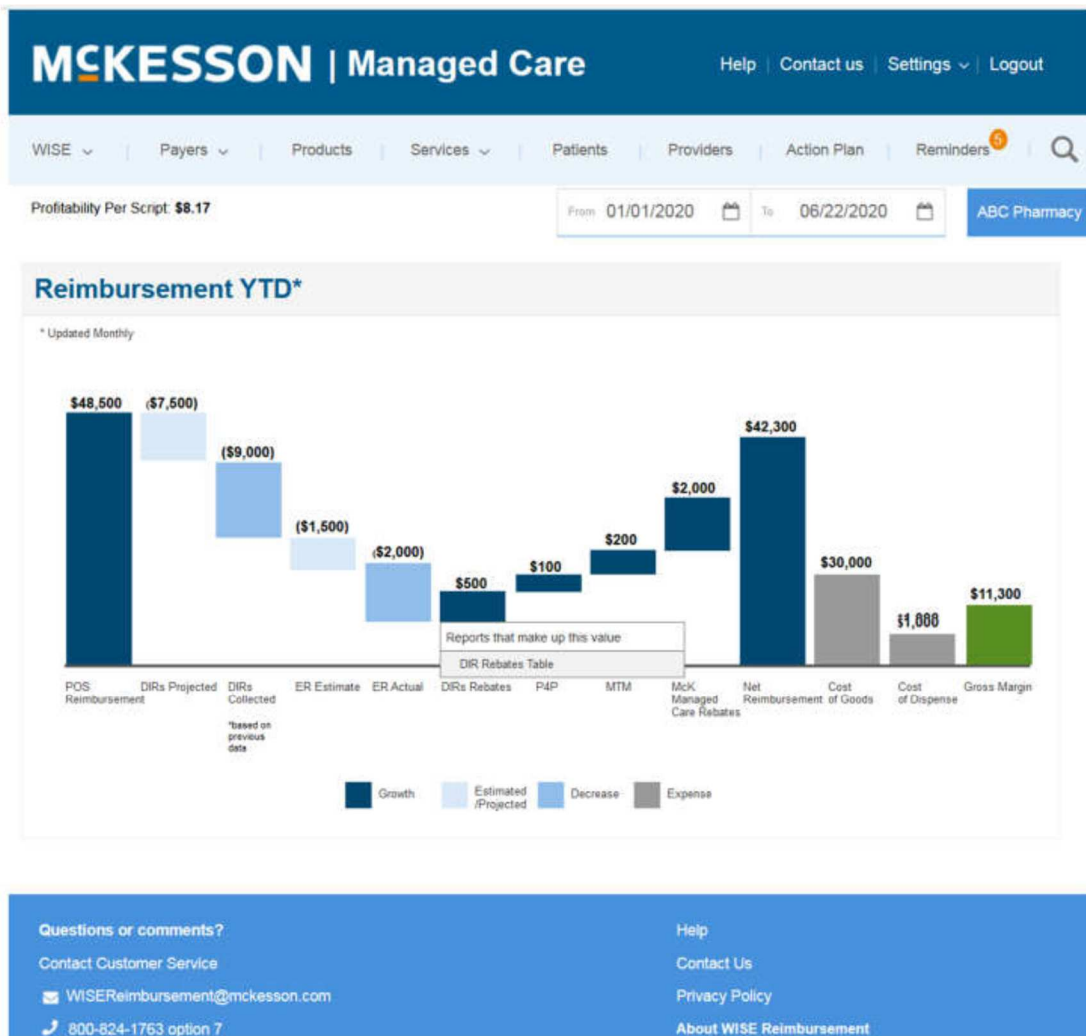
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(On Userzoom, this page is considered the “answer” so the participant is taken to the next task after 30 seconds.)

Task 3 - Please add your expected (\$6,300) DIR accrual dollars for Q3 to your action plan.

Path 1

(Path 1: Dashboard > Action Plan (Estimated DIR Accrual on page – Update Action Item)> Update Action Item modal > Action Plan with confirmation)



1. On the dashboard, user clicks Action Plan in the navigation.

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WISE | Payers | Products | Services | Patients | Providers | Action Plan | Reminders 5

Profitability Per Script: **\$8.17** From 01/01/2020 To 06/22/2020 ABC Pharmacy

Home > Action Plan

Action Plan

Category	Subcategory	Chart/Table	Priority
Payer	Claim Growth	% Growth	High
Payer	Claim Growth	% Extended Day	High
Payer	Top Plans	AWP Trending	High
Payer	Top Plans	Reimbursement	High
Payer	DIRs	Estimated DIRs	High
Payer	DIRs	Estimated DIR Accrual	High
Product		MAC at the GPI	High
Patient		% Med D	High

< Prev 1 | 2 | 3 | 4 | 5 Next >

Questions or comments?
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2. User clicks the Payer DIR Estimated DIR Accrual row. The row opens.

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WISE | Payers | Products | Services | Patients | Providers | Action Plan | Reminders | Search

Profitability Per Script **\$8.17** From 01/01/2020 To 06/22/2020 ABC Pharmacy

Home > Action Plan

Action Plan

Category	Subcategory	Chart/Table	Priority
▼ Payer	Claim Growth	% Growth	High
▼ Payer	Claim Growth	% Extended Day	High
▼ Payer	Claim Growth	Avg Claim Volume Month	High
▼ Payer	Top Plans	Reimbursement	High
▼ Payer	DIRs	Estimated DIRs	High
▲ Payer	DIRs	Estimated DIR Accrual	High

Actions | Chart/Table | Details

+ Add New Action Item

Action Items	Due Date	Assigned	Frequency	Progress	Notes
Manage cashflow; anticipated accruals					
Understand top PBMs performance requirements to impact dollars earned/improve performance efforts					
▼ Product		MAC at the GPI			High
▼ Patient		% Med D			High

< Prev | 1 | 2 | 3 | 4 | 5 | Next >

Questions or comments?
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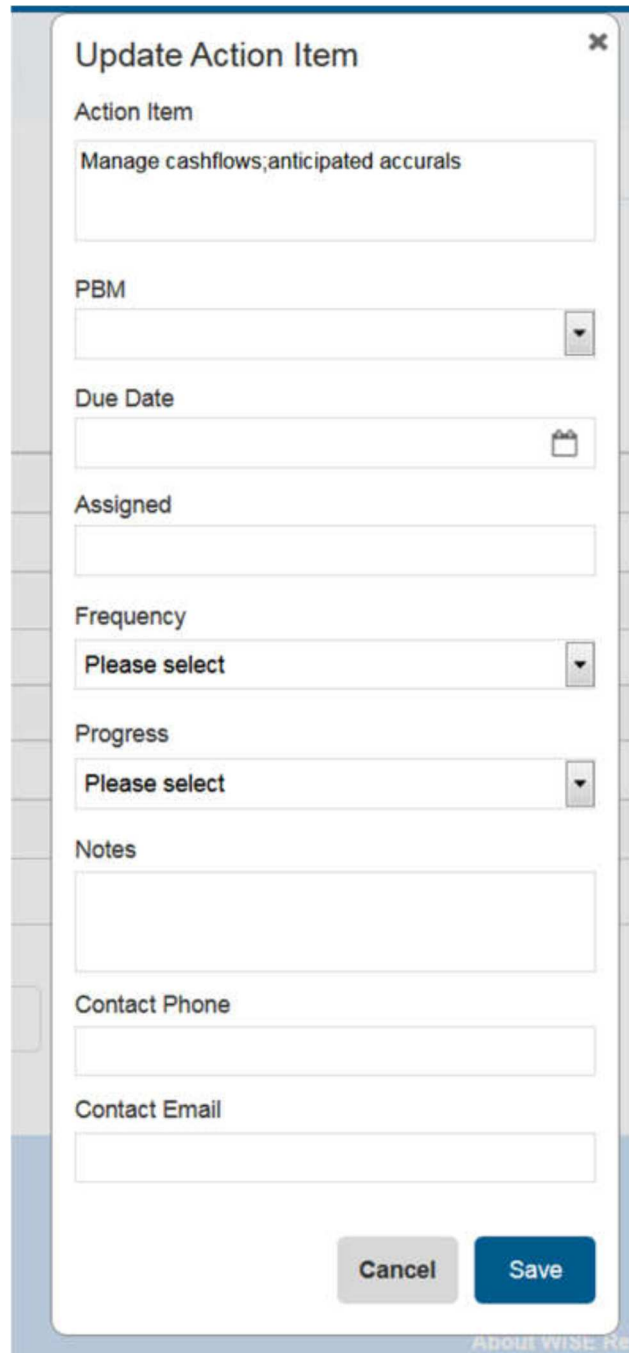
3. User clicks the Payer DIR Estimated DIR Accrual row. The row opens.

Action Items	Due Date	Assigned	Frequency	Progress	Notes
Manage cashflow; anticipated accruals					
Understand top PBMs performance requirements to impact dollars earned/improve performance efforts					

Delete Action Item

Update Action Item

4. User clicks the Update Action Item button in the ellipse navigation. The modal displays.



The image shows a mobile application modal titled "Update Action Item" with a close button (X) in the top right corner. The form contains the following fields and controls:

- Action Item:** A text input field containing the text "Manage cashflows;anticipated accruals".
- PBM:** A dropdown menu that is currently empty.
- Due Date:** A date input field with a calendar icon on the right.
- Assigned:** A text input field that is currently empty.
- Frequency:** A dropdown menu with the text "Please select".
- Progress:** A dropdown menu with the text "Please select".
- Notes:** A text input field that is currently empty.
- Contact Phone:** A text input field that is currently empty.
- Contact Email:** A text input field that is currently empty.

At the bottom of the modal, there are two buttons: a grey "Cancel" button and a blue "Save" button. A small footer at the bottom right of the modal reads "About WISE Re".

5. The Action Plan page displays with confirmation is that information had been added and saved.

▼ Payer DIRs High ⋮
> Payer DIRs High ⋮

Your action plan has been successfully updated.

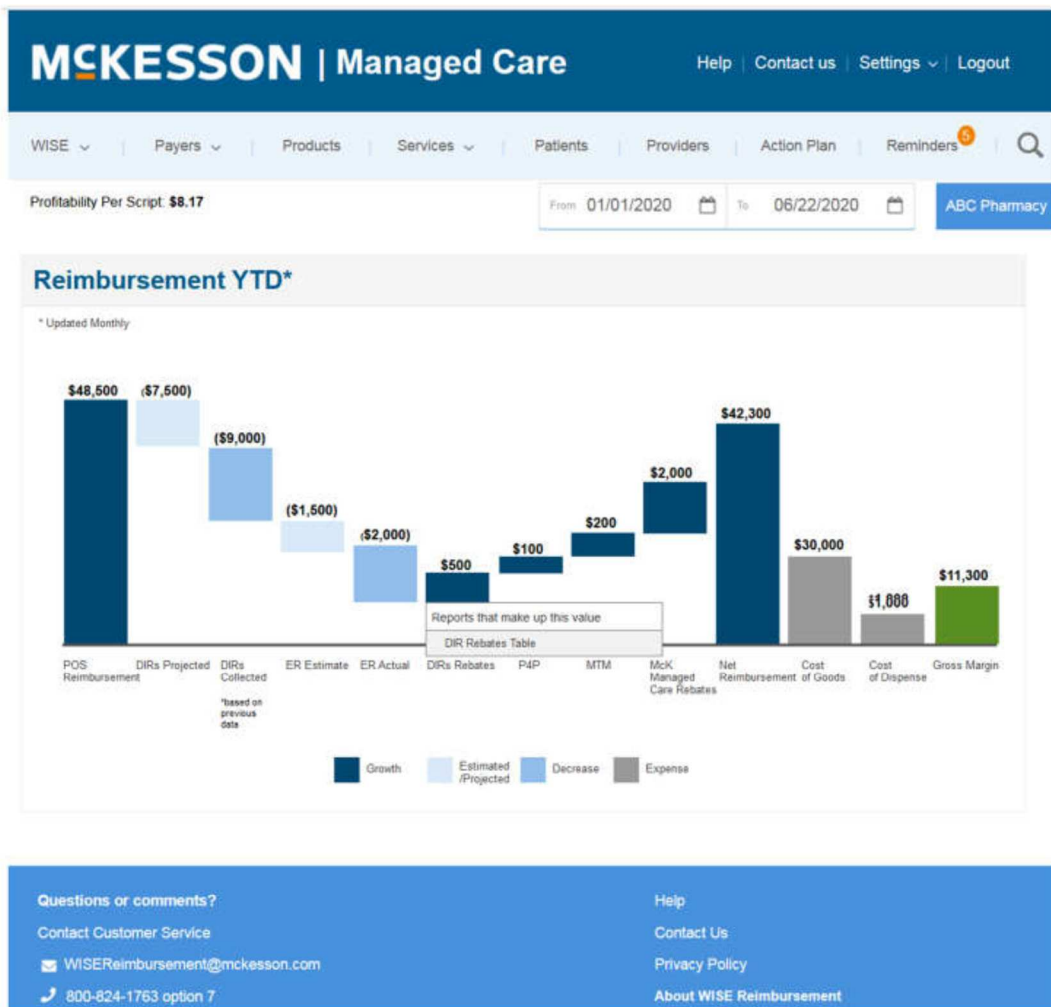
Actions Chart/Table Details

+ Add New Action Item

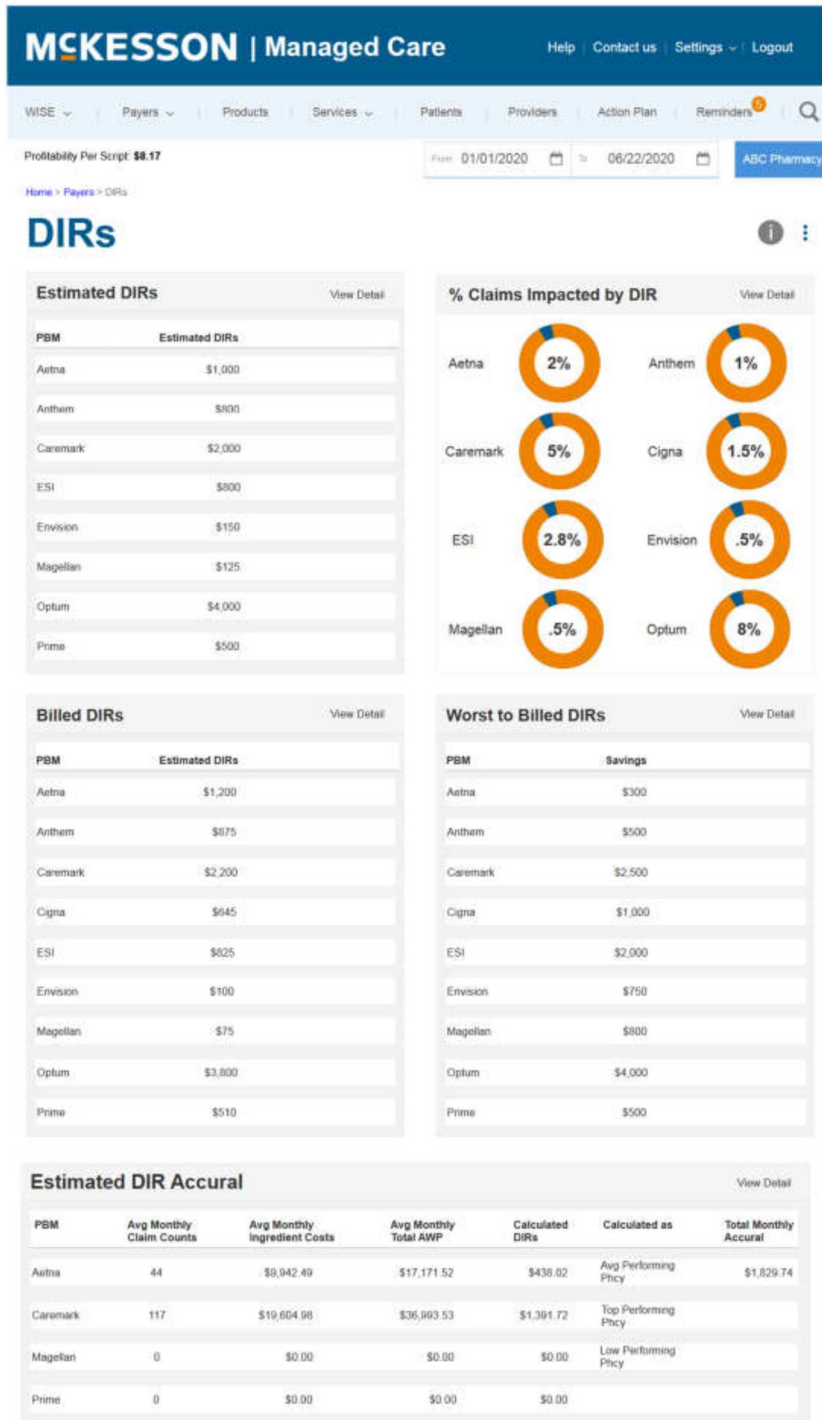
Action Items	Due Date	Assigned	Frequency	Progress	Notes
Manage cashflow; anticipated accruals	July 1, 2020	Joanne Doe	One Time Only	In Progress	Caremark DIR accrual dollars (\$6,300) for Q3. Add to reports. Are we ok for payroll? ⋮
Understand top PBMs performance requirements to impact dollars earned/improve performance efforts					⋮

Path 2

(Path 2: Dashboard > Payers – DIRs > Estimated DIR Accrual Detail (Add to Action Plan) > Add to Action Plan modal > Action Plan with confirmation)



1. On the dashboard, user clicks Payers – DIRs in the navigation. The DIRs page displays.



2. User clicks the View Detail button on the Estimated DIR Accrual chart. The Estimated DIR Accrual Detail page displays.

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Profitability Per Script: **\$8.17** From: 01/01/2020 To: 06/22/2020

Estimated DIR Accrual Detail

PBM	Avg Monthly Claim Counts	Avg Monthly Ingredient Costs	Avg Monthly Total AWP	Calculated DIRs	Calculated as	Total Monthly Accrual
Aetna	44	\$9,942.49	\$17,171.52	\$438.02	Avg Performing Phcy	\$1,829.74
Caremark	117	\$19,604.98	\$36,993.53	\$1,391.72	Top Performing Phcy	
Magellan	0	\$0.00	\$0.00	\$0.00	Low Performing Phcy	
Prime	0	\$0.00	\$0.00	\$0.00		

Description

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Action Items	Priority
Manage cashflow, anticipated accruals	High
Understand top PBMs performance requirements to impact dollars earned/improve performance efforts	High

Questions or comments?
 Contact Customer Service
 WISEReimbursement@mckesson.com
 800-824-1763 option 7

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3. User clicks the Add to Action Plan button in the ellipse navigation.

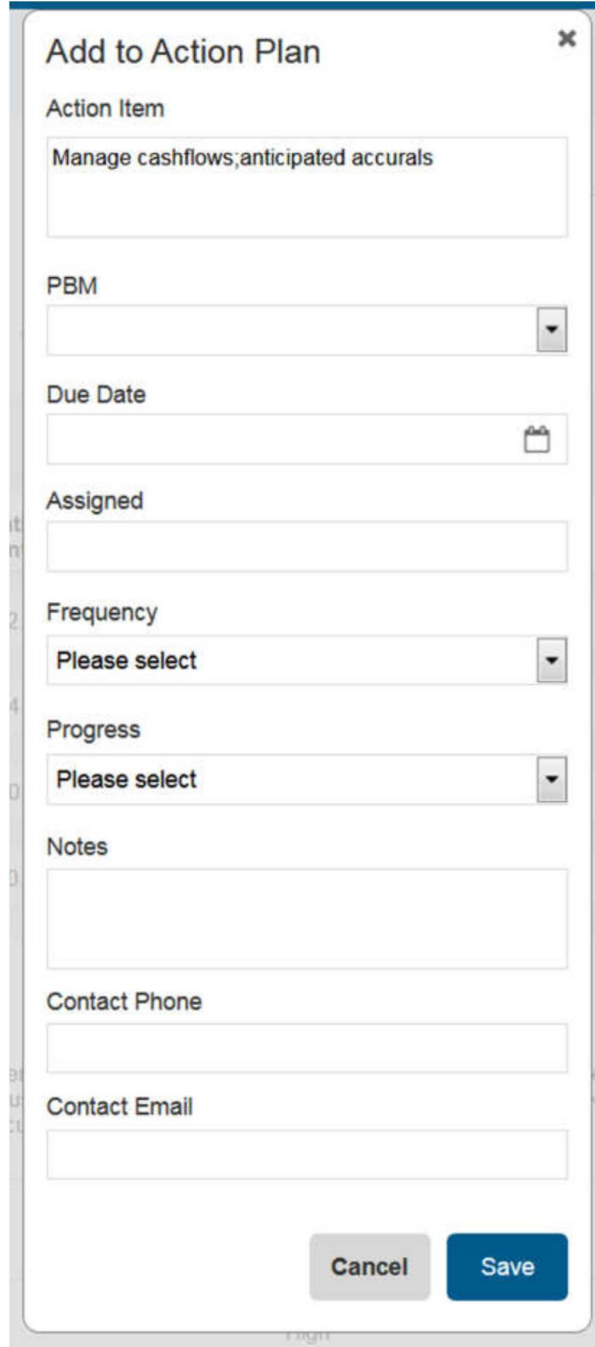
Description

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Action Items	Priority
Manage cashflow, anticipated accruals	High
Understand top PBMs performance requirements to impact dollars earned/improve performance efforts	High

Add to Action Plan

4. The Add to Action Plan modal displays.



The image shows a modal window titled "Add to Action Plan" with a close button (X) in the top right corner. The form contains the following fields and controls:

- Action Item:** A text input field containing the text "Manage cashflows; anticipated accruals".
- PBM:** A dropdown menu that is currently empty.
- Due Date:** A date input field with a calendar icon on the right.
- Assigned:** A text input field that is currently empty.
- Frequency:** A dropdown menu with the text "Please select".
- Progress:** A dropdown menu with the text "Please select".
- Notes:** A large text area for entering notes, currently empty.
- Contact Phone:** A text input field, currently empty.
- Contact Email:** A text input field, currently empty.

At the bottom of the modal, there are two buttons: a grey "Cancel" button and a blue "Save" button.

5. The Action Plan page displays with confirmation is that information had been added and saved.

▼ Payer DIRs High ⋮
> Payer DIRs High ⋮

Your action plan has been successfully updated.

Actions Chart/Table Details

+ Add New Action Item

Action Items	Due Date	Assigned	Frequency	Progress	Notes
Manage cashflow; anticipated accruals	July 1, 2020	Joanne Doe	One Time Only	In Progress	Caremark DIR accrual dollars (\$6,300) for Q3. Add to reports. Are we ok for payroll?
Understand top PBMs performance requirements to impact dollars earned/improve performance efforts					

Task 4 - How many providers did you lose in 2020 compared to 2019?
 (Providers > Lost providers)

MCKESSON | Managed Care

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WISE | Payers | Products | Services | Patients | Providers | Action Plan | Reminders 5

Profitability Per Script: **\$8.17** From 01/01/2020 To 06/22/2020 ABC Pharmacy

Reimbursement YTD*

* Updated Monthly

Category	Value	Type
POS Reimbursement	\$48,500	Growth
DIRs Projected	(\$7,500)	Estimated/Projected
DIRs Collected	(\$9,000)	Decrease
ER Estimate	(\$1,500)	Estimated/Projected
ER Actual	(\$2,000)	Decrease
DIRs Rebates	\$500	Growth
P4P	\$100	Growth
MTM	\$200	Growth
Mck Managed Care Rebates	\$2,000	Growth
Net Reimbursement	\$42,300	Growth
Cost of Goods	\$30,000	Expense
Cost of Dispense	\$1,000	Expense
Gross Margin	\$11,300	Growth

Reports that make up this value
DIR Rebates Table

Questions or comments?

Contact Customer Service

✉ WISEReimbursement@mckesson.com

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1. On the dashboard, user clicks Providers in the navigation.

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WISE | Payers | Products | Services | Patients | Providers | Action Plan | Reminders 3 | 🔍

Profitability Per Script: **\$6.17** From: 01/01/2020 To: 06/22/2020 ABC Pharmacy

[Home](#) > [Providers](#)

Providers

Unique Provider/NPI

[View Detail](#)

Year	Unique Provider/NPI
2019	2,859
2020	2,962

New Providers in 2020

[View Detail](#)

NPI	Physician Name	Claim Volume
1003806100	Yvonne Fetters	204
1003824335	Alan Moore	65
1003874371	Martha Visnic	26
1003829920	Robert Dworin	23
1003854076	Chad Albertson	9
1003844362	Tiffany Monroe	5
1003819285	Edward James	4
1003876574	Allison Anderson	2
1003820572	Scott Kadrow	1

Top Providers by Claim Volume

[View Detail](#)

NPI	Physician Name	Claim Volume	% Change from 2019
1700822780	Tony Banderas	9,421	21%
1079564587	John Smith	8,896	(-3%)
1023027162	Nancy Koesters	3,287	6%
1245481308	Elizabeth Murphy	2,415	2%
1366553117	Michael Holtz	1,417	41%
163932822	Carolina Miller	1,406	(-12%)
1922255486	Dan Jones	3,262	(-8)

Lost Providers in 2019

[View Detail](#)

NPI	Physician Name	Prev Year Claim Volume
1548456734	James LaPlaca	216
1548535636	William Kane	149
1548527815	Peter Fount	11
1548631153	Jula Risher	6
1548645047	Andrea Moore	3

Questions or comments?
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 📞 800-824-1763 option 7

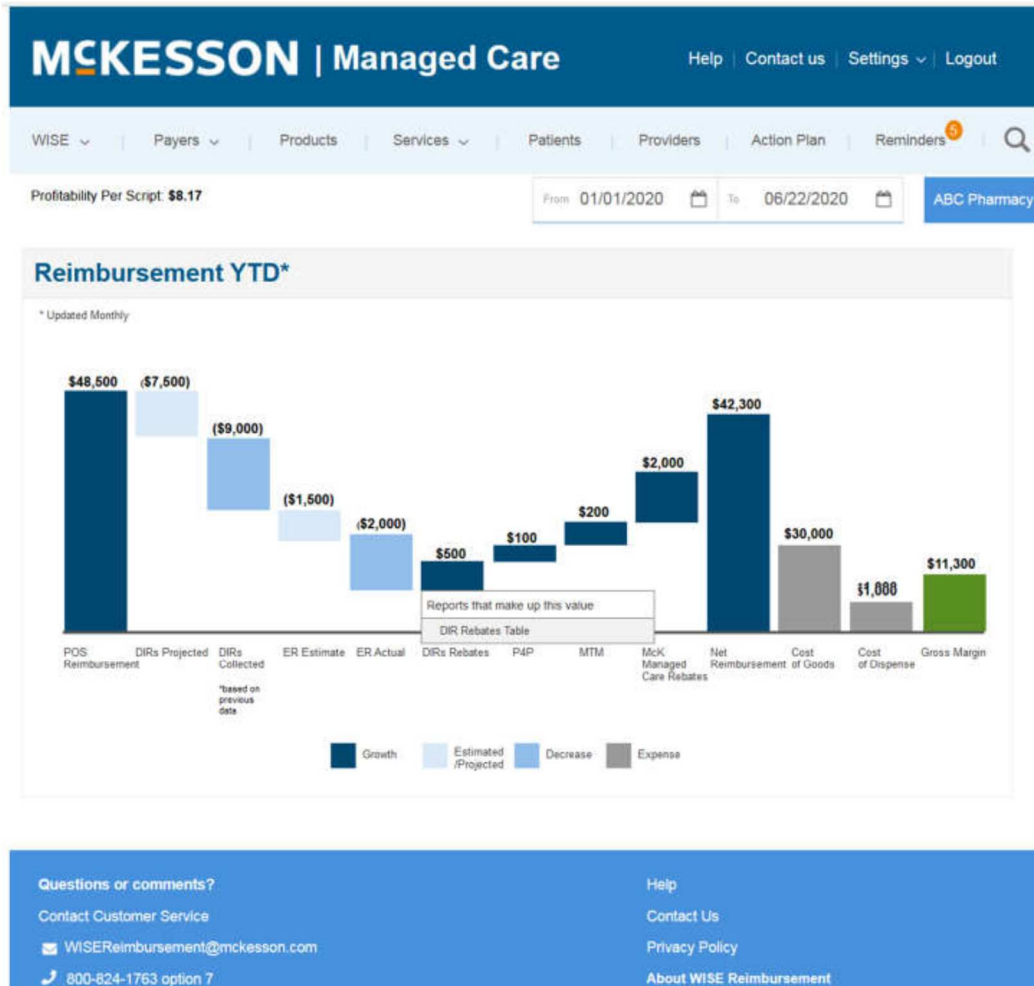
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2. The task answer is located on this page.

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Task 5 - How much money did you make with cash discount cards so far in 2020?

Products > Cash Discount Cards



1. On the dashboard, user clicks Products in the navigation.

The screenshot displays the MCKESSON | Managed Care interface. At the top, there is a navigation bar with the logo and links for Help, Contact us, Settings, and Logout. Below this is a secondary navigation bar with tabs for WISE, Payers, Products, Services, Patients, Providers, Action Plan, and Reminders. A search icon is also present. The main content area shows a 'Products' section with a 'Discount Cards' table and a 'Profit from Discount Cards' bar chart. The table lists three discount cards: GoodRx, ScriptSave, and SavingSeeker, with columns for PBM or Card Name, Claim Volume, Brand Rate (AWP - x%), Generic Rate (AWP - x%), Admin Fee, Avg Profit per Claim (Includes Fee), and Total Profit. The bar chart visualizes the total profit for each card, with GoodRx at \$1,128.23, ScriptSave at \$767.18, and SavingSeeker at \$259.14. A footer section contains contact information and links for Help, Contact Us, and Privacy Policy.

PBM or Card Name	Claim Volume	Brand Rate (AWP - x%)	Generic Rate (AWP - x%)	Admin Fee	Avg Profit per Claim (Includes Fee)	Total Profit
GoodRx	257	20.00%	85.00%	\$6.50	\$4.39	\$1,128.23
ScriptSave	89	15.00%	78.00%	\$0.70	\$8.62	\$767.18
SavingSeeker	42	16.50%	24.00%	\$5.00	\$6.17	\$259.14

Profit from Discount Cards

Card Name	Total Profit
GoodRx	\$1,128.23
ScriptSave	\$767.18
SavingSeeker	\$259.14

2. The task answer is located on this page.

Userzoom Testing Screens

Screeener

Question 1

What is your gender?

Male

Female

Next

Survey Powered By UserZoom

Question 2

How many pharmacies do you own?

0 - 2

2 - 5

6 - 10

More than 11

I do not own any pharmacies

Next

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Question 3

Does your computer have a webcam?

Yes

No

Next

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Question 4

Does your computer have a webcam?

Yes

No

Next

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Question 5

You will be required to "talk out loud" as you complete this study. When you "talk out loud", you can talk about your reactions to what you are seeing, doing, or feeling as you go through each task and question.

Are you willing to "talk out loud" while giving your feedback?

Yes

No

Next

Survey Powered By UserZoom

Welcome Page

Hi!

Thanks for your interest in this study. Before we get started, let's review some key points and tips.

1. Make sure you're in a **quiet environment** with good lighting and a stable surface.
2. If required for the test, make sure **your audio is turned on** to record your comments.
3. We will ask you to **verbally express your thoughts**, to think out loud, while you are experiencing a website or an interactive prototype.

There are no wrong answers - we want your honest and thoughtful feedback. It's what helps us improve, so be loud and proud!

Tip: Prototypes are concepts that are not live websites yet. Some links and areas may not be fully functional, but do not dwell too much on these.

This study should take about 15 minutes. There are four tasks to complete including an introductory question. Please remember to **read all tasks aloud and verbally express your thoughts**.

Ready? Click "Agree and Continue" to start!

START STUDY

Privacy Page

We care about the privacy of your data

In this study we will collect your behavioral data for a User Experience research project.

This information will be encrypted and protected in accordance with security best practices. If you want to know more about our security measures or how your data will be stored and used, our full Privacy Policy is available on our website.

I understand that my behavioral data will be collected for a User Experience research project.

USERZOOM: [TERMS OF USE](#) | [PRIVACY POLICY](#)

AGREE & CONTINUE

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Microphone

You'll need your microphone for this study



Say "I'm ready"
out loud to see if the computer is hearing your voice.

CONTINUE

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Talk Out Loud

How to Think-Out-Loud

Providing great feedback is an art, here are a few tips on how to master it:



You will be able to continue once the video has finished.

CONTINUE

Survey Powered By UserZoom

Start the Study

Congratulations!
You're now ready to start the study



START STUDY

Survey Powered By UserZoom

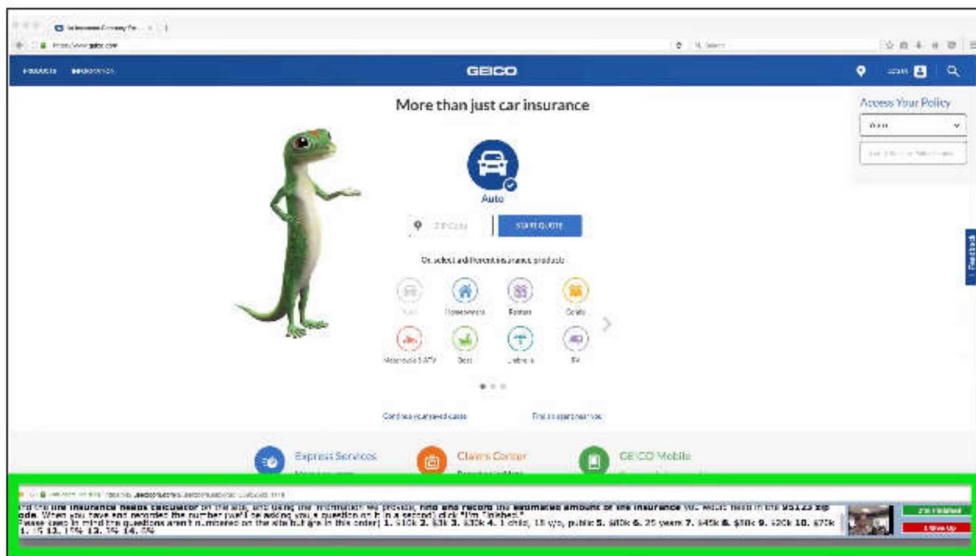
Start Task Screen



Task Bar at Bottom of Test Page

How to Think-Out-Loud

Providing great feedback is an art, here are a few tips on how to master it:



You will be able to continue once the video has finished.

Task Question

Quit

Please take a few moments to look over this dashboard. What are your first impressions? Please remember to verbally express your thoughts.

Start task

Survey Powered By UserZoom

Bottom Bar – Always Displays Question

The screenshot shows a dashboard with various data points and a bottom bar. The dashboard content includes:

- POS Reimbursement
- DIRs Projected
- DIRs Collected (based on previous data)
- ER Estimate
- ER Actual
- DIRs Rebates
- PAP
- MTM
- MK: Managed Care Rebates
- Net Reimbursement
- Cost of Goods
- Cost of Dispense (\$1,000)
- Gross Margin (\$11,300)

The bottom bar contains the question: "What are your first impressions of this dashboard? Please remember to verbally express your thoughts." and a "Continue" button.