

IMPACT

What have we learned and where do we go next?

RESEARCH AND ACTION: KEY LEARNINGS

TRIANGULATE DATA FROM NETWORKS

Creating data partnerships with non-traditional sources (like employers, social platforms, or schedulers) is enables BCBSMA products to become more holistic.

USE A.R. TO NUDGE HEALTHY BEHAVIOR

Snackpals highlights an opportunity to use in-context AR nudges to enable members to make healthier choices, creating better compliance and more positive long term outcomes..

DESIGN FOR COLLECTIVES

We're seeing a decoupling of benefits from traditional employments. BCBSMA can design products to serve collectives of people, whether or not those collectives are employer-managed.