

Health Innovation Challenge Seminar Autumn 2015, Tuesdays, 3:30-5:20 p.m., Paccar Hall Room # 490

ENTRE 579 E and F

Instructors: Sam Browd, [Samuel.Browd@seattlechildrens.org](mailto:Samuel.Browd@seattlechildrens.org), Emer Dooley [emer@uw.edu](mailto:emer@uw.edu)

UW Health Innovation Challenge

**Course description:** The goal of this seminar is to help students innovate and create solutions to the toughest health challenges we face –on a domestic or global scale. 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 [2016 Health Innovation Challenge](#).

**Learning objectives:**

- Understand what 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 various industries.
- 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.

**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. There will be an assignment due on most class days. 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. All written assignments must be submitted in Word and formatted single space in at least a 10-pt. font style.

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.

<b>Graded Assignments</b>	<b>Points:</b>
Class attendance/participation (weekly sign-in sheets).	200
1 reflection paper on an “Aha” moment in dealing with a health system –where you saw something that could be changed.	200
2 X 1-2-page papers on any set of class readings expressing a strong opinion and justification for your opinion.	200
Team Project in-class pitch on 11/10	100
Final team presentation of project/topic area 12/8	200
Confidential team peer evaluations due Dec. 8th	100
<b>Total Course Points:</b>	<b>1,000</b>

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**Required Textbook:** *495A Course Pack at UW Book Store*

### **How the Team Projects Work**

The team projects are a significant part of the Environmental Innovation Practicum contributing 40% of each student's total course points. Project ideas come from the students in the class. The opening portion of each class on Oct. 6, 13, 20 and 27 will be "open microphone" time for students with project ideas to briefly outline their concept to the class. On Nov 3rd, "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. Project timelines are tight. The team's first assignment – the first project Canvas – **is due at the very next class** on Nov. 10th.

The team's final assignment is a Business model Canvas, due December 8<sup>th</sup>.

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

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CLASS PLAN

Date	Topic / Tentative Class Plan	Required Readings	Quizzes/Assignments Due	Class Speakers
#1 10/6	<b>Welcome to the Health Innovation Seminar</b> Intro to class. Showcase some terrific UW/Seattle-based innovations in Health	• None	• None	Course overview / intro  • Panel of Innovators <a href="#">Sam Browd</a> , <a href="#">Shwetak Patel</a> <a href="#">Saliesh Chutani</a>
#2 10/13	<b>Overview of the current US healthcare system</b> “Open mic” time to pitch project ideas opens class time A look at the major players and their incentives: Hospitals; Physicians (Primary and specialist); Payers: Public, Private, Self-insured. Finding a business model that works.	Assigned Reading Reinventing American Healthcare “How did we get here?” <a href="#">A roadmap to high-value health care delivery</a>		<a href="#">Ralph Derrickson</a> , CEO <b>CarenaMD</b>
#3 10/20	<b>Global Health: Reimagining Global Health:</b> “Open mic” time to pitch project ideas opens class time	<a href="#">30 high-impact innovations to save lives</a>		<a href="#">Amie Batson</a> , Chief Strategy Officer, PATH
#4 10/27	<b>Health System Overview:</b> What’s involved in innovation in the health space: FDA, Reimbursement etc...	<a href="#">Hotspotters</a> Atul Gawande HBR <a href="#">How not to cut Healthcare Costs</a>		<a href="#">Sam Browd</a> , Pediatric Neurosurgeon and serial entrepreneur
#5 11/3	<b>Digital Health and Who owns a patient’s health data?</b>  <b>1<sup>st</sup> half of class:</b> Pitches for project ideas Full class project voting Team formation	<a href="#">Read Data science and technology give us the tools to revolutionize healthcare. Now we have to put them to use;</a>		<a href="#">Peter Neupert</a> , Founder Drugstore.com; Former VP Microsoft Health Vault.

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	<p><b>2<sup>nd</sup> half of class:</b>                  Speakers                  Patient access to their own data                  Future: Big data Issues: Linking treatment to actual patient response</p>			
#6 11/10	<p><b>Midterm Project Presentation</b>                  Each group will present their <a href="#">Business Model Canvas</a>                  We will spend the class giving feedback, offering suggestions to help move the project along.</p>			
#7 11/17	<p><b>Accountable Care</b>                  Changing emphasis to cost effectiveness and appropriate technology in health.                  Future role of cost effectiveness</p>			Guest TBD
#8 11/24	<p>What's hot in medical innovation right now?                  Overview of interesting companies, innovation and what it takes to make that happen: Angel, VC, Incubators. What's happening in Seattle?</p>			Panel of VCs investing in the health space right now
#9 12/1	<p>The future of personalized care</p>			Entrepreneur working in the personalized healthcare space
#10 12/8	<p><b>Final Presentations</b></p>			