

# Medicaid Customer Experience Map

## Guiding Principles

Applying for health insurance is fast and easy.

Facts on my health coverage are easy to find and understand.

Knowing and getting the right health care service is simple.

People value respectful, personable and empowering service.

## Customer Journey

STAGES	Applying for Coverage	Learning Covered Benefits	Choosing a Plan/Finding a Provider	Scheduling a Visit	Seeing a Provider	Working on Health Goals
DOING	I was in the hospital with a machine breathing for me.	Information overload!	Calling providers to see if they accept Medicaid.	Giving intake information again and again	Rumination: what is wrong with me?	Need to talk to someone when I have questions, but provider isn't available.
SEEING	A ticket number that is so far away from the number being called.	"the envelope"	Confusing information and mixed messages from providers.	Watching TV while waiting on hold	Calm setting, no long waits	My family doesn't support my health goals.
THINKING	How are we going to get through this?	Can I keep my providers?	Which providers take Medicaid?	Can I get multiple appointments the same day so I don't have to make multiple trips?	Will the provider read my chart or will I have to repeat myself?	How should I measure/track my progress?
FEELING	Sick and scared	Overwhelmed	Frustrated	Apprehensive; wasn't ready to accept what I had to deal with	Intimidated	Overwhelmed; not enough hours in the day.