

TEXAS CARE MAP

*A map that amplifies affordable, lesser known healthcare resources to support **uninsured** Texans, starting with the Austin area.*

Why Now?

In Texas, more than **5 million people** lack health insurance. For many families, this means that even basic medical care is *delayed* or *avoided* because of **cost**. People often don't know where to find affordable providers, clinics, or resources that could ease the financial burden.

Our solution is a website designed to **bridge the gap** between Texans and affordable healthcare resources. The website will *connect* users to nearby *low-cost* and *free* clinics, urgent care centers, and community health programs.

Project overview

We conducted a survey to understand how uninsured individuals and people around us choose clinics. The responses showed many people consider:

- How **easy** it is to get to the clinic
- The **price** of the services.

Based on our survey responses, we created a map that highlights what people value – **convenience** and **cost** – in a format that is *clear* and *easy* to navigate.

Our map clearly shows the distance from a user's home to each clinic and the price levels in a restaurant-review-style format.



Audrey Chu, Nashly Ortiz,
Melanie Vera, Natsumi Moriki

Potential Impact

Increased **access** to
affordable healthcare

Reduced **delays** in
seeking care

Increased price
transparency

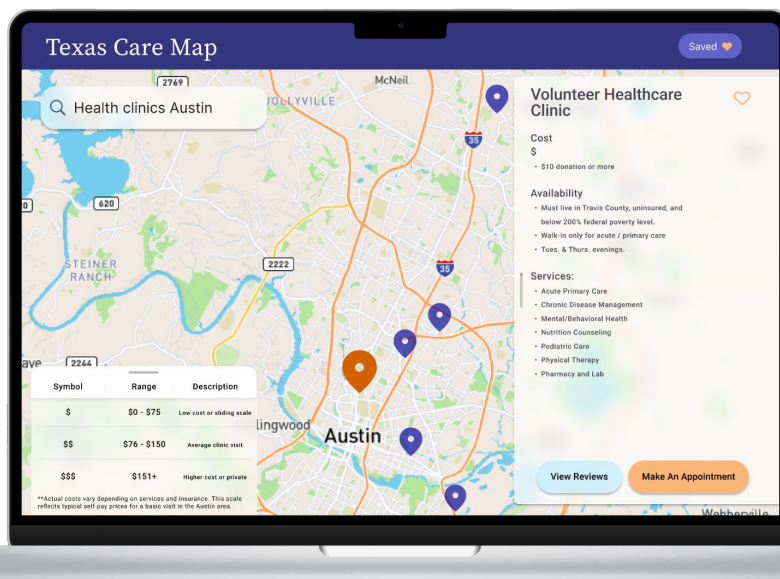


image shown is a prototype

Outcomes & Metrics:

10+ respondents between
ages 19-30 (target
demographic) highlighted
core values when it comes
to seeking care

**Most respondents
reported they would use
this map to find
affordable care**

Strategic Goals

- Start by pinpointing low-cost clinics in the *Austin* area on map
- **Refine** map features to include *accurate, frequently-updated* information
- Create a **sustainable**, live map with **low-cost/free clinics** for all of *Texas*
- Increase *user engagement* with map to finetune resource information