# Health Wildcatters

## Presents the

Texas Healthcare Challenge



# EVENT REPORT

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## Introduction

On February 8-9, Health Wildcatters of Dallas, TX successfully ran the Texas Healthcare Challenge, an event bringing together professionals of all levels and backgrounds to tackle some of the industry's most pressing problems. Goals for this event were set to:

- Have a greater impact on healthcare innovation in our region and beyond.
- Inspire new healthcare business models in medical devices, software, biotech, etc.
- Engage the region's healthcare and technology communities for active participation.
- Award prizes to the winners of each track or group.
- Establish this as a global-invite, multiyear event that is part of Health Wildcatter's unique & international reach.

The Texas Healthcare Challenge employed a creative method to solve challenges: convene teams and instruct them to use design thinking to create changes, solve problems, and potentially build new healthcare ventures. This is the essence of "hackathon-based" healthcare innovation: Take a problem, break it down, find root-causes, gather key players, iterate and optimize to make it better. Then present solutions to the problem in front of judges for cash prizes.

Healthcare industry leaders are paying attention to creative approaches and business models representative of the "consumerization of healthcare". We believe this is what attracted attendees to this event. They felt empowered to build solutions for some of the most pressing problems facing patients and medical professionals.

### Key Takeaways
- Texas Healthcare Challenge established as the top healthcare hackathon in the southwestern United States.
- 18 teams formed and 1000 man-hours spent working on healthcare innovations.
- The event was trending on Twitter across Texas, #TXHCC19.

### Media Impact for the Texas Healthcare Challenge
- Facebook – 8,659
- LinkedIn – 12,285
- Twitter – 28,250
- Email Opens – 6,863 of 25,000 emails sent
- Event Web Page Views – 3,577
- Total Digital Media Impressions – 59,634

- Paid Media: Spectrum Reach TV Spots Run – 279
    - Featured on these Channels: AMC, CNN, Discovery, ESPN, FXNC, etc.

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The above data represent a portion of the annual media reach for the Health Wildcatters global brand which 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, Tech.Co, Dallas Business Journal, Xconomy, etc. Starting at 90-days prior to the Texas Healthcare Challenge, we shared a communications strategy with sponsors that included deliverables in print, web, press releases, blogs, and social media. Below is the response from attendees' surveys on the question, "How did you hear about this event?"

- 60% email from Health Wildcatters
- 35% referred by a friend
- 10% from social media
- 5% from media coverage

## Sponsors

We express our gratitude for the sponsor support we received for this event. In mid and late 2018, each of them responded positively to the invitation to join Health Wildcatters, one of the nation's top accelerator programs, as a premier event partner. Financial support was provided to run event operations, sponsors served as judges, they received VIP tickets to attend, and received name recognition and publicity surrounding the event.

## Audience & Attendees

We invited: doctors, patients, nurses, medical students, faculty, researchers, engineers, software developers, graphic designers, entrepreneurs, insurance specialists, policymakers, scientists, corporate managers, CIOs, and innovation teams. This was not just for software developers and "hackers". All stakeholders in the innovation ecosystem were invited.

Guidelines for applicants included these statements:

- Technical knowledge not required
- You don't need to bring ideas to pitch
- Bring your enthusiasm, energy, and unique perspectives
- This event is an opportunity to meet with potential teammates to work on business ideas

We were selective in our choosing of applicants to be registered to attend the event.

- Applicants – 200
- Ticketed on Eventbrite– 150
- Attendees 131 – Day 1
- Attendees 110 – Day 2
- $6000 in cash prizes awarded
- $240K of in-kind prizes awarded – IBM Cloud credits

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## Sample Titles of Applicants

1. PhD Candidate
2. GM Digital Health
3. Medical Student
4. Managing Partner
5. Chief Digital Health Officer
6. MD
7. Director of Digital Engagement
8. Senior Research Engineer
9. Executive Vice President
10. Market Leader, Healthcare
11. Software Engineer
12. Postdoctoral fellow
13. Clinical Scientist
14. Chief Strategy Officer
15. Senior Director
16. Chief Operations Officer
17. Health Informaticist
18. Engineering student

## Applicant Affiliations

Healthcare Systems
- Baylor, Scott & White
- Christus
- Cook Children's
- Cooper Institute
- Silicon Valley Transcranial Magnetic Stimulation
- Texas Health Resources
- UT Southwestern

Tech & Health Industry Companies
- Alcon
- American Heart Association
- AT&T
- BCG
- Ericsson
- Genentech
- Reata Biopharmaceuticals
- Southwestern Medical Foundation
- Southwest Trauma Alliance
- Slalom
- Texas Instruments

Insurance Companies
- Cigna
- Blue Cross Blue Shield
- Oscar

Universities
- University of Texas at Arlington
- University of Texas at Austin
- University of Texas at Dallas
- University of North Texas
- SMU
- Texas Women's University
- Tarrant County College
- UT Southwestern
- UCLA

## Applicant Statements of Interest:

- Dreaming of meeting smart people and learning from them about the world of healthcare. Hoping to share all that I can about software development and UX design. Deliver some working software and invent the future!
- I'm a neuroscience researcher with experience in both healthcare industry and basic research. I am excited about utilizing my skills to further my knowledge about the core functions of biopharma industry and contribute to bringing impactful therapeutic solutions to the people.
- I am a former 2x entrepreneur and currently a software developer. I am interested in meeting like-minded people, who want to use their abilities to help solve some of the challenges in our healthcare system.

A post-event survey revealed reasons for signing up and their experience with hackathons or prize challenges. This and other graphics in this report reflect attendee sentiment.

### What prompted you to participate?

56 responses
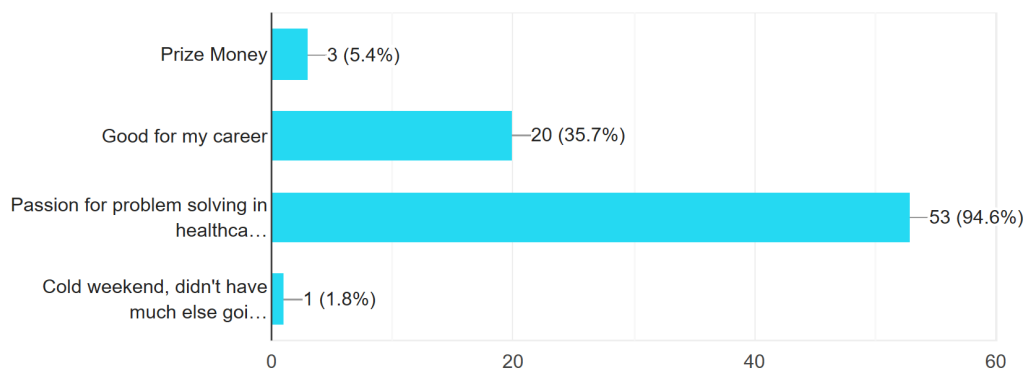


## Testimonials from Attendees

- Loved collaborating with teams meeting people from various backgrounds in healthcare in a setting that inspires and promotes innovation.
- The networking was AMAZING! It was awesome to have mentors and influential industry figures interacting and helping polish our pitch!
- Well-organized event. Working constructively with mentors who were genuinely interested in helping with our presentations.
- I liked the opportunity to help discuss and resolve challenges in healthcare with other interested individuals. I liked the fact that I got to interact with individuals with differing backgrounds in healthcare including public relations and clinical care.
- Absolutely loved the format -- open ended on the challenges to solve and the ad hoc nature of the teams rather than coming in pre-selected like most hackathons.

## Preparations

Much effort went into the planning, development and management of the Texas Healthcare Challenge. Event leaders and Health Wildcatters teammates (Hubert Zajicek, Lindsey Settles, Loren Bolton, and Lance Manning) sought sponsorship support and rallied an organizing team made up of operations and marketing professionals, interns, and industry leaders. Below is a sampling list of efforts made and steps taken to ensure a well-planned and executed event.

- Website, logo, marketing campaign, social media, emails
- Communicating with sponsors
- Press releases, registration management
- Gathering mentors, judges, speakers, day-of volunteers,
- Material, logistics, food, floor setup chairs tables etc.

- Event communication on dedicated Slack channel
- Recognition and mentions of sponsors
- Prizes, giveaways, T-Shirts ordering and disbursement
- Personnel and leadership costing
- Pre-event mixer
- Blogs requested and written from thought leaders

Blogs published on the event website
- Trading My Stethoscope for a Smartphone, There's a (Medical) App For That
- Hanging By A Thread, Will AI Save or Sever the Doctor-Patient Relationship?
- The Future of Cancer Treatment: Empowering the Patient Journey
- Getting the Basics Right for Consumers
- Considering the Impact of Patient-Centric Health Data

## The Event

The Challenge kicked off on a Friday night and featured keynote talks, problem pitching, mixing, and team forming. The action picked up again Saturday morning with hacking, mentorship, feedback, idea iteration, pitch practice sessions, final presentations, judging panel, and prize presentations on Saturday evening. The themes listed below were taken from a curated list and voted on by event applicants in the months prior to the Challenge.

## Themes for the Texas Healthcare Challenge:
- Connected Health
- Wearables & Health Insurance
- Improving Access to Healthcare Among Minority Populations

- Solving the Nursing Shortage
- At-Home Healthcare
- Managing Chronic Conditions

At the start of the event on Friday night, attendees signed up to pitch problem statements in the theme categories listed above. They were instructed to keep their pitches to just 60 seconds, be specific in the problem to be solved, and invite others to join their team.

## Problem Pitching



## 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. 18 teams formed and they are listed below. Group winners and finalists were awarded cash prizes. Two were granted the IBM Cloud credits*.

Group 1 Winner Topic – Empowering patients at home
Group 2 Winner Topic – Improving access to physical therapy for workers comp patients

- Finalist Topic – Novel genomic approaches to enhance accuracy of rare disease diagnosis
- Finalist Topic – *Aeroponic remedies App for comparing prescription & holistic care
- Finalist Topic – Improve patient care, triage and access to healthcare specialists
- Finalist Topic – Virtual physical therapy platform delivering post-surgical exercises
- Finalist Topic – Rapid Epi-pen deployment through a collaborative app
- Finalist Topic – Understanding drug coverage for patient's insurance in real-time
- Finalist Topic – Improving quality of life and medical access for patients with psoriasis
- Finalist Topic – *Noninvasive continuous monitoring for diabetic and epileptic patients

Other team topics

- Streamlining the patient's access to data from providers
- Wearables for the senior population
- Increasing access and awareness for pre-exposure prophylaxis for HIV prevention
- AI patient care tool for condition management to improve absenteeism
- Improving medication compliance for the homeless population
- Assisted reality eyewear for predicting health conditions
- Increasing transparency between lab providers and insurance companies
- Enabling medical market access by developing internal influencers

An entire list of winning teams is featured here in this article by Dallas Innovates

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## GOOD EXAMPLE OF PROBLEM PITCHING

Number 21 is up.

"Hi, I'm Joe. Millions of seniors go home from their doctor visit and forget what was recommended. Their family members are concerned but may not be with them and don't have time to call the doctor. This happened to my wife's family and they decided that they had to more active in her parents care. We don't have time to manage the process, but we do care. It would be great to have an advocate to talk to and help us help her parents. Could there be a solution out there that provides a service to assist in this situation. It would also be great if there was some help in managing insurance payments and negotiating with hospitals. Who wants to find a solution to a problem like this? Come talk to me!

I'm Joe. #21

## TEAM FORMATION

Find Pitch #s you liked → Talk with other participants → Form teams around an unmet need

If you pitched, move quickly to your assigned group area

Talk to those with different backgrounds

Aim for 4-6 people per team

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## DOs / DON'Ts

| DOs | DON'Ts |
| --- | --- |
| Crazy Ideas | Patenting |
| Seek Diverse Teams | Be Negative |
| Seek Help | Discuss Ownership |
| Fail Fast / Focus | Be Too Broad |
| Create Something | Monopolize Conversation |

#TXHCC19

## WHAT DOES OUR TEAM PRESENT?

3 minute presentation

2 minute Q&A

Must Use Google Slides

Outline: Problem, Solution, Path Forward

Use Video or Screenshot for Prototype

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## JUDGING CRITERIA

| | |
| --- | --- |
| Innovation | New problem or existing problem? Impressive use of technology? Significant new idea? |
| Health Impact | How much better is this than the current standard of care? How big is the potential benefit? End user research conducted? |
| Business Model | How does this innovation compete with what's on the market? Is there a clear revenue model? Will customer pay for this? |
| Presentation | Was the presentation exciting? Did the outcome of the hack surprise you? Is the storytelling visually appealing? |
| IBM Sponsor Prize | Best use of Watson APIs or best solution developed on the cloud |

## PRIZES PER GROUP

| | |
| --- | --- |
| 1st Prize | $1400 |
| Finalist | $400 |
| Finalist | $400 |
| Finalist | $400 |
| Finalist | $400 |
| IBM Sponsor Prize | up to $120K in IBM Cloud credits |

# FRIDAY SPEAKERS

### Howard Ketelson

Howard Ketelson is the Head of Ideation in the Alcon Dry Eye and Ocular Health Global Vision Care organization. In Ideation he works across the commercial and R&D organizations to explore and identify technologies to address unmet consumer and medical needs. He has spent 18 years in eye related medical device and pharmaceutical projects. He holds 25 patents along with numerous journal publications in chemistry, device delivery and ophthalmology publications.

### Sunny Nadolsky

Sunny Nadolsky is the Founder and CEO of MediBookr.com, which is the pioneer in healthcare value-based navigation (VBN) and promotes pricing transparency.
Sunny is an alumni of Health Wildcatters 2016 Class and is a mentor and investor in startups. MediBookr has successfully raised over $1.5 million in angel funding and won many awards including Top Innovator by Premier Inc.

# SATURDAY SPEAKERS

### Britt Berrett

Britt Berrett teaches at University of Texas at Dallas where he created a new business degree in healthcare management and leadership. With 25 years in healthcare administration, he was recently the CEO at Presbyterian Hospital of Dallas. He's served on the board of over 30 different not-for-profit organizations - including American Heart Association and fellow and regent for the American College of Healthcare Executives. He speaks internationally on leadership and management and recently published a best-selling book on leadership in patient care.

### Emily Lindemer

Emily Lindemer recently completed her PhD in the Harvard-MIT Health Sciences & Technology program and now works as a scientist at IBM Watson Health Imaging. She's also the co-founder of a behavioral modification application aimed at helping individuals in recovery for opioid addiction. This mHealth solution, called "Hey,Charlie", was a 1st place winner at the MIT Hacking Medicine event.

### Christopher Garcia

Christopher Garcia is the Regional Healthcare Manager over Texas for Spectrum Reach. He oversees healthcare advertising sales across all Spectrum Reach Texas markets. He has a decade worth of experience in working with physicians and medical businesses to reach qualified patients.

## Organizing Team
- Loren Bolton, Program Manager, Health Wildcatters
- Lindsey Settles, Operations Manager, Health Wildcatters
- Tyler Piazza, UT Southwestern graduate, MS in Genetic Diseases
- Alice Zhang, Medical Student, UT Southwestern
- Michael Gillespie, Medical Student, UT Southwestern
- John Alexander, Medical Director Pain Services & Regional Anesthesia Service, Parkland Hospital
- Kobby Amoah, graduate of Health Wildcatters Accelerator
- Hubert Zajicek, CEO of Health Wildcatters
- Lance Manning, Co-founder of Texas Healthcare Challenge

## Lead Mentors Facilitating the Groups
- Rebekah Craig, Business Analyst, Lyda Hill Department of Bioinformatics, UT Southwestern
- Avery Spencer, Senior Technical Product Manager, Citi Ventures
- Tyler Piazza, MS in Genetic Diseases, UT Southwestern graduate

## Mentors
- Tricia Holderman, CEO, Elite Facility Systems
- Matt Gonzales, VP of Product & Compliance, Kickbox
- David Kirkpatrick, Editor-at-large, Dallas Innovates
- Eric Olson, CEO, Babson Diagnostics
- Crystal Christmas, CEO, GIANT Informatics
- Josh Rabinowitz, Co-founder and CEO, Articulate Labs
- Herbie Kirn, Co-founder, Articulate Labs
- Venkatesh Hariharan, Co-founder, HealthNextGen
- Chad Hebel, Mentor, Health Wildcatters
- Zack Thompson, VP of Operations, ClikRX

## Judges
- Lead Judge - Emily Lindemer, Manager of Data Sciences, Wellframe
- Ryan Gray, Director, Field Marketing, Central Division, Spectrum Reach
- Christopher Garcia, Regional Healthcare Manager – Texas, Spectrum Reach
- Brandi Nelson, Field Marketing Manager – DFW, Spectrum Reach
- Michael Walsh, CEO, Cariloop
- Tyler Register, CEO, Ataia Medical
- Will Nolen, Health Care Partner, BCG
- Sunny Nadolsky, CEO, MediBookr.com
- Scott Huyette, Founder, Amulet Corp
- Dennis Dayman, Chief Privacy & Security Officer, Return Path
- Kyle Estep, Market Director, Central Region at Oscar Health

Mentors assisted each company and rotated throughout the event to various teams divided into three groups. They instructed the teams on the guidelines and helped with the solution iteration process and preparations for the final presentations on Saturday evening. These presentations were split into just 2 groups (groups 2 and 3 merging together) and a panel of 4-5 judges oversaw the scoring of each group's presentations.

We invited judges of diverse backgrounds for the final presentations. These were healthcare specialists, CEOs, engineers, investors, and industry leaders. Many possessed 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.

With almost half of the teams receiving awards (checks mailed to team leaders the following Monday), there was a very good vibe from participants and that showed in the post-event survey. Of course, 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

56 responses
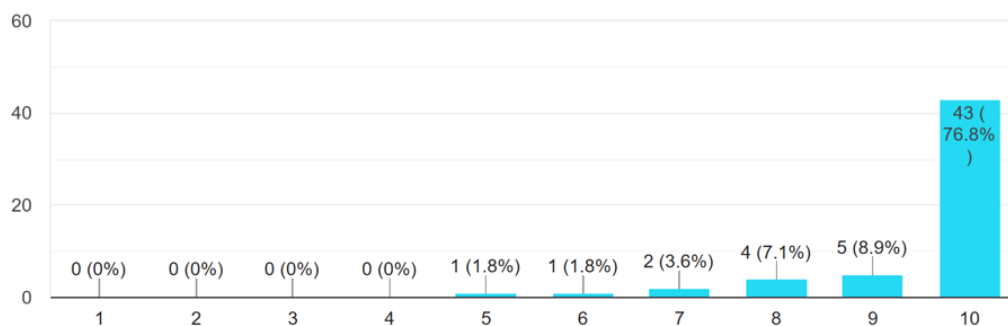


## Overview

The inaugural Texas Healthcare Challenge was a resounding success and generated the type of engagement that we were hoping for. The results far surpassed our expectations and there has been tremendous interest in a second event this year. The results speak for themselves: Over 1000 man-hours spent with 18 teams working on healthcare solutions and the event trending on social media. Having had to turn away applicants means we expect even larger engagement for the next event.

### Call to Action
- The 2nd Texas Healthcare Challenge will take place on August 8-9, 2019 in Dallas, TX
- Find out how to join as a founding sponsor, early engagement deadline is April 15th
- Applications open for participants on April 30th

## Contact Information

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Co-founder of the
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Here are two examples of winning teams, the award ceremony, and a recap of their final presentations below



## AeroMedic

Bringing holistic care to individuals who want it

**74% of Americans desire to use holistic care.** Source: World Health Organization
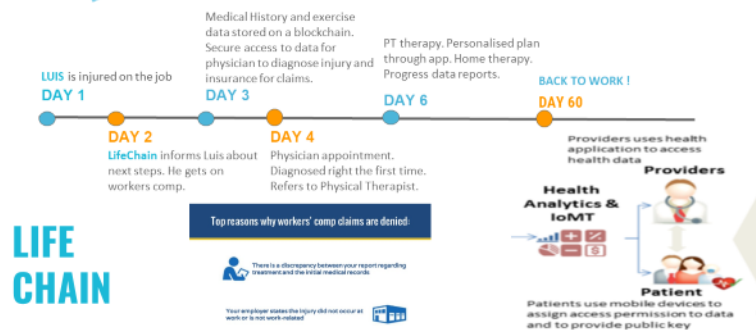


## LIFE CHAIN

Get back to work, Get back to LIFE



### The Solution

AeroMedic will serve as a digital tool for individuals seeking education and access to holistic care. We will also use this app to supply medicinal herbs to individuals.



**JOURNEY OF LUIS**

**UPS Company** - Every employee needs to have LifeChain app. Earn LifeCoin as rewards for exercises

LUIS is injured on the job
**DAY 1**

Medical History and exercise data stored on a blockchain. Secure access to data for physician to diagnose injury and insurance for claims.
**DAY 3**

PT therapy. Personalised plan through app. Home therapy. Progress data reports.
**DAY 6**

**BACK TO WORK !**
**DAY 60**

**DAY 2**
LifeChain informs Luis about next steps. He gets on workers comp.

**DAY 4**
Physician appointment. Diagnosed right the first time. Refers to Physical Therapist.

Providers uses health application to access health data **Providers**

Top reasons why workers' comp claims are denied:

**Health Analytics & IoMT**

**LIFE CHAIN**

There is a discrepancy between your report regarding treatment and the initial medical records

Your employer states the injury did not occur at work or is not work-related

**Patient**

Patients use mobile devices to assign access permission to data and to provide public key

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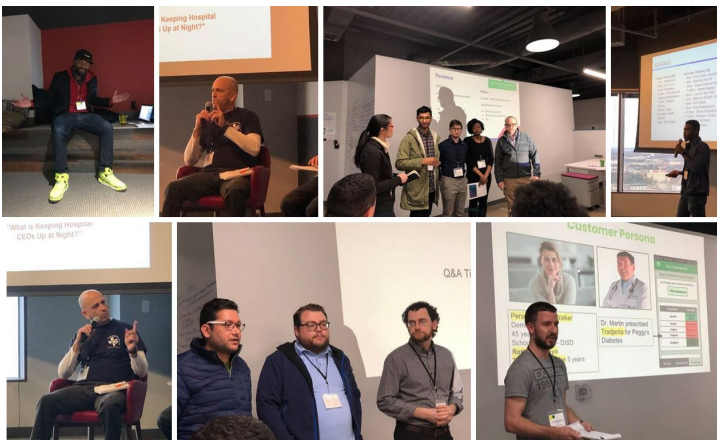
# The 2019 Texas Healthcare Challenge – In Action



With a packed house on our 20$^{th}$ floor office space, there was a buzz of activity – guest speakers, prize pitches, and an interactive setting

Our crew ran an excellent show, new friends & old friends getting together, collaborative atmosphere, lots of energy





A variety of professionals with different backgrounds, problem solving, and a fun weekend overall

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### 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 23 states and two countries among our alumni. These graduate companies have now raised in excess of $60M.

# Health Wildcatters

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