



**BlueCross BlueShield
of Illinois**

HEALTH EQUITY INNOVATION CHALLENGE

Frequently Asked Questions

What is the Health Equity Innovation Challenge?

A: Blue Cross and Blue Shield of Illinois and MATTER have collaborated to launch an innovation challenge to prompt the health care community to envision a solution that will help close the gaps for Blue Cross and Blue Shield members who are facing social, cultural or economic barriers to health care by advancing health equity and addressing the social determinants of health.

What types of ideas is this challenge seeking?

A: This challenge is open to all creative ideas and solutions for advancing health equity, including but not limited to health care solutions, digital technologies and tools, or service programs that help address one or a combination of the stated health equity challenges.

When does the challenge begin and when will winners be announced?

A: The Health Equity Innovation Challenge launches on October 5, 2018, and applications will be accepted and reviewed on a rolling basis until November 12. Three to five semi-finalists will be selected and final pitches will be held on December 3. Final winner will be awarded a cash prize by December 10.

Who is eligible to apply?

A: Solutions can range from validated research-based concepts to scaled on-market solutions. Solutions that are ready for a BCBSIL pilot should require minimal system integration for implementation.

How do I apply for the challenge?

A: Visit BlueChallengeIL.com. You'll be asked to submit a three-minute video pitch and respond to several short answer questions.

How many times can I apply? A: Each applicant (i.e., a company, entity or individual) can submit one submission to the challenge. Have multiple ideas? Select the best one for submission.

How many winners will be selected?

Will the winners be publicly disclosed?

A: Three finalists will be selected for idea incubation. From that group, one winner will be selected to receive the \$15,000 prize. The second place winner will receive \$10,000 and the third place winner will receive \$5,000. Finalists and winners will be publicly disclosed.



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What judging criteria will be used to evaluate solutions?

A: Candidates will be evaluated on the following:

- Ability to address the problem statements outlined in the Challenge description
- Quality, feasibility, and scale of proposed solution or technology
- Differentiation of solution within the competitive landscape
- Capability of team to develop and execute solution
- Extent to which BCBSIL pilot can advance solution

What format should the final pitch deck be?

A: The final pitch presentation format will consist of a 12-minute presentation including 10 minutes plus Q&A:

Problem Definition - What is the health disparity that you are addressing?

Problem Description - Describe the elements of the problem, the causes and symptoms, and why you believe current solutions do not adequately address it. Share the market insights you have gathered to confirm the problem and stakeholder need.

Solution Requirements - Based on your market research, share the requirements that a new solution would have to meet in the context of the problem you are looking to solve.

Solution Description - Provide a description of your solution and its value proposition. Provide any data that supports the value proposition of your solution.

Resources Required - Describe the resources, dependencies, inputs, and collaborations that are needed to implement your solution.

Project Plan and Use of Funds - Describe a project plan for what the next 6-8 months of development would look like, and how you would use the prize money to advance your solution.

Team - Describe your team and why you believe you have the right expertise to execute on your idea.

What will the challenge winner receive?

A: Winners of the challenge will receive recognition and prizes including a cash prize and a six-month MATTER membership. Challenge finalists will have the opportunity to:

- Engage with other cutting-edge startups
- Network with peers, investors and leading influencers
- Gain exposure to the MATTER community
- Access workshops and mentors as resources
- Collaborate with and learn from BCBSIL leaders



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What if we are already a MATTER member company?

A: If a current MATTER member wins, the company will still receive a prize as listed above as well as a six-month extension of its MATTER membership (maximum value: one shared membership for 6 months).

How can the prize money be used?

A: The prize money can be used to advance the technical or commercial development of the solution.

Who chooses the finalists and prize winners?

A: All submissions will be vetted by both the MATTER team and select BCBSIL leaders. Executive sponsors from BCBSIL will select the finalists and prize winner.

What if I still have unanswered questions regarding the challenge?

A: Please contact info@matter.health.



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