

## Frequently Asked Questions

# MBIC: Healthworx Challenge

### What criteria will Healthworx use to identify the most interesting ideas?

We will look at the following criteria:

- **Creativity/Innovation**  
Have you taken a new approach to engaging communities in care?
- **Community Relevance**  
Do you have a clear understanding of the community you are engaging and the condition you are focusing on, and are you supporting their true experience?
- **Team**  
Does your team have lived experience in the community and/or health condition, and do you bring diverse perspectives and expertise to the table?
- **Solution**  
Is your solution well-thought-through, including the stakeholders, financial model, metrics for success, etc.?
- **Impact**  
Will your idea improve health outcomes for communities, especially those who are currently underserved?
- **Partnership**  
Will expertise and support from Healthworx support the evolution and growth of your idea or start-up?

### What stage companies is Healthworx looking for?

We are more interested in the criteria outlined above than the stage of a company. We are open to brand new ideas, as well as ideas from established companies with a decade of experience!

### How will Healthworx support the most interesting ideas?

We will select one or more exciting ideas based on the criteria above and will offer insight and mentorship to that team to help them develop their idea, business model, metrics, etc. based on their specific needs.

### **Does Healthworx have specific strategic areas that they are most interested in?**

No, we do not want to limit your creativity! Our only request is to check and make sure you are meeting the criteria on the [challenge website](#) and above. We want to hear interesting solutions that engage specific communities in improving healthcare access, affordability, quality and equity. If you are not sure, just submit a proposal!

### **How can others get involved?**

If you are an entrepreneur or aspiring entrepreneur, we hope to see your application! If you work with innovators, please share these details with them! And, if you are interested in supporting healthcare innovations with us, please reach out to [comms@healthworx.com](mailto:comms@healthworx.com).

### **Can you tell us more about your organization?**

Healthworx is the innovation and investment arm of CareFirst BlueCross BlueShield. We operate at the intersection of healthcare and innovation by creating, co-creating and investing in companies that are improving healthcare quality, accessibility and affordability.

### **Why is Healthworx participating in the challenge?**

We believe that ideas and opportunities to improve healthcare will come from a range of people and organizations. This challenge was an exciting chance to engage the innovation community and work together towards the greater goal of helping people live healthier lives.