

## **SHS Healthcare Innovation Competition**

**You think you can make changes to health care? You want to create solutions to help shape the future health care experience? Let your imagination go wild!**

**We invite attendees to submit ideas about innovation and entrepreneurship for the healthcare sector. Ideas should be about making or deploying a disruptive product or service in the healthcare sector. They can be at any stage of development, from a rough plan of how their research could be commercialized, to an already operating startup team.**

### **The Challenge**

Showcase your creativity in Healthcare Systems design by working as a team to develop the conceptual design for an innovative technology or product to meet an unmet need in the healthcare marketplace. Create a five-minute concept pitch to be presented in front of a live audience and a judging panel of industry professionals. The pitch should present the concept design (including how it solves a particular problem/challenge which will be given four weeks prior to the Conference), describe the target market and demonstrate why the concept will be profitable (including how the concept design improves over existing designs and your team's plan for marketing the product). **The specific theme of the design will be revealed four weeks before the 2018 Healthcare Systems Process Improvement Conference.**

### **Team Composition**

You can form your own team with a maximum of three (3) people.

### **Eligibility**

Must register for and attend the 2018 Healthcare Systems Process Improvement Conference. Teams will be assembled four weeks prior to the conference and are encouraged to work on their design prior to the conference. Presentations will occur during timed sessions at the conference. Each team member must be present during the team working sessions and at least one team member must be present during the pitch presentation. Power Point presentations are due one week prior to the conference start.

### **Judging Criteria**

There are five total judging criteria which will be equally weighted in determining a winner:

- Innovation – the extent to which the proposed idea is novel, i.e., different from other existing technology.
- Market and Applicability– the extent to which the team convincingly demonstrates the idea solves the proposed challenge and that there is a profitable market for the proposed idea.
- Competitive Advantage – the extent to which the team demonstrates that its design has significant advantages over the most similar, existing technology, or, if no similar competitors exist, the extent to which the team demonstrates a sound plan to enter the market (market its product).

- Presentation Quality – the extent to which the audio and visual quality of the team's presentation contribute to a convincing pitch.
- Response to Questions – the team's ability to reply clearly, concisely, and convincingly to judges' questions.

### **Important Dates**

#### **Tuesday, January 23, 2018**

Last day to register for the Innovation Competition.

#### **Wednesday, January 24, 2018**

Problem/Topic for the Innovation Competition will be sent out to registered participants.

#### **Wednesday, February 14, 2018**

Final day to submit pitch presentations to Innovation Competition Committee. **Teams must submit their presentation files (.ppt) via email by Wednesday February 14, 2018 at 11:59 p.m. ET.**

Prescreening of the presentation will be used to select the top 6 candidates for presentation if there are more than 6 teams in the competition. Teams selected to present will be notified via email by Tuesday February 20, 2017.

#### **Thursday, February 22, 2018**

4 – 5 p.m. - Room TBD (Please, refer to the conference brochure for room information) - **Team Presentations**. 5 minutes for presentation. 4 minutes for question and answer. No more than 2 team members can participate in the presentation portion. However, all team members can participate in the question and answer portion for their team.

#### **Friday, February 23, 2018**

Noon - 1:45 p.m. - Lunch w/ Awards – **Winner Announcements**.

**[Click Here](#) to register your team for the Innovation Competition**