

The Neuro CX of Medical Bill Entry

Independent Behavioral Journey Audit of Cedar's Public Patient Experience

Independent analysis by Pique Insights. Cedar did not commission, sponsor, endorse, or participate in this study.

EVIDENCE BOUNDARY

Public bill entry, unauthenticated recovery, support content, current Cedar-owned product descriptions, and clearly labeled Cedar imagery. No private bill or authenticated payment journey was accessed.

CENTRAL INSIGHT

Low task effort. Incomplete trust transfer.

The public entry experience minimizes task effort, but some of the strongest legitimacy, relationship, and support information sits outside the moment when a patient decides whether to enter identifying information.

FOUR FINDINGS

- 01

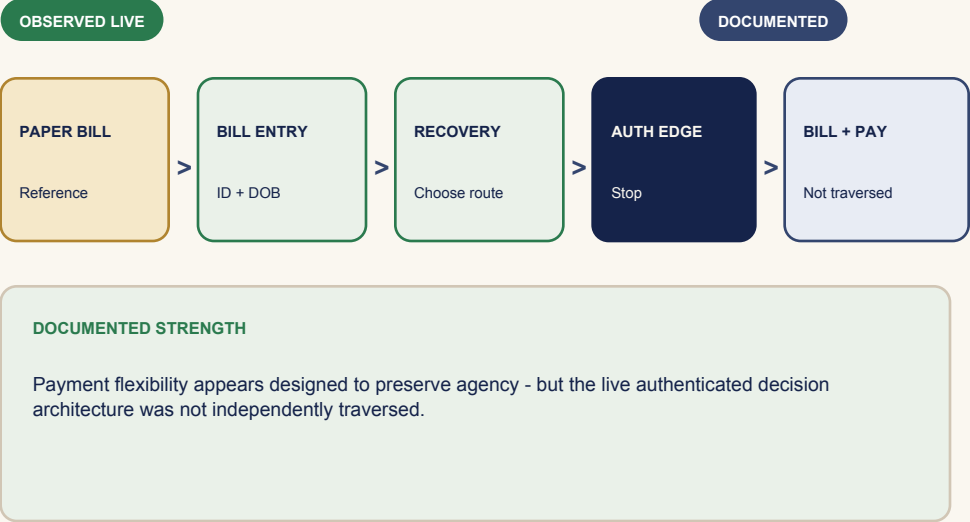
Simple entry, incomplete relationship clarity
- 02

Identifier drift adds avoidable translation work
- 03

Recovery creates control, but not predictability
- 04

Legitimacy is anticipated; ownership stays divided

PUBLIC JOURNEY BOUNDARY



THE DECISION

What Pique would recommend

Sequence confidence-building information at the entry boundary before downstream optimization.

01 / P1

Establish the Cedar-provider relationship

Place concise relationship copy beside entry: "Cedar securely processes bills for your healthcare provider." Explain why DOB is required.

02 / P1

Create one identifier language system

Standardize Bill ID, Account ID, and provider account number. Pair each term with an identifier-specific paper-bill illustration.

03 / P2

Set a recovery expectation contract

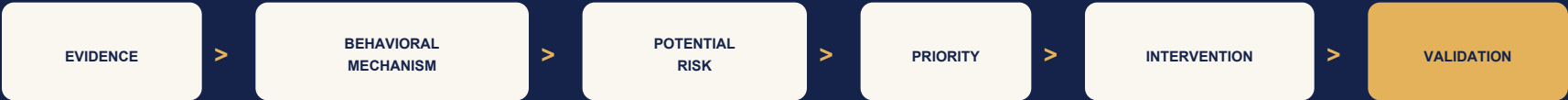
Before Send link, state channel, expected arrival, sender, expiry, next step, resend option, and failure path.

04 / P2

Route support by responsibility

Make ownership scannable: Cedar handles access and payment support; the provider handles charge, service, and insurance questions.

THE PIQUE METHOD



Neuro CX: behavioral science, cognitive psychology, and decision-friction analysis applied to customer journeys. It does not imply biometric or clinical neuroscience measurement unless explicitly included.

PIQUE NEURO CX DECISION AUDIT

One critical journey. Behavioral diagnosis. Prioritized decisions. Validation roadmap.

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