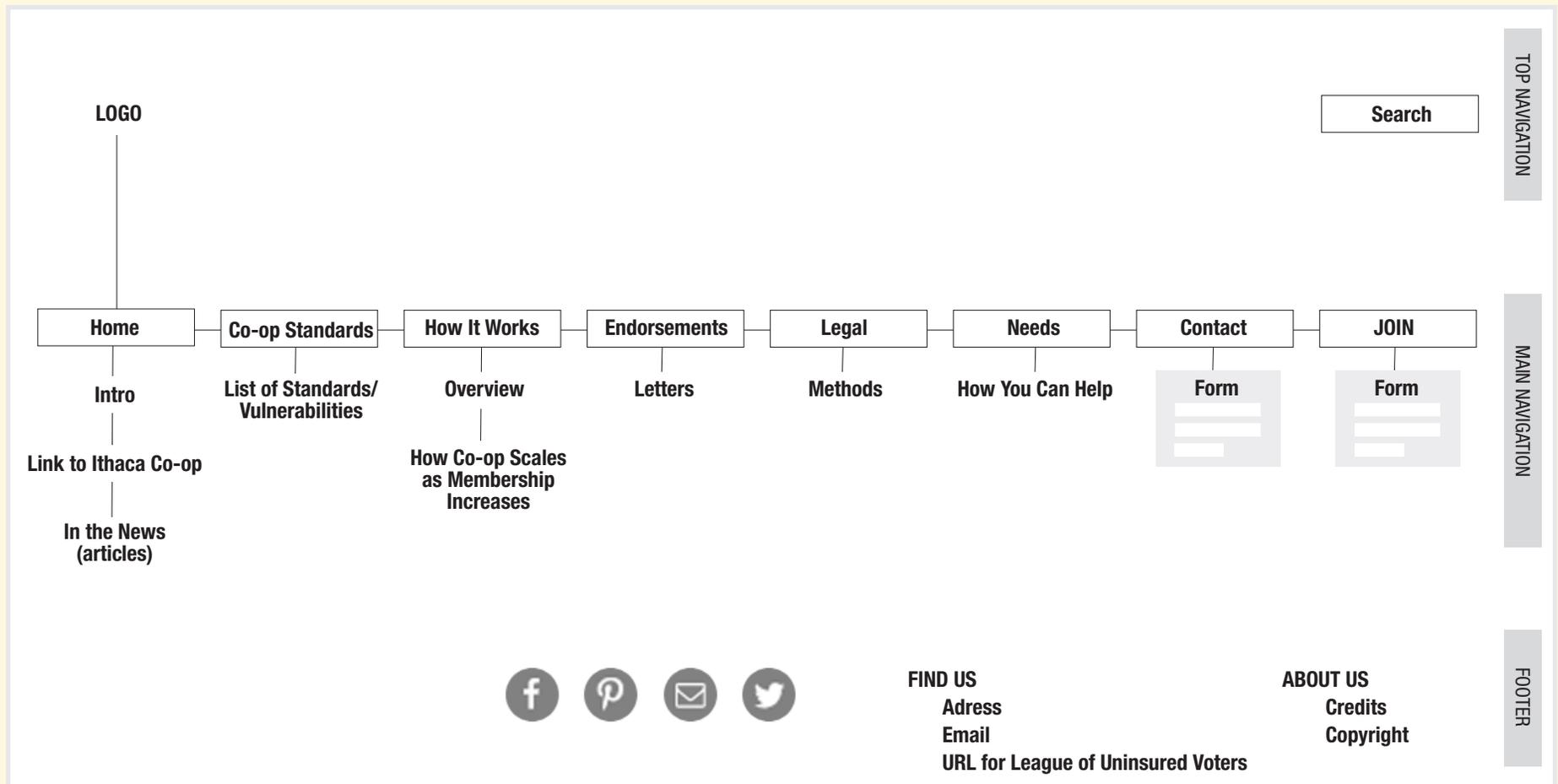


Overview

I was tasked with developing the Visual, UI and UX design for PhilaHealthia, a health care co-op based in Philadelphia. The primary concerns of the founder were to create a brand with credibility, and a site that was easy to use. The developer planned to do some customization on an existing WordPress theme, which made simplicity doubly important.

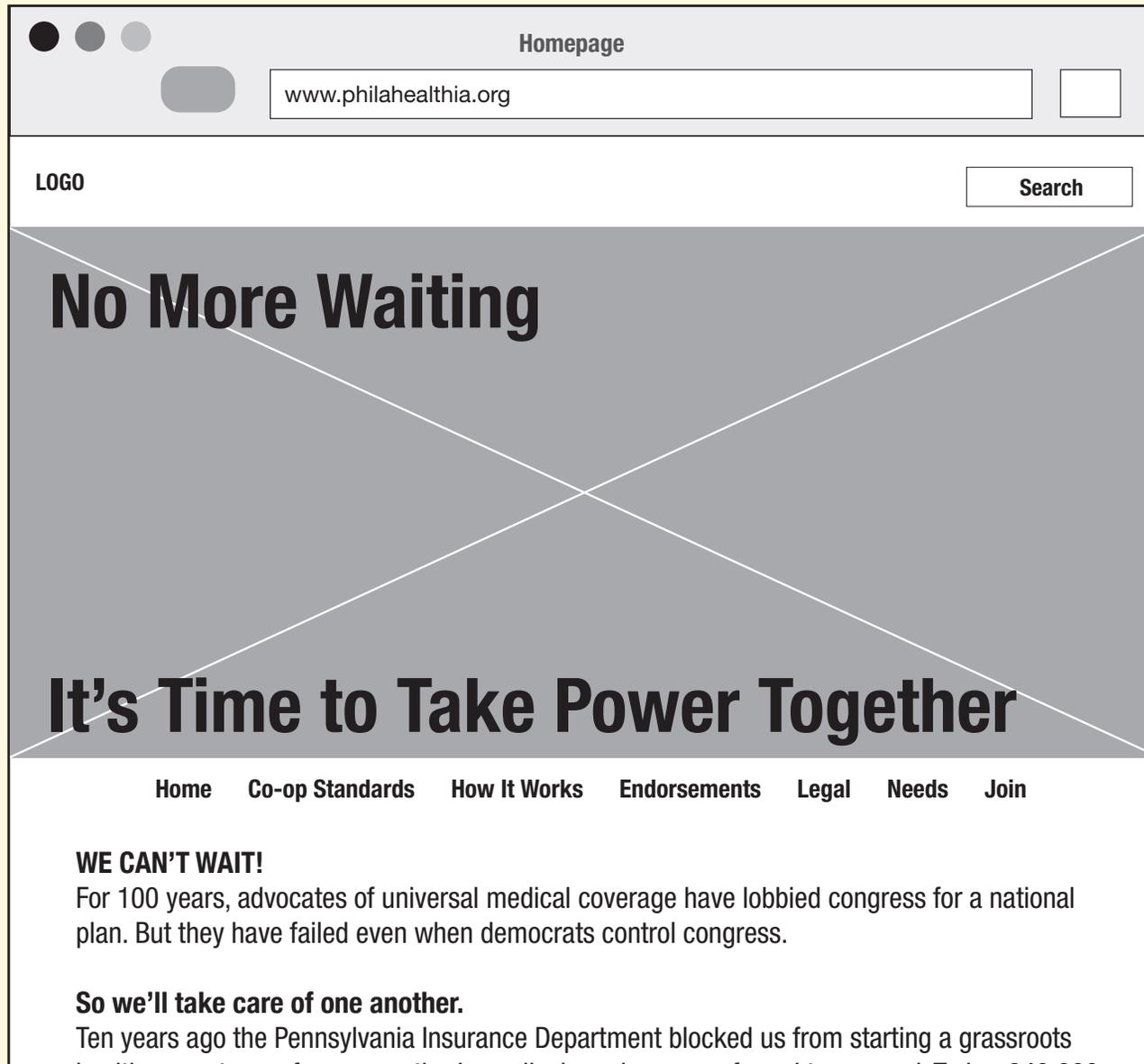
Process

My first step (in conjunction with tackling the branding) was to create a site map to give a birds-eye view of the architecture.



Next came tackling the messaging and wireframes. It was decided that the homepage would feature a hero image that would move up and be cropped as the user scrolls down, until the menu reaches the position at the top that it occupies on all other pages in the site.

Drawing inspiration from other marketing materials, I wrote the headlines for the header area, and began my search for just the right hero image.



The final version of the logo was chosen for its simplicity and authority (yet with an approachable spin).

Approved Comps

The home page (left) engages the user immediately with the powerful image and copy. Interior pages (right) aim to make complicated information as accessible as possible, while continuing to present a consistent look and feel.



Phila Healthia Co-op Health Care

SEARCH

Home Co-op Standards How It Works Endorsements Legal Needs Contact JOIN

No More Waiting

EMERGENCY

It's Time to Take Power Together

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We Can't Wait

For 100 years, advocates of universal medical coverage have lobbied congress for a national plan. But they have failed even when democrats control congress.

So we'll take care of one another.

Ten years ago the Pennsylvania Insurance Department blocked us from starting a grassroots health co-op to pay for one another's medical needs, we are forced to proceed. Today, 240,000 Philadelphians have no health insurance. Many more have poor insurance. And statewide, 180,000 children may lose CHIP coverage.

Phila Healthia Co-op Health Care

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Methods for Incorporating not-for-profit health plans

Health plans need a corporate form which is exempt from standard state regulation as well as federal taxation. Regulation requires at least \$200,000-\$5,000,000 initial capitalization, depending on state; requires coverage for mandated medical categories (making incremental growth impossible); requires extensive financial reporting which itself requires considerable administrative overhead.

U.S. Health Alliance plans are regulated by grassroots standards instead.

- 501(c)15 mutual insurance company
- 501(c)3 charitable or educational
- Fraternal Benefit Society
- Hospital
- Faith-based mutual aid account:
- Mutual Medical Savings Account
- Co-operative
- Discount Card Plan
- Association Health Plan
- Special legislation
- Civil Disobedience

1. Fraternal Benefit Society

Fraternal benefit societies are exempt from most state insurance regulation. They "must have a lodge system, whose lodges meet usually monthly. They must must operate for one or more social, intellectual, educational, charitable, benevolent, moral, fraternal, patriotic or religious purposes for the benefit of their members. Members must be able to elect board members."

"As of October 2004, 45 states and the District of Columbia have enacted Model Fraternal Code legislation dealing specifically with the organization and supervision of fraternal benefit societies writing life, accident and health insurance on their members. These statutes are a part of the insurance laws of the particular state, and are in a separate chapter or article captioned "Fraternal Benefit Societies." The other five states have similar laws dealing specifically with fraternal benefit societies."

2. Charitable or Educational 501 (C) 3

It can be credibly claimed that providing a low-cost minor medical plan to members is a legitimate charitable function,