BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ANNOUNCES 2024 HEALTH EQUITY BUSINESS ACCELERATOR PARTICIPANTS

Program invests in underrepresented entrepreneurs with innovative solutions aimed at advancing health equity

BOSTON – January 24, 2024 – As a part of its commitment to addressing health inequities, Blue Cross Blue Shield of Massachusetts ("Blue Cross") today announced the five participants of the 2024 Health Equity Business Accelerator ("Accelerator") program.

Now in its third year, the Accelerator provides financial, strategic, and mentorship support to equity-focused health care startups being led by underrepresented entrepreneurs. This year, the participating companies bring an array of innovative solutions, including:

- Backpack Healthcare: Provides accessible, inclusive and comprehensive pediatric and family mental health care.
- NasaClip: Simple and effective nosebleed rescue device for children and adults to stop nosebleeds fast.
- Patientory, Inc.: Digital health data wallet enables users to earn money and provide data through clinical trial opportunities.
- Revealix: Data-driven foot health solutions offering patient-centered risk management of diabetic foot disease.
- Stellation Care: Provider analytics platform for risk-bearing organizations to enable best-in-class patient-provider matching, network design, and referral optimization.

"Our 2024 Accelerator participants are already making a difference in health care," said Michele Courton Brown, Blue Cross' vice president of business development and managing director of Zaffre Investments. "We're thrilled to help them grow by offering a collaborative space and strategic resources to propel them to the next level."

Over the next six months, Accelerator participants will gain opportunities for industry exposure and networking, culminating in a closing pitch day event where entrepreneurs will be joined by investors for a day of networking.

The Accelerator aims to address the inequities that impact access to startup capital and resources and is an important part of Blue Cross' broader commitment to diversity, equity, inclusion and belonging.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.