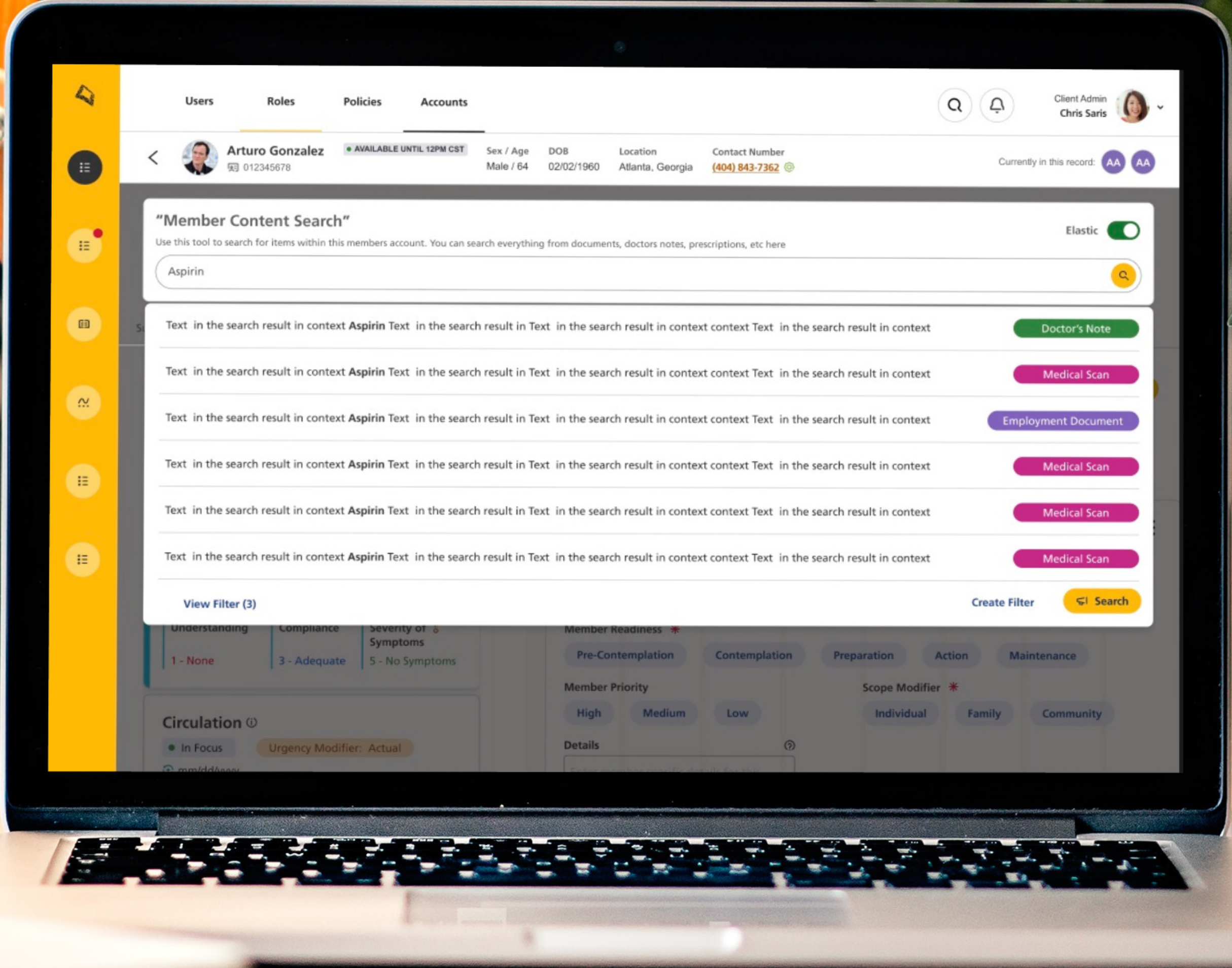


Lester Jones
lesterajones@gmail.com
443.671.2866

Portfolio





Lester Jones

The UX
Researcher/Designer
with Expertise in
Informing Results
Delivering UX
Efforts for Large
Impactful
Systems.

www.lesterajones.com

Academics

2021 - Graduate Certificate - Cyber Security
Harvard Extension School

2009 - Masters - Information Architecture and
Interaction Design
University of Baltimore

2005 - AAS - Computer Information Systems
Baltimore City Community College

2000 - B.Sc. - Zoology and Botany
University of the West Indies

Special Sauce

- Experience Leading Nation Spanning Ethnographic Studies
- Expert in Generative UX Research Methods
- Experience working with Large Scale Systems that Impact Millions of Users
- Experience with both UX Research and UX Design Methods
- Professional Photographer, Drone Pilot and Overlander
- Experience working in Confidential Environments
- Strong Science Background



Search

A research project to conduct an internal review of current search applications across different UHC products and provide an initial design model to mitigate existing short comings

Full Design Details and Research Results Not Presented Due to Disclosure Rules

The Research Process



01

Investigate and Understand

Interviews were conducted with Product Owners and Users to determine the following

- Typical Use Cases for Search for Internal Products
- Infrastructure Issues that would impact search applications
- Pain Points in Current Search Implementation across internal products.
- The efficiency of current search related tasks

Research and Analysis

Research Methods Used

The following Research Methods were used in the Analysis of the Search Function across UHC products

1. Workflow Analysis
2. Efficiency Testing
3. Comparative Analysis
4. Competitive Analysis
5. AB Testing
6. Section 508 Accessibility Testing

Search Deficiencies fell into 3 main categories.



Fragmentation

Search is inconsistently deployed across Optum systems.



Missed Opportunities

Search functionalities were missing from key areas where it's addition would significantly improve application functionality.



Lack of Optimization

In some places search Functionalities did not produce the desired results as a result of a programmatic issue.



02|03

Research and Solution

The research methods in the used in the previous slide were used to determine the problems with the current search interface and develop solutions that would resolve these short comings.

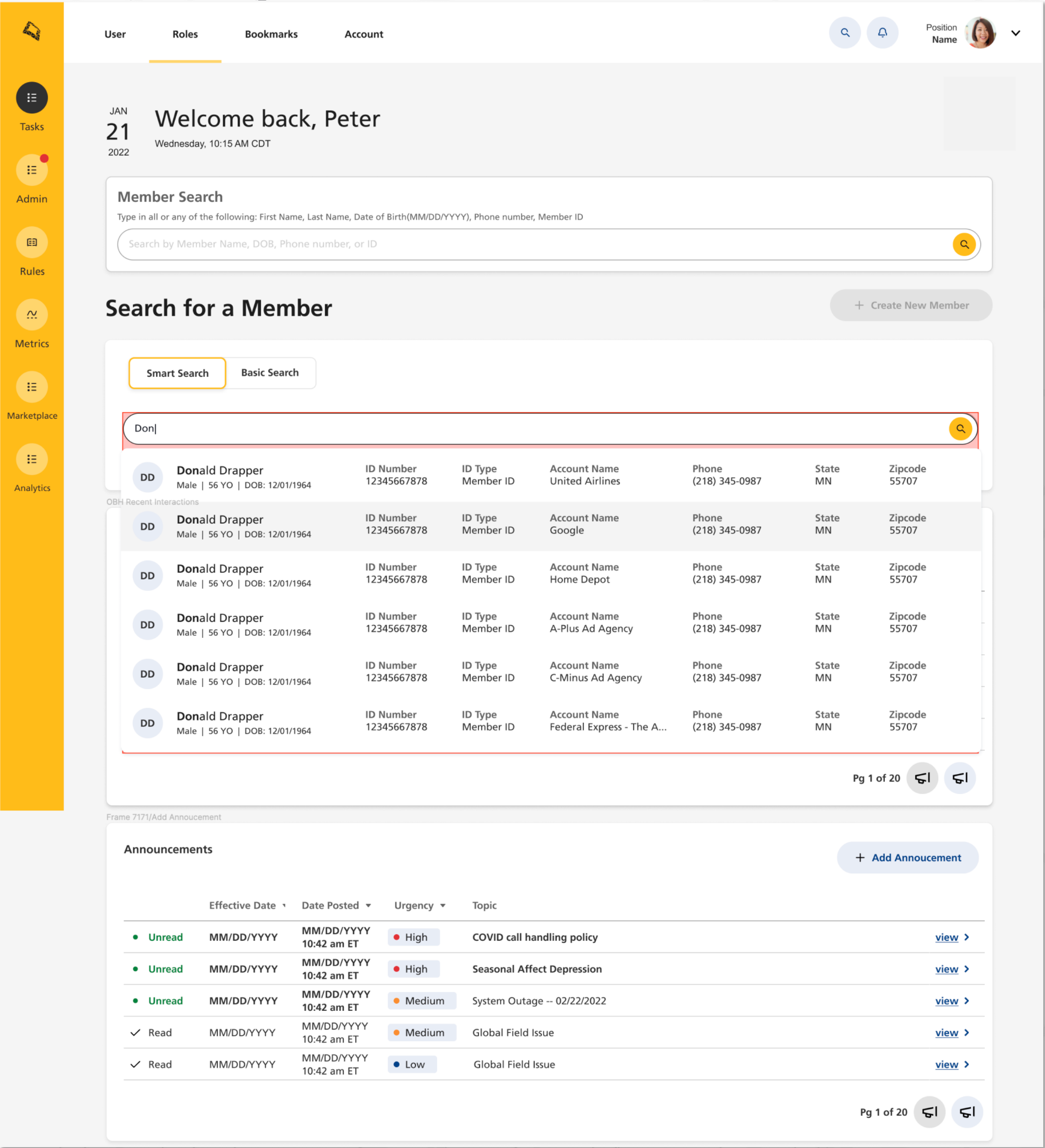
Analyze and Document

The Main Member Search

Task: Users enter their query into the text box and the results are populated in the drop down

Challenges

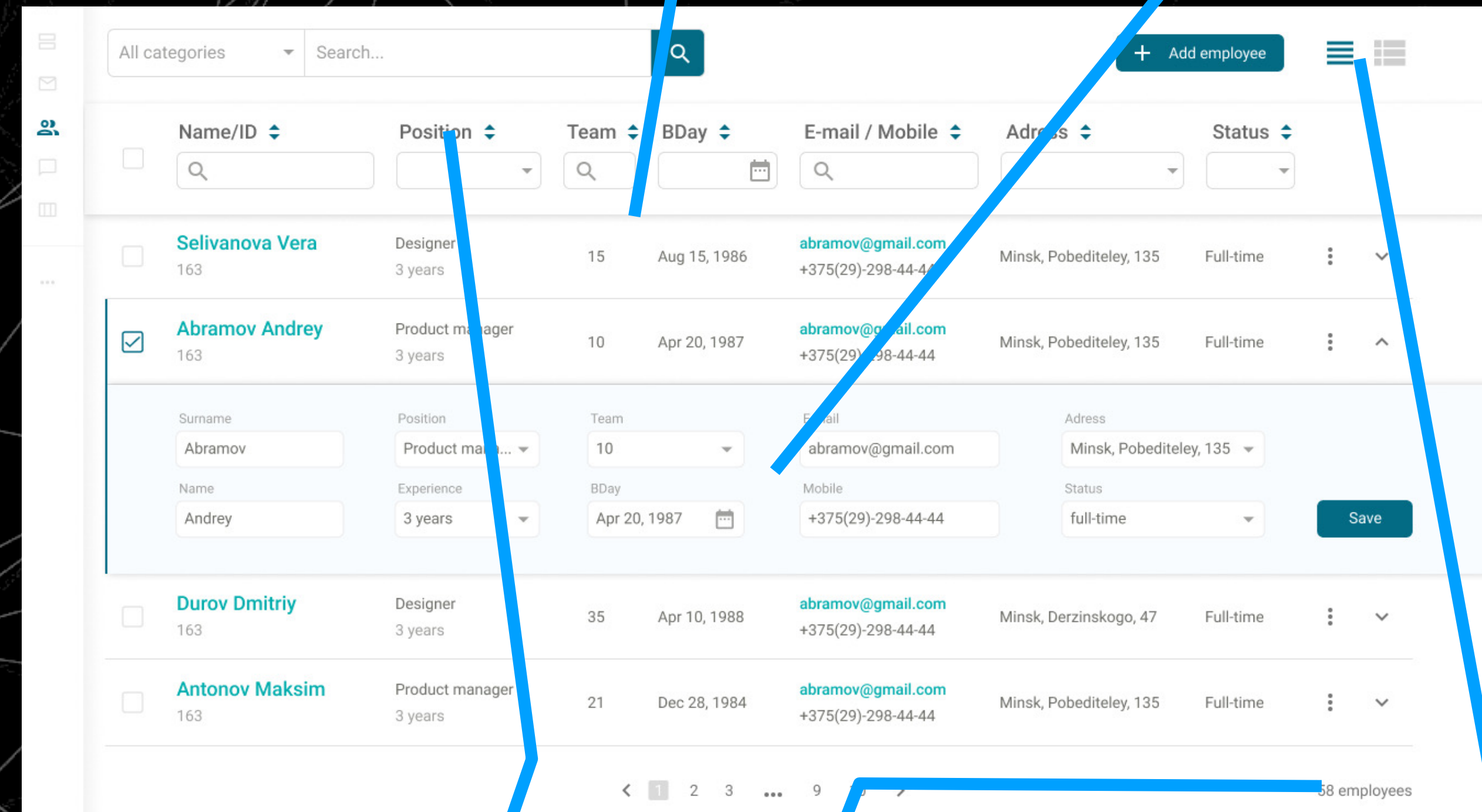
- Users cannot sort results.
- No count to tell users how many results have been returned.
- Difficult to find common names in a list of common names.
- Users must scroll within a narrow view port to find the results.
- Results drop down are not Section 508 Accessible.
- It can be difficult to find a known result.



Solution

Member Search

- Give user the ability to toggle between the current elastic member search result format and a table result view.
- Give the users a search result number count and pagination.
- Allow for search result sorting.
- Give the users the ability to change the compactness of the search results.
- Give users the ability to view additional details with an “accordion” affordance.



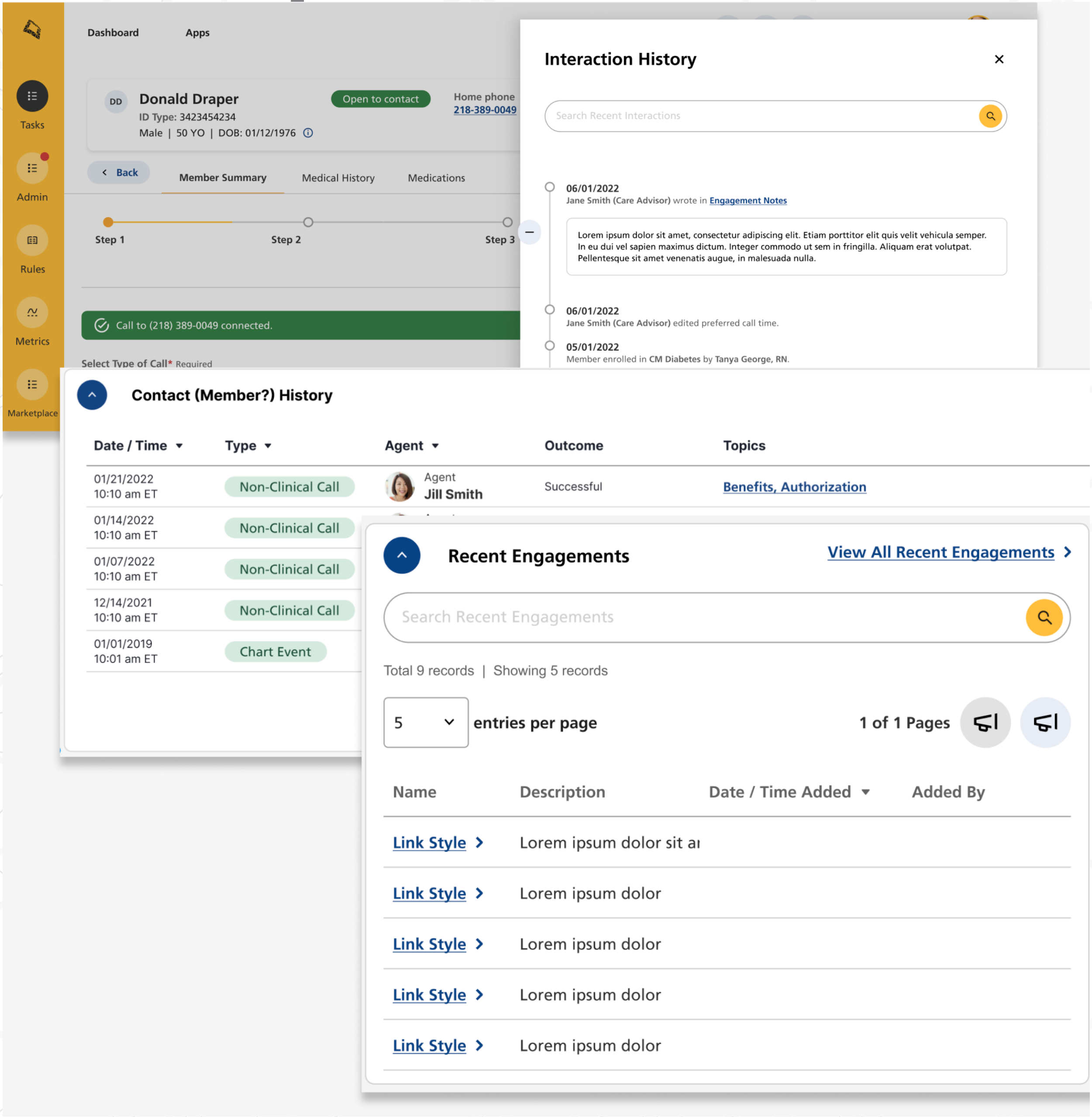
Analyze and Document

Customer Interaction History

Task: Users can view the history of member interaction. There are several types of interaction and each uses its own type of interface.

Challenges

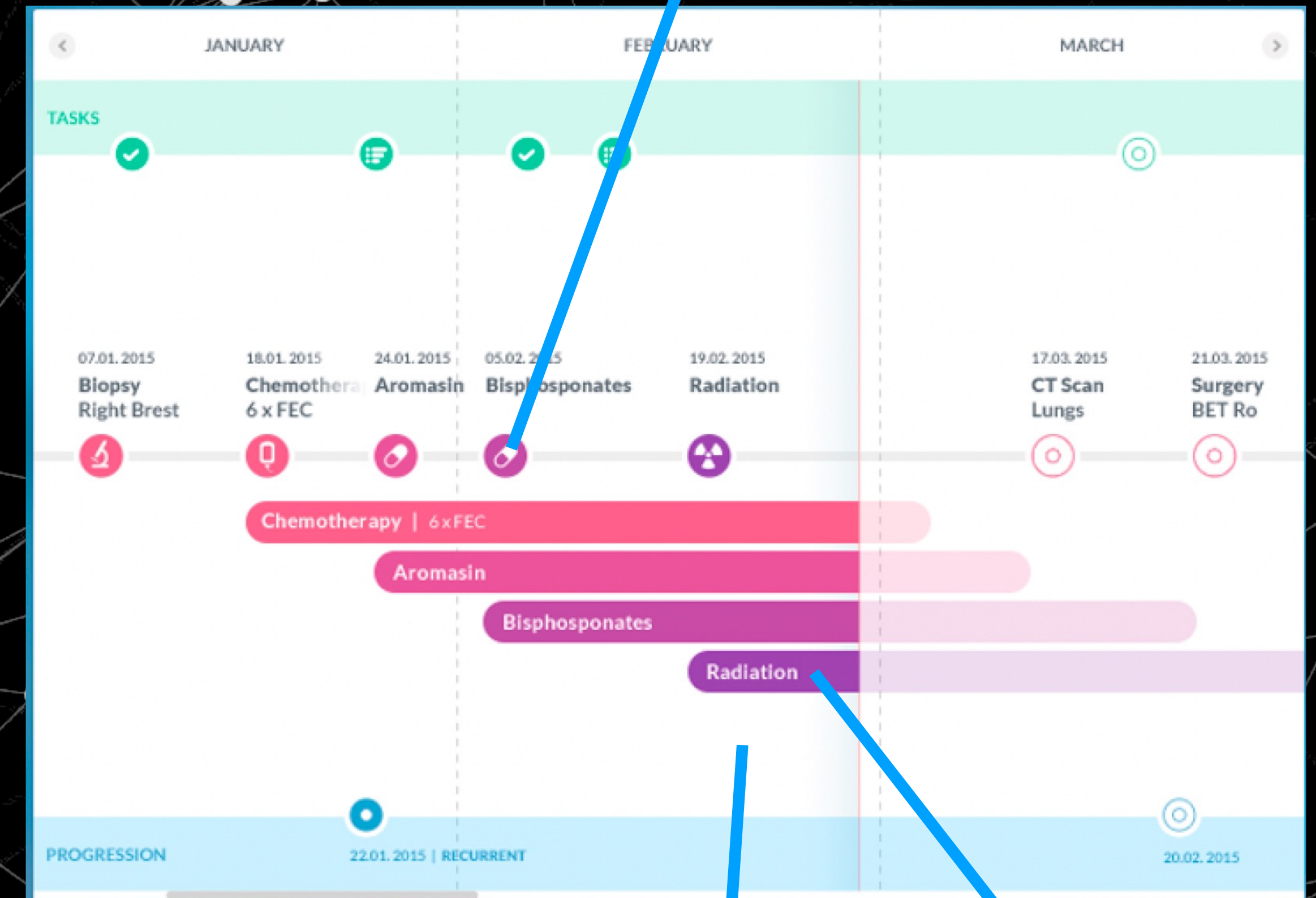
- Some Customer Interaction History Views have a search feature and other interfaces do not.
- The look and feel of search Interactions are different even though they are displaying the same type of content.



Solution

Document Search

- Potentially give an option to display all member/Optom interactions with Optum as single gantt style chart
- Present filters to allow users to select the interaction type to search for/display for a single element
- Allow users to sort by each column using the header when in table view is used
- Utilize the typical table search results affordances that include pagination, record counts, filters, etc.
- Potentially utilize icons to differentiate between content types in the search results



Analyze and Document Document Search

Task: Users have entire libraries of customer documents. These include scans, prescriptions, reports etc. Internal users need find and access particular records.

Challenges

- Agents cannot use Search to find a documents in question and must manually review the customers 'document list to find the document of interest.

Tasks

Admin

Rules

Metrics

Marketplace

Analytics

User

Roles

Policies

Metrics

Link 1

Link 2

Link 3

Position Really Really long name of this person

Really Really long name of this person

Document_title.pdf

DownloadZoom inZoom out

UnitedHealthCare Services, Inc. on behalf of UnitedHealthcare Insurance Company
1311 W President George Bush Fwy
Richardson, TX 75080

UnitedHealthcare

April 5, 2021

Patient: Holly Hobby
Service Ref #: A002935596
Member: XXXXX7531
Plan: 54554
Letter ID: NH_MEDNEC_IPBD_LOC

HOLLY HOBBY
100 ROCKET RD
CHARLESTON SC 29401

Dear Holly Hobby:

We received a request to cover an inpatient facility admission. Some days of your admission may be covered, and some are not covered.

Requested service or care:

- Physician/health care professional: Scott Lindhorst
- Facility name: Scott Lindhorst
- Place of service: Inpatient
- Date(s) of service: 01/13/21 - 04/13/21
- Admission date (if applicable):
- Diagnosis: M54.5 Low back pain
- Date(s) determined not to be medically necessary: 4/1/2021
- The clinical reason for our determination is:
Your doctor has requested a surgery that will place a device (spinal cord stimulator) that is used to send electrical signals to select areas of the spinal cord for the treatment of certain pain conditions. We looked at the health record from your doctor. We looked at the policy for this test. There are other options that need to be considered before this surgery can be approved. Please talk to your doctor about other options for your care.
- Denial code: Not applicable
- Claim amount (if applicable): Not applicable

This decision is based on the following information:IMPLANTED ELECTRICAL STIMULATOR FOR SPINAL CORD Policy Number: 2017T0567J Effective Date: August 1, 2017.

What this means for you
We reviewed the information submitted by your doctor or facility. According to the applicable clinical guidelines, your illness or injury does/did not meet the guidelines for this level of care. Please see the medical rationale above.

"Level of care" is the amount of medical care or treatment needed for an illness or injury, and where that care or treatment should be provided. When a doctor or facility treats a patient above the recommended level of care, we cannot cover it. In this case, an inpatient facility is providing or provided a level of care beyond what the guideline recommends.

Your provider should not bill you for the cost of the services you received.

Please call us at the number on your health plan ID card if you receive a bill from your doctor or facility that is associated with this admission request.

This is a benefit determination, not a medical decision. Only you and your doctor can decide what medical care you need.

Your provider can discuss this case by calling the UnitedHealthcare Peer-to-Peer Support Team at 1-800-955-7615.

- If your provider asks for a peer-to-peer review, and the request for coverage is still denied, you can ask for an appeal.
- If you have already started an appeal, your provider cannot ask for a peer-to-peer review.

Letters

Letter Template and ID

Recipient

Role

Letter Template Name
234567876543

Draper, Don

Member

Notification PPO Eandl
234567876543

St. Luke's Hospital

Facility

Don Draper

Notification of PPO | E&I

Automatic

Carbon Copies

Notification PPO Eandl
234567876543

Campbell, Pete

Servicing

Notification PPO Eandl
234567876543

Olson, Peggy

Requestin

Resent

Notification PPO Eandl
234567876543

Campbell, Pete

Requestin

Letter Template Name
234567876543

Draper, Don

Member

Request Clinical
234567876543

Sterling, Roger

Attending

Denial Letter
234567876543

Draper, Don

Member

Fax to Clinical
234567876543

Romano, Sal

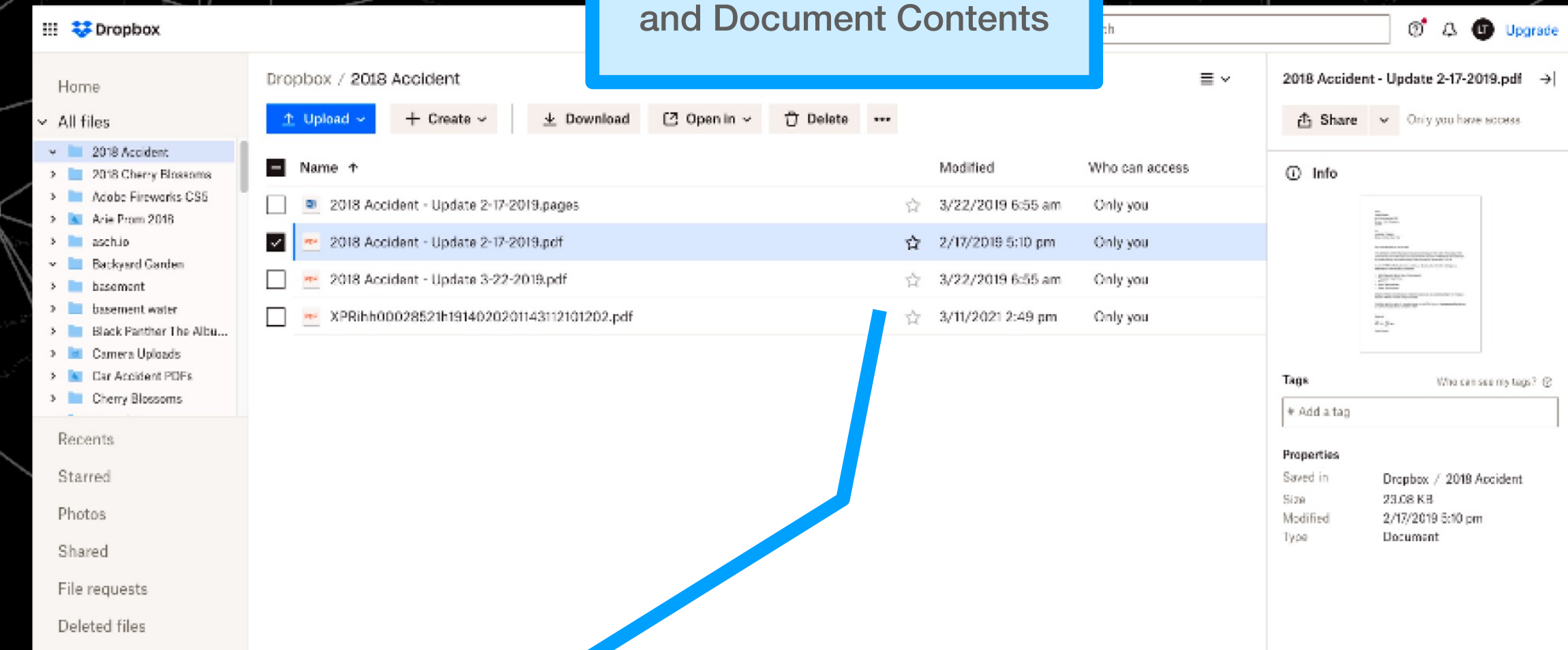
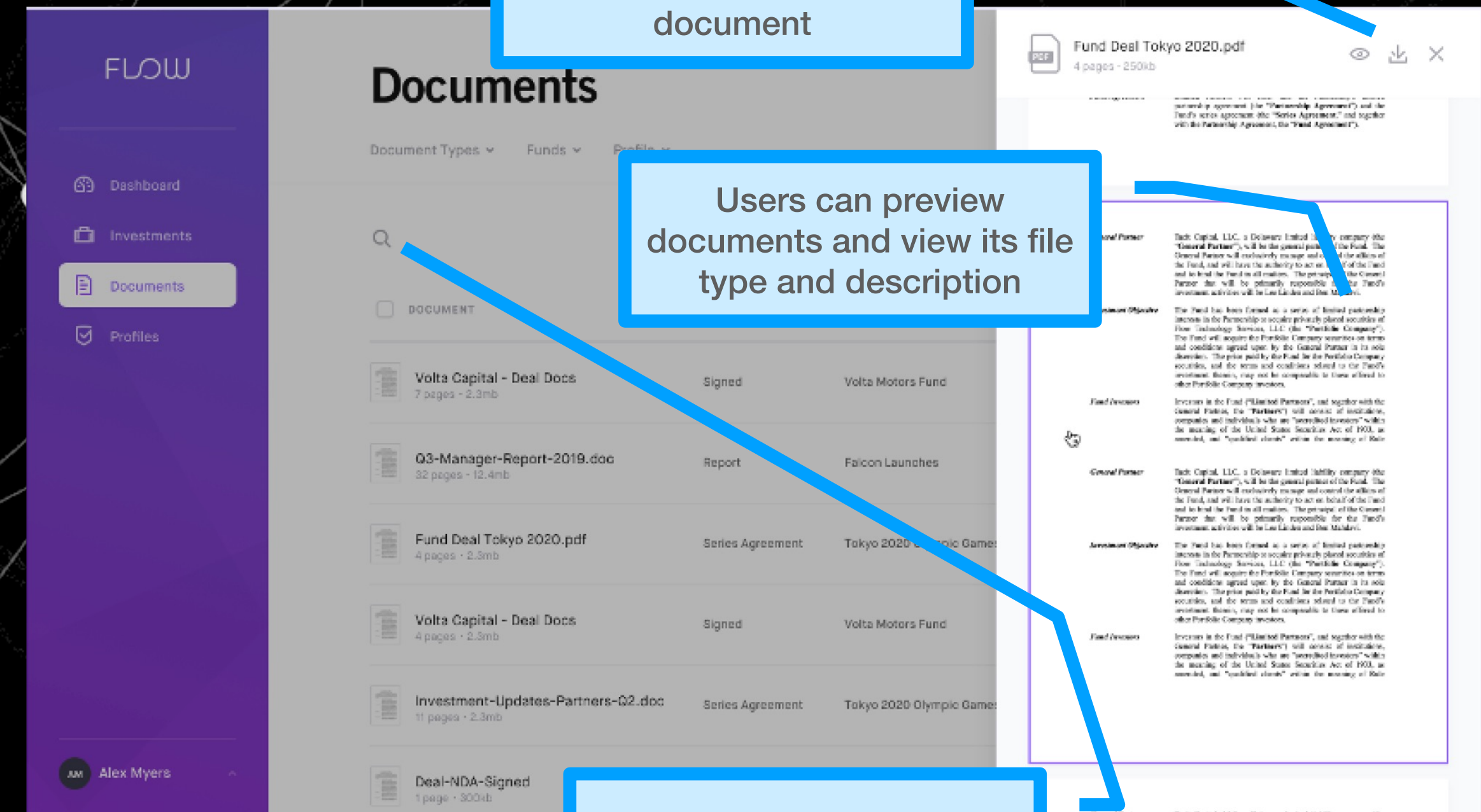
Member

50 entries per page

Solutions

Document Search

- Present users with a document list with typical search affordances that include pagination, record counts, filters, document types etc.
- Included document categories with callouts to denote document type
- Allow users the ability to search for documents uploaded within a particular date range
- As all document types are PDF's, give the users the selectable option to search the actual contents the documents themselves
- Present the user with a modal with advanced document search and review options that include Download, Send, etc.



Desktop Styled File Navigator

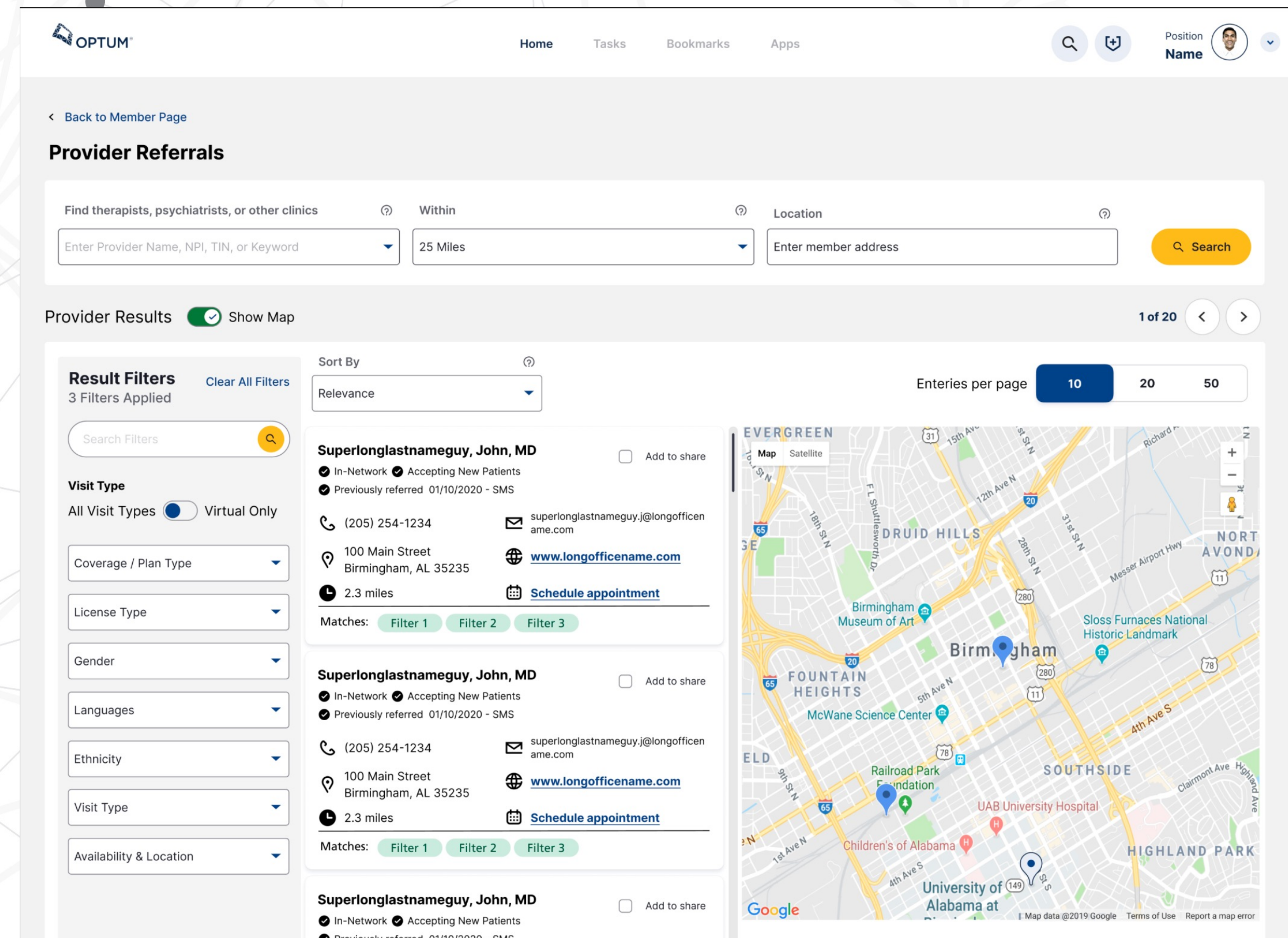
Analyze and Document

Service Provider Search

Task: Agents often assist members in finding service providers in their vicinity. A location search tool is used for this purpose.

Challenges

- The map view as it exist is not optimized and is crowded with other functionalities.
- The proximity search is broken and defaults to a nationwide search if a provider is not found within the selected radius.

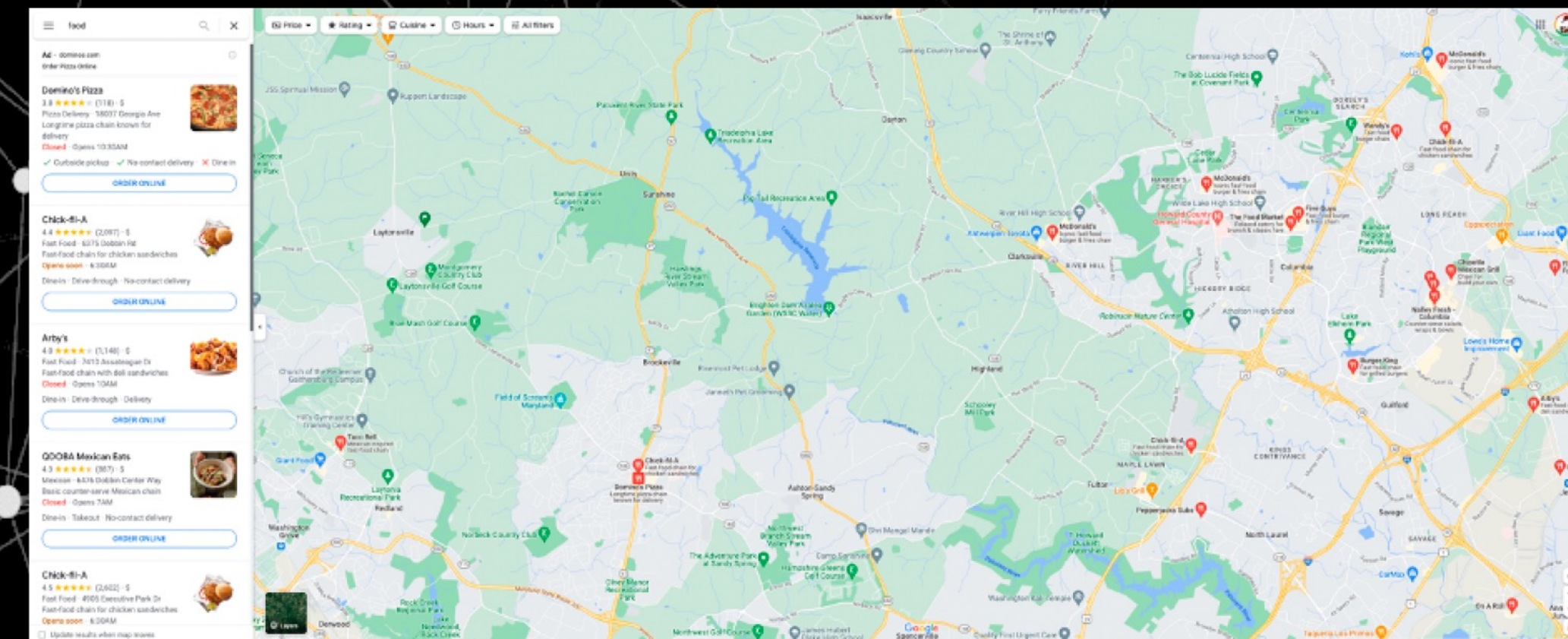
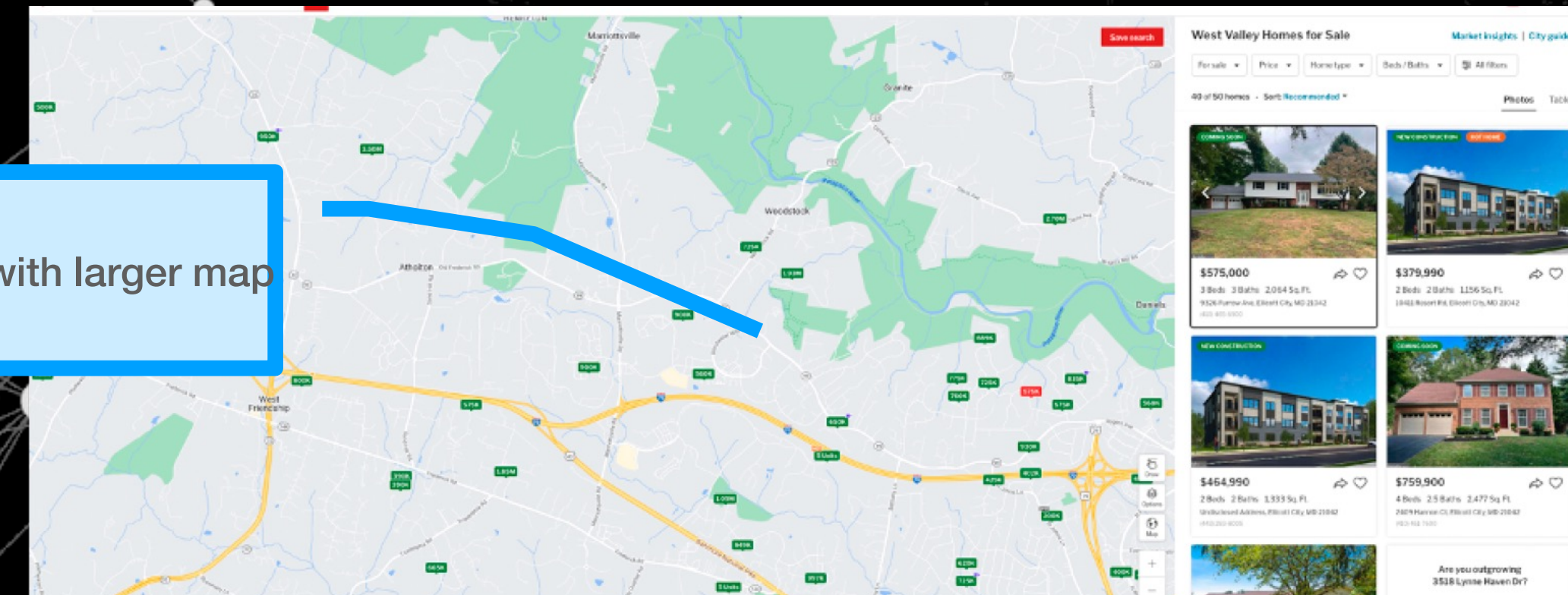


Solutions

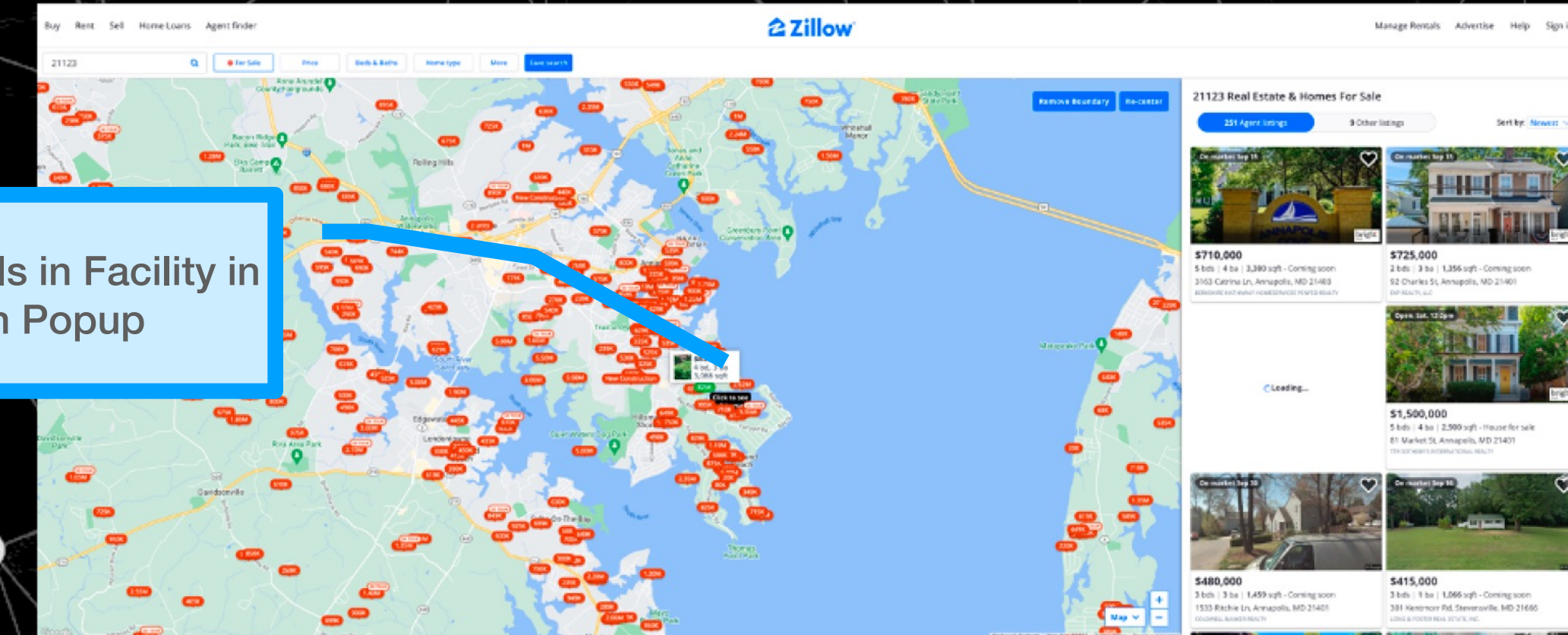
Service Provider Search

- Develop a map interface with a larger map and more minimized controls
- Put provider details in the Map Pushpins
- Fix the search radius issue so default to a state level result listing if the standard zip code listing yields no results.

Map Interface with larger map



Location details in Facility in Push Pin Popup



04

Iterative Prototype

After the [aforementioned UX Research and Testing Methods](#) were utilized, prototypes iteratively developed the consolidated into solutions, **two** of which are presented.

- **Member Search:** This search interface lets agents find the member of their choice from a total list of members.
- **Member Content Search:** This search interface lets agents search for any piece of member content, including, doctor visit records, prescriptions, medical scans, etc,

Member Search Results

- Agents are presented with search pagination and can change the number of results presented per page
- Agents have a show hide accordion that displays notes on a members last interaction with UHC
- Agents can use a smart search that all that allows them to enter semi colon separated variables which are recognized and treated as search criteria.
- Agents can sort and filter search results
- Account Sponsors are lighted and colored for rapid recognition.

Rules Authoring

Parameters

Phrases

Conditions

Admin Area

Position Name

← Search Results

David St John; 123121234

Filters applied

Name: St John

Subscriber ID: 123121234

Clear all

Open filter

Smart Search that can recognize search variables

10 entries per page

Pg 01 of 20

Name	Subscriber ID	Coverage Dates	Issue State	Coverage Type	Relationship	Account
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
Last Interaction: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet orci ut felis facilis porta. Nam fermentum lacus magna, sit amet dignissim elit sodales quis. Morbi pulvinar ex volutpat, maximus massa in, dignissim mi. Curabitur non luctus nisl. Aliquam id tortor velit.						
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	AT&T
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	AT&T
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	Twitter
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	AT&T
David St John	123121234	MM/DD/YYYY-MM/DD/YYYY	Maryland	BH, EAP WL	Self	AT&T

Notes on most recent interaction with UHC

Results presented in traditional table format

10 entries per page

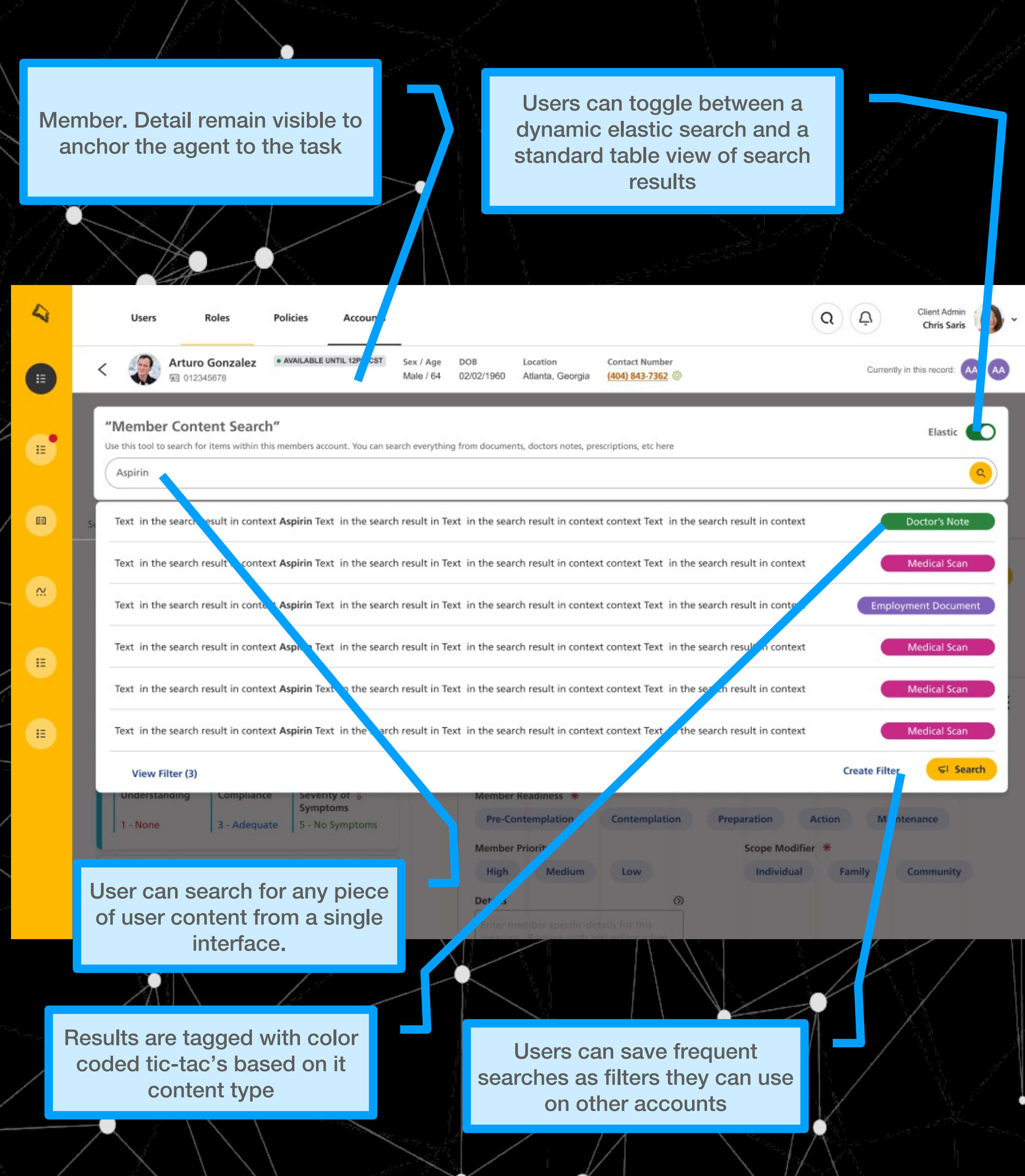
Pg 01 of 20

Search Result Pagination

Solutions

Member Content Search

- Users no longer have to use multiple search interfaces to find patient content.
- The content of documents are search and presented to agents.
- Agents can toggle between a Dynamic Elastic Search Results and Traditional Table Results view
- Agents see which other agents are viewing their current account.
- Users can save searches as filters to speed common searches in the future.
- Search results are categorized with tactic's that denote their category and type.
- Technical and learning debt reduced by iteratively updating interface elements.





UnitedHealthcare®

Outcome

Successfully provided UX Artifacts and Guidance to develop new search interface that
reduced information
retrieval times by 74% and
improved retrieval accuracy by 25%.