

Health Hack: Co-creating next generation health solutions – patient driven

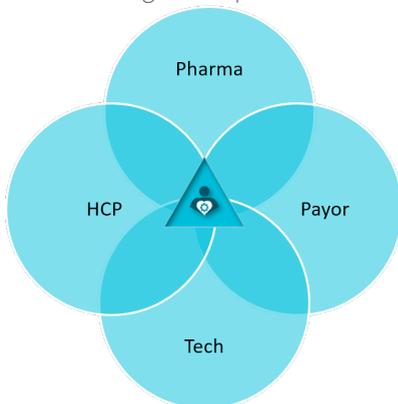
The DayOne Health Hack aims to build a world-wide reference platform for exploring the design of patient driven healthcare solutions. The aspirational Hackathon is hosted in Basel and builds on the strength of Switzerland’s healthcare innovation ecosystem. During a two-day program patients, caregivers, software engineers, as well as healthcare innovators will join forces to co-create tangible proof-of-concept solutions to real world challenges. They will then be presented and brought to a next level at the DayOne Conference in November 2020 and through various supporting programs of Switzerland’s healthcare innovation ecosystem.

Imagine...

15+ patients sharing their insights and needs about dealing with their health conditions. Imagine that they are actually being not only heard but listened to. Imagine further that there is a team of professionals, experts and tech enthusiasts that want to support these patients to turn their challenges into ideas for feasible solutions. Then imagine a crowd of highly savvy digital talents offering their skills during a two-day hackathon to create a first prototype for the patient’s solution. Further imagine that the best of these proof-of-concepts, after being pitched at the DayOne Conference, will actually receive the support to develop a next concrete stage and finally be brought to the patients.

... this is exactly what DayOne Health Hack envisions to achieve

With the launch of a patient-centric health hackathon, DayOne, an initiative managed by BaselArea.swiss, aims to explore new ways to catalyze sustainable and cutting-edge health solutions. The DayOne Health Hack has the clear ambition to become the place to be for digital talents and creative doers who wish to make a difference in improving health outcomes for patients. Supported by the broad Swiss healthcare innovation ecosystem, this unique format will contribute to establishing an additional avenue to catalyze healthcare innovation, attracting world-class software engineers and developers to the field and delivering on the promise of a truly patient-centric approach.



*DayOne Health Hack-
Reformatting the ecosystem
around the patient*

This is how the DayOne Health Hack works

As an aspirational hackathon, the DayOne Health Hack supports patient communities and their caregivers to become “Health Hackers”, and to take the initiative to tackle their needs. The patients will be joined by healthcare professionals and tech enthusiasts from the Swiss Innovation ecosystem to co-ideate feasible solutions to their challenges. Digital talents from all over the world are then invited to actually prototype these solutions using cutting-edge development tools and real-world datasets. The first edition would consist of a two-day event, Saturday to Sunday, with pre-events on Friday, attracting approximately 150 participants. Selected finalized “hacks” will then be pitched and challenged at the DayOne Conference in November 2020 and receive the support needed to start a project, be it as a start-up or within an existing organization.

Bringing real world patient needs to tech and vice versa

While user-centric approaches are now the norm in various industries, patients so far have rarely been directly involved at the starting point of the healthcare innovation process. It is now increasingly recognized by the healthcare industry that this will have to change by adopting more and more **patient-centric approaches**. As a neutral platform, the DayOne Health Hack presents itself as ideal playground to seriously explore this new frontier in healthcare innovation.

Digital capabilities are a major healthcare innovation enabler, and a disruptor as well. World-wide key healthcare stakeholders such as global pharma companies are engaged in digital transformations. However, software developers and savvy digital talents are global nomads and a scarce resource. They command high pay, are delocalized, and can choose projects and employers in many cases. Engaging digital developers and attracting them to the healthcare space is key endeavor for success. By proposing to co-create tangible solutions for real world patient needs, the DayOne Health Hack offers an appealing opportunity for digital talent to prove their skills in the broad field of healthcare innovation.

In spite of the large number of health hackathons that have taken place to date, astonishingly there seem to be a lack of truly patient centric approaches in most of them. Many hackathons build on a technology in a mostly corporate environment. For many participants, especially the most talented ones who are not after the next better job, such formats are a turn-off. In contrast, an aspirational hackathon is a much more appropriate fit to attract purpose-oriented digital talent.

The Principles and Building Blocks

The event will be a purpose driven “**aspirational Hackathon**”: the participants are called to “do good, feel good”, rather than seek a financial reward. **Patient-centricity** is key: patient groups and caregivers are called to help define challenges, to be present during the hackathon and “own” their challenges providing inspiration and feedback to participants.

The principle of **creativity and collaboration** requires an underlying alignment with the purpose of the event and trust. It can be facilitated by taking inspiration from open source/hardware movements and releasing IP constraints so that new ideas can be generated. A priori ownership of results by sponsors is excluded.

In order to increase potential impact, the aim is to use **relevant and scalable** industrial-grade technologies and data sets. To inspire and energize, as well as to manage expectations of the participants, the challenges should be **feasible** by the teams sprinting during a two-day hackathon and will therefore be curated by experts together with the patients prior to the event in order to ensure realistically addressable hack projects.

Finally, while many teams will simply disband, it is important to enable **visibility and continuity** for selected results which could find a home in an existing organization and its projects, be further developed as an online patient community project, or even incorporated as a start-up company. The **DayOne Conference** will provide a platform for the teams to pitch and have their idea challenged by an established innovation community.

A road to and from the Hackathon

Initiated and operated by BaselArea.swiss the DayOne Health Hack will engage the community and ecosystem in the organization of the hackathon. This will be realized by a series of workshops and activities, some of which may require iteration.

Patient needs:

Reaching out to patient communities to identify concrete challenges related to real world needs as well as recruiting patients to act as their owner. The patient challenges can then be further detailed during pre-events.

Tech capabilities in ecosystem:

The goal is to identify the core technology enablers (connectivity, software, hardware, power, data-sets, venue infrastructure...) available in the ecosystem that is relevant for the challenges and possible gaps. Issues such as security, data anonymization, but also attractive points for developers which can be offered need to be addressed. Technology experts, mentors and facilitators need to be identified. Some tech platforms could be presented during pre-event workshops to align the levels of competence and knowledge of different participants.

Curation of health challenges:

Translating the patient needs into hackable but challenging bits is a key element of the success of the DayOne Health Hack. The curation should match the patient challenges and tech capabilities, as well as identify mentors and facilitators for the event. This activity will provide a short list of challenges to be proposed to the participants before the event via the website.

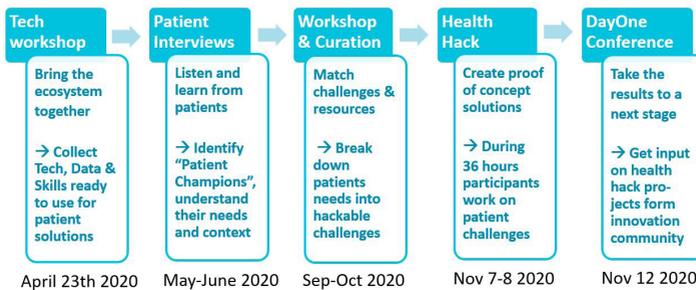
The Health Hack event:

The hackathon will start Friday late afternoon for pre-events and end on Sunday afternoon with the pitching of the results and awarding the best projects. The goal is to reach a close proof-of-concept by co-creating a prototype of the solution. During the hackathon mentors will be present to help the teams. All the teams will be offered the opportunity to pitch their solutions at the DayOne Conference followed by an open innovation workshop session together with healthcare innovation experts to bring the projects to the next level.

Follow up after the event:

While many teams will simply disband, it is important to ensure continuity for the results which could find a home in an existing organization and its ongoing projects, online patient community projects, or even a start-up company. DayOne one will further facilitate support for the projects in close collaboration with stakeholders of Switzerland's innovation ecosystem.

The solutions are driven by patient needs: The DayOne Health Hack Co-Creation Journey



Get involved and shape the DayOne Health Hackathon:

Be it as a private individual or as part of an organization or a company, your passion and expertise will fuel the co-creation of the next generation patient-driven health solutions. We call on patient advocates, caregivers, medical doctors, technology providers, pharmaceutical companies, hospital, insurances... and creative makers. Your contribution, be it as an in-kind resource or sponsoring, will be most welcome.

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Visit: www.dayone.swiss to learn more about DayOne