

BCBSMA + IDEO COLAB

A graphic consisting of several concentric, slightly irregular teal circles of varying diameters, creating a ripple effect.

50+

BCBSMA EMPLOYEES &
STAKEHOLDERS
ENGAGED

A graphic consisting of several concentric, slightly irregular pink circles of varying diameters, creating a ripple effect.

140

SHARED DESIGN
CHALLENGES TO BUILD
FROM

A graphic consisting of several concentric, slightly irregular yellow circles of varying diameters, creating a ripple effect.

184

PROTOTYPES CO-
CREATED IN THE COLAB

PEOPLE