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**HX360 ANNOUNCES SIXTEEN INNOVATION CHALLENGE SEMI-FINALISTS
COMPETING TO DELIVER SOLUTIONS THAT IMPROVE THE PATIENT EXPERIENCE**

**Four finalists will be chosen to present LIVE at the HX360 Innovation Challenge Program
taking place April 14 at HIMSS15 in Chicago**

Arlington, VA (March 5, 2015) – [HX360](#) today announced that sixteen companies have been selected as semi-finalists in the [HX360 Innovation Challenge](#) competition. These companies, selected from a field of eighty-three entries, will compete to be chosen as one of four finalists to present their solutions live before a panel of senior health system executives and venture capitalists during the Innovation Challenge event.

The HX360 Innovation Challenge takes place at the 2015 HIMSS Annual Conference & Exhibition, McCormick Place in Chicago. Two winners will be announced on Tuesday, April 14, from 2:30 to 4:30pm, during the event.

The sixteen HX360 Innovation Challenge semi-finalists are digital health, healthcare IT and IT-enabled healthcare services companies that have demonstrated their ability to improve patient engagement and the patient experience at hospitals and health systems. These companies are: [Advanced ICU Care](#), [analyticsMD](#), [Beyond Lucid Technologies, Inc.](#), [Big White Wall](#), [Clockwise.MD](#), [eHealth Technologies](#), [Empathetics, LLC](#), [Ginger.io](#), [HealthLoop](#), [Luminate Health](#), [Mobile Health One, Inc.](#), [NarrativeDx](#), [PokitDok](#), [Wellbe, Inc.](#), [Wellframe](#) and [WiserCare](#).

Judges will select the four finalists based 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 positive impact and market readiness. Technical considerations will focus on interoperability with existing IT systems, superior user interface and scalability. The two winning companies will each be given access to \$75,000 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 winning companies will operate their pilots at healthcare systems to be identified by AVIA, the provider-led healthcare accelerator that co-founded HX360 with HIMSS.

Live judging will be conducted by an [expert panel of thought leaders](#), including: 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; Barbara Spurrier, Administrative Director, Mayo Clinic Center for Innovation; and Glen Tullman, Managing Partner of 7Wire Ventures. The group of judges voting on the semi-finalists, and who will select the four finalists, also represent some of the nation's largest health systems, venture capital firms and market innovators. The four finalists will be announced on March 27.

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The HX360 Innovation Challenge is made possible through the sponsorship and support of Azul7, HLM Venture Partners, Matchpoint Partners, Morrison & Foerster, McKesson Ventures, Philips, Providence Health Systems, Chrysalis Ventures and the California Health Care Foundation.

The inaugural HX360 event, a new initiative co-developed by HIMSS and AVIA, puts a spotlight on the adoption and implementation of next generation (non-EHR) technologies to improve care delivery, collaborations that optimize the innovation cycle in healthcare technology, and the processes and structures health systems will require to leverage these technologies. This year's HX360 exhibit floor will highlight 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.

GENERAL REGISTRATION for HX360: [Registration for HX360](http://www.hx360.org) 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 its 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.