



www.counsyl.com

Counsyl provides DNA screening for men, women, and their children, with a focus on diseases where advanced knowledge makes a difference in health outcomes. Our company is one part healthcare, one part tech. We strive to be both hi-tech and high-touch. This case study focuses on an internal design-led initiative to help patients understand their insurance coverage upfront.

SUCCESS METRICS



Drop in patient inquiries from 33% of orders to 21%, indicating the process is simpler and less time-consuming



Four point improvement in net promoter score indicates higher patient satisfaction



Revenue collected from patients has increased 63%, meaning they better understand the value of the product

FINANCIAL IMPACT

Revenue collected from patients has increased 63%, meaning they better understand the value of the product

DESIGN ACTIVITIES

- Research and field travel in clinics to understand provider needs and workflows
- Calls with patients to understand their confusion around insurance coverage
- Working with engineers to understand technical constraints and opportunities
- Piloting early prototypes with a handful of clinics
- Qualitative monitoring of feedback from support and sales teams
- Quantitative monitoring of data via Salesforce and Lookr dashboards
- Iterating and adding features based on feedback

OTHER IMPACT

- Patient inquiries dropped 28%, meaning the process is simpler and less time-consuming
- Three-point improvement in NPS indicates higher patient satisfaction (net promoter score)

INVESTMENT IN DESIGN



TEAM

The project involved virtually the entire company. The core team was:

1. Product Designer: full-time 6 months
2. Product Designer: 40% time 4 months
3. UI Designer: 25% time 3 months
4. Program Manager: 75% time 10 months

WHAT'S NEXT

We want to ensure patient understanding and comprehension throughout all parts of the process, not just pricing. This means tracking understanding at the beginning, when they're making a decision of whether testing is right for them, all the way through until the end when they view their results.