



**CARING for
CAREGIVERS**



GUIDEWELL
HEALTH INNOVATION CHALLENGE

GuideWell is Seeking Innovative Approaches to Reducing Burdens that Family Caregivers Face Every Day.

Up to \$400,000 in total prize money available!

Caregiving is an important component of care for family members who are terminally ill, severely disabled or have chronic conditions such as memory disorders, cancer strokes or pulmonary disease. The Caring for Caregivers Challenge is a national challenge designed to motivate the development of novel, comprehensive approaches that enable family caregivers to provide in-home care of adult family members in a manner that:

Improves the quality of life

for both caregivers and care recipients

Reduces stress, burnout, and financial burdens

associated with caring for adult family members

Provides a holistic approach

to healthy, happy lifestyles for caregiving families

Is affordable and accessible for everyone

and connected into community resources

How the Challenge Works

Up to \$100,000 Per Winner Across Three Phases

The Caring for Caregivers Challenge consists of three phases that award up to four winners with \$50,000-\$100,000 in non-dilutive funding. In addition, two finalists may be provided with opportunities to pilot their solutions in collaboration with GuideWell. Benefits also include access to subject matter experts in the health care industry and potential media exposure.

Application Phase (Sept-Dec 2019)

Up to four applicants or teams will be competitively selected, and each will receive \$50,000 to assist with costs associated with the validation phase of the Challenge. Applications can be submitted between September 18 and November 15, 2019. The four finalists will be selected no later than December 13th.

Validation Phase (Jan-Mar 2020)

Selected applicants will have three months to validate the market viability of their proposed approach. GuideWell will work with each participant to define the validation criteria that should be met. Participants that successfully demonstrate the capability to sustainably scale their solution with a large population of family caregivers will be awarded another \$50,000.

Pilot Phase (Apr-Aug 2020)

Up to two finalists that successfully complete the validation phase may have the opportunity to collaborate with GuideWell to conduct a pilot of their solution. Pilot opportunities will be limited to finalists that address a specific market opportunity that aligns with GuideWell's strategic direction.



Learn more and apply at guidewellinnovation.com/health-innovation-challenge/

About GuideWell Innovation

GuideWell Innovation, a subsidiary of GuideWell Mutual Holding Corporation (GuideWell), drives collaborative innovation for the family of forward-thinking companies that make up GuideWell. Headquartered in Orlando's Lake Nona Medical City at the GuideWell Innovation Center, GuideWell Innovation focuses on transforming the health system into a more integral and useful part of people's everyday lives by fast tracking the delivery of next-generation health solutions. For more information, visit GuidewellInnovation.com.