Health**V**enture Presents:

Digital Health Bootcamp

July 7-9th, 2017

WELCOME

Welcome to the inaugural Digital Health Accelerator Program hosted by HealthVenture! We are excited to host you for an intensive 2-day bootcamp consisting of a series of focused workshops, immersive education, mentorship sessions, and guest speakers. We have brought together various leaders in the healthcare industry to work with an exciting set of innovators using technology to transform the healthcare experience.

HealthVenture is a full service firm that consults and provides technology support to early-stage startups specializing in all digital health: from idea development to final product launch. Our bootcamp is designed for early-stage innovators who are dedicated to digital solutions that address healthcare issues and related matters. Our aim this weekend, in bootcamp fashion, is to support innovators by providing the necessary tools, along with interactive learning to strengthen and enhance their digital solution.

GOALS

1. Allow teams to get a glimpse of what the HealthVenture Labs experience is like
2. Connect startup teams with experts, future business partners and investors
3. Recruit startup companies for HealthVenture Labs 2017 Fall cohort

LOGISTICS

Location: Friday, July 7th and Saturday, July 8th
The Grove New Haven
760 Chapel St, New Haven, CT 06510

Sunday, July 9th
The Omni New Haven Hotel at Yale
155 Temple St, New Haven, CT 06510

If you have any additional questions feel free to contact Sharon Mwale at: 815-701-1273 or via email at: sharon.mwale@healthventure.com.

HEALTH VENTURE

Schedule of Events

Friday, July 7th		
	Team 1	Team 2	Team 3
8:00 – 8:30	Breakfast / Refreshments		
8:30 – 9:00	Welcoming Remarks		
9:00 – 10:30	Panel: Hear from the Experts		
10:30 – 12:00	Finance & Accounting		
12:00 – 12:30	Lunch Break		
12:30 – 3:00	UI/UX Workshop	Mentorship Session	Content Development Workshop
3:00 – 3:15	Break		
3:15 – 5:45	Product Development Workshop	UI/UX Workshop	Mentorship Session
5:45 – 6:00	Break		
6:00 – 7:00	Pitch Training Workshop		

Saturday, July 8th		
	Team 1	Team 2	Team 3
8:00 – 8:30	Breakfast / Refreshments		
8:30 – 11:00	Content Development Workshop	Product Development Workshop	UI/UX Workshop
11:00 – 11:15	Break		
11:15 – 1:00	ABCs of Raising Capital		
1:00 – 1:30	Lunch Break		
1:30 – 4:00	Mentorship Session	Content Development Workshop	Product Development
4:00 – 4:15	Break		
4:15 – 5:15	Pitch Training Workshop		

Sunday, July 9th	
9:00 – 10:00	Networking Brunch
10:00 – 10:30	Welcoming Remarks
10:30 – 10:45	Better Care Presentaiton
10:45 – 11:00	MyMOC Presentation
11:00 – 11:15	SeeThru Presentation
11:15 – 12:00	Closing Remarks

HEALTH VENTURE

WORKSHOP INSTRUCTORS

Finance & Accounting Workshop

This workshop covers the fundamentals of accounting and finance from an entrepreneur's perspective. We will work backward, using an "end justifies the means" approach. This will help attendees first understand WHY developing and maintaining accurate financial records are important before explaining HOW this is done. Topics include investor expectations, key financial metrics/ratios, financial reporting, bookkeeping, and other relevant accounting principles.

Mayur Vyas | Title & Company

Mayur Vyas, CPA provides Chief Financial Officer (CFO) support to startups and small businesses. He worked at PricewaterhouseCoopers for over 10 years in a variety of management consulting, financial services, auditing, risk management, technology, and training roles. Mayur has previous experience as a cost and project accountant for engineering, construction, and government-related organizations.

UI/UX Design Workshop

User Experience is a conglomeration of tasks focused on optimization of a product for effective and enjoyable use; User Interface design is its compliment, the look and feel, the presentation and interactivity of a product. Each startup team will have the opportunity to engage in an active and immersive workshop to gain a better understanding of their customer and potential end-user.

Suze Kemper | Principal User Experience Researcher | Theresa Neil Strategy + Design

In Suze Kemper's tenure at TNS+D she's had the opportunity to broaden her research capabilities to lead usability and generative studies to inform design through the voice of the user and drive product innovation. Her recent client work covers the spectrum from investigating opportunities for IoT in restaurants to solving transportation challenges for car-free millennials to identifying millennial requirements for cross channel financial experiences. She began her digital career at HumanCode with the team that delivered the first LeapFrog smart toy. The technology was then first of its kind, with customized learning and assessment content and a companion site with full e-commerce functionality and in the years that followed the product won numerous awards. In the last two decades she has worked with great brands and remarkable talent shaping user experiences in entertainment, healthcare, financial services and transportation.

Theresa Neil | Managing Director | Theresa Neil Strategy + Design

Theresa Neil is an international design expert who is passionate about making products that look good and work well. She inspires the larger IT community through workshops, articles, social media, while still actively practicing as a UX designer.Her best-selling O'Reilly books, Designing Web Interfaces, co-authored with Bill Scott, and the Mobile Design Pattern Gallery have helped thousands of IT professionals advance their design skills and create better experiences. In her career, she has led the design for more than 100 web, desktop, and mobile applications, working first as the Usability Lead at Sabre Airlines Solutions, then on her own as a User Experience consultant. Clients include a diverse mix of Fortune 500 companies, non-profit organizations, and local Austin start-ups.

ABC's of Raising Capital

Raising venture capital can be a daunting experience and this session looks to demystify the process for entrepreneurs as they seek to fund their startup. This workshop will focus on discussing the do's and don'ts of raising capital, funding options once you exhaust friends and family resources, and strategies around negotiating with investor. Teams will also have the opportunity to participate in a live action negotiation.

Content Development Workshop

In this workshop teams will have an in-depth review of their idea and product with the Co-Founders of HealthVenture as prospective portfolio teams in the incubator, HealthVenture Labs. The session will focus on the team presenting their work to-date including: idea development, market research, business plan and model, product development, team capabilities, and funding opportunities. Teams will learn more about the HealthVenture Labs incubator and time to present themselves to be considered for the program.

Donna Lecky | Managing Director & Co-Founder | HealthVenture

Donna currently serves as co-founder of HealthVenture where she leads the efforts related to fund sourcing, partnership development as well as financial and accounting management. She capitalizes on identifying untapped markets and business opportunities while building profitable partnerships and forming strategic alliances within the healthcare industry. She has led a successful career in the fields of finance, law and business development. Lecky has gained comprehensive experience in working with a broad range of public and private clients with her 17 years of work as a public account. From her client base she transitioned to work with HealthSouth Corporation as the Vice President and General Tax Counsel rising to Chief Tax Officer in 4 years. Lecky was recruited by the CEO of Omnicare Inc., and served as Vice President and Chief Tax Officer, Treasurer and Chief Benefits Officer. She was a member of a select due diligence team associated with the $13 billion sale of Omnicare Inc, to CVS Corporation. She holds a bachelor degree from Temple University; a Juris Doctor from Howard University; a Master of Law in Taxation from Emory University. She also completed the Executive Education program at the Private Equity Institute at the University of Oxford, Said Business School. She completed her MBA at the Yale School of Management graduating with honors.

Sri Muthu | CEO & Co-Founder | HealthVenture

Sri Muthu is CEO/Founder of HealthVenture, a digital health incubator and seed fund. Immediately prior, he was the Head of Technology for Innovation, R&D and the Wells Fargo Startup Accelerator. Other roles include the Head of Technology and Operations for ClearXchange, a payments joint venture of Bank of America, Capital One, JPM Chase, US Bank and Wells Fargo. He co-founded and managed Wells Fargo's Internet Services Incubator, Labs and R&D in 2007. He managed Investments Technology from 2002 to 2007 and responsible for the Online Brokerage, Trust & Investments Services. Prior, he managed multiple product engineering groups since joining Wells Fargo in 1999. Sri graduated from Yale with an MBA in Healthcare Leadership. He also completed Oxford Private Equity Program and the Strategic Decision and Risk Management program at Stanford. Sri is also a proud Hokie grad of Virginia Tech. He has held FINRA 7, 63 and 24 registrations and has completed Health-CISSP, CISA, CISSP, CISM and CGEIT Cyber-Security examinations. He is currently a National Association of Corporate Directors Governance Fellow and an active panel moderator and judge for Healthcare and Venture Capital events.

Product Development Workshop

Every team will walk away from the weekend having learned product management best practices and tools. By putting into practice how their digital solution can be built, using common product development manager practices such as scrum, user testing, prototyping, A/B testing, KPIs definition. This workshop will focus on:

- applying the fundamentals of agile software management practices
- understanding the different process models for organizing software production
- gauging applicability of process models for projects

Pitch Training Workshop

As an entrepreneur communicating a clear and concise message about your product and vision is an important skill to master. This workshop will happen on both days Friday and Saturday, allowing teams pitch their startup. In the session teams will learn about storytelling, tailoring pitch according to the audience, and the importance of practicing their presentation skills. A panel of industry leaders will give feedback; leading up to a final presentation on Sunday.

PANEL SESSION

Hear from the Experts

It's one thing to have a great idea to solve a major healthcare issue, it's another hurdle to build a business around that digital health solution. This panel includes representatives from the healthcare industry that have played major roles as decision makers, advisors to large corporations and in building successful startups. In a Q&A format, participants are encouraged to ask questions that will focus on: how creating products that will generate interest customers, understanding how to protect your business, and major lessons learned about evaluating your solution.

Philip Heifetz | CEO & Co-Founder | Saturn Care

Philip Heifetz is Co-Founder and CEO of Saturn Care, a digital health company with technology and services that help primary care practices manage their chronic disease populations under value-based contracts. Prior to that, Mr. Heifetz served as CEO of EyeIC, a venture-backed digital health startup, and before that was Vice President, Finance and Business Development for Othera Pharmaceuticals, Inc., a specialty pharmaceutical company focused on clinical drug development in ophthalmology. Previously, he was also CFO and Head of Business Development for PlantGenix, an agricultural biotechnology company spun out of the University of Pennsylvania. Additionally, Mr. Heifetz is co-Founder and co-Head of the Philadelphia Health IT Circle, a professional networking and education group comprising 1300+ senior managers across the spectrum of health care innovation (eg, payers, providers, academics, entrepreneurs and investors). He also currently serves on the Innovation Committee of the Health Information Management Systems Society (HIMSS) and has served on the board of directors of the Wharton Healthcare Management Alumni Association. Mr. Heifetz has a BS in Chemistry from Georgetown University and an MBA with a dual concentration in Health Care Management and Entrepreneurial Management from the Wharton School of the University of Pennsylvania.

Kimbirly Moriarty | Chief of Network Strategy | Yale Medicine

Kimbirly Moriarty is the Chief Strategy Officer for Yale Medicine (YM), **a multi-specialty group practice whose physicians are the clinical faculty of the Yale University School of Medicine. With over 1,500 clinicians in more than 100 specialties, YM is one of the largest academic practices in the country and a major referral center for greater New England.** Ms. Moriarty leads strategic planning initiatives and is responsible for growth of the physician network, alliances and partnerships, ambulatory planning, and clinical program development. Ms. Moriarty joined YM in early 2014 from New York University Langone Medical Center, where she was director of physician network development and integration, providing leadership for development and expansion of the clinical network throughout the five boroughs, in addition to Long Island, Westchester and the Hudson Valley region. Prior to that, she was CEO at Murray Hill Medical Group, P.C., a NYULMC affiliate. Ms. Moriarty completed her bachelor's at University of Vermont and her master's in administrative studies at Boston College.

Anthony Sabatelli | Partner | Dilworth IP

Anthony D. Sabatelli, PhD, JD., is a registered patent attorney and partner at Dilworth IP., an intellectual property law firm in Trumbull, Connecticut. He holds a Ph.D. in organic chemistry from Yale University and a law degree from Salmon P. Chase College of Law. Prior to joining Dilworth, Dr. Sabatelli was vice president and in-house counsel at Rib-X Pharmaceuticals Inc. (now Melinta Therapeutics Inc.) and previously held patent counsel positions at both Merck and Procter & Gamble. He is an adjunct professor at the University of New Haven and an inventor on over a dozen patents. Dr. Sabatelli serves on several boards, including: CURE (Connecticut United for Research Excellence), the Board of Governors of the Yale Alumni Association, is Vice President of the Nicholas & Viola Spinelli Foundation, and is past chair of the Yale Graduate School Alumni Association. You can contact Dr. Sabatelli at asabatelli@dilworthip.com.

TEAM MENTORS

Timothy Elwell | President & CEO | Qualidigm

Tim Elwell serves as President and Chief Executive Officer of Qualidigm, overseeing the strategic direction of the company while spearheading the development, communication and implementation of effective growth strategies to secure the organization's sustainability and business development potential. He works directly with Qualidigm's Board of Directors and staff to ensure the ongoing fulfillment of the company's mission to advance the quality, safety and cost-effectiveness of health care. Prior to Qualidigm, Mr. Elwell served as the Vice President for Misys Open Source Solutions, LLC, a division of the London-based software company Misys plc. Before Misys, he worked for the IBM Corporation for 11 years, holding international positions in business development, mergers and acquisitions, and sales management. Previous operations roles included Vice President of Technical Operations and Operations Director for Raytel Medical and Medtronic, Inc., respectively. In addition to serving as the President of the Qualidigm board, Mr. Elwell is presently on the boards of eHealthConnecticut, the Connecticut Partnership for Patient Safety, and the Connecticut Choosing Wisely Collaborative. Mr. Elwell holds a PhD in Organizational Leadership from Indiana Wesleyan University, an MBA in General Management graduated from the City University of New York at Baruch College and an undergraduate degree from Siena College in Biology.

Craig Kenesky | Associate | Wilson Sonsini Goodrich & Rosati

Dr. Craig Kenesky is a patent attorney with the life science practice at WSGR in New York. Craig's practice focuses on taking small life science companies from start up to exit, building an IP estate, and improving the outcomes of technology-driven business deals. Craig works with numerous medtech and telehealth ventures, as well as companies in other life science sectors. Craig teaches a class at Weill Cornell Medical College. The class covers the business strategies and decisions involved in the founding and early-stage management of a fundable and successful biomedical start-up. Craig's doctoral research at the University of Pennsylvania focused on the total synthesis of architecturally complex anti-cancer natural products, inhibitors of HIV-1 protease, carbohydrate drugs, peptide-like biomaterials, and the computational and biochemical investigation of tubulin-drug interactions leading to cancer cell death. He also held a fellowship at Columbia University, where he developed artificial enzymes and synthetic organic nanowires.

START-UP TEAMS

Better Care

The Better Care web application will educate physicians on implicit bias and social determinants of health. One section will focus on implicit bias in healthcare providing infographics and references explaining the psychology behind implicit bias. Users will be able to take Implicit Association Tests in order to heighten their awareness of potential biases, and will have access to information about the clinical consequences of implicit bias based on currently available medical research. In the second section, users will learn about structural vulnerabilities and their effects on their patient populations: barriers faced outside of healthcare due to structural and social factors, including but not limited to food access, housing status, and financial security. Awareness of such factors will encourage physicians to contribute to addressing patients' unmet social needs. Thirdly, users will apply the knowledge acquired to clinical scenarios with virtual patient vignettes, and be asked to reflect on the barriers that may affect their health and healthcare from the home to the clinical encounter with space to enter answers and room for feedback. Lastly, users will be able to longitudinally track their progress and receive feedback.

Chelsey Clark | Better Care

Chelsey graduated from Yale University in 2017 with a Bachelor of Science in Psychology with a focus on Neuroscience and completion of the Pre-Medical curriculum. Throughout her undergraduate career, Chelsey headed the Cultural Connections Pre-Orientation Program in addition to serving on the boards of The Black Student Alliance at Yale, The Special Olympics at Yale, and Pi Beta Phi Sorority. Additionally, Chelsey worked as a tutor for local middle and high school students through The Urban Improvement Corporation and conducted research for three years in the Comparative Cognition Lab at Yale under the direction of Dr. Laurie Santos studying canine and non-human primate cognition. Chelsey's research focuses on intergroup cognition with a specific focus on the ways implicit biases are formed and passed on and how they influence interpersonal interactions. Chelsey will spend the next year continuing her research by the generosity of the Emerging Scholars Initiative Post-Baccalaureate Research Education Program. Chelsey is dedicated to understanding implicit bias from how it operates to its impact on the ways individuals perceive one another with the ultimate goal of developing methods for counteracting its influence.

Max Jordan Nguemeni Tiako | Better Care

Max is a first year medical student at the Yale School of Medicine, originally from Cameroon. Prior to enrolling at Yale, he earned a M.S. in bioengineering from Georgia Tech and a B.S. in Civil and Environmental Engineering from Howard University. Studying in civil and environmental engineering in an urban environment and working on construction projects and for DC Water gave him some insight on how convoluted the interweaving factors affecting population health outside of the healthcare delivery system were. He held several leadership roles within student organizations as a college student, most notably being the president of the American Society of Civil Engineers' student chapter at Howard, where he was in charge of planning and hosting a regional conference with 300 attendees and managing a budget of $40,000 while taking a full course load. His experience in medical school and the literature on health disparities have exposed him to the imperfections of the healthcare system when it comes to delivering care to vulnerable populations, and he would like to contribute to progress towards a more equitable healthcare system.

MyMOC

MyMOC is a web-based platform that improves the quality of the healthcare provider's professional life by reducing the administrative burden physicians experience to maintain their credentials. MyMOC will serve as a centralized navigator through the MOC cycle. On the front end, the platform will procure and deliver Continuing Medical Education (CME) opportunities that are germane and interesting to the individual professional. On the back end, MyMOC will store completed training documentation and automatically submit to the appropriate regulatory organization. The service will provide regular reminders via text, email and phone application, giving the healthcare professional consistent information about their progress towards maintaining certification. Our goal at MyMOC is to respond to this administrative burden and offer a platform that manages the MOC process for physicians and other healthcare professionals with the goal of increasing availability for activities that directly impact the patient.

George Fernaine| MyMOC

George Fernaine, M.D., completed an interventional cardiovascular fellowship at Lenox Hill Hospital, as well as a cardiology fellowship and internal medicine residency at Saint Vincent's Hospital, both in New York City. He received his medical degree from the SUNY Health Science Center at Brooklyn and is board certified in internal medicine, interventional cardiology, cardiovascular diseases, echocardiography, and nuclear cardiology. Since joining NYU Lutheran Medical Center in 2007 as an attending cardiologist, Dr. Fernaine has served as associate director of the May Ellen and Gerald Ritter Cardiology Center, director of Interventional Cardiology, medical director for Cardiac Rehabilitation, and the cardiology fellowship site director. In these roles he has successfully developed primary and elective percutaneous coronary intervention (PCI) programs at NYU Lutheran. On July 1, 2014, he was appointed Chief of Cardiology and he serves on the Medical Executive Board. He is currently working on fully integrating NYU Lutheran Medical Center with NYU Langone Medical Center in a 2015 affiliation that brings both organizations together in a clinically integrated health care provider network serving the entire New York Metropolitan area.

Dr. Ian Madom | MyMOC

Dr. Ian Madom provides comprehensive spine care for adults in a private practice setting. He formally served as an Assistant Professor in Orthopedic Surgery at SUNY Upstate Medical University and staff of Upstate Orthopedics LLP in Syracuse, NY for 6 years before assuming his current role as Attending Spine Surgeon at Orthopedics Rhode Island and Chief of the South County Hospital Spine Program. He specializes in aspects of spine care including degenerative and traumatic conditions with a strong interest in cervical spine disorders. Dr. Madom has served on the executive committees, of his practice former practice and the orthopedic service line co-management group for Crouse Hospital in Syracuse, NY. He also founded the Central New York Spine Consortium, a think tank of spine care providers with the aim of developing "best practices" among many institutions in the region. In his new role, Dr. Madom is developing the first comprehensive spine program for South County Health, based in South Kingstown, RI. Dr. Madom holds a BA in political science from New York University and earned his MD at SUNY Upstate Medical University. He completed his residency training in orthopedic surgery and fellowship in orthopedic trauma at the Warren Alpert Brown School of Medicine in Providence, RI. He then completed his fellowship in spine surgery at the University of Utah in Salt Lake City, UT. Dr. Madom has also received his MBA from Yale School of Management with a focus on healthcare management.

SeeThru

SeeThru empowers consumers to effortlessly make value-based healthcare decisions, saving money and finding the best healthcare for their needs. SeeThru simplifies your healthcare journey by making pricing transparent and connecting consumers to the care they need when and where it is needed. This marketplace platform allows healthcare providers to receive direct payment immediately after a patient visit. Payment, reviews, and predictive healthcare analytics are seamless. SeeThru is your go-to place for personal health record information. Our main business model focuses on recurring revenue as a percentage of the service fee paid to healthcare providers through the platform. Future phases of the platform include broadening offerings from healthcare services to health related products as well as the sale employer benefits packages.

Adi Y. Segal | Co-Founder & Chief Troublemaker

Adi Segal is passionate about healthcare technology and left medical school to pursue a startup career. He brings a unique blend of experience from urban studies, environmental advocacy, emergency medical services, clinical care, outdoor adventure education, teambuilding, public health, tech innovation, as well as company development and growth. Adi loves to push the limits and think outside the box to create new, interdisciplinary products & services that positively impact personal health, existing care systems, and larger populations. He graduated from Columbia University and previously worked on healthcare economics and access to care issues at The Leukemia & Lymphoma Society. In 2016, Adi served as the Entrepreneur in Residence at the Icahn School of Medicine at Mount Sinai in New York City, where he successfully spun-off and helped build the foundation for Responsive Health, Inc. Prior to co-founding SeeThru, Adi was the Chief Operating Officer at DN Telehealth. In order to pay his New York City bills, currently Adi works as a Clinic Partnerships Manager at Genoa Telepsychiatry. In his minimal free time Adi loves training for triathlons, exploring the great outdoors, and spending time with friends and family.

Marina Tarasova | Co-Founder & Growth Guru

Marina is a healthcare marketing leader who has launched innovative products across life science and consumer health companies in both Fortune 500 and startup teams. Marina specializes in product and brand development, go-to market strategy, and right-sizing and executing marketing and sales plans leveraging analytics. She received her MBA in Marketing and Health Care Management from the Wharton School, University of Pennsylvania and her undergraduate degree in Management Information Systems from the University of Illinois at Urbana-Champaign.

Alajuwon (Al) Thomas | Co-Founder & Tech Titan

Alajuwon is co-founder of TREND (Top Resources Empowering New Directions), a web development shop that focuses on small businesses. TREND helps businesses grow through innovative web design and internet marketing. Al is a full-stack developer who completed the Tech-Talent South four-month Bootcamp. He specializes in Front End and Back End frameworks; specific languages include HTML, CSS, Bootstrap, JQUERY, JSON, and Ruby on Rails. He also has knowledge of Git and terminal navigation. Al received recognition for teaching the Kids Code program at Tech-Talent South. He has also completed courses in audio engineering, music production, and sound design at Atlanta Institute of Music & Media. Alajuwon is passionate about solving the world's complex problems through strategic, people-centered software. In his spare time, Al is launching Kids Circuit, a coding school and springboard for underprivileged youth.