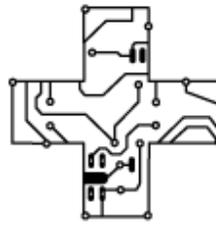# INAUGURAL SUMMIT

OCTOBER 4-6, 2015   CAMBRIDGE, MA
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

HACKING MEDICINE INSTITUTE

MEASURING DIGITAL HEALTH OUTCOMES

HMi Mission: Global Health Transformation by Accelerating Data, Evidence & Adoption of Digital Healthcare

Medical and health technology — for decades derided as the driver of increased health costs — are now the key enabler of new products, re-imagined services and new business models to extend the reach of physicians and institutions, and achieve the triple aim of increased access, better outcomes and lower costs. Healthcare's tectonic shifts are forcing fundamental business model change to every one of it's players, both in the United States and globally.   Based in Cambridge, Massachusetts — amid the worlds most dense network of academic institutions, high tech and pharmaceutical companies — Hacking Medicine Institute (HMi), an independently funded 501(c)3 non-profit educational institute, is convening healthcare leaders around the world to accelerate data, evidence and adoption of effective new medical technologies.

Accelerating Digital Health Startups Prove Impact + Outcomes

The event will gather healthcare leaders across academia, government and the private sector to chart the future and challenges of measuring health outcomes of new digital apps, connected medical devices and tech-enabled services. New products and open standards are creating novel ways to collect data and engage patients. The challenge is how to capture trusted data to prove or disprove clinical value and comparative effectiveness — comparing traditional products to new digital ones and extending to patient behaviors, social and environmental effects. New healthcare startups lack the ability to convene key decision makers across policy, payors and providers. HMi will help facilitate working groups to accelerate this.

Building a Consortium of Leading Health Institutions, Pharma and Med Tech Companies

HMi will regularly convene a consortium of academic, public and private institutions to form working groups to tackle various aspects of judging standards for reviewing and measuring digital health products and efficacy.   Our inaugural Summit is an invitation-only executive forum hosted by HMi and MIT This event will set the agenda for a Summit in Washington DC in early 2016 at the National Academy of Medicine to craft policy metrics for ranking digital health tools.

Summit: Key Stakeholders Collaborating to Measure, Test, Value Digital Health Solutions

HMi events will gather healthcare leaders across academia, government and the private sector to chart the future and challenges of measuring health outcomes of new digital apps, connected medical devices and tech-enabled services. Each of our interactive and engaging sessions will start with a brief presentation by experts to set the stage for an engaging dialogue around the topics below. Prior to the forum, participants will be asked to identify a challenge in one of the topic areas and present this at the start of the respective session. We will facilitate small group discussion following a review of concepts to enhance the interactions amongst participants and to build collaborative working groups. Following each session, each group will present a roadmap for moving forward.

Agenda:

This highly interactive program will help participants craft strategies and tactics in measuring the impact of Digital Health:

•   New data sources, novel methods for measuring health interventions
•   The future of prescribing "digiceuticals" and digital health solutions and implications for your organization
•   Challenges, metrics and examples of measuring outcomes for digital health interventions
•   Comparing effectiveness across digital/analog/pharma interventions
•   Measuring messaging effectiveness across patient segments, geographies, and cultures
•   Using Apple ResearchKit & HealthKit and other tools to enabled efficient, faster, inexpensive data gathering
•   Re-engineering patient-centric experiences to complement and enhance existing pharma and med device solutions
•   How to navigate and engage the FDA and CMS in uncharted territory of digital health
•   Novel business models in digital health with recent successes and failures

Participants Across Policy, Payors, Providers, Products:

We are convening healthcare and patient-advocates who are actively engaged in setting policy to measure, prove, and pay for effective products and services. We strive to have a diverse and balanced set of attendees from the following sectors:

•   Large self-insured employers and insurers
•   Representatives from FDA, NIH, CMS, HHS
•   Hospital systems and accountable care organizations (ACO's)
•   Patient advocacy and rare disease groups
•   Clinical leaders creating policy for population health, hospital networks, guidelines
•   Medical technology and high technology companies
•   Pharmaceutical and biotech companies with "pill plus" apps, digital biomarkers, and companion diagnostics

In addition to breakout discussions moderated by thought leaders, we will host a reception and a dinner event and we will have ample opportunities for networking and self-assembling around themes that develop throughout the summit.

Request an Invitation at info@hackingmedicine.org

Space for this two day educational program is limited to 50 sponsored participants on an invitation-only basis, along with invited technology, policy and clinical experts.

Request Sponsorship details at sponsors@hackingmedicine.org

Institutions and companies sponsoring Consortium events may send delegates and contribute to working groups. Hacking Medicine Institute editorial opinions and reviews are carefully separated by a professional editorial wall.