PHCG Health Hack Event
01.21.2016 – 01.22.2016

Introduction

PHCG will be presenting Health Hack on January 21 and 22 in our offices in Philadelphia, New York and Chicago. Discovery USA, Razorfish Health, InSync, ReSources, Verilogue and Saatchi Health & Wellness will be participating.

Our objective is to learn from each other, collaborate on innovative projects that will add value to PHCH or its clients, to build relationships between agencies within PHCG and to have fun in the process.

PHCG Health Hack will be a 2-day event from about noon on January 21 to 3pm on January 22. Teams are encouraged to stay in the venue overnight to work on their hacks. Sustenance and caffeine will be provided throughout the night to those who do.

Judging will take place on the afternoon of the second day.

What is hack-a-thon?

A hack day is an event where creative people get together to build functioning solutions to real world problems in 24 hours. You'll be amazed by what can get done by a talented team in a short period of time.

The solution does not have to be production ready; a prototype solution is all that is required. You may fake some aspects of your Hack if necessary, but the majority or the key element of the hack must be a working solution.

You should absolutely come up with your idea in advance, and you may prepare materials like data or content in advance. We only require that you design and develop your hack in 24 hours at the event.

Since we will have teams distribute across various offices, the welcome address, demos and announcements will be done via Webex and conference call.

But, most of all these events are fun. You should expect to have a great time.

Who should participate?

Teams up to 6 creative people such as front-end and back-end developers, technical architects, designers, creative directors, strategists, and user experience designers. You can bring who ever you need to get the job done.

What's the Schedule?

Day 1

Time	
11:00	Welcome address and hacking 101
11:30	Hacking begins
1:00	Lunch
19:00	Dinner
20:00	Hacking Continues all Night

Day 2

1:00	Pizza and Red Bull
8:00	Breakfast
12:00	Hacking submissions due & Hacking Ends
12:00	Lunch
13:00	Hack Demos
14:00	Judges Deliberate
14:30	Winners Announced
15:00	Drinks

The Challenge

We believe that the health and wellness vertical is ripe for innovation and represents territory that PHCG

agencies should define. The proliferation of iOS devices combined with the robust capabilities of the Apple Health App ad the ability to extend its functionality with Apple Healthkit makes this platform poised to play a significant role in the transformation of digital health experiences.

Healthkit is primarily designed to share health and fitness data between apps. Looking at what makes a digital health experience there are three basic components – capturing and analyzing data, providing the user information that is actionable and allowing the user to participate in some manner whether through social channels or other mechanisms. Healthkit provides the connections between these allowing developers to utilize specialized apps while focusing on areas where there are gaps or new opportunities.

The challenge for PHCG Health Hack is to create an iOS app – preferably utilizing the Apple Healthkit - that creates a more positive patient experience or helps to improve patient outcomes in some way. It can be around any condition, disease state or other health and wellness related topic.

What Technologies Can I Use?

You can use whatever technologies and tools you feel are appropriate within the basic constraint that it must be an iOS application (iPhone or iPad). Utilizing the Apple Healthkit is strongly encouraged although not required. Software development kits, open source software, libraries, frameworks, APIs, open source data sets are all fair game. You are free to bring and utilize any wearable device that might be used in conjunction with the iOS app, including non-Apple devices. Teams may also utilize other health or wellness apps available in the iTunes store. This is highly encouraged as it is exactly what Healthkit was designed to do.

What Should I Build?

We have posed a specific problem that teams should hack solutions to. The problem is designed to be broad so that a wide range of products or ideas could be explored. The solution must be an iPhone or iPad application although it can utilize any wearable device

as well. You should feel free to explore any ideas that fit the broad challenge.

"Every good work of software starts by scratching a developers itch. To solve an interesting problem start by finding a problem that is interesting to you." – Erik Raymond, *The Cathedral of the Bazaar*.

Some Additional Thoughts

Think about how your hack will help patients or caregivers.

Think about how your hack can leverage Healthkit and existing apps in iTunes.

Think about how to extend the user experience beyond what existing apps are providing.

Think about how your hack could be personalized to the customer based on information we many have about their interests and behaviors. What are the unique characteristics of mobile devices that could be utilized to benefit your hack.

Think about what other wearable devices could be used to enhance the user experience.

Think about what people, skills and resources you will need to deliver your hack and bring them to the PHCG Health Hack event.

What are the Judges Looking For?

Definition – Is the problem and solution clearly defined and understandable?

Innovation – Is the solution a new and original approach to solving the defined problem?

Impact – Does it solve a real problem that patients face in the management of their health?

The Hack – Does the hack demonstrate the key idea behind their solution?

Following the rules - Is it built on the iOS platform, utilize healthkit and/or utilize other apps or wearable devices?