

# The Bright Spot Brief

## Pitching new ideas for putting Health First

When an associate, a team, or a network of teams find a new way to put Health First, we call that a “Bright Spot.” Bright Spots are our proof that anyone can have the next great idea for how we work together to improve long-term health outcomes for our members and patients and make value-based care more sustainable and accessible.

The Bright Spot Brief gives everyone a common starting point for communicating and acting on ideas for putting Health First. With it, any associate has a tool for turning their passion into productive, clear, focused action.

What’s the <b>challenge</b> or <b>opportunity</b> ? What process is ripe for rethinking? What need has gone unmet? What value are we overlooking?		
What <b>solution</b> do you recommend we try? What feels exciting about it?		
What <b>barriers</b> might keep your idea from succeeding?		
What <b>partners</b> could help you address those barriers? In what ways will you need to collaborate?		
<b>Healthy Teammates:</b> How does this idea add to the associate experience?	<b>Healthy Company:</b> How does the idea help us grow sustainably?	<b>Healthy Customers:</b> What are the long-term health outcomes for members and patients?
What do you need to <b>get started</b> ? What resources, what answers, etc.?		
Sketch the <b>Bright Spot prototype</b> . Use narrative, diagrams, storyboards, math, or any other technique to help others understand how the idea works from beginning to end, see its impact on our members and patients, and know how they might be able to contribute.		