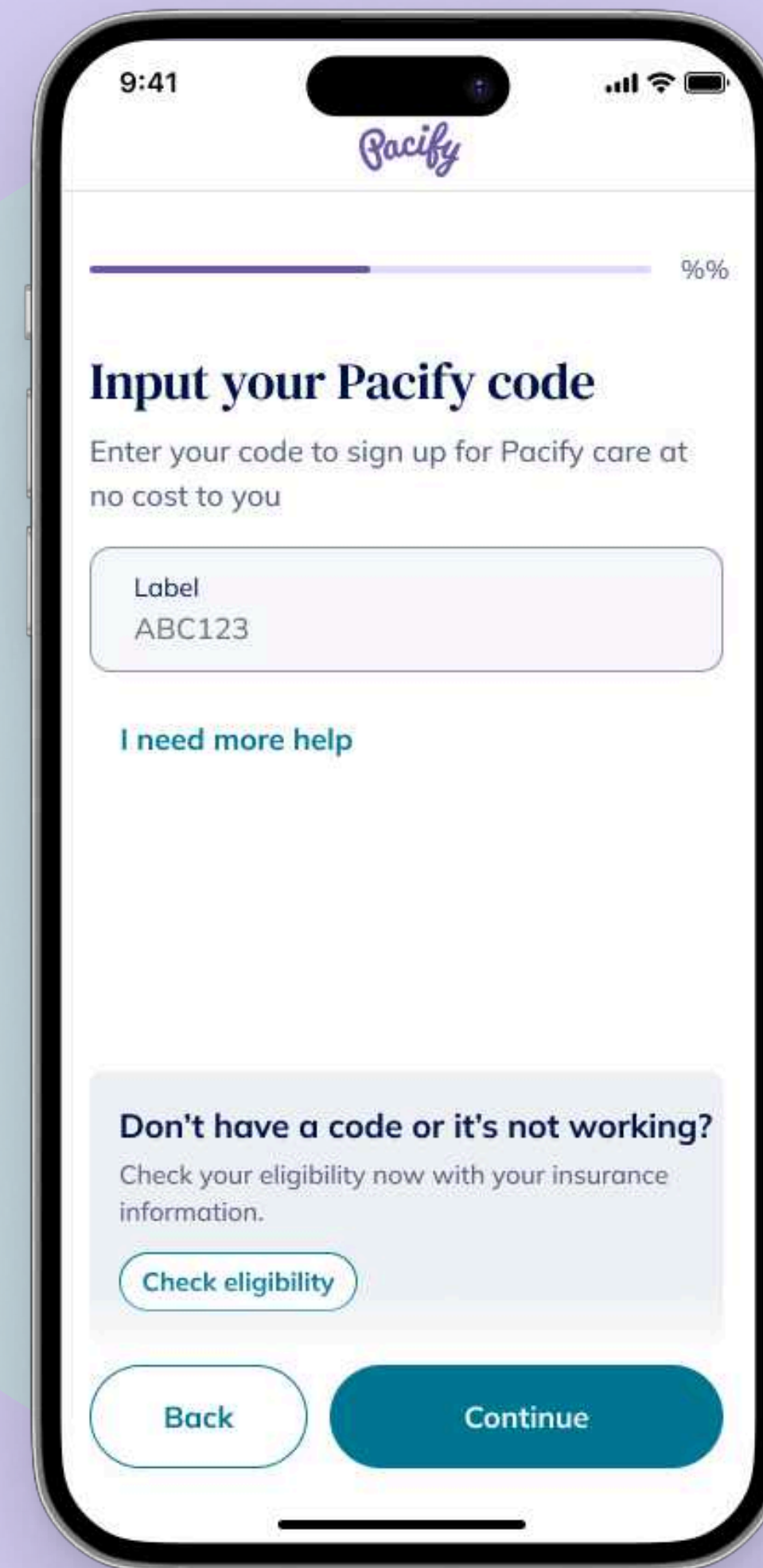
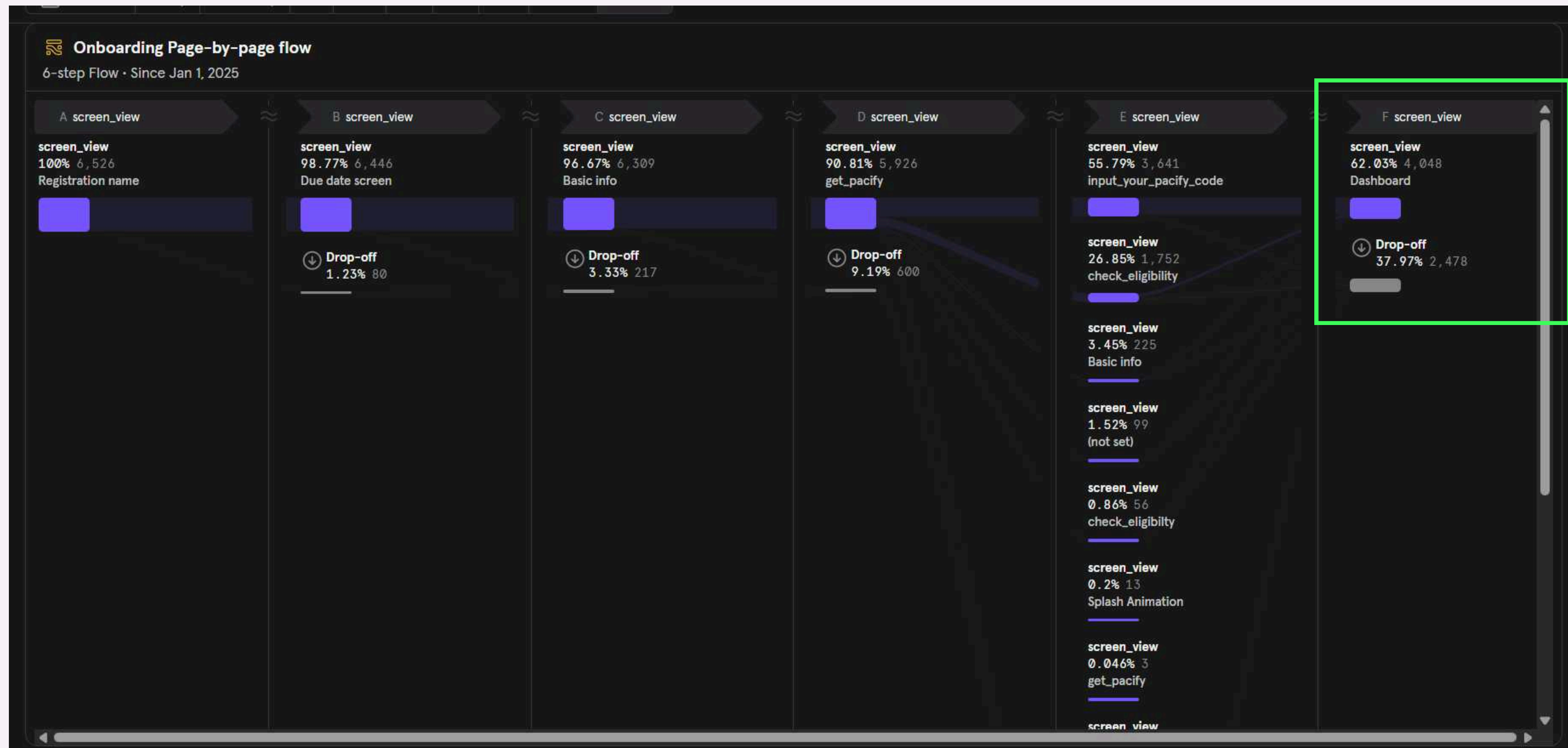


Improving Pacify Onboarding

A short case study



38% of Pacify users don't complete onboarding



Enrollment is...



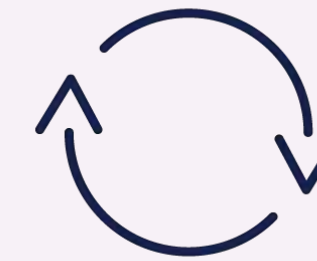
Long

The number of screens a user has to go through during onboarding could be a deterrent to completion.



Complicated

If a user isn't familiar with their preferred enrollment method, navigating from enrollment to codes to D2C is a challenge.



Confusing

Failing an eligibility check or having the wrong code can leave a user stranded in the process.



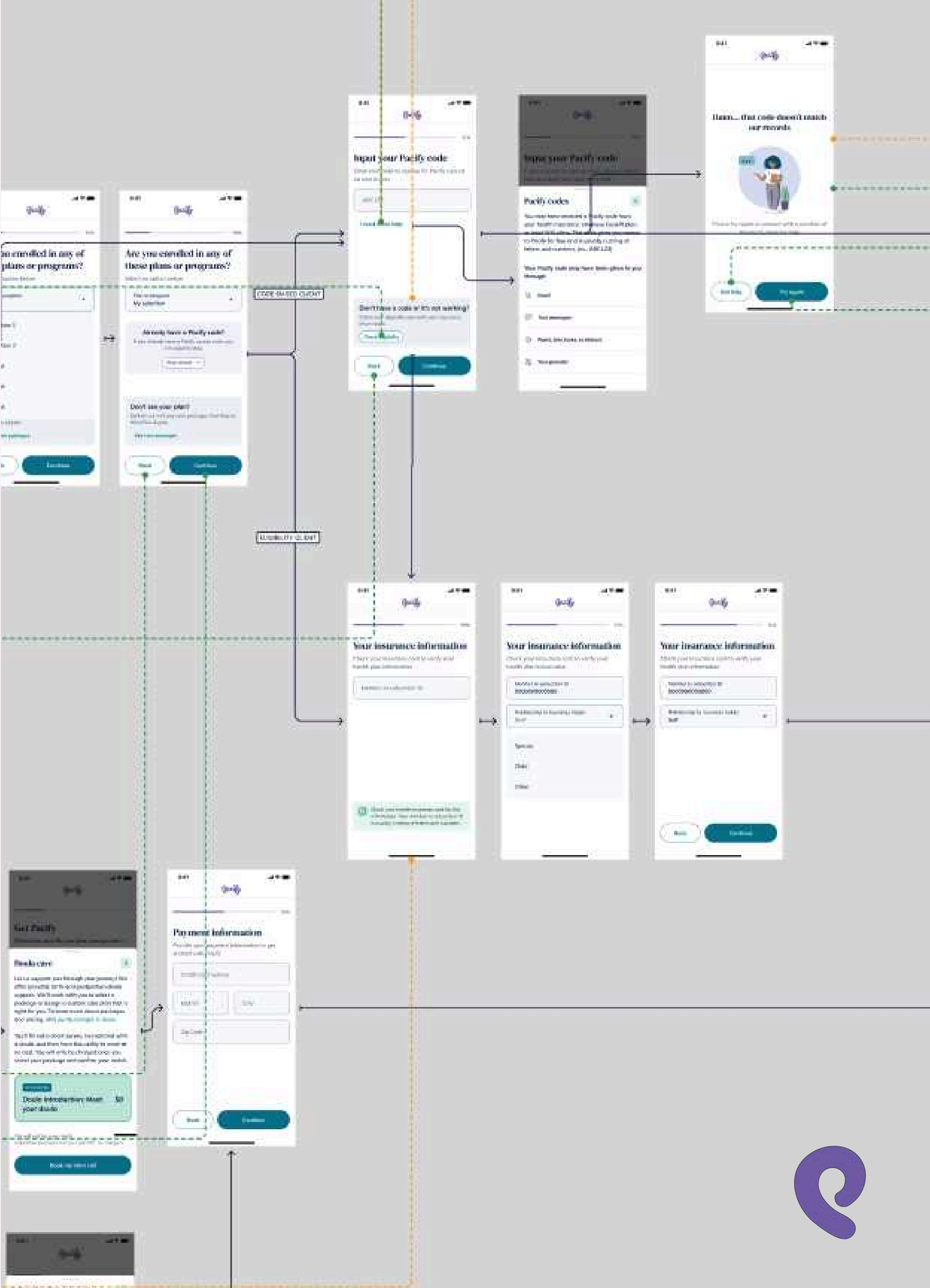
Our hypothesis

Leveraging basic user information, we can reduce the number of screens and ambiguous interactions a user is faced with, resulting in an **increased conversion rate**.



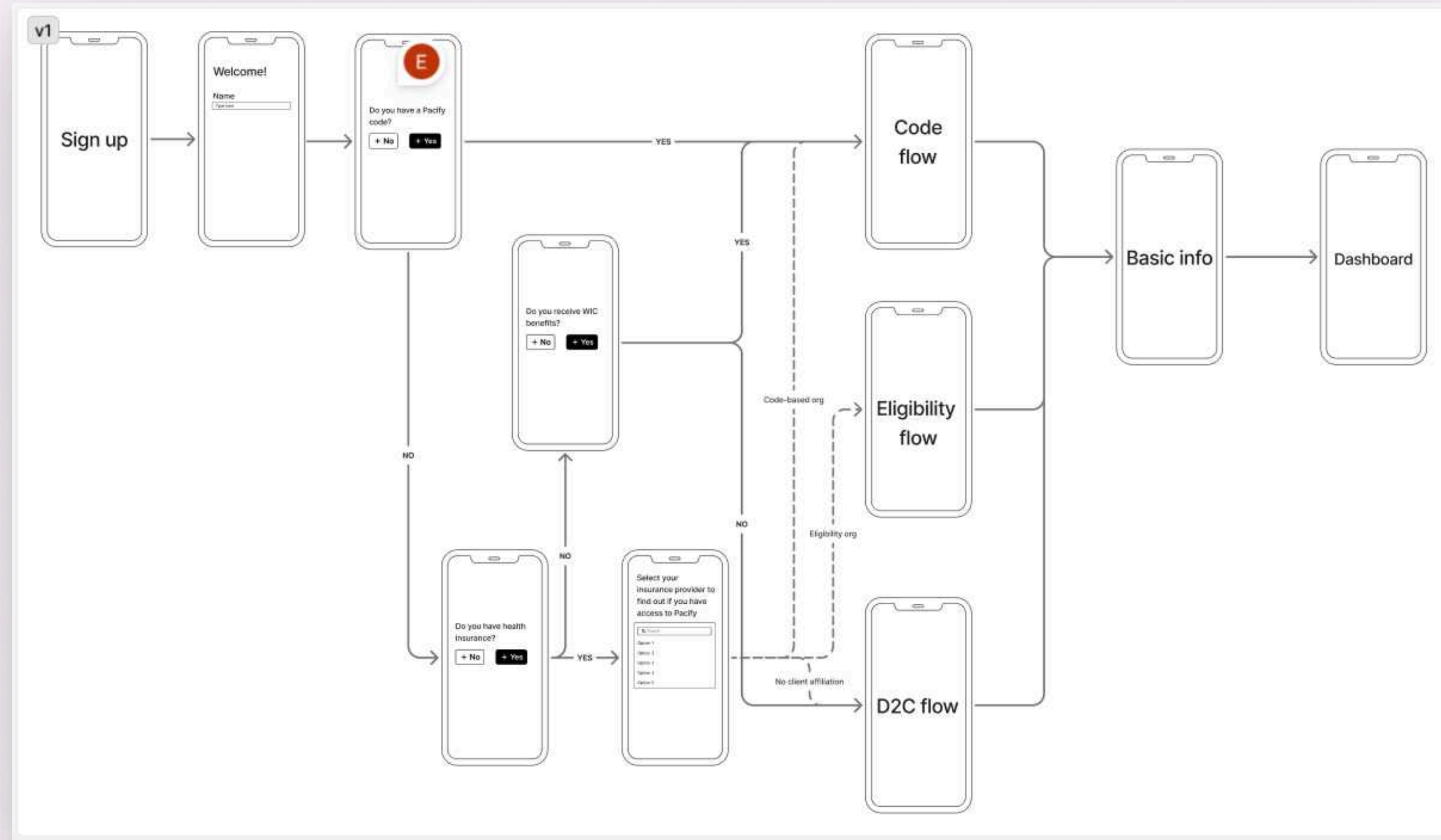
Our approach

Chutes and ladders



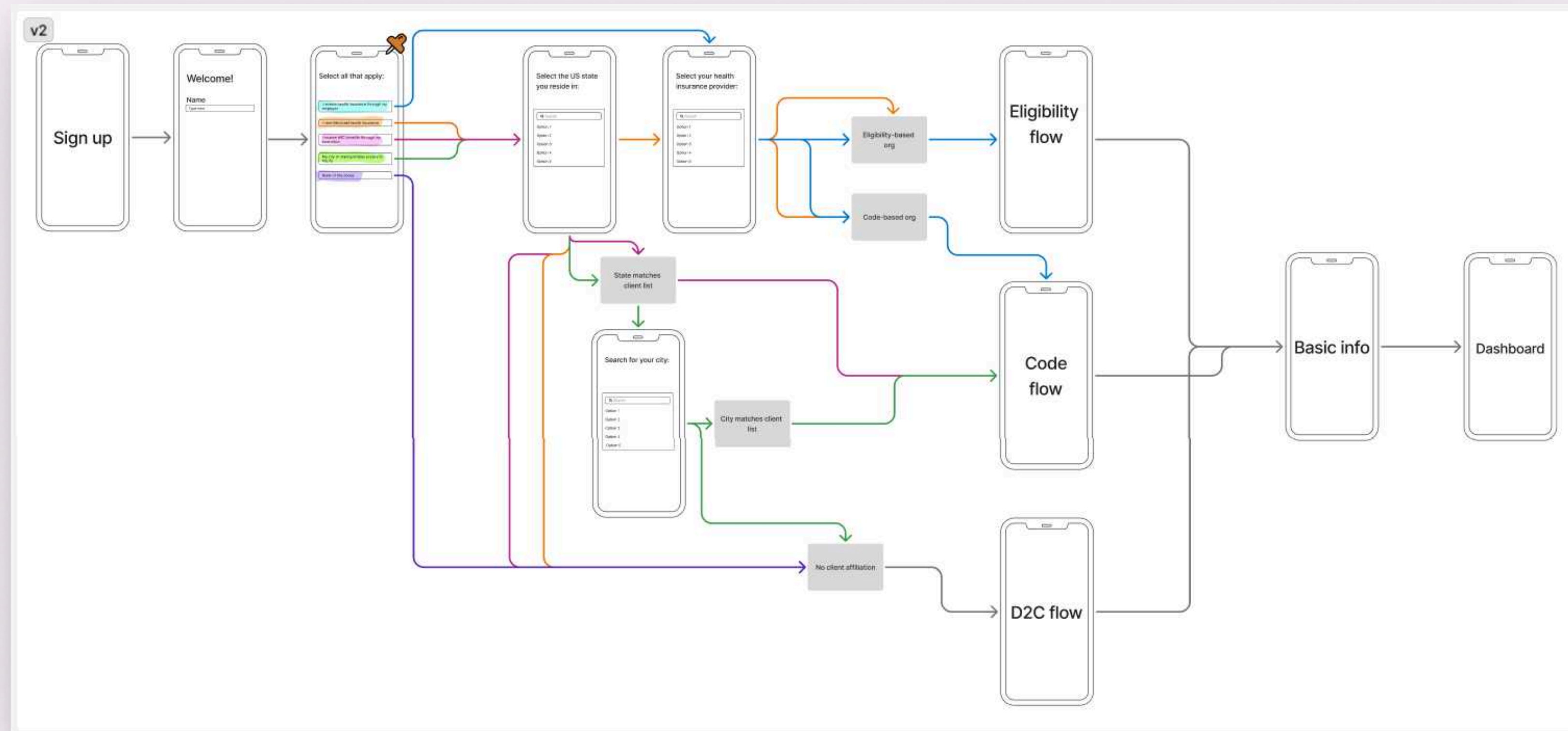
V1

Catch code-based users first, then ask clarifying questions to direct users to the correct flow



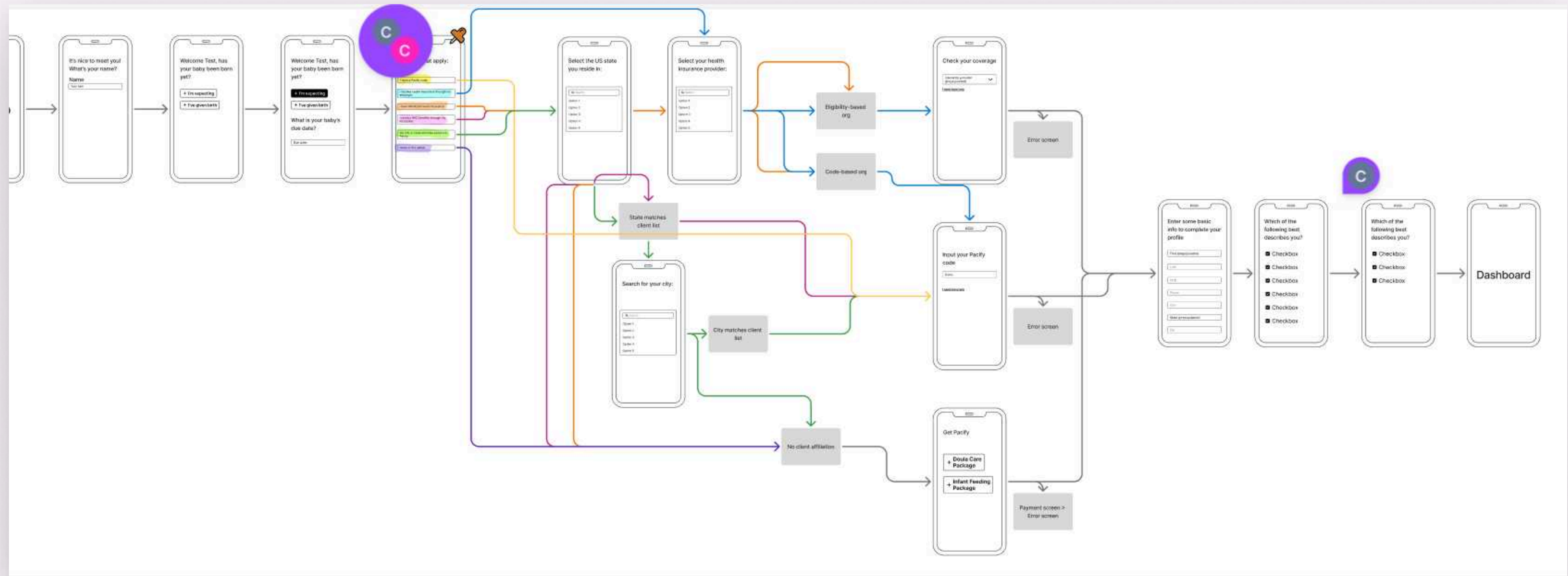
V2

Ask clarifying user-focused questions first, then refine organization options by state, then direct users to the right flow



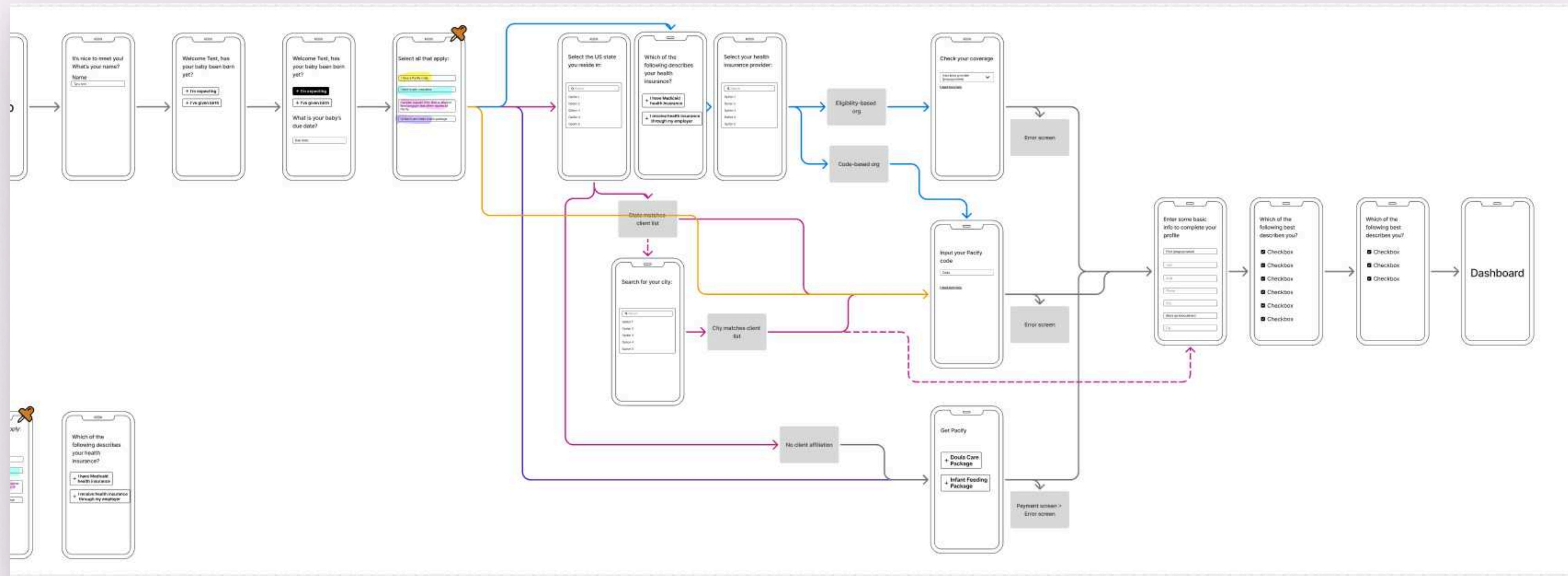
V3

Evolution of V2



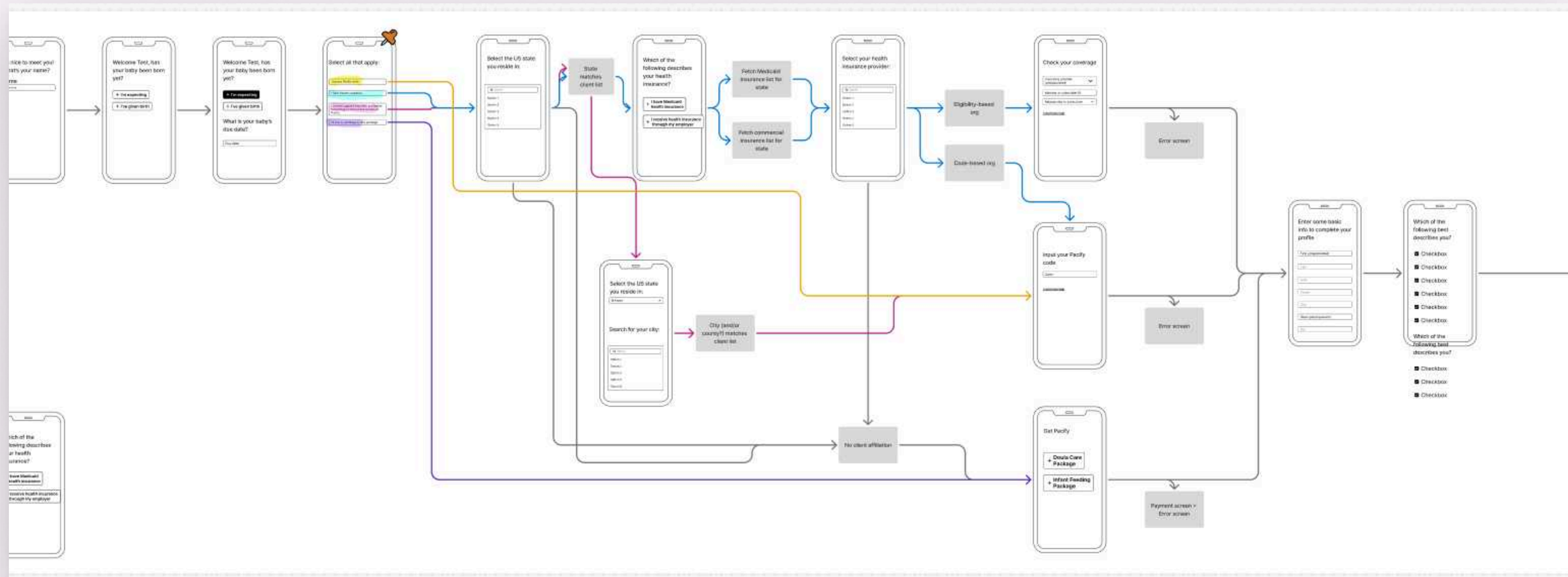
V4

Ask user-focused questions and highlight our D2C channel, collect U.S. state, refine organization options based on user input (state, Medicaid/commercial, city, etc.), then direct users to the correct flow



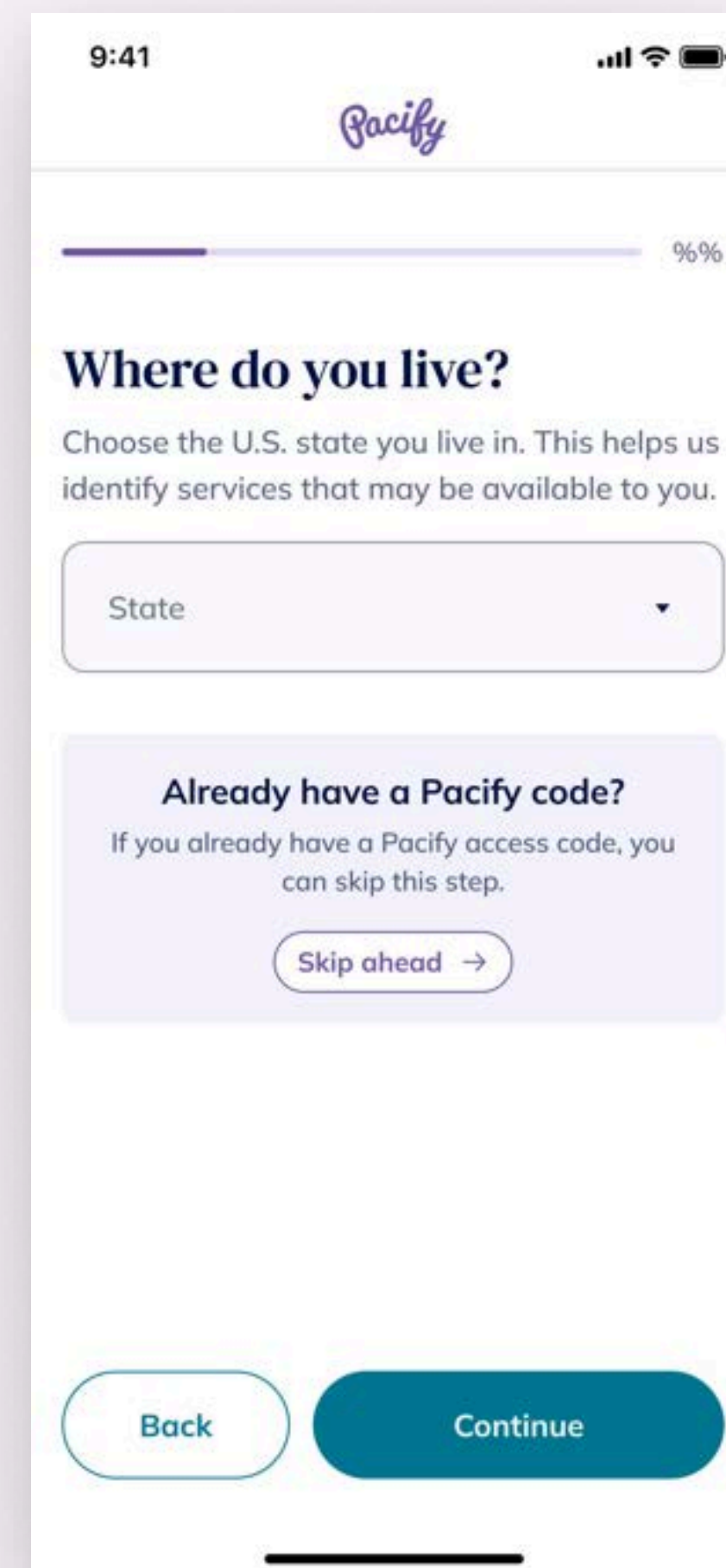
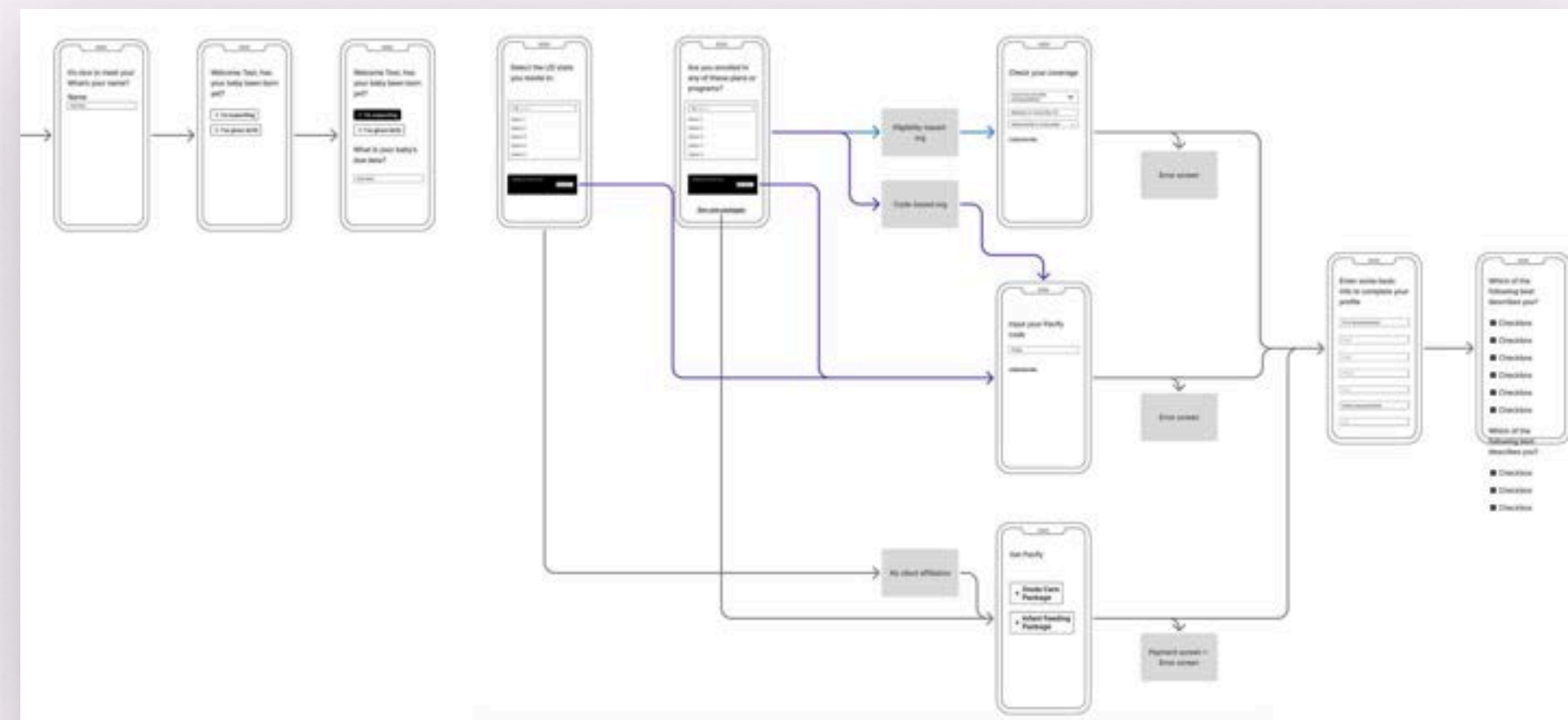
V5

Evolution of V4

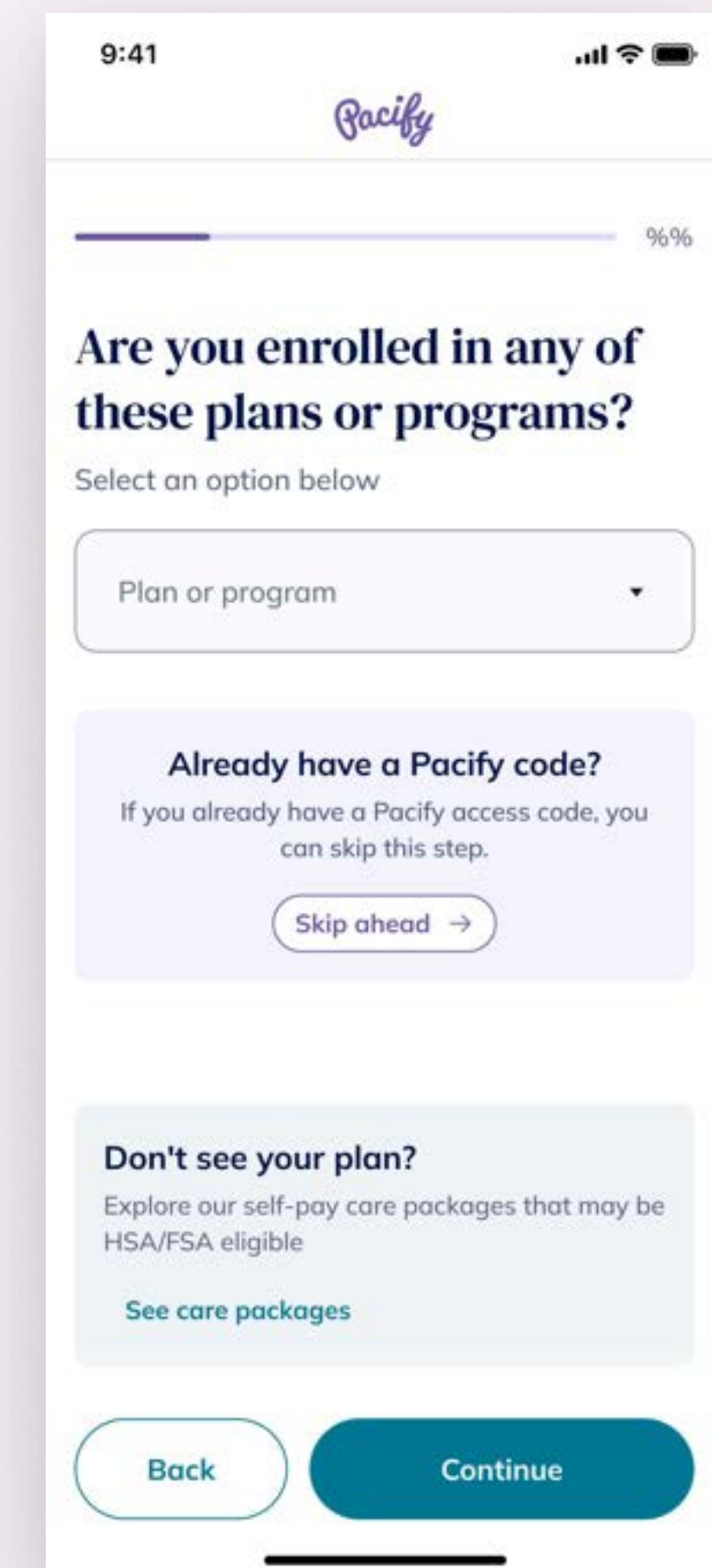


The key: states

With a user's state, we can significantly narrow down the options we need to present to a user and accelerate onboarding.



Providing a shortcut for code-based users allows them to skip unnecessary steps.



Highlighting our D2C options allows us to capture users that aren't affiliated with an organization.



Capturing eligible users if they're having trouble with a code prevents dead ends.

9:41

Pacify

Input your Pacify code

Enter your code to sign up for Pacify care at no cost to you

ABC123

[I need more help](#)

Don't have a code or it's not working?

Check your eligibility now with your insurance information.

[Check eligibility](#)

Back Continue

Providing context on “Pacify Codes” for uncertain users educates & clarifies how/where they may receive a code.

9:41

Pacify

Input your Pacify code

If you received a sign-up code, please enter it here to unlock your care at no cost

Pacify codes

You may have received a Pacify code from your health insurance, employer benefit plan or local WIC clinic. This code gives you access to Pacify for free and is usually a string of letters and numbers. (ex.: ABC123)

Your Pacify code may have been given to you through:

- Email
- Text messages
- Flyers, brochures, or stickers
- Your provider

Prompting eligibility users to check their health insurance card ensures accurate information.

9:41

Pacify

Your insurance information

Check your insurance card to verify your health plan information

Member or subscriber ID

Check your health insurance card for this information. Your member or subscriber ID is usually a string of letters and numbers.

DTC packages are highlighted and simultaneously used as a fall-back for ineligible users.

9:41

Pacify

Get Pacify

Wherever you are in your journey, we have a plan that fits your needs!

MOST POPULAR

Doula care

[Learn more](#)

GREAT FOR NEW PARENTS

Infant feeding support

[Learn more](#)

Back Continue



KPIs



Conversion rate

This is the baseline metric that will define our impact.



Time-to-completion

Helps us determine whether we've made the process faster.



Support needs

Trends in the number of enrollment-related support cases will be a good indicator of performance.

