

We Are Seeking Innovative Solutions to Reduce the Impact of COVID-19.

Due to the rapid escalation of the COVID-19 pandemic, America's health care system is at immediate risk of reaching a level of over-capacity. While most hospitals have emergency plans for pandemics, the COVID-19 pandemic has quickly highlighted critical gaps in the nation's health care crisis-management infrastructure.

In addition, the recent shutdowns of virtually every type of venue or program where people gather, along with the intense media focus on the COVID-19 pandemic, is creating secondary health concerns related to social isolation and mental health.

GuideWell is launching the COVID-19 Health Innovation Collaborative to identify and support solutions that can immediately increase the scope and scale of resources aimed at reducing the complex stress factors COVID-19 is bringing to bear on the U.S. health system.

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Download Terms and Conditions

Focus Areas

There will be five categories of focus under this collaborative, and proposed solutions must directly address at least one of those categories.

- Home based self-testing solutions for the COVID-19 virus
- Virtual, at-home care solutions for at-risk populations that have limited access to health care services
- Solutions that reduce risk for health care providers in clinical settings, including approaches for increasing protection of clinical staff
- Solutions focused on reducing social isolation due to COVID-19 diagnosis or social distancing
- Solutions for delivering food and urgently needed supplies to at-risk populations and households with COVID-19 exposures or symptoms

The COVID-19 Collaborative's overarching objective is to secure a diverse portfolio of innovative companies that collectively have the potential to "move the needle" in the above categories. For each category, a cohort of 3-5 companies will be selected to work together to create a coordinated, high impact approach to addressing the program category.

Applications Closed May 8, 2020

Partnerships

- ✓ Opportunity to partner with GuideWell and other health-care partners
- ✓ Opportunity to collaborate with other members to increase market opportunities
- ✓ Access to mentors and subject matter experts in the health care industry
- ✓ No cost or equity requirements to participate (other than travel, if necessary)
- ✓ Potential for marketing and public relations exposure

Applications Closed May 8, 2020

Timeline

For each topic category, a cohort of 3-5 companies will be selected and asked to work together to create a coordinated, high impact approach to the category's problem statement.

Eligibility

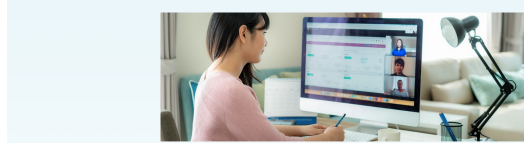
The GuideWell COVID-19 Health Innovation Collaborative is open to innovative health-technology companies that meet ONE of the following criteria:

- Earned a minimum of \$1 million in 2019 revenues
- Raised a minimum of \$2 million in equity capital AND can provide proof of five customer pilots with tangible results

Additional Criteria

- Academic institutions and public-sector organizations are not eligible.
- Applicants selected must commit to provide the staff, time and company resources needed to validate, pilot and deploy the proposed solution.
- Entrants must not be working under any work-for-hire or other legal agreement that would prohibit them from working on and retaining full ownership of any solutions developed under this Collaborative.
- Proposed solutions must be fully deployed or in valid pilots, as judged by subject matter experts during the selection phase.

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Judging Criteria

- Market Scalability**
Does the proposed solution have the potential to have deep impact in addressing pandemic scenarios nationally? Preference given to solutions that are applicable to future pandemic scenarios.
- Feasibility**
Can the proposed solution be tested and deployed in a timely, cost-effective manner?
- Applicability**
Does the approach directly address key challenges faced by health care organizations, front-line health care staff and people living in social isolation during national crisis situations?
- Competitive Differentiation**
Does the solution or approach have a strong unique value proposition?
- Team Qualifications**
Is the leadership of the team qualified to immediately deploy the approach at scale?
- Cohort Fit**
Does the Entry's approach align with other Entries in a manner that, together, has the potential to address a comprehensive gap in managing pandemic scenarios?



About GuideWell Innovation

GuideWell Innovation, a subsidiary of GuideWell Mutual Holding Corporation (GuideWell), drives collaborative innovation for the benefit of forward-thinking companies that make up GuideWell's membership in the health care ecosystem. The GuideWell Innovation focuses on transferring 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.

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