HealthIQ

An app developed by the CDC to improve health literacy through quizzes and games. The game format gives points.

Pros: Engaging and interactive way to educate about health. Tracks progress and point earning system. Backed by the CDC, so the reach of the app is good.

Cons: Focuses primarily on learning about healthy habits (sunscreen SPF, appropriate time taken to wash hands etc.). Does not emphasize on healthcare/health insurance literacy. Also lack of focus on empathy/interpersonal communication in healthcare (which is another barrier for patients).
eHealth

https://www.ehealthinsurance.com/ Online platform that helps customers find health insurance.

Pros: great selection of insurance providers, free, committed to making health insurance easy and uncomplicated. Has 24/7 support through chatbox functions, email, and telephone. Quite a good web page design, intuitive and easy to navigate.

Cons: No mobile app. Presented more as a tool to use than to educate and enable customers to be able to navigate and understand healthcare through empathic lens.
Total Health Care Health Care Tools

Webpage with many different tools (find a doctor, patient portal, health education, planning visits with insurance information) in the same space.

https://totalhealthcare.org/health-care-tools/

**Pros:** All resources in the same place, easy and intuitive to navigate.

**Cons:** Not interactive. OK UI. All information is presented in a flat and “read-through” structure. For patients with less experience in healthcare/insurance, there is lack of guidance in the product. Also, lack of focus on empathy/interpersonal communication in healthcare.
Twenty One Toys

Learning and Development toy company. Toys include Empathy toy, Failure toy, and Improv toy. The Empathy Toy teaches clinical empathy to healthcare professionals with an empathy toy. ‘The Empathy Toy acts as a tool to help healthcare providers explore how a focus on diagnosis and specialized areas of medicine influences their ability to empathetically connect with their patients.”

https://twentyonetoys.com/blogs/teaching-empathy/teaching-clinical-empathy-healthcare-professionals

**Pros:** interactive, engaging method to teach empathy for healthcare professionals. Fun and creative.

**Cons:** Can be one-sided. Once healthcare professionals learn empathy, how do patients with previous negative experiences/aversion to healthcare build trust for their providers? Although it has online play sessions to teach empathy, the product is a physical toy (not as accessible)
SAHM THRIVE App

Society for adolescent health and medicine (SAHM). App is used by parents to navigate their teen’s health and healthcare.

https://www.adolescenthealth.org/About-SAHM/Healthy-Student-App-Info.aspx

**Pros**: great UI, covers a good range of health/healthcare topics. Strong educational focus.

**Cons**: Targeted at parents instead of teens, gives less input/freedom for teens/young adults to make decisions about their own healthcare. Lack of focus on empathy in healthcare/insurance.
Telesofia

Personalized educational videos for healthcare. B2B to healthcare providers, generate embedded personalized videos for their patients.

https://www.telesofia.com/

**Pros:** Personalized, video format works better than reading information. Logistically easy for healthcare providers to incorporate into their workflows.

**Cons:** Hard to skim, young adults would lose interest. Does not reach those who don’t have a healthcare provider or are moving in between healthcare providers. No centralized comprehensive source of healthcare/insurance education.
Insurance companies

Many health insurance companies offer tools for health/health care/insurance education.

**Pros:** Works well if a patient has an insurance provider. Many insurance companies have mobile apps that are easy to access on-the-go. Connected patients directly to their insurance provider’s available network

**Cons:** Patients can only find what they need if they know what to look for. Also lack of focus on empathy/interpersonal communication in healthcare.