

Rutgers Pharmacy Students Win 2nd Place in the Horizon Health Care Transformation Challenge

On Friday, November 10, four Rutgers Pharmacy students Seung Chan (Peter) Lee (P1), Justin Park (P3), Soham Shukla (P3), and Tracy Zhang (P3) won 2nd place in the marketing track and a prize of \$2500 in the 1st annual Horizon BCBSNJ Health Care Transformation Challenge. For young adults, navigating the health care system can be complex and confusing. The competition challenged undergraduate students from NJ to create new marketing and technology ideas to encourage their peers to take an active role in their healthcare. The Rutgers Pharmacy Team created an interactive tool called Exquisite to help young adults choose the best plan and primary care doctor to help them better understand their options. Specifically, they created a personalized quiz and an infographic to be incorporated into a streamlined website and mobile app. The team presented at the Horizon Headquarters in Newark to a panel of judges that comprised of Horizon executives, officials from health providers, and a former healthcare journalist.

<http://www.roi-nj.com/2017/11/15/healthcare/how-do-you-help-young-people-understand-health-insurance-ask-them>

<https://hctc.horizonblue.com>







