Springboard for Innovation

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Innovation is a driving force behind Harvard Pilgrim’s transformation
The healthcare industry presents unique challenges for innovation.

Internal and External Challenges

- Oldest nonprofit health plan in New England
- 1,100 employees
- Pockets of innovation, never a core value
- Highly regulated industry
- Rapidly evolving through advances in digital technology and regulations

Center for Innovation's mission:

Committed to improving the quality, value and experience of our members' health care through insight and innovation.
Focused on fostering openness, creative thinking and risk taking as a way to drive innovation and change the culture.
We recognize that our employees are closest to our members and therefore have the best insights into how we can do things differently to drive business forward.
Creating a Culture of Innovation

2017 SpringBoard Challenges

- Health Insurance Literacy of members
- Rapid Hackathon Demo
- Cost Savings: Go Green
- Next generation of products
The increased levels of participation with each SpringBoard Challenge indicates we’re moving in the right direction by offering exciting ways to engage our own workforce and change the culture at Harvard Pilgrim.
SpringBoard for Innovation

Roadmap for Success

Engagement
Commitment
Recognition
Collaboration

SpringBoard
INNOVATION PLATFORM
SpringBoard for Innovation

- Know where your company fits on the innovation spectrum
- Set goals accordingly
- Develop a relatable challenge topic
- Keep challenge ideas simple
- Have fun
Contact Information

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