Health Care Innovation

The Center for

Driving positive change in the industry, one idea at a time.

Independence

human-centered innovation

making healthcare better

passion, energy, design
“An investment in knowledge pays the best interest.”

-Benjamin Franklin
Who We Are

The Independence Blue Cross Center for Health Care Innovation is a powerhouse – a merging of minds, experience, creativity, and more than 75 years in health care coverage. Bringing together our associates and partners, doers and dreamers, the Center drives ideas and vision, collaboratively and creatively addressing some of the largest issues facing health care in Philadelphia and across the nation. The Center leverages Independence’s position at the nexus of health connections to champion innovation, health outcomes, and efficiency in the health care ecosystem.

Our Mission
To make health care better – one idea at a time.

Our Vision
To be the catalyst for change that makes Philadelphia the national hub of health care innovation.
To develop the new ideas, partnerships, and solutions necessary to cultivate innovation through our company and industry.
To meet the challenges of health care head on, working together to identify and implement ideas that enhance service, improve the affordability and quality of care for our members, and enhance the overall health care experience.

Our Space
The Center for Health Care Innovation is a 5,000-square-foot creative destination designed to inspire the next big ideas and facilitate the thought process that will bring them to life. In this distraction-free zone, which allows for both individual contemplation and collaborative brainstorming, associates understand they are in a space where they can freely share ideas no matter their role in their organization.
What We Do

Our Actions

• We are using passion, energy, and human-centered innovation methodology to put people at the center of everything we do.

• We are building a culture and capability of innovation through our organization, offering all associates a variety of ways to unlock their creativity.

• We are piloting new ideas within the organization, finding ways to improve quality of care, reduce health care costs, and encourage people to live and stay well.

Our Message

When you discover something great, you don’t keep it a secret. Inspired by the ideas and advancements already brought to life by the Center, we are proudly spreading the word, showcasing Independence as a thought leader and inspiring the health care industry to embrace the possibilities and improvements ahead.

Our team is actively speaking at conferences around the country, including:

• Blue National Summit
• mHealth Summit
• HL7Payer Summit
• World Health Care Conference: 7th Annual Health Plan Innovation Summit on Consumerism
• 3rd Annual World Congress Multi-Stakeholder Summit to Improve Adherence and Enhance Patient Engagement

70 innovation sessions delivered in 2014

More than 1,000 solutions generated

75 solutions implemented

More than 1,000 participants
How We Make A Difference

By starting at home

Internal Projects:

• Independence IQ – the game show we use on the Independence Express, our mobile health education experience that engages community members to learn more about health care

• Blue Insider – discounts at various locations for our members

• Bike Share – Independence-branded bikes located around Philadelphia as part of Indego

By encouraging innovation

Partnerships & Sponsorships:

Philadelphia Alliance for Capital & Technology (PACT)
A premier resource for emerging growth companies in the information technology, clean technology, and life sciences industries.

DreamIt Health
As the first national health care accelerator in Philadelphia, we have partnered with Penn Medicine since 2013 to provide $500,000 in seed money to 10 winning health care start-ups nationwide.

CONVERGE Summit for Healthcare Innovation
A national conference focused on the opportunities presented by the convergence of the health insurance, medical, and pharmaceutical industries.
**Philly Tech Week**
A week-long celebration of technology and innovation in Philadelphia attended by 25,000+ idea generators. In 2015, Independence will be speaking at Business Day, Dev Day, and hosting an event to gather ideas around leveraging new technology and social media platforms to engage the community in health care.

**Wharton Health Care Conference**
An annual program, attended by more than 700 health care industry leaders, academics, and students to address key issues facing health care today.

**Penn Apps Health**
The premier student-run college hackathon, during which more than a thousand student programmers converge on Philadelphia for a weekend of creating and learning in an effort to solve real-world problems.

**Philly Code Fest**
A weekend-long hackathon where teams compete for prizes to build original algorithms aimed at some of the toughest data challenges in health care.

**Global Service Jam**
A weekend-long creative design activity in which, using problem solving and creativity, teams have to develop new services inspired by a surprise theme. The Center proudly hosted the event in February, 2015.
By empowering the future
Strategic Innovation Portfolio

We are leveraging existing assets to strategically advance our vision by:

- Positioning Independence as a national leader in health care investment
- Expanding our opportunities for diversification and strategic mergers and acquisitions through access to an expanded pipeline of deals
- Helping to establish the Philadelphia region as a national magnet for health care innovation, investment, and employment
- Generating financial returns to help fund long-range innovation efforts for Independence

Current Investments:

**Biomeme** (Philadelphia, PA), a DreamIt Health 2013 graduate, markets a very low-cost point of care diagnostic platform that provides real-time test results that close care gaps and improve outcomes.

**Lumiata** (San Mateo, CA), a predictive analytics company currently used by Independence’s Informatics team to identify gaps in care.

**Array Health** (Seattle, WA), a private exchange company powering our small group private exchange.

**CareCam Health** (Conshohocken, PA), a patient-oriented care coordination software platform enabling members to better manage their chronic conditions.

The Strategic Innovation Portfolio will invest up to $50 million in health-related venture funds and early stage companies, including all 19 start-ups from DreamIt Health.
Do you have an idea?

If you are interested in learning more about the Independence Blue Cross Center for Health Care Innovation or working with us to advance the industry, please email us at innovation@ibx.com.