



HEALTH INNOVATION CHALLENGE

April 10 - 12, 2015 at the Atlanta VA

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EVENT REPORT

In collaboration with the VA Center for Innovation (VACI), Forge held its second annual healthcare hackathon, titled the 2015 Health Innovation Challenge ("Challenge"). Hosted at the Atlanta Veterans Affairs Medical Center in Atlanta, GA, the Challenge brought together clinicians, engineers, entrepreneurs, data scientists, developers, and others interested in inventing the future of healthcare.

Over a 36-hour innovative sprint starting Friday evening, attendees worked tirelessly to build solutions to address unmet healthcare needs (or "pain points") for Veterans. One attendee claimed that the "weekend was an experience that I will never forget. Without Forge's commitment to innovation, opportunities like the Health Innovation Challenge would not exist".



Thirteen teams were formed and tackled 13 out of 20 different and unique pain points. Access to hardware, including 3D printers, and mentors from business, technology, and healthcare industries provided attendees with the resources needed to succeed.

From scheduling agents and personalized health-journals to

tools to help with hysterectomies and sleep cycles, a myriad of brilliant ideas were designed and presented, resulting in first, second, and third place winners, as well as a best mHealth winner.

This report summarizes the event in more detail.

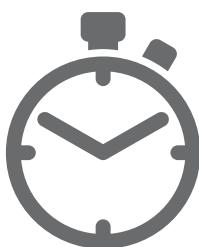


ACADEMIC INSTITUTIONS



\$41,500 RAISED
\$94,300 WORTH OF SERVICES DONATED

80 PARTICIPANTS



36 HOURS



41 MENTORS



20 PAIN POINTS PITCHED



18 SPONSORS



3 MINUTE PITCHES

JUDGE AFFILIATIONS



U.S. DEPARTMENT OF VETERANS AFFAIRS
CENTER FOR INNOVATION



IONIC
SECURITY



PATIENTCO



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FRIDAY APRIL 10

The event began with an opening keynote given by Dr Carolyn Clancy, Under Secretary for Health, Department of Veterans Affairs. Dr Clancy addressed the VA's commitment to tackling unmet healthcare needs for Veterans through technology.

Following Dr Clancy, two rounds of pitching took place; the first round focusing on problems and the second on solutions to the problems. The floor was opened to attendees who had 60 seconds to pitch their problem and 30 minutes to network and begin forming teams, and another 60 seconds to pitch a potential solution.

PRESENTED PITCHES

Home health service sourcing and patient monitoring

Access to and care for women's specific needs

Compliance to care outside of the doctor's office

Home-based monitoring for uncontrolled chronic conditions

Inability to effectively monitor use of controlled substances

Notifying patient of test results

Difficulty in making informed decisions while in hospital care

Delivery of eye care to Veterans

Medical record redundancy

Beneficiary awareness to appropriate care solutions

Travel to and from appointments

Inability to monitor patient falls

Access to transitional and specialty care for Veterans

Difficulty in finding appointment facility and parking spots

Limited patient-doctor interaction due to time spent inputting data into electronic medical records

Absence of non-disposable retractors for visualization during vaginal hysterectomy

Lack of blood management programs

Absence of electronic staffing programs

Detect sleep cycles in hospital patients

Control of systems for Veteran housing



SATURDAY APRIL 11

Attendees were given all of Saturday to take advantage of the various mentors and hardware available, including an opportunity to practice their demo in front of marketing and technology professionals.

SUNDAY APRIL 12

Sunday began with an opportunity to practice the demo presentations and by 2:00pm, all demo presentations had to be registered and finalized. Each team was given a total of 3-minutes to present their demo 2-minutes for questions and answers. Winners were selected by a panel of 5 esteemed judges.

*Forge's Founders Forum will be the premiere showcase for health-care startups in the southeast scheduled for the end of 2015. The Grand Prize team will be invited to present at the showcase as long as they demonstrate sustainable progress with a formed venture and viable product.

1st

Blossom is a simple shape-memory polymer ring designed to improve vaginal hysterectomies. The Blossom team received a \$5,000 cash prize, a non-provisional patent filing application worth \$10,000 with SmartUp, a meeting with Blake Patton from Tech Square Ventures, 5 backpacks from Ionic Security, and an invitation to participate in Forge's Founders Forum*.



2nd



i-Interpret is a software-based analysis and triage system for eye scans, focusing on glaucoma and diabetes. The team won \$1,000 in cash and a provisional patent filing application worth \$5,000 with SmartUp.

3rd

Tower is a solution aimed at expanding cellphone and Wi-Fi coverage in hospitals. The team won a 1-year team enterprise service from Validic worth \$60,000.

Best mHealth

SimpleRx is a visual analytics tool to explore patient medications and compliance. The team received \$500 cash.



SPONSORS

BLUE

Blue-level sponsors contributed \$10,000 or equivalently significant donations.



U.S. DEPARTMENT OF VETERANS AFFAIRS
CENTER FOR INNOVATION



Lawrenceville • Duluth
Transforming Healthcare



VALIDIC



DE L T A

friendly **human**
we shoot people.



GREEN

Green-level sponsors contributed financial support, donations-in-kind, mentorship, and other miscellaneous forms of sponsorship.



IONIC
SECURITY



Atlanta Clinical
& Translational
Science Institute



EMORY

NELL HODGSON
WOODRUFF
SCHOOL OF
NURSING



EMORY
UNIVERSITY
SCHOOL OF
MEDICINE



HABIF,AROGETI&WYNNE, LLP
Certified Public Accountants and Business Advisors

We **identified** numerous academic institutions, departments, foundations, technology companies, accelerators, incubators, investment syndicates, and legal firms with potential interest in healthcare startups. We approached 33, and successful acquired support from 13 sponsors.

We requested cash sponsorship, donations-in-kind, and mentorship. Our value proposition was highlighted in a recruitment letter we personalized for each sponsor.

In total we secured \$41,500 in discretionary funding.

Forge thanks the many sponsors for their generous support and commitment to advancing the startup community in Atlanta and the Southern U.S. For a full list of sponsors, check out the event [website](#).



JUDGE BIOS



Adam Ghetti

-Founder, Ionic Security
@AdamGhetti

Adam Ghetti, technologist and entrepreneur, founded Ionic Security in 2011 to address the problem of trust in a cloud and mobile enabled world. He has over 15 years of experience building large-scale systems in multiple Internet-related markets. He is an expert in complex systems and task automation and has in depth applied

knowledge of application security, network security, data security, and artificial neural networks. Most recently he was recognized by Forbes as a 30 under 30 thought leader in technology and by the World Economic Forum as a 2015 technology pioneer.

Patrick Littlefield

-Executive Director, VA Center for Innovation
@VAInnovation

Patrick is a seasoned Healthcare IT entrepreneur with over 20 years experience driving growth, building strong customer relationships, bringing products to market, and developing high performance teams. Patrick is the founder and former Chairman of WaveMark, Inc., a provider of real time application services to healthcare systems across the US and Europe and to global medical device manufacturers. Prior to WaveMark,

Patrick worked in a variety of technology companies developing products for distributed sales forces and in the development of game based learning simulations. Patrick is actively engaged in healthcare policy issues. He has a strong interest in new care delivery models and the use of technology to facilitate improved care coordination outside of the traditional venues of the hospital and physician's office.



Kurt Lovell

-COO, PatientCo
@KurtsLovell

Kurt joined Patientco shortly after its founders secured its initial client commitments. As Chief Operating Officer, Kurt has helped shape a solution and organization with unparalleled client retention. He oversees client responsiveness as well as Patientco's monthly engagement with a growing patient population that already exceeds over 300,000 patients. Additionally, he is the steward of all internal operations at the company. Prior



to Patientco, Kurt served as the Vice President and Managing Director of Citect Americas, a leader in industrial automation and manufacturing execution software. Kurt began his career with PricewaterhouseCoopers advising underperforming companies on turnaround strategies. Kurt is a graduate of the University of Notre Dame and holds a Bachelors of Business Administration degree in Finance.



JUDGE BIOS



Blake Patton

-Founder, Tech Square Ventures
@BlakePatton

Blake is a technology entrepreneur and investor with 20 years of experience in startup, venture backed, and publicly traded internet, software, payments, and financial services companies. Prior to founding Tech Square Ventures, Blake was General Manager of the Advanced Technology Development Center (ATDC) at Georgia Tech – recently named by Forbes as one of the “Top 12 Incubators Changing the World”. Before ATDC, he served as President & COO of Interactive

Advisory Software; CEO of iKobo; and EVP of iXL, an e-business consulting firm that he joined through the acquisition of Swan Media and was part of the executive team that grew the company from startup to over \$300 million in annualized revenue and an IPO. Blake also founded, and later successfully sold, Siteman – one of the first application service provider (ASP) offerings in the online content management space. He started his career as an Associate at SEI Corporation.

Sandy Leake, RN

-Chief Nursing Officer
Atlanta VA Medical Center
@DeptVetAffairs

Ms. Sandy Leake, MSN, RN, has officially held the position of Associate Director for Nursing/Patient Care Services and Chief Nursing Officer at the Atlanta Veterans Affairs Medical Center (VAMC) since 1998. During her tenure, she has served in a variety of other capacities including Associate Director and Interim Medical Center Director on numerous occasions. In 2008, at the request of the Veterans Health Administration (VHA) Chief Nursing Officer, she served a 4 month detail as the Director of Workforce in the VHA Office of Nursing Services in Wash-

ington, DC. Ms. Leake possesses 30 years of diversified nursing experience characterized by increasingly responsible positions and proven outcomes in executive leadership and management, coaching and mentoring, and workforce development across VHA. She is a frequently requested speaker at local, regional and national conferences. Additionally, as one of the most tenured nursing executives in VHA, she is often asked to provide consultative guidance to executives, national program offices, and health care systems across VHA and beyond.





MENTORS

Michael Amens

The Biz Garage, LLC
Chief Mechanic/Owner

Harold Solomon

VentureLab
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Medicast
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MENTORS

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Senior Technical Architect, Mobile
Practice Leader



PAIN POINTS

are unmet clinical needs, real or perceived.

Entrepreneurs and engineers create opportunities for themselves by creating solutions to those pain points. Solutions create value for everyone.



PITCH WORKSHOP

March 23, 2015, Atlanta VA Medical Center, Atlanta GA

On March 23, 2015, we hosted a pitch workshop open to anyone who was interested in practicing their idea and learning new skills to prep for the Health Innovation Challenge. Over the course of 1.5 hours, a number of VA employees presented their ideas and obtained feedback from hackathon guru and VA Center for Innovation employee, Andrea Ippolito. In fact, two of the VA employees who attended the pitch workshop were a part of the first and second place teams at the Challenge.

RECRUITMENT

Organizers were recruited in a top-down fashion by the Forge leadership team. We interviewed various candidates for the Event Manager position and selected one person to manage all event-related logistics. The Event Manager was also responsible for recruiting and selecting Volunteer Leads to coordinate major activities, including the management of weekend volunteers, food and beverage, swag, travel, hardware and software, and judges.

Volunteers were recruited via email invitations to numerous listservs at Emory University, Georgia Tech, and Georgia State University.

MARKETING

A broad marketing strategy was used to reach as many individuals as possible, with a target population of students, including residents, fellows, post-docs, and medical students, as well as full-time working professionals. The event was advertised via online and offline venues, including distribution of flyers around Emory University, Georgia Tech, and Georgia State University campuses. Additional outreach was done via Twitter, Facebook, and listservs at the aforementioned universities and the Atlanta VA Medical Center.



FAQ

Why the VA?

The Department of Veterans Affairs operates the nation's largest integrated health care system, with over 1,700 sites of care serving nearly 9 millions Veterans each year. Since 2010, the VA has worked to identify, test, and evaluate new approaches to the agency's most pressing challenges, and in doing so has created new opportunities to rapidly develop and test new technologies to improve care for Veterans.

Who participated?

Everyone! Students, clinicians, engineers, business folks, and designers. Participants were allowed to come to the event with a predetermined team, but were urged to branch out and meet new individuals with the same interests.

What benefits were there of attending?

In addition to the awesome swag, participants had many opportunities to meet and network with experts in the fields of healthcare, business, and technology. Participants also had access to a great selection of hardware, including 3D printers, arduinos, and raspberry pis.

What software was available at the event?

Validic provided access to their cutting-edge API system and VACI gave participants access to the VA's upcoming software development kit.

How did intellectual property & liability work?

We provided an IP policy & liability form that stated Forge makes no claims to any IP, and that all participants must follow the IP rules from their home institutions or employers.

Who attended the final pitches and keynote talks on Sunday?

Due to the size of the venue, our weekend "Demo Day" on Sunday was a registration-only event. Every Hackathon participant, several mentors, our esteemed judges, sponsors, and several stakeholders from the Atlanta startup community attended.

Is there a recap of the demo presentations?

A summary of the demo presentations can be found [here](#). A video summarizing the event will be released in the coming weeks.



