

# PANDEMIC RESPONSE INNOVATION CHALLENGE



**BlueCross BlueShield  
of Illinois**



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,  
an Independent Licensee of the Blue Cross and Blue Shield Association

## FAQs

### **What is the Pandemic Response Innovation Challenge?**

The current COVID-19 pandemic has shown the need for innovative solutions to address behavioral health and leverage data to improve patient care. Blue Cross and Blue Shield of Illinois (BCBSIL) and Anthem, Inc., in collaboration with MATTER, present a call for solutions that look at the challenges of today, to help prepare for tomorrow.

### **What types of ideas and solutions is this program seeking?**

1. **Behavioral Health Track\*:** As payers, how might we enable individuals to recognize their behavioral health challenges, and help them identify and activate solutions that address those needs during and post-pandemic?

Examples of behavioral health challenges include:

- Domestic violence
- Parenting stress
- Unemployment stress
- Isolation
- Substance Use Disorder
- Removing the stigma of behavioral health

Note: Both insurers are currently heavily pursuing virtual care solutions. We are not looking for point solutions, rather, unique, end-to-end systemic solutions that drive awareness, action and change.

2. **Data Sandbox Track:** As payers, how might we leverage the data we have collected from the COVID-19 pandemic and past pandemics† to sustain and improve patient care and outcomes during a pandemic and in the future?

Examples of sustaining and improving patient care and outcomes during a pandemic and beyond include:

- Preventative care to avoid hospitalization
- Dealing with surge capacity
- Risk stratification
- Testing
- Contact tracing
- Non-COVID-19 care

*\*Behavioral Health is denoted as the Member Facing Track in the Participation Agreement*

*†Claims data and clinical data from previous pandemics (SARS, Avian bird flu, influenza, West Nile Virus, Zika virus, to name a few) are also available in our Data Sandbox.*

### **When does the program begin, what is involved and when will winners be announced?**

Applications will be reviewed and accepted on a rolling basis beginning August 20, 2020. Applications will be accepted until September 27, 2020 at 11:59pm CT. Six to ten finalists (three to five per track) will be invited to participate in the pitch event by the week of October 12 via the email they registered with.

The final pitch will be the week of October 26, 2020. Winners will be selected the day of the virtual pitch event.

### **What teams in BCBSIL and Anthem are leading the challenge?**

Anthem Innovation enables Anthem, Inc.'s continuous transformation by providing the mindset, processes, and capabilities to accelerate solutions that will make an exponential impact on both the business and our stakeholders. In short, Innovation is the how that fuels the what. We identify, test, and create solutions that can scale into products and services, powering the growth of the company.

Innovation at BCBSIL means making it easier for our members to access the information and resources they need to make decisions about their health care and be at their best. BCBSIL's Health Innovation Platform<sup>SM</sup> is responsible for propelling ideas within our organization and identifying, testing and accelerating new products. The team is made up of technology and data professionals, user experience researchers, designers and developers that use design thinking to solve industry and consumer challenges. This member-centric focus is what drives our inspiration to think and work differently across the organization.

**Who is eligible and not eligible to apply?**

Global applications are welcome. Teams that can demonstrate the following criteria are encouraged to apply:

- General applicability to current and future pandemics
- Alignment with the provided challenge statements
- Proof of live customer pilots with tangible results
- The solution meets HIPAA compliant regulations (HITRUST® certification is desirable but not required)
- A minimum of \$250k ARR (Annually Recurring Revenue) OR minimum of \$2M equity capital
- Minimal integration via existing API or SDK. For a full set of eligibility criteria, please see our Participation Agreement
- The solution is not already available to Anthem or HCSC employees (Blue Cross and Blue Shield of Illinois is a division of HCSC)

For a full set of eligibility criteria, please see the Partnership Agreement.

**How do I apply for the Challenge?**

Visit the [challenge page](#) and select the submit now button.

**How many times can I apply?**

One application is allotted per team.

**How many winners will be selected? Will the winner be publicly disclosed?**

- 3-5 teams per track (6-10 total) will be selected to present virtually to an audience of and panel of judges the week of October 26, 2020
- The winning concept for each track will secure a pilot with Blue Cross and Blue Shield of Illinois (Behavioral Health Track) or Anthem, Inc. (Data Solutions Track). See Terms and Conditions for additional details
- Track winners will receive a one-year membership to MATTER
- Finalists and winners will be publicly disclosed

**What does it mean to receive a MATTER membership?**

The winner of each track will be offered a complimentary membership to [MATTER](#), a healthtech incubator and innovation hub offering mentorship, workshops and industry engagement opportunities to build your company.

**What will be the structure of the final pitch?**

The final pitches will be “fast pitch” style highlighting the key problem being solved,

the features and benefits of the solution, and a business case supporting the piloting and scaling of the solution. These presentations will be 6 minutes with a question and answer period from the judges' panel to follow.

**Who chooses the finalists and prize winners?**

Participants will be screened and evaluated by a select cohort of individuals from MATTER, Anthem, and Blue Cross and Blue Shield of Illinois. Final determination and selection of winners will be made by judges on the pitch day.

**How will the finalists and prize winners be determined?**

Participants will be evaluated based on the following criteria:

- Ability to clearly articulate the value proposition to the payer, to include business alignment, competitive advantage and risk
- Technical capabilities including ease of implementation, previous validation and team qualifications
- Impact to customers to include meeting healthcare needs, experience and interaction points and research and methods

**If I have additional questions not addressed here, where can I find more information?**

Please email [19@matter.health](mailto:19@matter.health)