What are the Guiding Principles?

The Product Team is responsible for defining the future of our product by carefully balancing conflicting priorities. In our agile environment where we can act on decisions almost as quickly as we make them, we want to empower our entire team to make consistent product choices which represent the best interests of our organization and customer base.

We hope that these Guiding Product Principles will serve as an internal compass which reflects our values and our vision to create a truly unique healthcare payments experience.
Patientco’s Guiding Product Principles

We focus on building quality solutions that are simple and useful.

Our number one priority is to craft quality solutions that deliver unparalleled value and delight our users with “unexpected simplicity” - a rarity in healthcare. We look beyond short-term trends and instead focus on durable features which create long-term value. We act with great responsibility, as with each release, we are committing Patientco to support the entire lifecycle of a feature.

We evaluate ideas against defined criteria to identify opportunities for our roadmap.

We evaluate an idea based on its ability to fulfill key requirements, expected impact, and the level-of-effort required to launch. We focus primarily on features which meet the following criteria:

- **Needs Focused**: We strive to create features that address an identified need in the market. We understand that “more is not always better” and actively combat “feature bloat.”

- **Usage Focused**: When evaluating new and improved features, we focus on driving usage and shy away from changes which are not expected to drive long-term usage. Usage is broadly defined to include both immediate, direct improvements and long-term, indirect usage (e.g. Patient Feedback Tools increase delight and overall desire to use the product). To measure impact, we create hypotheses with defined qualitative and quantitative metrics to be analyzed post-launch.

- **Differentiation Focused**: We design features that are differentiated. While we are highly responsive to customers with our long-standing relationships and consultative approach, we ultimately make decisions that are the right choice for our product rather than simply “feature matching” our competitors or the market.

We execute on quality opportunities with a global view.

We combine input from all departments at Patientco, customers, prospects, and the market, to translate long-term strategy into a tactical product roadmap for future success. When validating an idea, we carefully balance the tradeoffs between rigorous analysis and agile decision-making so we can quickly adapt to customers’ changing needs.

We shape the future.

We understand that “a stagnant product is a dying product,” so we continually use feedback and data to guide our evolution. We remain relevant by staying a few steps ahead of the market but not ten. To push boundaries, we encourage prudent experimentation and allow ample room to learn from mistakes.

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