<+> HACKING HEALTH
BRINGING INNOVATION TO HEALTHCARE

HACKING HEALTH IN THE COMMUNITY

PARTICIPANT PACKAGE
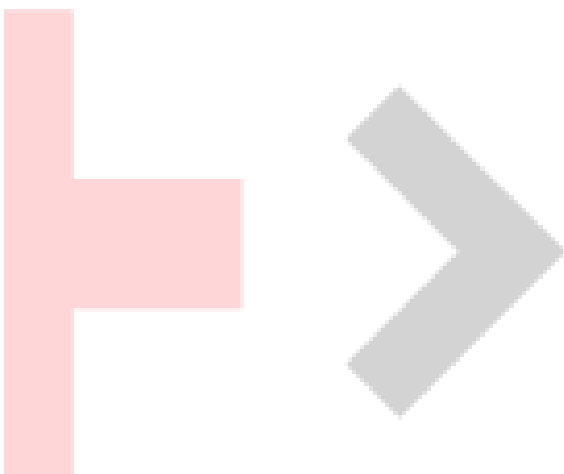
MARCH 29TH-31ST, 2019
SIDEWALK LABS 307

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Contents

Welcome to Hacking Health in the Community!

Hacking Health in the Community is a 3-day hackathon that aims to break down barriers to innovation in community health. We want to start by thanking you for participating and kicking off Health Innovation Week by creating new, impactful and meaningful solutions to the challenges facing community health at Sidewalk Labs!
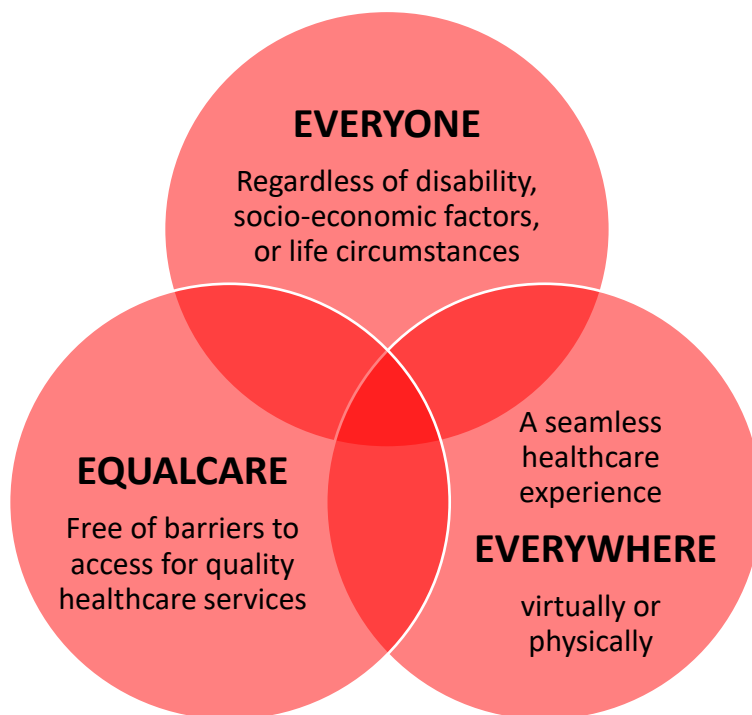
Together with our hacker community of physicians, healthcare professionals, patients, developers, designers, engineers, data scientists, and entrepreneurs, we hope you will all combine your talent, passion, and experience in achieving our moonshot mission.

What is the Moonshot Mission?

Getting EveryOne EqualCare EveryWhere in the Community

Or in other words…

How do we leverage technology to ensure equal, inclusive access to healthcare for the whole community while creating an integrated health experience?

EVERYONE

Regardless of disability, socio-economic factors, or life circumstances

EQUALCARE

Free of barriers to access for quality healthcare services

A seamless healthcare experience

EVERYWHERE

virtually or physically

Agenda

Friday March 29

6:00pm	Registrations opens & networking reception kicks off
7:00pm	Welcome address
7:05pm	Keynote speakers

Alexis Wise, Director of Health and Human Services at Sidewalk Labs

Mark Casselman, CEO at Digital Health Canada

Dr Latif Murji, MD St. Michael's Hospital and Founder of Stand Up for Health

Janet Rodriguez, Patient Advocate

Morgan Rosenberg, CEO and Founder of Supports Health

8:00pm	Prizing and tech resources
8:15pm	Present your project ideas!
8:30pm	Team formation and introductions
8:45pm	Marshmallow challenge
9:15pm	Brainstorm and hack!
10:00pm	Venue closes

Saturday March 30

8:00am	Doors open
8:30am	Breakfast
9:00am	Good morning and mentor presentation
9:10am	Hack away!
10:00am	Check-in: Understand the problem
11:50am	Stretch!
12:00pm	Lunch
1:00pm	Check-in : Ideate and Iterate
3:50pm	Stretch!
4:00pm	Check-in : Prototyping the possibilities
5:30pm	Dinner is served
6:00pm	Hacking continues
11:00pm	Venue closes

Sunday March 31

8:00am	Doors open
8:30am	Breakfast
9:00am	Good morning & meet the mentors
9:10am	Hack away!
10:00am	Check-in: Mastering the Pitch
11:50am	Stretch!
12:00pm	Lunch
1:00pm	Pitch clinic : 10 minutes and Q & A
1:10pm	Practice pitch presentations
1:30pm	AV testing for presentations opens
2:00pm	Pitch clinic : 10 minutes and Q & A
2:30pm	Demo testing concludes
3:00pm	Pitching begins!
4:15pm	Judges deliberate
4:40pm	Awards presentation
4:50pm	Closing remarks
5:00pm	Celebration reception
6:00pm	Event concludes

How to prepare before and during the Hackathon

Excited about hacking? We are too!

Here are a few things to think about before arriving at the hackathon

- Register on Sparkboard to get connected to all #hiw2019hackers, instructions are on the next page
- Do some initial research, and brainstorm to come up with an idea
- Inspired? Post your initial idea, or a topic that intersts you on Sparkboard
- Prepare a 30-second elevator pitch of your idea to present on Friday night
- Bring your favorite devices charged up with accessories, and a refillable water bottle

At the hackathon…

- Absorb the learnings about community, healthcare, patients, and opening night speakers
- We'll have mentors available to answer your questions all weekend, check the schedule below
- Brainstorming and ideation should only take a few hours, we'll have design thinking check-ins to keep you on track
- Spend the bulk of your hackathon time developing & building your prototype
- Save about 2 hours on Sunday to go to the Pitch clinic for help on your pitch deck
- Block off 15 minutes on Sunday to test your demos between 1:30 and 2:30pm
- Hack to win as a team for the $10,000 in cash prizes, mentorship, services and more!

Sparkboard: The Idea Board for Teams

We have a great online tool for all our hackers to help with team building, project development and finding mentors.

Sparkboard is an online community messaging board that organizes people and projects, allows hackers to find team members with the right skills and interests, and most importantly :

<+>   **Only teams with projects listed on Sparkboard are eligible for any award!**

All you have to do is sign up and create a brief profile to connect with team members and list projects on the #hiw2019hack Sparkboard page.

https://hiw2019hack.sparkboard.com

Need some help navigating? Click the image below for a quick video tutorial that will get you and your team up and running in no time.

share.vidyard.com/watch/c2GpqsGdfxC8gfyDVMwT4r

Tips for a successful hackathon

Hackathons can be a lot of fun! Bring your collaborative spirit and check out these tips to get you started:

Communication

- No judging! Let the ideas flow, so that people can build on each other and foster great ideas.
- Build on the ideas of others: Use "and" instead of "but".
- One voice at a time: Allow other to speak their mind, and get your turn!
- Focus on the topic and challenge at hand: Keep the discussion on target, otherwise you can diverge beyond the scope of what you're trying to design for.

Ideation

- Go for as many new ideas as possible in the brainstorming process
- Be visual: Use pen & paper to draw, storyboard, and plan before you build. Nothing gets an idea across faster than drawing it

Prototyping

- Keep in mind that you're working towards a minimum viable product!
- Work towards building something you can demo on Sunday; something that captures your main ideas.
- User feedback is your best friend!

Presentation

- Remember : you only have 3 minutes to communicate your solution. Focus on getting the main points across.
- Aim to build a demo that you can show by Sunday. Nothing is more powerful than showing something in action.
- Take advantage of mentors and the Pitch Clinic sessions to tighten up your presentation
- Practice, practice, practice your demo for the pitch!

Tech Tools from local Startups

API from Empower Health

We know hackers can do alot with a laptop and wifi connection… but we've got your backs!

Empower Health & iamsick.ca will be onsite and online during the hackathon with keys to some great APIs once you sign their IP agreement. Empower is sharing access to their API for team projects/websites/apps to help teams build great solutions!

The API will gives teams with the ability to make direct queries to the Empower.ca National Healthcare Facility/Provider Registry (which powers iamsick.ca & holidayhours.ca). Members of the Empower Health Team will also be mentoring to provide additional technical, design, data analytics & business model support.

Smartphones from Hypercare

Need to test that app on multiple devices? Hypercare is helping out with a bunch of loaner smartphones to use when testing solutions, along with a team of mentors to guide you with their tech skills!

Mentors

Mentors are invaluable resource at hackathons. They're there to help teams as they develop solutions, answering questions from health, business, tech and the patient perspective to help teams succeed. Each mentor has been carefully selected, and willingly brings their expertise, skills, and experience.

Refer to the schedule and mentor bios below to find the expertise you need to iterate quickly! Don't be shy, just ask them.

Mentors' Schedule

Name	Expertise	March 29 Friday Evening	March 30 Saturday Morning	March 30 Saturday Afternoon	March 30 Saturday Evening	March 31 Sunday Morning
Ryan Doherty	Entrepreneur	X				
Jay Bannerjee	Physician	X			X	
Kyle Brown	Physician					X
Manuel Paulien	Business/Innovation		X			
Jennifer McDougall	Entrepreneur			X		
Cheryl Cheung	IP Lawyer		X			
Anand V. Ganeshalingam	Business, VC				X	X
Job Rutgers	Design Thinking			X		
Janet Rodrigues	Lived Experience	X		X		X
Rebekah Churchyard	Social Worker				X	
Rory McCleave	Developer		X			

Judging Criteria

+ Impactful

- Importance of the problem tackled
- Extent of the impact the solution can have

+ Realistic

- Demonstration of a working prototype
- Clear path to a complete solution
- Elaborate design of solution
- Fits user reality

+ Innovative

- New technologies, new ways of thinking in the field, new concepts
- Eureka factor
- Goes beyond other tried approaches
- Distinctive characteristics make it stand apart
- Elegance of the solution

+ Quality

- Quality of the design, UI, etc
- Usability for the target users
- Quality of the architecture
- Realistic:
- Fit the ecosystem of infrastructure
- Sophisticated: More than a nice replica

+ Promising

- Really has potiential!
- Can be adopted naturally and rapidly
- Quality of the team
- Level of insights the team has into how this solution could be deployed
- If possible: Could become a real business

+ Well Presented

- Clear, Succinct, InspiringInspiring
- VISUAL (UI, Design, etc.)
- Clearly makes the audience understand the extent and importance of the problem

Prizes

1st Prize
- $5,000 in cash to split equally among the team members
- 1-on-1 time with Dr. Linda Maxwell, founder of BMZ (30 min)
- Mentorship with the Biomedical Zone Clinical Validation team (1 hour)
- Access to Biomedical Zone's 2019 events
- Legal consultation time with Taras Kulish, Senior Lawyer (2 hours)
- Free Trademark Application legal fees (not including government fees and search costs)
- Free tickets to HealthTO April Edition

2nd Prize
- $3,000 in cash to split equally among the team members, courtesy of ACTO
- Mentorship with the Biomedical Zone Clinical Validation team (1 hour)
- Access to Biomedical Zone's 2019 events
- Legal consultation time with Taras Kulish, Senior Lawyer (1 hour)

3rd Prize
- $2,000 in cash to split equally among the team members
- Mentorship with the Biomedical Zone Clinical Validation team (1 hour)
- Access to Biomedical Zone's 2019 events
- Legal consultation time with Taras Kulish, Senior Lawyer (30 min)

People's Choice Award
- $500 cash prize to split equally among the team members, courtesy of Desjardins
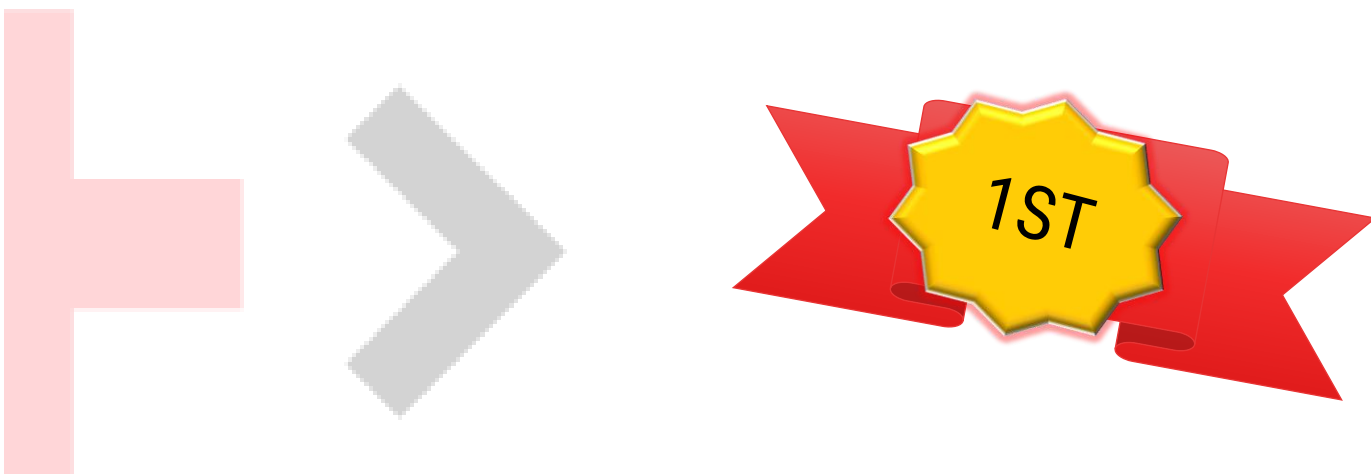
Mentor Bios

Ryan Doherty, Founder & CEO of iamsick.ca Empower Health

Ryan leads the iamsick.ca team, using his experience and extensive knowledge in datasets and human health to grow the company. Outside of health innovation and entrepreneurship, Ryan completed his PhD in Medical Biophysics at the University of Toronto. His passion for innovation, technology and strategy in healthcare is what drives him to continuously improve iamsick.ca and grow Empower health.

He finds inspiration speaking with the various stakeholders of our healthcare system. From patients to healthcare professionals to healthcare administrators and policy-makers. It's the personal stories (positive & negative) that motivate him to make a difference. It's also about recognizing the opportunities for innovation in the healthcare system, and the significance of relentless incrementalism to achieve such goals.

Dr. Jay Banerjee, Anesthesiologist

Dr Jay Banerjee has a clinical practice in Anesthesiology and Aviation Medicine, which has provided a breadth of experiences in health care of Canadians both at home and abroad. He has had exposure to the many facets of the human experience and touchpoints of challenges that affect our healthcare system. Embracing the entrepreneurial spirit, he looks forward to inspiring and mentoring attendees at Hacking Health.

Kyle Brown, Director of Social Innovation at Joule Inc.

Joule Inc. is a Canadian Medical Association (CMA) subsidiary designed to assist physicians in the pursuit of clinical excellence. Joule does this explicitly through the support of physician-led innovation, and by inspiring physician-adoption of knowledge products and innovative technologies and services. Joule proudly collaborates with physician entrepreneurs who are pushing the boundaries of technology in health care and in particular in the digital care space.

Kyle and the Social Innovation team have been involved with Hacking Health since 2016, having supported numerous hackathons across Canada through the role of sponsor, mentor and speaker. In addition, the Social Innovation team is responsible for the Joule Innovation grant program, Joule Innovation mentorship program and other healthcare innovation partnerships.

Manuel Paulien, Director of Field Operations at Fio

Manuel is an expert in healthtech startups across the globe. A leader in the medical sector, he has excellent qualifications in managing staff, managing complex, large-scale, multi-site projects from concept, through planning, cost control, execution and final delivery in a regulated environment. His skills include effective organization, team building and negotiation. He also has strong cross-cultural skills developed through long stays in Latin America, India, Europe, Africa and North America. Fluent in French, Spanish and English.

His experience with start-ups at various stages makes him the perfect mentor for problem definition fine-tuning, and scaling.

Jennifer McDougall, Founder of Leading Minds Lab

Jennifer is a Founding Partner of Leading Minds Lab, a human performance company helping individuals unearth innovation potential and upgrade their human operating systems to thrive in a faster, leaner and smarter world. With expertise in facilitation, design research and strategic foresight, Jennifer works with leaders and innovators to imagine possible futures, build commitment to that future, and co-create the strategy to actualize desired futures. She has facilitated Leadership Development workshops internationally, taught courses in Research Methods for Human-Centered Design and has worked collaboratively to design futures interventions for industry leaders in sustainable development. Jennifer earned her Master of Design in Strategic Foresight and Innovation from OCAD University.

Cheryl Cheung, Professional Corp, Intellectual Property Lawyer

Cheryl is a science and tech enthusiast who wanted to go to med school but was unfortunately too weak-kneed at even the thought of blood. Law school seemed like a good alternative at the time. She got licensed in Ontario and at some point she got to be half-decent at being a lawyer. Then she wanted to do this law thing for the expanding health & medical tech and digital health industry, so she started her own firm in IP health tech law.

Janet Rodriguez, Patient Advocate, Translator & Interpréter

Janet Rodriguez is a Translator and Interpreter, a film lover and a volunteer. First, as a Patient Partner in Arthritis; next, as a Health Mentor with the Inter-professional Education Program at U of T; most recently a member of the Academic Family Health Team at St. Michael's Hospital and the Corporate Patient and Family Advisory Council at Unity Health Toronto. She navigates the Health Care system as an immigrant woman of colour with visible and invisible disabilities. She advocates for equity and accessibility in the healthcare system.

She is a Board member of the Ethno-Racialized Disability Coalition Ontario (ERDCO) and a proud co-organizer of the annual Toronto Disability Pride March. And a mentor in the first ever ArthritisHack.

Anand Ganeshalingam, Associate at iGan Ventures

As part of the investment team, Anand provides support in the origination, diligence, and execution of iGan investments. Prior to joining iGan Partners, he worked at Vena Solutions, a Toronto-based enterprise SaaS company. He was also a Senior Consultant at KPMG LLP, where he provided professional services to Canadian financial institutions. Anand graduated from the University of Waterloo with an Honours Bachelor's degree in Mathematics (Finance option), and a Post-Graduate diploma in Accounting. He holds the CPA, CA designations, and a certificate in Machine Learning from Stanford University.

Natasha Puri, Marketing and Design, Hacking Health & Cyclica

Natasha Puri is the Marketing Strategist & External Affairs Manager at Cyclica, a Toronto-based, venture-backed biotechnology company that has recently been named by Deep Knowledge Analytics as one of the top 20 AI in Pharma companies globally. Cyclica is reshaping drug discovery by offering the pharmaceutical industry an integrated computational biophysics and AI-augmented platform that enhances how scientists design, screen, and personalize medicines. Natasha is also the Research Coordinator & Co-Investigator for a Canadian-wide psychosocial oncology study at Princess Margaret Cancer Centre, where she is developing a peer support program and digital app for young adult cancer patients. Previous to this, Natasha worked with MaRS EXCITE, a program to assist innovations with gaining market access in Ontario, and was a fellow in the Studio [Y] Design Thinking & Systems Thinking Fellowship at MaRS Discovery District where she developed a curriculum to prepare healthcare professionals for the adoption of exponential technologies. Natasha is passionate about the intersection of healthcare and innovation, and is currently a member of Hacking Health Toronto and Sunnybrook Next Generation. Natasha received a Bachelor of Science from New York University and a Master's Certificate in Healthcare Leadership from Cornell University.

Job Rutgers, Design Thinking Professor at OCAD University

Job Rutgers is currently a professor of design at OCAD University and is also the principal investigator of the university's Ambient Experience Lab. In addition to his role at OCAD, Job is also a fellow at the Rotman School of Management Integrative Thinking Institute's I-Think Initiative and a design strategy consultant at Rotman DesignWorks.

Job has long been associated with Philips Design in the Netherlands. As a strategic design consultant in the company's Innovation Design Group, he worked extensively in the fields of design research, e-design and strategic design. He was also the creative director for several multi-disciplinary research projects funded by the European Union (such as Living Memory and Pogo). He developed the award-winning Ambient Experience Design service and has implemented ambient experience concepts in hospitals, the hospitality industry and public spaces around the world. Job has deep skills in designing educational environments and cares deeply about dwelling in spaces of not-knowing and listening and leading from a place of presence.

Rebekah Churchyard, Social Worker, The Neighbourhood Group

Rebekah Churchyard is a Project Manager and Gerontological Social Worker (MSW, RSW) based in Toronto, Ontario. Working with community agency The Neighbourhood Group (TNG) in the Neighbour 2 Neighbour (N2N) 2.0 Program she is committed to supporting older adults and countering ageism and age-related stigma in our culture. N2N 2.0 is an project funded by the Ontario Trillium Foundation to enhance volunteer-based Friendly Visiting programs for isolated seniors in the Toronto core. Project partners include Waterfront Neighbourhood Centre, West Neighbourhood House and Parkdale Activity-Recreation Centre. Rebekah believes in transformative social work and values keeping seniors seen, engaged and connected.

Rory Mcleave, Lead Developer at Empower Health

Rory is a graduate from Carleton University with a Masters in Aerospace Engineering. As a top rate programmer he has worked with companies such as Pratt and Whitney Canada, Onyx Motion and Messier-Dowty. He has extensive experience in System Architecture, App and Backend Development, Software and Hardware Development, Web and Android Development and Database Design and Management, and EMR/EHR Data Integration.

Judges' Bios

Ying Tam

Ying Tam is Managing Director of Health for MaRS Ventures, one of the world's leading urban innovation hub. Ying works with entrepreneurs, corporate leaders, investors and technologists who are applying innovation and cutting-edge technologies to create health solutions that are positively impacting patients' lives and improving the healthcare system.

Ying is also a seasoned entrepreneur and business executive, and has co-founded several start-up companies, including Mindful Scientific, a medical device company addressing concussion diagnostics and management, abridean (acquired by nCipher PLC), a software company developing application provisioning and identity management solutions, and i-HRx (acquired by Healthconnex), a digital health company focused on chronic disease management.

Mary Lou Ackerman, VP Innovation at SE Health

Experienced Vice President Business with a demonstrated history of working in the health care industry. Skilled in Nonprofit Organizations, Operations, Analytical Skills, Requirements Analysis, Coaching, and Team Building. Strong business development professional with a MBA focused in Business, Innovation and Information Management.

Dr. Linda Maxwell, Founder of the Biomedical Zone

Dr. Linda Maxwell is the Founding and Executive Director of the Biomedical Zone, a first-in-class, hospital-embedded business incubator for emerging health technology companies. Dr. Maxwell's breadth of experience and scope of expertise is founded on over 15 years as an accomplished head and neck/facial plastic surgeon and through her work in a variety of healthcare business roles. Dr. Maxwell earned a Bachelor's degree with honors from Harvard University, M.D. from Yale University, M.B.A. from University of Oxford, and completed six years of surgical residency and fellowship at University of Toronto.

Hadi Salah, Director at RBC Ventures

Hadi Salah is the Director, Strategy & Partnerships at RBC Ventures Health & Wellness Hadi leads the partnerships strategy at RBC Ventures, exploring areas in the health & wellness ripe for collaboration and investment with the broader health ecosystem. Prior to RBC, Hadi spent some time at the Ministry of Health Office of Innovation, helping startups grow and scale in the Ontario health system. Hadi also spent 8 years at MaRS, focusing on cultivating partnerships between innovative health startups and health system providers. Hadi is a co-founder of Hacking Health, and continues to support the movement as it scales globally.

Dr. Joshua Liu, Founder of SeamlessMD

Dr. Joshua Liu is a physician turned entrepreneur and currently CEO of SeamlessMD - a health tech company which provides the leading platform for health systems to engage, monitor and optimize patients for better outcomes. Joshua previously served as Chair of the Joule Innovation Council for the Canadian Medical Association and served on the Advisory Group to the Office of the Chief Health Innovation Strategist for the Ontario Ministry of Health. Joshua has been named a Forbes 30 Under 30 in Healthcare, and holds a MD from the University of Toronto and a BSc from York University.

Venue Information

Sidewalk Toronto 307

Finding 307
We're located at 307 Lakeshore Boulevard East, along the lakeside at the intersection of Lakeshore Boulevard East and Parliament Street in Toronto, Ontario, Canada. Click here to visit a Google map with more detail. The front entrance is on the south side of the building.

Getting to 307
You can travel to us via car, transit (72 Pape TTC bus) or bicycle. We have a Bike Share Toronto station conveniently located on our site.

Parking
There is a pay parking lot located to the west of the building on Small Street, as well as all-day parking ($10-12 CAD) across the street at 333 Lakeshore Blvd. East. You may also find street parking on Small Street (regular rates apply). However, space on Small Street is limited. There is ample room for a car service to drop you off near our main entrance.

Accessibility
307 is accessible for people using mobility devices. We have two all-gender, accessible restroom facilities available. For those who are blind or with visual impairments, 307 also features digital wayfinding beacons accessed using the free "event" version of the BlindSquare app. There is a Wellness Room located adjacent to the public restrooms for breastfeeding or should you need a moment for yourself.

Free WiFi
Guest wifi service is available on site--simply direct your device to "SidewalkLabs Guest" and enter the password: "Sidewalk".

Privacy Policy
This Privacy Policy (www.sidewalktoronto.ca/privacy) explains how your personal information is collected and used by Sidewalk Toronto Limited Partnership ("Sidewalk Toronto") when you visit its websites, when you interact with Sidewalk Toronto directly or through our contractors.

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