



Header Option 1: *Convening to accelerate the adoption of healthcare innovation. As a community for the community.*

Header Option 2: *Convening to accelerate practical, meaningful, and relevant solutions as a community for the community.*

Header Option 3: *Accelerating value-based health innovation and reform as a community for the community.*

Header 4: *Coming together to use technology in advancing care as a community for the community.*

Powered by the [Colorado Health Foundation](#), Prime Health's annual **Innovation Challenge** is a 6-month program that advances healthcare through technological innovation, aiming to improve health equity, access, quality, and cost for underserved communities in Colorado.

[Through a collaborative, health innovation ecosystem, we can:](#)

- clarify common barriers, problems, pain points, needs, and shared priorities within the healthcare industry
- recruit and identify companies that are pursuing ways to solve those problems
- vet and validate their solutions
- foster pilot programs with safety net health organizations

And a remarkable goal is achieved: [the most impactful, sustainable market-ready healthcare solutions are elevated through technology, as a community, for the community.](#)

[Key Participants:](#)

Hopefuls (the competitors):

- Health technology and health innovation companies.
- They come from around the world in hopes of partnering with a Colorado safety net health institution to pilot their product, improving care for patients.
- Prime Health and judges provide Hopefuls with resources and tools throughout the Innovation Challenge to [empower them with new skills and knowledge.](#)

Hosts:

- Safety net institutions, community-based organizations, and public service departments.
- Work with Prime Health to identify and interview Hopefuls for potential matches for pilot programs.

- Eligibility to participate in the Innovation Challenge:
 - Must focus on serving low-income, marginalized, or underserved populations.
 - Must have the infrastructure and patient population to host a pilot program that would impact the communities that they serve.
- Although most Hosts also serve as judges, [we welcome any eligible organizations to bid on pilot programs.](#)

Judges/Mentors:

- Industry leaders and subject matter experts.
- With backgrounds in health care, technology, entrepreneurship, health economics, policy, and more, these individuals [form a very diverse, powerhouse group of healthcare leaders.](#)
- They evaluate and mentor Hopefuls throughout the Innovation Challenge.

[Main Stages of the Innovation Challenge:](#)

• Convene and Recruit

- Hopefuls
- Hosts
- Judges/Mentors

• Qualification: The Vetting Process

- Hopefuls are [vetted through a series of custom rubrics](#) and seek to win a pilot partnership with a host organization. [These rubrics include:](#)
 - clinical functionality
 - technological adaptability
 - economic feasibility
 - patient accessibility
 - level of priority
 - patient-centered alignment

• Coaching, Mentorship, Feedback, Education, and Training

- Provided to Hopefuls by Prime Health and Judges throughout the Challenge program.

• The *Innovation Academy*

- ***The Challenge Participant Intensive*** is a key component of both the [Innovation Challenge](#) and [Innovation Academy \(link to Academy\)](#) for Hopefuls.
- All **2020 Innovation Challenge** semifinalists [are encouraged to participate.](#)
- The Intensive was designed to help Hopefuls align their products, services, and value propositions to the expressed needs and priorities of our healthcare community.
- [For more information on the Challenge Participant Intensive, please click here.](#) (link to IA)

• 3 Rounds of Judging

- To build transparency and trust, as well as provide valuable peer-learning opportunities, Judges will convene following rounds 1 and 2, selecting the Finalists who will advance to the final round.

• Speed Dating

- An interactive event where Semifinalists, Judges, and Hosts can meet, mingle, and match problems with solutions and shared priorities.
- Hopefuls are able to connect with Hosts and find Mentors.

• Matchmaking and Pilot Development

- Once the community has identified the Finalists, we match aligned Hosts and Finalists

- Explore pilots and provide mentorship
- “Industry interpreter” support
- **The Final Event**
 - **The final event of the Innovation Challenge is on November 6th**
 - Doubles as the grand finale of the **Innovation Summit** (link to Summit).
 - The Finalists execute a live pitch during a *Shark Tank-style* event in front of a panel of healthcare executives and a large audience.
 - 1st, 2nd, and 3rd place Finalists are each awarded a **portion of the \$150,000 in funding and a pilot partnership with a Colorado host organization.**
- **Technical Assistance**
 - Provided to all pilot Hosts.
 - Tailored guidance and regulatory support.
 - Hands-on coaching.
 - Financial sustainability strategy.
 - Billing/coding.
 - Clinical workflows and protocols.
 - Technology vetting and procurement.
 - Helps to ensure successful implementation.
 - And more.

2020 Prime Health Innovation Challenge

How do we use technology to advance care during this unprecedented time?

This year marks the **7th Annual Innovation Challenge**, which will occur during one of the biggest challenges our healthcare system has ever faced: COVID-19.

The **2020 Prime Health Innovation Challenge** will focus on recruiting participants with solutions for telemonitoring, symptom tracking, live video, patient engagement, devices, and other tools to help address the COVID-19 pandemic.

For the first time in Challenge history, we will engage our roster of Innovation Challenge Alumni, while seeking to recruit new participants that have expertise in specific areas or represent perspectives relevant to the healthcare challenges we’re facing today.

2020 Innovation Challenge Timeline:

First Round: Applications + Judging

June 15 - July 10 **First Round Application Window**

July 15 - Aug. 7 **First Round Judging Window**

Wednesday, July 22 Innovation Academy: Challenge Hopeful Intensive

Tuesday, Aug. 11 **Semifinalists Announced**

Second Round: Mentoring + Coaching Opportunities

August 12 - Sept. 4 **Semifinal Round Application Window**

Wednesday, Aug. 19 Speed Dating Event

Sept. 9 - Oct. 2 **Semifinal Round Judging Window**
Tuesday, Oct. 6 **Finalists Announced**

Final Round: Pilot Matching + Pilot Evaluation

Oct. 7 - Nov. 6 **Final Round Judging Window**
Thursday, Oct. 15 Pitch Coaching at Rockies Venture Club

Final Event: Winner Determined + Awards Presented

Friday, Nov. 6 **Final Event Pitch Competition**

The Far-Reaching Effects of the Innovation Challenge on the Community

“One of the biggest values we find in participating [in the Innovation Challenge] is the ability to learn from other organizations working on the same issues. The discussion enabled through the judging process is as valuable as the pilots themselves” – Gabriel Tarin, Senior Innovation Strategist, STRIDE Health, Challenge Host organization

“Thanks to Prime Health, we were able to collaboratively invent a new modality for delivering needed services to individuals experiencing homelessnessThe Challenge gave us the ability to do something we wouldn’t have access to otherwise and trust me when I say our patients NEED these services I look forward to [more] Prime Health events.” – Andrew Grimm, VP of Integrated Health Services, Colorado Coalition for the Homeless, Challenge Host and 2018 Pilot Partner

Key Innovative Challenge Achievements:

- Thousands of patients have participated in testing new technology-powered models of care throughout the pilot program.
 - Many of these pilot programs have transformed into sustainable partnerships.
- To date, Innovative Challenges have convened more than 200 health care and technology leaders and experts to serve as judges and mentors.
- Throughout the years, the Challenge has provided the opportunity for over 28 pilot programs across Colorado.
 - Additionally, Hopefuls in the Semi and Finalist rounds have been identified and adopted by other health care organizations beyond those that won pilot programs as host organizations.
- The 2018 Challenge led to a new telemedicine model for street outreach and treatment for individuals experiencing homelessness, increased access to primary care for rural communities,

and patient engagement focused on suicide prevention, diabetes management, HIV treatment, and behavioral health access.

- The 2019 Challenge addressed a lack of access to pediatric and adult behavioral health, cardiac rehab programs in rural communities, and maternal health.
 - Each one of 2018 and 2019 pilot programs focused on uninsured, Medicaid, or CHP+ beneficiaries.
 - Safety net provider organizations hosted and developed all pilot programs.

To date, the Prime Health Challenge remains one of the largest health innovation events in Colorado. With continued year-over-year growth in participation, the Challenge has necessitated webcasting to meet the needs of wider audiences and rural participation.



2020 Innovation Challenge

This unprecedented time in
healthcare requires
unprecedented innovation.

[Apply to Compete Here!](#)

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