RESEARCH AND ACTION: KEY LEARNINGS

TRIANGULATE DATA FROM NETWORKS

Creating data partnerships with non-traditional sources (like employmers, 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.

THE NEXT OPPORTUNITIES

Extend the reach of CoLab internally. Deep dive into questions around the future of portable benefits, distributed collectives, and designing for the gig economy in the CoLab in 2019, by collaborating with even more BCBSMA business units to identify problems, build prototypes and launch ventures.

Broaden the CoLab network externally. Continue to build relationships with other CoLab members, and explore creating partnerships around shared prototypes and opportunities beyond CoLab's research.

Take CoLab prototypes forward. Invest in taking prototypes forward by getting business buy-in early on around design briefs, and pre-allocating resources to continue working on CoLab-relevant content post-design sprint.