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February 10, 2020

Media Contact:

Emma Schlitzer
617-701-8176

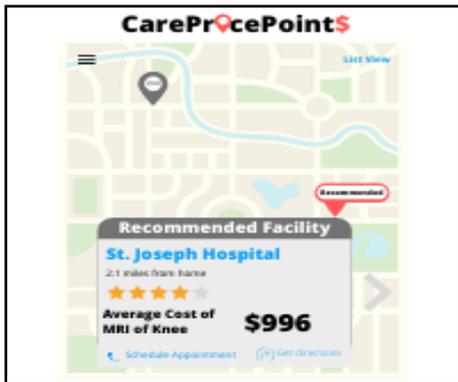


The Center for Health Information and Analysis, the Massachusetts eHealth Institute and Freedman HealthCare Announce the Price Is Your Right Design Challenge Winners

This fall, the Center for Health Information and Analysis (CHIA), Massachusetts eHealth Institute (MeHI), Harvard Medical School Department of Health Care Policy, The Donaghue Foundation, and Freedman HealthCare asked contestants to design a prototype for a mobile app or website that presents cost data and other relevant information in an easy-to-use format, allowing individuals to make a more informed decision about where to get their care. Using actual data from Massachusetts and New Hampshire, participants were asked to show how they would help consumers use this valuable information.

In the final round of the [Price Is Your Right Design Challenge](#), six finalists submitted video pitches to more deeply explain their designs. Of those six finalists, the judges decided on one Professional Grand Prize Winner and one Student Grand Prize Winner to be awarded \$2,000 each. The challenge facilitators are excited to announce the challenge winners below:

Professional Team Grand Prize Winner:



Team Name: HSRI Data Miners

Design Type: Mobile App

View their submission [HERE](#).

Student Team Grand Prize Winner:



Team Name: HealthyCent\$

Design Type: Website

View their submission [HERE](#).

Honorable Mention Prize Winners:

Each Price Is Your Right Challenge contestant submitted compelling and thoughtful designs. The following entries stood out as exemplars.

- Most Innovative Added Feature, [Team Archie](#)
- Best Functionality to Connect with Providers, [Come On Down \(Prices\)!](#)
- Most User-Friendly Design, [Access Health](#)
- Design Best Suited to Target Audience, [MJEM Consulting](#)
- Most Innovative Application of Data and Visualizations, [EntrOpy](#)

This October, 12 teams, both professional and academic, submitted thoughtful health price transparency website or mobile app designs for the first round of the design challenge. Student submissions came from undergraduates at Boston University and Northeastern University, while the professional submissions represented private companies or came from independent, non-affiliated teams. Teams had backgrounds ranging from health data, to Pre-Med, to Communications, and even product development. Six of these teams were selected as finalists. Each finalist submitted a video pitch to express who their tool is designed for, to narrate the user's journey, provide insight into their intentional design choices, and convey their reasoning for why their design is a true winner. From the finalists, the challenge judges selected one Student Team grand prize winner and one Professional Team grand prize winner; each have been awarded \$2,000. Additionally, five teams who demonstrated excellence in their submissions were selected to receive honorable mention prizes, at \$500 each.

The judges for the Price Is Your Right challenge included: [Ateev Mehrotra](#) (Harvard Medical School), [Barbara Anthony](#) (Pioneer Institute), [Denny Brennan](#) (Massachusetts Health Data Consortium), [Dessislava Pachamano](#) (Babson College), [John Freedman](#) (Freedman HealthCare), [John Halamka](#) (formerly Beth Israel Lahey Health), and [Martha Bebinger](#) (WBUR).

Want more information? Visit the challenge website PricelsYourRight.org or send questions to info@PricelsYourRight.org.