**Innovation Challenge Program Page**

Header image: Innovation Challenge Header Image

Page name: Innovation Challenge

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**Section 1**

Intro paragraph:

* At Northwell, we are Truly Innovative – searching for innovation in everything we do to help raise the standard of health care for all. For us, innovation doesn’t only come from researchers or leadership – big ideas can be found across our growing health system each and every day. That’s what the Innovation Challenge is all about.
* Remove CTA

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**Section 2**

Purple box:

* Photo: 224
* Headline: 2021 Challenge
* Copy:
  + The Innovation Challenge is a competition to generate the next big idea that could transform how care is delivered, improve the health of others and raise the standard of health care while bringing in additional revenue through new or existing channels. The support and encouragement of innovation is a top priority to enable us to continue delivering the best care for our patients.
  + For those who are ready to channel their inner-entrepreneur, the Innovation Challenge provides the opportunity to compete and win a funding award to bring your innovation to life. The winning individuals or teams of this program, also earn the distinction of becoming a President's Award winner for Innovation.
  + **CTA:** You can learn more about the 2021 Innovation Challenge by visiting Idea Lab. ([**https://ideas.northwell.edu/ic2021**](https://ideas.northwell.edu/ic2021))

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**Section 3**

Video:

* 2019 sizzle reel
  + <https://www.youtube.com/watch?v=K-xH2wqbNWg>
  + Copy:
    - See the excitement unfold at the 2019 Innovation Challenge Made for Big Ideas Showcase.

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**Section 4**

Copy section:

* Headline: How it Works
* **Do you have a big idea?**
  + Applicants need to submit detailed proposals, including a value proposition, product development plan, and financial plan, and for an innovation that has the potential to become a Northwell new venture. Finalists will be chosen to pitch their innovation proposals to a judging panel comprised of industry experts, investors and healthcare entrepreneurs. The winning team will be awarded funding contingent upon approval of the project development plan and cost projections. The selected winning team(s) will receive the support of the Northwell Holdings & Ventures team and Northwell Health to develop and implement their winning solutions within our organization.
  + Note: submission for the 2021 challenge is now closed.
* **Who is eligible?** 
  + Please refer to the following guidelines:
    - Applicants can enter as an individual or a team.
    - The program is open to full-time, part-time and per diem employees of Northwell Health.
    - Students at the Zucker School of Medicine at Hofstra/Northwell may participate if they are part of a team with at least one team member who is a Northwell employee.
    - We encourage team participation and recommend each team consist of two to six people.
    - Cross-disciplinary teams are also strongly encouraged, as one purpose of the Innovation Challenge is to integrate management, operations, clinical and research disciplines
    - Individuals are restricted to participation in one submission – either on a single team or as an individual applicant.
    - Northwell Health employees who work in whole or in part for Northwell Holdings & Ventures, or who are involved with the reviewing of applications, are ineligible to participate.
    - Individuals or teams that have received any form of venture capital financing for their solution, or a likeness thereof, are ineligible.
    - Individuals or teams with seed financing from non-venture capital sources totaling less than $50,000 may compete.
    - Individuals and team members must certify that all work submitted in the plan is ORIGINAL to the team, exclusively.
    - All “inventions” are subject to Northwell Health’s Intellectual Property policy and other related policies.
    - Participation in the Challenge is considered voluntary, and you will not be compensated for time spent working on the Challenge, or reimbursed for any expenses you incur.
* **Application requirements**
  + The minimum requirements for your application include:
    - Concise description of the innovation, including current stage of development
    - Value proposition stating the problem that your innovation addresses with statistics referencing market size
    - Description of similar products and competitors
    - Explanation of the innovation’s competitive advantage
    - Product development plan or roadmap, including capital requirements
    - Strategic value of the innovation to Northwell Health
    - Description of proprietary rights, including any patents (issued or pending), copyrights, trademarks (applications, registrations or common law uses), and trade secrets
    - Biography of each individual / team member
    - Any inaccurate or incomplete information provided in your application may result in your disqualification from the Challenge.
* **The judging process** 
  + Judging for the Innovation Challenge follows a three-step process with submissions evaluated on the basis of innovation, implementation and impact.
  + **Semifinalists/finalists:** A cross-disciplinary team will evaluate submissions in accordance with the following criteria and recommend semifinalists and then finalists to move forward into the next stage of the Challenge:
    - What is the potential impact of the big goal?
    - Is it novel, does it address consumer needs in a unique way, or have competitive advantage?
    - Can it be commercialized?
    - Is it scalable?
    - Has there been any impact from implementation of the innovation thus far?
* **Winner/Winning Team:** – Finalists will pitch their innovation to a panel of judges at a showcase event. The final judging panel will select the winner(s) from among the entries using the following criteria:
  + Innovation: Does the product or service represent a significant step forward in, or new approach to, patient care or Northwell Health’s financial strength? Does it represent a true innovation as compared to other products and services in the market?
  + Implementation: What is the cost and plan to implement the product or service in a manner that delivers value to customers and patients?
  + Impact: How will the product or service make a significant impact in achieving the goals of Northwell Health? Is this demonstrable or measurable and if so, what are those measures?
  + Interface: Is the product convenient and easy-to-use for patients and providers?
  + Integration: How well has the team executed the product or service? Can it co-exist well within an existing environment? Can it support effective workflow across the organization without compromising our patients’ experience?
  + Readiness: Is the go-to-market plan clear and achievable?
* While the Innovation Challenge is a bi-annual program, keep developing your ideas and encouraging team members to build their business plans so they’re ready to submit by 2023!

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**Section 5**

Rotating Content:

* Slide 1:
  + Photo: 4250
  + Headline: A look back at our 2019 winners
  + We see our team members as the greatest resource for innovation that will shape the future of healthcare. Since launching the Innovation Challenge, hundreds of our colleagues have submitted outstanding ideas. This includes real-time actionable data related to emergency department utilization and the allocation of clinical resources, the development of a diagnostic test for endometriosis, and many more.
  + **CTA:** Check out our 2019 winners! (Link to PDF documents)
* Slide 2:
  + Photo: Need to create
  + Headline: FAQ
  + We encourage you to explore your inner-entrepreneur and ask yourself if you have the next big idea in health care that can generate additional revenue through new or existing channels at Northwell. The Challenge submission requires a detailed proposal, including a value proposition, product development plan and financial plan. Check out the program FAQs to learn more.
  + CTA: Program FAQ’s (link to PDF)