

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS AND MASSCHALLENGE ANNOUNCE 2025 HEALTH EQUITY BUSINESS ACCELERATOR PARTICIPANTS

Five equity-focused health care startups each receive \$50,000 grant through tailored program

BOSTON, March 4, 2025 /PRNewswire/ -- As part of our commitment to addressing health inequities, [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross") and [MassChallenge](#) today announced the five participants of the [2025 Health Equity Business Accelerator](#) ("Accelerator") program.



MASSACHUSETTS

The Accelerator provides financial, strategic, and mentorship support to equity-focused health care startups. Each of the five members of this cohort will receive a one-time grant of \$50,000 and participate in three months of tailored programming with relevant Blue Cross leaders and experts in conjunction with MassChallenge.

This year, the participating companies bring an array of innovative solutions, including:

- [Docs for Health](#): HIPAA-secure platform enabling health care clinicians and professionals to efficiently close the gap between health care and social care.
- [Rosette Health](#): Revolutionizing health care by eliminating language barriers through AI-driven, culturally competent translation.
- [Trans Health HQ](#): Centralizes trans health resources for clinicians and trans community members in a resource hub.
- [Culture Care Collective](#): Care navigator and health support platform that connects people with unmet social needs to community health workers, social supports, and health services.
- [Tinted Health](#): Digital health platform dedicated to bridging gaps in access, education, and trust within the health care system, which disproportionately impact marginalized communities.

"The 2025 Accelerator participants are working hard to advance health care and better serve consumers," said Ruby Kam, Blue Cross' chief financial officer. "We're excited to support these startups and help them take their solutions to the next level so we can continue to work collectively to improve health equity."

"We believe that startups are vital to transforming health care inclusively, but they need the right partners to drive real change at scale," said Cait Brumme, MassChallenge CEO. "By connecting these extraordinary founders with Blue Cross' expertise and our proven acceleration model, our goal is not only to support individual companies – but also to build pathways with industry leaders like Blue Cross to scale solutions that can create a more equitable health care system."

Startups from previous Accelerator programs have been inducted into the MassChallenge [alumni network](#), which will be offered to this cohort when they complete the program in June. This is an active community of innovators, visionaries, and supporters committed to driving impact across industries. Lifelong membership offers opportunities to connect, collaborate, and give back. Additionally, alumni will have access to exclusive deals such as industry-based discounts for tools, data services, coaching, and expertise from vetted, in-kind partners. They will also benefit from investor connections through MassChallenge's Investor Network and have the option to work in the MassChallenge Boston office (subject to availability).

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](#).

About MassChallenge

MassChallenge is the global network for innovators. Headquartered in the United States with eight locations worldwide, it is the non-profit's mission to help bold entrepreneurs disrupt the status quo and create sustainable change. Since launching in 2009, MassChallenge has run programs in 24 countries, supported more than 4,400 startups from around the world, and awarded over \$19M in equity-free cash and prizes. Learn more about MassChallenge at masschallenge.org.

SOURCE Blue Cross Blue Shield of Massachusetts

For further information: Kelsey Pearce, kelsey.pearse@bcbsma.com
