

More about MC's challenge and the winning solution

The second challenge was led by **Magali Graindorge from the Mutualité Chrétienne**. « **For me, one important thing is that prevention is becoming increasingly important today, and for MC in particular. Our ambition as a mutual is to be a health partner for our members, and we want to lead them towards better health, so we need to come up with new and innovative ideas, which is why I'm here! I'd like to come away with a set of ideas to discuss and implement.** » To involve people in improving their health, the challenge focused on existing data that we could use to personalize advice. « Personalization is an important element » according to Magali. « **In the surveys we do, we find that our members expect us to spontaneously offer them personalized solutions that match their needs. (...) At the MC, we all have our noses to the grindstone, we all come from the same profession, and it's not easy to break away from what we know. That's also one of my objectives and the reason I'm here today: to make the most of all these different profiles, and come up with ideas we wouldn't have thought of!** »

« It's been very well! » added Magali, « and also the fact that certain elements are recurrent in the ideas means for me that we need to move in this direction. Gamification, communities, rewards, etc. are all good things. I've also met a lot of interesting people who I'll probably contact in the future, and there are a lot of ideas I'd like to take forward and turn into a concrete project. We'll certainly meet the winning team again, see how feasible the project is, and chop it up to start small, test it, test interest, and gradually improve it to make it bigger. »