

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS COLLABORATES WITH MEDZOWN TO IMPROVE CLINICAL TRIAL ACCESS FOR MEMBERS WITH COMPLEX MEDICAL CONDITIONS

BOSTON, Oct. 27, 2026 /PRNewswire/ -- [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross") today announced a collaboration with [Medzown](#), a precision medicine management company, to improve access to clinical trials and advanced therapies for eligible members with cancer and other complex medical conditions.



MASSACHUSETTS

Why it matters

This collaboration brings new treatment options to eligible members, giving them an opportunity to access promising therapies in clinical trials that are not yet available commercially to all.

By matching patients with these new treatments early on, Medzown also helps to ease the difficult navigation process that patients and families face during a challenging diagnosis.

How it works

Medzown's technology identifies Blue Cross members who could benefit from novel treatment options and matches them with clinical trials for their specific illness. Then, a team of scientists, personal navigators and clinical trial experts work directly with members and their clinicians to make sure the patient has a clear path to the most appropriate therapy.

Blue Cross notifies eligible members who have conditions currently being studied in clinical trials about their access to Medzown. Participation is entirely voluntary and included as part of an eligible member's health plan at no additional cost.

What they're saying

- **Dr. Sandhya Rao, Blue Cross' chief medical officer:** "When you or a loved one is facing a serious diagnosis with limited treatment options, figuring out the next step can feel like an uphill battle. We want to make that journey easier. Our collaboration with Medzown is about supporting our members and opening doors to advanced treatments that might otherwise feel completely out of reach."
- **Dr. Jennifer Levin Carter, Medzown's founder and CEO:** "We know that the vast majority of patients are interested in clinical trials, but despite this, only around 6 percent of cancer patients end up enrolling in one. By removing barriers and improving awareness and education about available trials, we hope to increase clinical trial enrollment so that patients can access potentially groundbreaking therapies that improve their quality of life."

Building on a commitment to supporting members

While this collaboration extends beyond cancer care to assist patients with other complex medical conditions, it builds directly on Blue Cross's ongoing commitment to oncology support. In June, Blue Cross [announced](#) its first oncology-focused, outcomes-based contract with Thyme Care, which provides members with access to virtual urgent care visits and clinical, social work, caregiver and practical support.

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 healthcare 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](#), [Instagram](#), and [LinkedIn](#).

SOURCE Blue Cross Blue Shield of Massachusetts

For further information: Josh Birch, josh.birch@medzown.com; Kelsey Pearce, Kelsey.Pearse@bcbsma.com
