UW Health Innovation Seminar

Course description: The goal of this seminar is to expose students to issues in health and help students innovate and create solutions to the toughest health challenges we face—on a domestic or global scale. All healthcare innovations must achieve the “Triple Aim” of:

1. Improving the experience of care. (Quality)
2. Improving the health of populations. (Access)
3. Reducing per capita costs. (Cost)

Students will form cross-disciplinary teams around project concepts chosen by the class and present the team’s solutions to classmates and a panel of expert judges who will score the presentations. Although not required, teams are invited and encouraged to go beyond the class to compete in the 2017 Health Innovation Challenge:

Learning objectives:

• Learn about some of the biggest challenges in the health field are, and how various actors are tackling them.
• Learn from best-in-class innovators and industry experts about solutions emerging in health.
• Evaluate business opportunities in health as outlined by guest speakers, required readings and world news.
• Gain hands-on experience in creating business solutions for issues in Health and pitching your ideas to panels of experts.

Grading:
This is a 4.0-scale graded 2-credit class with a course mean of 3.5. Individual assignments and attendance contribute 60% of the points to the course grade while the remainder comes from the team project. All written assignments will be submitted and graded electronically through the class website on Canvas. Assignments are due at the start of class at 4:00 p.m. Late assignments will be accepted within 24 hours of the deadline but are subject to an automatic 5% grade penalty. Assignments submitted more than 24 hours after deadline will not be accepted.

To the greatest extent possible, this will be a paperless class. All assignments can be found, must be submitted and will be graded through the class website.

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<thead>
<tr>
<th>Graded Assignments</th>
<th>Points:</th>
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<tr>
<td>Class attendance/participation (weekly sign-in sheets).</td>
<td>200</td>
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<tr>
<td>Graded Discussion (To be completed on Canvas before class) 5 X 40 points</td>
<td>200</td>
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<tr>
<td>Team Project Pitch: 3 things Value Proposition –Problem and Solution and Rough Market Size In class 10/13</td>
<td>200</td>
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<tr>
<td>Final team presentation. Class in Douglas Forum 4th Floor of SEEC 12/8</td>
<td>300</td>
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<tr>
<td>Confidential team peer evaluations due 12/9</td>
<td>100</td>
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<tr>
<td><strong>Total Course Points:</strong></td>
<td><strong>1,000</strong></td>
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How the Team Projects Work
This Class moves fast!
The team projects are a significant part of the Health Innovation Practicum contributing 50% of each student’s total course points. Project ideas come from the students in the class. The opening portion of the first two classes on September 29th and October 6th will have time for students with project ideas to briefly outline their concept to the class.

On October 6th “posters” summarizing each concept will go up on the classroom walls and each student will be given a set of stickers to use in voting for the concepts they like best. The concepts with the most votes will become the final class project concepts and we’ll spend part of that class organizing teams with the remainder of team organization conducted through Canvas. You will have to form teams by the end of the second class on October 6th.

Project timelines are tight. The team’s first assignment – the first project Canvas – is due at the very next class on Oct 13th. We will have a team of people who are experts in the health space on Oct 13th to help you work on your ideas. They have agreed to be mentors.

The team’s final assignment is a Business model Canvas, due December 8th.

To ensure that all team members contribute to the project, confidential team peer evaluations round out the set of project assignments.
CLASS PLAN

CLASS 1: 9/29/2016
Introduction to the class.
   See how to pitch your idea with top teams from last year’s Health Innovation Challenge
Class Preparation: Watch this video: If airlines worked like Healthcare; Look at the two-minute video on how the Business Model Canvas works.
Class Guests: Panel of Innovators from last year’s Health Innovation Challenge
   • Katherine Brandenstein and Emily Willard. Engage Biotech
   • Katie Ducich Lyme Disease Test

CLASS 2: 10/6 2016
The power of mobile phones in health care; Second half: Idea generation and team formation.
Class Preparation:
   The Future Health Ecosystem Today. Scan this but get a good sense of the key issues.
   Read Enabling smart care through smartphones: Mobile health innovation for the greater good
Class Guest: Shwetak Patel CSE professor, serial entrepreneur and Mc Arthur award winner.

CLASS 3: 10/13/2016
Class Preparation: Student pitches. Each group will present three slides:
   1. Problem
   2. Proposed Solution (Value Proposition)
   3. Rough market size (Customer segment)
Class Guests: Invited panel of judges who will become team mentors.
   We will spend the class giving feedback and offering suggestions to help move the project along.

CLASS 4: 10/20/2016
What’s hot in health innovation right now? What does the new landscape of healthcare funding look like? What are the investment theses for two different VCs? What’s happening in the Pacific Northwest?
Class Preparation: Re-read: The Future Health Ecosystem Today. It was authored by Dave Chase. If you’re interested in Digital Health Funding look at Digital Health Funding 2016 Mid-year Review. Rock Health.
Class Guests: Dave Chase Quad Aim Fund
   Loretta Little WRF Capital

CLASS 5: 10/27/2016
Soup to Nuts: What it takes to start a device company in the Health space
Class Preparation: Read: Reinventing life science startups, Part I: Medical devices
Class Guest: Tom Clement, CEO, Aqueduct Neurosciences

CLASS 6: 11/3/2016
Innovation adoption in Health care
The expectation is that new technology will save $billions and improve efficiency access and quality. Does it?
Class Preparation: Read 5 things preventing technology adoption in healthcare
Class Guest: Cynthia LeRouge Deputy Director, Primary Care Innovation Lab, UW
CLASS 7: 11/10/2016
Anatomy of a deal. Looking at a case study of a funded company. We will talk more about business models and why a company gets funded.
Class Preparation: Look through Reid Hoffman’s Series B Pitch Deck for LinkedIn
Class Guest: Christiana DelloRusso, Partner Providence Ventures

CLASS 8: 11/17/2016
This class will focus on thinking differently about an existing problem. Using IT/software as a solution for health.
Class Preparation: Read “Are you solving the right problem?” HBR September 2012.
Class Guest: Derek Streat, Founder and CEO, C-SATS

NO CLASS 11/24/2016
Happy thanksgiving!

CLASS 9: 12/1/2016
Wrap up
Class Preparation: Prepare any questions you have on the class, your project or your pitch.

CLASS 10: 12/1/2016
Final presentations
Class will be in Douglas Forum on 4th floor of SEEC with invited guests. Class will also extend to 6:30pm to give time for feedback and socializing.