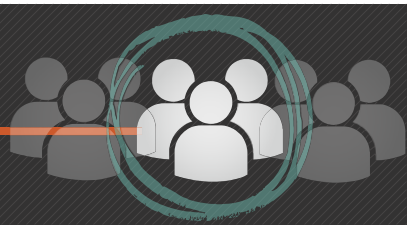
Digital Health for Complex Populations: Pilot Challenge

Designing digital health solutions that meet the needs of low-income, high-need individuals



Frequently Asked Questions

1. ***What are the goals of this challenge?***

   With support from Kaiser Permanente Community Benefit, CHCS created this challenge to better understand how digital tools can help address the needs of individuals with complex medical and social needs. CHCS also aims to build interest within the tech community about designing products for low-income populations, and contribute to making a business case for doing so.

2. ***What are the benefits of the competition for applying companies?***

   Companies will get their products into the hands of real customers, providing the opportunity to test their products, collect data on how their tools are used and how effective they are, and further refine their business strategy. Additionally, the host organizations have committed to considering the permanent adoption of the product after the pilot period is complete, creating the potential for a long-term, paying customer relationship to arise from this challenge.

3. ***What are the benefits of the program for host organizations?***

   Host organizations are given the opportunity to test out a technological solution to real-life challenges they face in caring for high-need, high-cost patients. This program helps "de-risk" innovation by helping host organizations find the right pilot partner and providing funds to cover the pilot programs.

4. ***What are the eligibility requirements for applying to the challenge?***

   In order to apply, applicants must: (1) be a legally established and incorporated business; (2) have a fully functioning product at the time of application submission; (3) have the technical capacity to modify the product as may be required by the host organization for the pilot; (4) have the analytical capacity to collect and analyze data; and (5) have the organizational capacity to maintain a strong and positive working relationship with the host organization.

5. ***How can a company apply to the challenge?***

   To apply for the *Digital Health for Complex Populations: Pilot Challenge*, companies should visit www.chcs.org/pilotchallenge. Applications are due on July 22, 2016 at 5pm ET.

6. ***How will company and host organization matches be made?***

   Host organizations will review the submitted applications, and conduct phone or video interviews with the companies with which they are interested in partnering. Based on the results of these interviews, host organizations will select the applicant that they would like to work with. Together, the host organization and selected company will then create a joint project plan for the pilot, to be reviewed and approved by CHCS and a small group of external experts. Once the plans are approved, the challenge prize money will be dispersed and the pilots will begin.

7. ***Are applicants guaranteed to meet with the host organizations?***

   Host organizations will select the companies they would like to interview, and there is no guarantee that all applicants will move to this phase of the competition. To maximize its chances of gaining an interview, CHCS recommends that companies tailor their applications and video submissions to address the specific needs and challenges put forward in the host organizations' problem statements, and clearly articulate why the company is well-positioned to address these issues and the needs of this patient population.

8. ***Do companies need to be US-based in order to apply?***

   There are no geographic restrictions on who can apply. However, host organizations will be taking proximity and accessibility, as well as their own internal guidelines about business relationships, into consideration as they select applicants.

9. ***How will companies be informed of the host organizations' selection?***

   CHCS estimates that beginning in August, it will notify all applicants of whether or not they have been selected to move into the interview round, which will commence shortly thereafter. Applicants who move into the interview round will be informed of whether or not they have been selected as the host organization's piloting partner after the interviews have concluded (currently estimated to be the second half of August, 2016.)

10. ***If a company submits an application and does not win, will there be other opportunities to participate in future challenges?***

    Even if a company is not selected, it is encouraged to keep in touch with CHCS by signing up for CHCS e-alerts and following CHCS on Twitter. CHCS intends to host additional challenges and events in the future, and encourages the tech community to stay involved.

11. ***If a company finds a host organization on its own, can it apply for funding?***

    No. This challenge is exclusive to partnerships with the participating host organizations.

12. ***Are applicants required to partner exclusively with the listed host organization? What if the applicant has other pilots or business relationships planned or already running?***

    Participation in this pilot program does not preclude an applicant from participation in other, unrelated pilots or commercial relationships. However, *Challenge* funding may only be used for the jointly proposed pilot program with the host organization.

13. ***What if a company wants to do a pilot with both of the host organizations?***

    Applicants can apply to pilot with both host organizations, but will only be allowed to partner with one. In the event that one applicant is selected by both host organizations to be the piloting partner, the applicant will have to choose which one they would like to work with in this competition.

14. *How are the pilots developed and administered?*

Teams will describe their plans to roll out and oversee their pilot programs in their joint project plans (see questions 15 and 16 below). Upon the plans' approval, CHCS will disburse funding and collect project deliverables such as mid-term and final reports. The selected companies and host organizations will collaboratively design, run, and measure outcomes of their specific pilot programs, as well as develop and execute any internal contractual relationships that are needed to facilitate them.

15. *What is the joint project plan and why is it needed?*

Once host organizations have selected the companies they would like to partner with, the teams will create and submit joint project plans to CHCS for review. The plan will articulate the teams' concrete plans for the pilot, including a project timeline, key milestones, and evaluation and project management plans. It will also indicate how the entities intend to split the prize money among each other, once it is disbursed. These proposals will help ensure that the pilots are well-thought out and viable.

16. *How are joint project plans evaluated?*

Joint project plans will be evaluated by external experts and CHCS staff to ensure that the plan and piloting approach is appropriate, feasible, and impactful. If necessary, CHCS will work with teams to strengthen or adjust portions of the joint proposal.

17. *How will the prize money be allocated and distributed?*

The host organization and selected company will determine among themselves how to distribute the $25,000 prize money. The allocation plans will be indicated in the teams' joint project plans. Once it has approved the plan, CHCS will disburse the funds to the host organization, which will disburse funds to the selected company in accordance with their agreement.

18. *Does the selected company have be on-site at the host organization?*

There is no requirement for applicants to be on-site for the duration of the pilot. However, applicants should expect to collaborate closely with the host organization, and this may require in-person meetings and periodic travel. These specific details should be worked out by the teams as part of their joint pilot proposal.

19. *How long will the pilots run for?*

The pilots will run for nine months.

20. *What happens when the pilot period is complete?*

Once the pilot is complete, teams will submit a written report to CHCS detailing the projects' results, successes, challenges, and considerations for further study. Host organizations have committed to consider expanding or adopting the pilot intervention depending on the outcome of the pilot. By participating in this challenge, both host organizations and winning applicants commit to participating in a CHCS-sponsored *Digital Health Showcase* (date TBD), as well as various promotional activities including, but not limited to, national webinars and podcast interviews.

21. *Who can an applicant contact if they have more questions?*

All questions related to this challenge can be directed to PilotChallenge@chcs.org.