Health Wildcatters

Presents the 2021 Texas Healthcare Challenge

Event Report

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Texas Healthcare Challenge Summary

On March 5th & 6th, 2021, Health Wildcatters Successfully ran the 4th Texas Healthcare Challenge, a virtual event. During this weekend, we brought together professionals of all levels and backgrounds to tackle some of the industry's most pressing problems. Goals for this event included:

- Have a greater impact on healthcare innovation in our region and beyond.
- Inspire new healthcare business models in medical devices, software, biotech, etc.
- Engage healthcare and technology communities for active participation.
- Award prizes to the winners of each track or group.

The Texas Healthcare Challenge (TXHCC) employs a creative method to solve challenges: convene teams and instruct them to use design thinking to take a problem, break it down, find root-causes, get feedback from mentors, iterate and optimize to make it better. Participants give a problem pitch at the start of the event in the categories listed in the Track Themes. Other participants take note of the topics and try to join a team. Then, teams form and "hack" for the next several hours. On Saturday evening, they present solutions to the problems statements and do so in front of judges for cash prizes. Healthcare industry leaders are paying attention to creative approaches like this and business models representative of the "consumerization of healthcare". We believe this is what attracts attendees to these events. They feel empowered to build solutions for some of the most pressing problems facing patients and medical professionals.

One approach that was different this time around was the addition of activities during the week leading up to the Friday and Saturday schedule. Each night, from Monday to Thursday, we spotlighted an "Info Session" which was a Zoom event that hosted a panel or guest speaker and as many TXHCC participants or others who wanted to register and join.

This event report tells the rest of the story about participants & teams, how our leaders come together to produce a successful event, and the critical role that sponsors play in helping us run the operations of the Texas Healthcare Challenge and what benefits they receive from doing so. Some of the teams continue to meet and seek to explore commercialization of their solutions. Many of our attendees, co-directors, mentors, and judges are excited about participating in the next event. Overall, there were 400 hours spent on preparation and planning, 7 hours of programming, and 7 hours of onboarding participants to Zoom and Discord – our platforms for video presentations and virtual teamwork.

Key Takeaways
- This Texas Healthcare Challenge event featured 100+ hackathon participants along with 30+ mentors, judges, facilitators, and organizers. 11 Teams formed and over 1000 man-hours were spent working on healthcare innovations.
- 5 winners (1st place and 4 finalists) were selected and granted cash and in-kind prizes.
- 95% of the attendees surveyed indicated they would be somewhat to very likely interested in attending another event.

Texas Healthcare Challenge Participants & Teams

Examples of Applicants

Most of our applicants hear about the Texas Healthcare Challenge through their email subscription to Health Wildcatters announcements, through social media posts on LinkedIn and Twitter, and by referrals from people they already know. It's great to get a broad spectrum of attendees so teams can have a good balance of expertise to draw from.

1. Medical Student
2. Senior Scientist
3. PhD Student
4. Postdoctoral Researcher
5. Chief Digital Health Officer
6. Director of Digital Engagement
7. Software Engineer
8. Clinical Scientist
9. Health Informaticist
10. Engineering Student
11. MBA/MPH Student
12. Full-Stack Web Developer
13. VP of Marketing
14. Software Developer
15. Senior Product Manager, Clinical Data
16. Computational Biologist
17. VP of Digital Products & Innovation
18. Chief Technology Officer
19. Cloud Practitioner
20. Senior Data Science Architect
21. Senior Executive Marketing and Innovation
22. Lead Application Engineer
23. Professor of Pediatric Cardiology
24. Health and Safety Augmentation Portfolio Lead
25. Research Scientist
26. UX Designer
27. Director of CRM Analytics
28. Computer Geek
29. Director, Engineering
30. PhD student in Machine Learning and Privacy

Sample Applicant Statements of Interest

Applicants are screened through an online registration link and asked why we should grant them entry. Observing their level of interest and explanations give us great confidence in their capabilities to think creatively, be team players, and exemplify passion for healthcare innovation.

1. My background is in medicine, public health and digital health. I am presently undergoing a PhD in health informatics at the University of Illinois at Chicago to learn more about developing and delivering better digital solutions in solving healthcare problems. My goal of attending this event is to meet other innovators and problem solvers, work on a solution and practically apply design thinking.
2. I am currently a Master's of Health Administration candidate at Saint Louis University. I completed my Bachelor's in Neuroscience from UT Dallas in 2019. Outside of school, I serve as the Founder & Executive Director of Tri Sci Professions, a career advancement nonprofit that I founded in Dallas as well as a Graduate Assistant at Saint Louis University Disability Services. Through my nonprofit experiences and graduate assistantship, I have/currently initiated various health disparities alleviation initiatives, career advancement for students with disabilities and I am passionate about improving healthcare access and health outcomes in areas where health inequity is prevalent.
3. Coming from a disadvantaged background, I've witnessed the detrimental effects that a lack of access to health and health education can have on a community, ranging from pregnancy to (COVID) vaccine skepticism. My background is solely in the practice of medicine, but I believe that in order to effectively address these issues a broad base of

knowledge involving the logistics of insurance, access/transportation, and healthcare policy, among others.

4. I am a biomedical engineering PhD Student with a focus on nanoparticle delivery. I am interested in attending because academic science is too focused and, in my point of view, it is necessary to have exposure from different backgrounds to find creative solutions to modern healthcare problems.

5. I am a fifth-year graduate student at UT Southwestern. I have never pitched any idea and have absolutely no experience in business development, hence my interest in Hackathon. I am from Poland so I hope to provide a potential different perspective on American healthcare.

6. I am a 6th year graduate student at UT Southwestern soon to be looking for jobs outside of academia and wish to expand my network. I have a diverse background, not only scientifically from physics to genetics, but also from living in China, Italy, and the United States. I am very interested in solving problems in the healthcare sector and hope to utilize my scientific, universal perspective to a hackathon team.

Track Themes

This event's track themes reflected how healthcare trends are shaping 2021 and beyond. As applicants register, they vote on the top 2-3 themes which are of most interest. Strong interest was seen in Improving Health Outcomes, Mental Health, Improving Access to Care, and Future of Health Insurance. Applicants can also "write-in" themes of interest and problem pitch for those as well.

- Improving Health Outcomes
- Telehealth / Rural Health
- Mental Health
- COVID-Related
- Managing Chronic Conditions
- Virtual Assistants in Healthcare

- Future of Health Insurance
- Consumer Health
- Improving Access to Care
- Automation & Workforce Shortage
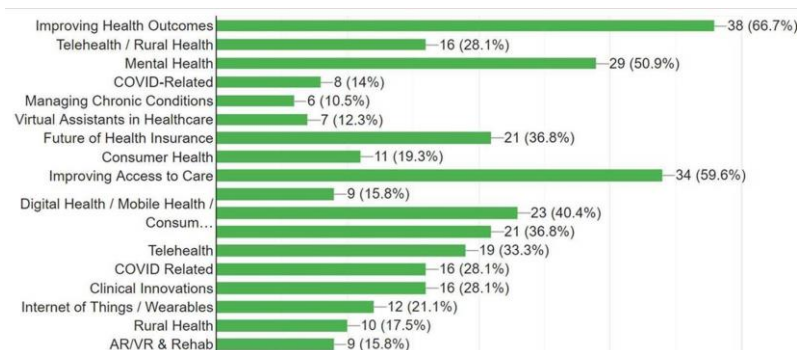
Team Project Titles from the Texas Healthcare Challenge

As teams formed on Friday night, they rallied around a specific problem statement and settled in on a topic to "hack" a solution for. This was not about product development or coding, necessarily, but more so an emphasis on presenting a new business model that solves the problem originally pitched. 11 teams formed and they are listed below.

First Place winning team and finalists were awarded cash prizes. There were 2 IBM Sponsor Prizes – up to $120K in Cloud credits. Select finalists received office space at Health Wildcatters ($4,000 value).

Winners:

First place: Watson Cares - *Postpartum resources for women and their support system*
Finalist: Meds N' Motion - *Preventative health screening directly to communities*
Finalist: Rest Le Mania - *Support for pediatric care for cystic fibrosis*
Finalist: Parakrama - *Web portal to provide better access to healthcare for geriatric patients*
Finalist: Vestocare - *Physical therapy with real-time feedback for patients with vertigo*

Participating Teams and their Solution Statements:

Pain Mitigators: *Support patients with mental phobias so they show up to their provider visits*
Taco Bistro: *Fixing distrust in the healthcare system due to lack of access to quality care*
**Fit-elligent:** *Compiling all personal health data to inform a patient's ongoing medical record*
Strexa: *AI-driven solutions to deliver personalized mental healthcare to individuals in need*
Common Menu: *Promotes interaction between patients & dietitians to increase health literacy leading to better health outcomes*
Navigate Us: *Automated recommendation system that helps patients to find the best fit and most affordable health service online*

Feedback from Attendees

A FEW OF OUR AMAZING PARTICIPANTS READY FOR TEXAS HEALTHCARE CHALLENGE 2021

- I liked the workshops, networking, mentorship, and collaboration components.
- I liked the listening to the pitches. The event was also well-organized and very well thought out.
- I liked to see a people from different backgrounds coming together to solve problems.
- Since I am not in Texas, I hope that you will maintain a virtual component so people outside the area can participate. Everyone on the organizational team was outstanding. Really outstanding!
- Great energy and ideas!
- Loved that we have a mentor and the diversity in backgrounds that were in attendance.
- The very helpful mentors. The nicely coordinated networking event. Everyone was helpful and the resources were really good too.
- All the pitches and information was everywhere. I'd prefer if there's a main website with all the information updated/uploaded to. I like that there was swag even if the event is virtual.
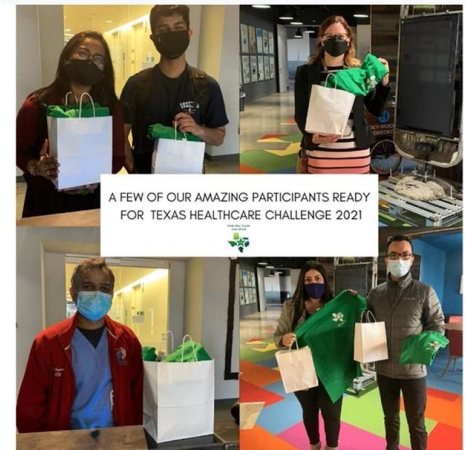
With almost half of the teams receiving cash (via Amazon credits) and in-kind awards, we got a lot of positive feedback from the post-event survey. A weekend is not enough time to fully develop a product or service, but the kick-start effect provided motivation for teams to see the results of their labors and receive a sense of validation from mentors, judges, and fellow teammates.

Would you participate in another one if made available? 1 never - 10 YES

19 responses
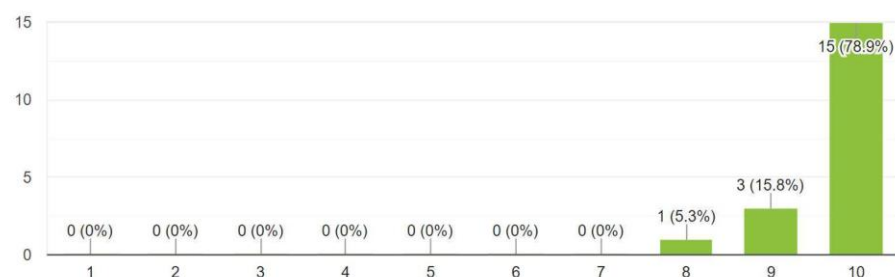
Texas Healthcare Challenge Leaders & Volunteers

The Texas Healthcare Challenge is a multi-phased production requiring careful planning and coordination by a team of leaders and co-directors.

Leader Roles

- Marketing Team
- Onsite Logistics
- Social Media
- Registration

- Mentoring
- Judging
- Online Production
- Speakers

- Emcees & Moderators
- Info Sessions
- Problem Pitching

Leadership Links are listed here providing background and bios of each person on our team.

TXHCC Leadership Links

Team | Texas Healthcare Challenge (TXHCC)
Mentors | Texas Healthcare Challenge (TXHCC)
VIPs | Texas Healthcare Challenge (TXHCC)

Leaders, Co-Directors

- Lance Manning, Director of the Texas Healthcare Challenge
- Hubert Zajicek, Co-Founder TXHCC, CEO of Health Wildcatters
- Lindsey Settles, Operations Manager, Health Wildcatters
- Avery Spencer, Trader, Product Development, Portfolio Mgmt, DL/AI/Cloud
- Lily Chou, Clinical Specialist at Genentech
- Cyndi McCoy, Software Developer
- Sureka Gattu, Analyst-Leadership Development Program, Reata Pharmaceuticals
- Neha Sinha, Business Analyst at UT Southwestern Medical Center
- Kellen Ragsdale, Business Development Mgr, UT Southwestern Medical Center
- Rebekah Craig, Lyda Hill Department of Bioinformatics, UT Southwestern
- Jesus Gras, Co-founder of Fully Alive Health
- Helena Papacostas, Postdoctoral researcher at UTSW
- Eric Olson, Founder, COO & Chairman at Babson Diagnostics, Inc.
- Mohammad Badar, Founder & CEO of LocuMatch
- Jovelyn Castellanos, Community Relations, Parkland Health
- Khatija Ali, CEO and Founder of BioSapien
- Mohammad Ali Ghaderi, PhD, Software Architect at iSonoHealth Inc.
- Melanie Hullings, Breast Cancer Clinical Research Manager at UT Southwestern

Mentors

- Tavis Schriefer, Founder/CEO of teleCalm
- Bonnie Hurst, Sr Project Leader, Performance Analytics with Methodist Healthcare
- Lee Hyatt, Strategic planning for a large, self-funded group health
- Matthew Lipton, Sr Counsel at Gray Reed, healthcare industry legal/business expert
- Veena Somareddy, Co-founder and CTO at NeuroRehabVR

- Asad Raza, Strategy & Commercialization Leader at Johnson and Johnson
- Wayne Nix, Innovation & Growth leader at Franciscan Missionaries of Our Lady Health System in Louisiana

Mentors were assigned to each team and instructed them on hacking guidelines and assisted on the solution iteration process and preparations for the final presentations on Saturday evening.

Judges

- Lead Judge – Amy Foertsch, CEO, Ataia Medical
- Mickey Fokken, Director, Care Delivery Innovation Lab at Children's Health
- Sunny Nadolsky, CEO, MediBookr.com
- Dennis Dayman, Chief Privacy & Security Officer, Return Path
- Brittany Lebling, Southwestern Medical Foundation
- George Brody, Investor
- Jonathan Clarke, MD, Chief Clinical Executive at Oxford VR / OVR Health
- David R. Margrave, Chief Financial Officer of Lantern Pharma Inc.
- Neil Pithadia, Sr. Director at Baylor Scott & White Physician Services
- Jedrek Wosik, MD, Director of Clinical Affairs at Teladoc Health & practicing cardiologist

We invited judges of diverse backgrounds for the final presentations. These were healthcare specialists, CEOs, engineers, investors, doctors, and industry leaders. Many possess entrepreneurial experience in the healthcare space. They were instructed to give specific and useful feedback, not just identify winners. The judging process was a chance for teams to get valuable insights if they want to continue to work on their ideas after the event.

Speaker Sessions

Speaker Video Links:

IBM Resources & Data Sets Review

Speaker Session: Mental Health

Speaker Session: COVID-19 Related Innovation

Speaker Session: Improving Health Outcomes

Texas Healthcare Challenge Sponsorship

Sponsors

We express our gratitude for the sponsorship support for the Texas Healthcare Challenge. Over the last few years, each sponsor has joined with Health Wildcatters, one of the nation's top accelerator programs, as a premier event partner. Financial or in-kind support was provided to run event operations and to offer prize money to winning teams. Also, specific announcements were made for each sponsor and they were given name recognition and publicity surrounding each event in the multiple emails that went out and subsequent social media posts.

Sponsorship Exposure

- Health Wildcatters Social Media recognition, dedicated and group sponsor posts – 3869 followers
- Hubert Zajicek Social Media – 13,000 followers
- Email outreach recognition – 25,000 (7,000 members emailed 3-4 times)
- Logo on t-shirt
- Logo on website - average of 200-400 views per week

Past Sponsors / Organizers:

Sponsors who chose to do so received a mention that they are hiring. This was cited multiple times during the Saturday portion of the event. We've made our mailing list available to sponsors for additional follow-up. Also, we are beginning to post in our monthly Health Wildcatters emails, going out to 25,000 each time, an announcement about which companies in our network are hiring.

Media Impact for the Texas Healthcare Challenge

- Marketing E-mail Reach – 25,000
- Event Web Page Views during Enrollment – 2,500
- Hashtag Unique Impressions – about 40,000 per event
- Hashtag Total Impressions – about 250,000 per event

Media Impact for the Texas Healthcare Challenge since 2019

- Marketing E-mail Reach – 100,000
- Event Web Page Views during Enrollment – 10,000
- Hashtag Unique Impressions – about 160,000
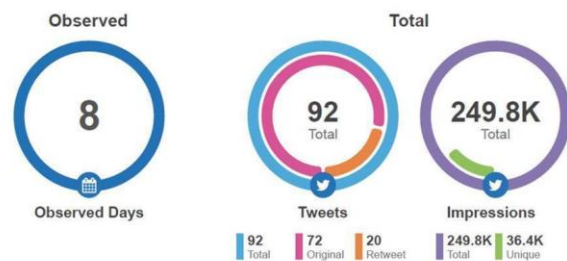- Hashtag Total Impressions – about 1 million
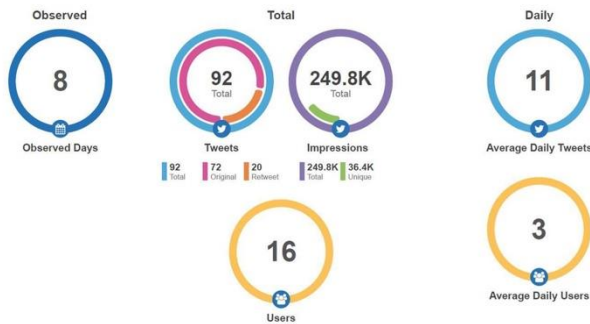
Event Return on Investment

The annual media reach for the Health Wildcatters global is approximately 40 million impressions. These impressions come from media outlets including: D CEO Healthcare, Dallas Innovates, Forbes, Entrepreneur, TechCrunch, MedCity News, The Wall Street Journal, VentureBeat, Dallas Business Journal, Xconomy, etc. Starting at 60-days prior to the Texas Healthcare Challenge, we share a communications strategy with sponsors that include deliverables in print, web, press release, blogs, and social media.

In the News

Here is a news story from one of our winners from the 2019 Texas Healthcare Challenge, Shireen Abdullah, CEO of Yumlish: Dallas' Yumlish Partners With the American Diabetes Association to Prevent Type 2 Diabetes in High Risk Groups.

texashealthcarechallenge.com   @TXHCC   #TXHCC21   healthwildcatters.com   @HWildcatters

About Health Wildcatters

Health Wildcatters is ranked the **"#1 Texas based Accelerator"** and among the **"Top 5 Healthcare Accelerators in the Nation"** as published by MIT/Forbes. What we do best is to create opportunities for startups in our program. We now count teams from 25 states and three countries among our alumni. These graduate companies have now raised in excess of $150M.

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