

# Health Wildcatters

Presents the 2019

Texas Healthcare Challenge



## Summer Session Event Report

On August 9 & 10, Health Wildcatters of Dallas, TX successfully ran the 2<sup>nd</sup> 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 Wildcatters' 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 aligns its mission with the global annual investments (\$50B ) in the consumer health industry.
- Our 2<sup>nd</sup> Texas Healthcare Challenge in 6 months featured 17 teams and 1000 man-hours spent working on healthcare innovations.
- This introduces industry professionals to entrepreneurship, low cost experiments, prototyping, and user journey mapping.

### Media Impact for the Texas Healthcare Challenge

- Email Opens – 6,863 of 25,000 emails sent
- Event Web Page Views during Enrollment – 2,500
- Event Weekend Twitter Reach – 40,000



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, 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?"

- 75% email from Health Wildcatters
- 15% referred by a friend
- 5% from social media
- 5% from media coverage

## Sponsors

We express our gratitude for the sponsor support we received for this event. In 2019, 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, and they received VIP tickets to attend. Also, specific announcements were made for each sponsor and they were given name

recognition and publicity surrounding the event in the multiple emails that went out and subsequent social media posts.



See Hubert Zajicek's interview in [Accelerating the Health Care of Tomorrow](#), by Southwestern Medical Foundation

## 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

## Sample Titles of Applicants

1. Medical Student
2. Chief Digital Health Officer
3. MD
4. Director of Digital Engagement
5. Senior Research Engineer
6. Market Leader, Healthcare
7. Software Engineer
8. Clinical Scientist
9. Chief Strategy Officer
10. Chief Operations Officer
11. Health Informaticist
12. Engineering student
13. VP Business Development
14. MBA/MPH Student
15. Full-Stack Web Developer
16. VP of Marketing
17. Software Developer
18. Senior Scientist
19. Associate Professor
20. Senior Product Manager, Clinical Data
21. Postdoctoral Researcher
22. PhD Student
23. Computational Biologist
24. VP of Digital Products & Innovation
25. Chief Technology Officer
26. Cloud Practitioner
27. Data Engineer
28. Senior Data Science Architect
29. Professor
30. Co-Founder

## Applicant Affiliations

### Healthcare Systems

- Baylor, Scott & White
- Christus
- Cook Children's
- Cooper Institute
- Texas Health Resources
- UT Southwestern

### Tech & Health Industry Companies

- Alcon
- American Heart Association
- AT&T
- BCG
- Ericsson
- Genentech
- JP Morgan
- IBM
- Reata Biopharmaceuticals
- Southwestern Medical Foundation
- Southwest Trauma Alliance
- Saxony Partners
- Slalom Consulting
- Texas Back Institute
- Texas Instruments

### Insurance Companies

- Blue Cross Blue Shield
- Oscar
- Cigna
- Humana

## Universities

- University of California at Berkeley
- University of Maryland
- University of Texas at Arlington
- University of Texas at Austin
- University of Texas at Dallas
- University of North Texas, Health Science Center
- Richland College
- SMU
- Texas Women's University
- Tarrant County College
- UT Southwestern
- UCLA

## Applicant Statements of Interest:

- “As an entrepreneur in the Digital Health space, I am always looking for better and more efficient ways to provide healthcare. There are patients that have to go without access to care and I believe we can use innovative technologies to address these needs.”
- “I am a grad student working under an MD/PhD in cardiology. My interests lie in ‘optimizing’ access to quality healthcare in terms of reach and costs. I am training to go to the field of healthcare consultancy, and want to see, via this competition, how innovation is pitched on a multi-professional setting.”
- “I have a PhD in Information Systems Engineering. As a health data engineer, I am passionate about using AI and machine learning to tackle health challenges. For instance, early detection using image data recognition and cool data science technology can help to improve healthcare.”

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

## What prompted you to participate?

- 7% Prize Money
- 30% Good for my Career
- 90% Passion for Problem Solving in Healthcare

## Testimonials from Attendees

- “I liked how well everything was organized and how the teams worked to solve real problems that they had a personal connection with.”
- “The challenge to network with people with different talents to brainstorm on solving problems was great.”
- “I liked how the mentors were very helpful anytime we needed something. If one didn't have an answer, he/she would go find someone has that knowledge to help us out.”
- “You don't need a background in tech or business to attend. The challenge has opened up a possibility of entrepreneurship, something I wouldn't have explored with my background in clinical research.”

- “The guest speaker who created the physical therapy version of VR/AR for traumatic brain injury patients and alike was the most profound and inspirational out of all who spoke.”
- “I enjoyed the ability to get together with people of different backgrounds and experiences in order to combine our knowledge and tackle an incredibly difficult problem within the healthcare industry. Because the healthcare industry is so complex, I believe that it will take diversity and creative solutions to solve many of the problems and seeing so many varied people in one room working towards the same goal was delightful.”

## Thought Leadership for the Texas Healthcare Challenge Website

1. [Virtual Reality in Physical Therapy Clinics Going Into 2020](#), Henry Weber, Business Development at Neuro Rehab VR
2. [Employer-Sponsored Healthcare: What You Need to Know](#), Asha George, CEO of [SmartLight Analytics](#)
3. [Rosy Forges the Way For Women’s Sexual Health](#), [Lyndsey Harper](#) MD, Founder/CEO, [Rosy](#)
4. [Seniors and Isolation - a Growing Health Epidemic](#), [Tavis Schriefer](#), CEO, [teleCalm](#);
5. [Technology’s Role in Mental Health Care](#), Brittany Worley, of [Southwestern Medical Foundation](#)
6. [Artificial Intelligence Era in Medical Imaging](#), Ali Bakhshinejad, CEO of [VasoGnosis](#)
7. [Accelerating the Health Care of Tomorrow](#), Featuring CEO Hubert Zajicek, By Brittany Worley, of [Southwestern Medical Foundation](#)
8. [Trading My Stethoscope for a Smartphone, There’s a \(Medical\) App For That](#), [John C. Alexander](#)
9. [Hanging By A Thread, Will AI Save or Sever the Doctor-Patient Relationship?](#) John C. Alexander
10. [The Future of Cancer Treatment: Empowering the Patient Journey](#) by Crystal Christmas is the founder and CEO of [GIANT Informatics](#)
11. [Getting the Basics Right for Consumers](#), By [Kyle Estep](#), Dallas-based Market Director, Oscar
12. [Considering the Impact of Patient-Centric Health Data](#), by Lance Manning

## 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:

- AI in Healthcare
- AR/VR & Rehab
- Clinical Innovations
- Cost Reduction / Price Transparency
- Digital Health / Consumer Health
- Future of Health Insurance
- Improving Access to Care
- Mental Health / Brain Health
- Internet of Things / Wearable

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. 17 teams formed and they are listed below. First Place winner and finalists were awarded cash prizes. There were 3 IBM Sponsor Prizes – up to \$120K in Cloud credits. All Finalists received a 1-year Pulse Membership & Wednesday Co-working access at Health Wildcatters (\$400 value). All other teams won 6 months of Pulse Membership (\$50 value). And a Wildcard Prize was given for the Team with the Biggest Social Media reach.

1. **Trial Connect** – First Place – IBM Winner: Patients don’t know about clinical trials and clinical trials don’t know about patients.

2. **Medi Krunch** – Finalist: Taking healthcare data in its various forms and using it to effectively to manage care and predict your future state of health.
3. **Yumlish** – Finalist: Promoting healthy food choices by simplifying decisions to manage type 2 diabetes.
4. **Angel+** – Finalist: An app-based, on-demand, non-emergency transport service that is run by EMTs for patients and their families in order to combat high ambulance costs.
5. **MTB** – Finalist: There is no easy way to find grief support from people in similar situations. We're creating a matching platform to connect people with similar mental health issues and circumstances.
6. **Health Gurus** – IBM Winner: Real-time patient monitoring solution using wearables and predictive analytics to treat conditions before they get worse.
7. **Alz-Care** – IBM Winner: Alzheimer's patients experience extreme repeated anxiety attacks requiring around-the-clock attention. These attacks impose high stress on the patient, their family and association caregivers.
8. **Back It up** – Social Media Winner: To reduce the number of individuals who suffer from lower back pain, reduce healthcare costs and increase productivity
9. **Infinity 29**-- An AI virtual assistant for patients to manage doctor appointment scheduling, rescheduling, and continuity of treatment.
10. **Sea Turtle** -- By creating a marketplace for direct primary care providers and consumers, we improve access to personalized care and incentivize providers to improve value of care.
11. **Sherlock** - Applying machine learning to patients' electronic health records and giving physicians an intelligent diagnostic assistant.
12. **Health Fair** - We are creating massive amounts of healthcare data every day. Those data are being sold in the shadows and there must be a better way.
13. **AppleSeed** - An AI-platform to facilitate medical education, management and coordinate outreach in chronic diseases for rural Americans.
14. **Presents of Mind** - Concerned about a friend or family member? We'll help you help them with their mental health issues.
15. **3W's** - How do I lower healthcare costs for my business and employees?
16. **Gaea** - Reduce negative side effects from drug interactions
17. **Hearttastic** - A novel diagnostic tool to predict heart failure using breath and blood – combing car exhaust and researching to save lives

## FRIDAY SPEAKERS



Jonathan Clarke

Dr. Jonathan Clarke is a physician leader, healthcare entrepreneur and veteran. He is board certified in Emergency Medicine, is a Fellow of the American College of Emergency Physicians, and currently serves as an Emergency Services Medical Director for Envision Healthcare.

Dr. Clarke founded one of the nation's first on-demand healthcare platforms, Mend, which was acquired in 2017. His current area of interest is improving the quality of healthcare through data science and augmented intelligence.



Kobby Amoah

Kobby is the CEO of Mountain Health Technologies, a concierge primary care service based in Dallas, Texas. Before Mountain, he founded Obaa Health and worked as a Product Consultant at Bank of America and Merrill Lynch. He is a Health Wildcatters Alum.

## SATURDAY SPEAKERS



Zachary Fleming

Zachary Fleming is a fanatic problem solver and technologist that has set his sights on Healthcare. He currently serves as Digital Health GM with Baylor Scott & White Health. Zachary is responsible for reimagining the healthcare experience through harnessing modern technologies such as cloud, automation, apps, and AI. He has previously held roles as an IT strategist, PMO Portfolio specialist, Integration Architect, and non-profit entrepreneur.



Veena Somareddy

Veena Somareddy is the Co-founder and CTO at NeuroRehabVR, a VR healthcare start-up aimed at building virtual/augmented reality training exercises for patients with neurological disorders. Using her many years of research and development experience in VR and AR she is helping to connect technology and healthcare to greatly enhance patient care and rehabilitation outcomes. She has a BS in Computer Science and a Master's in Game Design and Development from UTDallas. She is the Chapter President for VR/AR Association Dallas and co-organizer of the Women in VR - Dallas chapter, focusing on mentorship, skill development and building a community of talented individuals who are enthusiastic about being a part of this emerging industry.

## Organizing Team

- Lily Chou, Clinical Specialist at Genentech
- Vijay Ram, Senior Therapy Consultant, NeuroPace
- Yusuf Tamer, PhD from UT Southwestern
- Amber Myers, Pharmacist
- Cyndi McCoy, Software Developer
- Meg Martin, Health Industry Marketing Professional
- Brian Kamras, PhD Inorganic Chemistry from University of North Texas
- Sureka Gattu, Analyst-Leadership Development Program, Reata Pharmaceuticals
- Neha Sinha, Business Analyst at UT Southwestern Medical Center
- Kellen Ragsdale, Organ Procurement at Southwest Transplant Alliance
- Michael Gillespie, Medical Student, UT Southwestern
- Tyler Piazza, UT Southwestern graduate, MS in Genetic Diseases
- Kobby Amoah, graduate of Health Wildcatters Accelerator
- Rebekah Craig, Lyda Hill Department of Bioinformatics, UT Southwestern
- Avery Spencer, Senior Technical Product Manager, Citi Ventures
- Tyler Piazza, MS in Genetic Diseases, UT Southwestern graduate
- Loren Bolton, Program Manager, Health Wildcatters
- Lindsey Settles, Operations Manager, Health Wildcatters
- Hubert Zajicek, CEO of Health Wildcatters
- Lance Manning, Director of the Texas Healthcare Challenge

## Mentors

- Matt Gonzales, VP of Product & Compliance, Kickbox
- David Kirkpatrick, Editor-at-large, Dallas Innovates
- Josh Rabinowitz, Co-founder and CEO, Articulate Labs
- Tyler Register, CEO and Co-founder of Ataia Medical
- Tavis Schriefer, Founder/CEO of teleCalm
- Jake Frost, Healthcare Strategy Expert
- Asha George, SmartLight Analytics CEO
- Jesus Gras, Co-founder of Fully Alive Health
- Sarah Soisson, Founder and COO of ClaraPrice

## Judges

- Lead Judge – Avery Spencer, Senior Technical Product Manager, Citi Ventures
- Sarah Bradbury, founding partner of Bradbury Law PLLC
- Aaron Bujnowski, Partner at Chartis Group
- Chris Riley, Emerging Strategies & Ventures Leader at the American Heart Association
- Milton Whitley, healthcare business owner and investor
- Yolanda Lawson M.D., Board Certified OBGYN is founder of MadeWell OBGYN

- Mickey Fokken, Director of Evaluation and Program development of Network Development & Innovation at Children’s Health
- Amy Foertsch, CEO, Ataia Medical
- Sunny Nadolsky, CEO, MediBookr.com
- 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.

We invited judges of diverse backgrounds for the final presentations. These were healthcare specialists, CEOs, engineers, investors, doctors, 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.

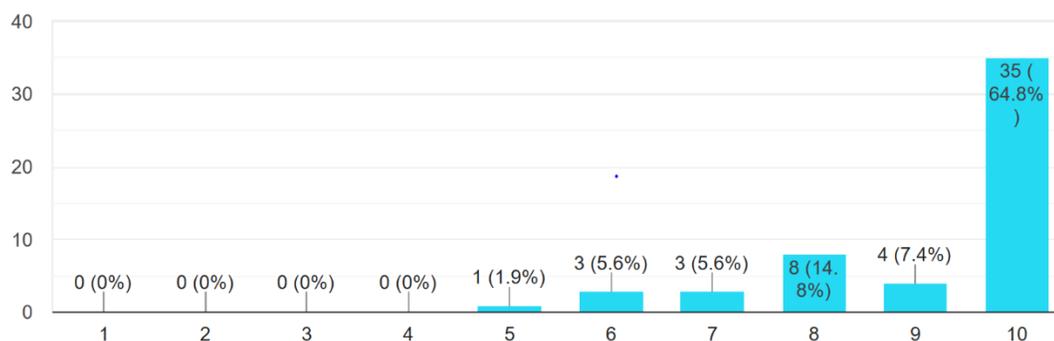
With almost half of the teams receiving cash (Amazon credits) and in-kind awards, there was a very good vibe from participants and that showed in the post-event survey. Of course, a weekend is not enough time to fully develop a product or service, but the kick-start effect provided motivation for teams to see the results of their labors and receive a sense of validation from mentors, judges, and fellow teammates.

## Overview

This summer session Texas Healthcare Challenge was another great success and generated the type of engagement that we had planned on. Many of our attendees, mentors, and judges are excited about participating in the next event. Some of the teams continue to meet and seek to explore commercialization of their solutions.

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

54 responses





## 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.



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