HX360 INNOVATION CHALLENGE LAUNCHES AT HIMSS 15, RECOGNIZING SOLUTIONS THAT ARE IMPROVING PATIENT EXPERIENCE AT HEALTH SYSTEMS

Call for Entries Now Open! Submission Deadline: February 21, 2015

Arlington, VA (February 5, 2015) – The inaugural HX360 event today announced the addition of the HX360 Innovation Challenge, taking place at the 2015 HIMSS Annual Conference & Exhibition. The Innovation Challenge will identify, highlight and recognize digital health, healthcare IT and IT-enabled healthcare services companies that are making the most significant contributions to improving patient experience relative to hospitals and health systems. Over several rounds of competition, four finalists, selected from a field of up to 64 companies, will present their solutions before a panel of expert health system judges on Tuesday, April 14, at McCormick Place in Chicago.

"HX360 Innovation Challenge is designed to provide the most outstanding companies with immediate opportunities for customer acquisition and important industry recognition for their achievements," said Roy Smythe, MD, CEO of HX360. "The winning technology solutions will represent true innovation, improvements to patient experience and demonstrated value to health systems and patients."

During HX360, companies will present their products or services designed to help people or patients significantly enhance engagement with healthcare systems and their providers. Judges will base their selection on a number of criteria, including improved patient satisfaction, increased patient convenience and access to care, better access to health information, patient empowerment, proof of impact and market readiness. Technical considerations will focus on interoperability with existing IT systems, superior user interface and scalability. The two winners will be given access to $75,000 each in cash and legal services that will be used to fund new pilot programs at U.S. not-for-profit health systems using the winning teams' products and services. The healthcare systems that will be working with the winning companies will be selected by AVIA, the provider-led healthcare accelerator that co-founded HX360 with HIMSS.

The live judging will be conducted by an expert panel of thought leaders: Dr. Molly Coye, Chief Innovation Officer, UCLA Health System; Steve Meurer, Senior Vice President, Business Development and Product Innovation, UHC; Dr. Aenor Sawyer, Associate Director of Strategic Relations, UCSF Center for Digital Health; and Barbara Spurrier, Administrative Director, Mayo Clinic Center for Innovation. Other judges, who will help select the finalists, include representatives of some of the nation's largest health systems, venture capital firms and market innovators.

The HX360 Innovation Challenge is sponsored by Azul7, HLM Venture Partners, Matchpoint Partners, Morrison & Foerster, McKesson Ventures, Chrysalis Ventures and the California Health Care Foundation.

-- more --

HX360, a new initiative co-developed by HIMSS and AVIA, will put a spotlight on the adoption and implementation of next generation (non-EHR) technologies to improve care delivery, as well as collaborations that optimize the innovation cycle in healthcare technology. HX360 will focus on health technologies that aim to improve provider efficiencies and clinical workflow, patient experience, care coordination for disease and patient retention and acquisition. Speakers, interactive exhibits and special events will also address Contemporary Provider Challenges identified by health systems, including leading in a tech-enabled environment; nurturing health-technology entrepreneurship; and creating value in healthcare delivery.

HX360 Innovation Challenge CALL FOR ENTRIES: To learn more or submit an entry by February 21, 2015, visit http://www.hx360.org/content/innovation-challenge.
GENERAL REGISTRATION for HX360: Registration for HX360 is also open. Visit www.hx360.org.

MEDIA REGISTRATION: For more information, or for complimentary media registration, please contact Gina Cella at 857-239-9198 or gcella@pchalliance.org, or visit www.himssconference.org/media.

About HX360
HX360, co-developed by HIMSS and AVIA, invites health system leaders to reinvent care delivery by harnessing the potential of next generation technologies. HX360 focuses on improving the way health care is delivered by both inspiring and facilitating the adoption and use of next generation (non-EHR platform) technologies by provider organizations, in areas where health system executives are passionate to combine the right mix of resources, process and technology.

About AVIA
AVIA is the provider-led healthcare technology accelerator. AVIA addresses healthcare's most pressing challenges by working with provider organizations to identify and implement the best emerging tech-enabled solutions. AVIA's business model tackles the biggest problems in healthcare through it's Innovation Cohorts. Innovation Cohorts are a group of provider organizations focused on solving a common challenge, they work through AVIA to strategically source and implement the best solutions. This offers providers a higher probability of success and a quick path to impact. AVIA is headquartered in Chicago and currently partners with several large healthcare providers in delivering innovation and change necessary in today's healthcare environment.

About HIMSS
HIMSS is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology. HIMSS is a cause-based, global enterprise producing health IT thought leadership, education, events, market research and media services around the world. Founded in 1961, HIMSS encompasses more than 52,000 individuals, of which more than two-thirds work in healthcare provider, governmental and not-for-profit organizations across the globe, plus over 600 corporations and 250 not-for-profit partner organizations, that share this cause. HIMSS, headquartered in Chicago, serves the global health IT community with additional offices in the United States, Europe, and Asia.

\#   \#   \#