



# Introducing the Brown & Brown Innovation Hub



The Brown & Brown Innovation Hub team consists of company leaders, population health consultants, clinicians, and other subject-matter-experts. **Our mission is to research, collaborate, and advise**—with a focus on advanced, patient-centered, data-driven approaches to improving health outcomes and costs.

The Brown & Brown Innovation Hub continually monitors new solutions, products and trends in the marketplace. Through our growing database on digital health, market relationships, and expertise in population health, we deliver leading- edge consulting to our employer customers. In addition, thought leaders promote market and employer input to drive development of new and emerging population health solutions.

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WE DELIVER LEADING-EDGE  
CONSULTING TO OUR EMPLOYER  
CUSTOMERS.

## Vendor Database

Our database includes 150+ state-of-the-art vendors addressing employee health and well-being needs, from physical, emotional, and social health to financial wellness and the COVID-19 pandemic.



## Market Relationships

Through meetings with both established and emerging vendors, we can influence product development, improve service, and identify opportunities for our customers to pilot and implement new solutions.



## Intelligent Health Plan™

Our proprietary strategic framework, the Intelligent Health Plan (IHP), provides a data-driven approach to help customers develop a health care strategy to optimize decision-making and resources, improve access and quality, manage costs, and integrate care.



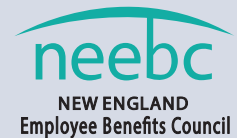
## Partnerships

Partnerships with Rock Health (a venture fund dedicated to digital health) and CB Insights (an emerging technology platform) give us access to early-stage companies and opportunities to shape evolving solutions. We also receive partner-only information and research on areas of investment, consumer responses to digital solutions, and early trends in the marketplace.



## Participation in Industry Organizations

We actively participate in committees such as the Health Innovations Forum lead by Business Group on Health, and present at and attend industry events. Our involvement gives us a window into the readiness and dynamics of the marketplace, what employers are thinking about and doing in digital health, and implementation successes and opportunities.



## EXAMPLES OF OUR WORK:

- Customer-vendor innovation events
- Expedited market RFIs and streamlined RFP process; vendor evaluations
- Newsletters, White Papers, Points of View, and subject-matter expertise to inform strategy
- Partnerships with employers to co-present at conferences, conduct webinars, and training
- Participation in committees and industry organizations focused on next-generation solutions
- Collaboration across workstreams in support of customers' strategies, vendor evaluation, and implementations
- COVID-19 resources for employers such as the *Return to Workplace Toolkit for Employers*



## FOR MORE INFORMATION

To find out more about the Brown & Brown Innovation Hub, contact Rich Babcock at [Rich.Babcock@bbins.com](mailto:Rich.Babcock@bbins.com).