

GuideWell Innovation Launches Collaborative Ecosystem to Accelerate Health Innovation

Pioneering Collaborative Resource Ecosystem (CoRE) anchored in new state-of-the-art GuideWell UST Innovation Center facility in Lake Nona Medical City

ORLANDO, Fla. – Orlando’s Lake Nona Medical City is the home to a pioneering “ecosystem,” a collaborative network connecting entrepreneurs, research and development experts, and health care leaders with innovative ideas, funding opportunities, and resources in order to develop the next generation of health solutions. Orlando Mayor Buddy Dyer joined GuideWell executives and other health care leaders in officially launching the GuideWell Innovation CoRE™ (Collaborative Resource Ecosystem) today.

“GuideWell is committed to improving the health care system. The collaborative ideas and solutions that will come out of the GuideWell Innovation CoRE will allow us to reshape health, and GuideWell will put its support behind fostering these new solutions,” said Pat Geraghty, Chairman and CEO of GuideWell. “We also will be working with early-stage health companies and helping incubate those companies while they are developing new technologies and solutions for health care.”

Access to the GuideWell Innovation CoRE is available through a variety of ways including direct participation in one of the exclusive immersion events, or through a CoRE membership.

“GuideWell Innovation’s mission is to advance the transformation of the health industry by rapidly accelerating health innovation. The CoRE will allow us to bring together start-ups and industry leaders to fast-track health solutions that can radically transform our health system into a more integral and useful part of people’s lives,” said Renee Finely, head of GuideWell Innovation.

The GuideWell Innovation CoRE is anchored in a 30,000-square-foot collaboration space on the first floor of the new GuideWell UST Global Innovation Center facility. The CoRE is designed to become the epicenter of health innovation by not only offering interactive opportunities for innovators, entrepreneurs and health care leaders to work together, but also by providing inside-track access to the health care system, including the GuideWell family of companies, and expertise on accelerating development and commercialization of new health solutions and technologies.

The GuideWell Innovation CoRE offers a variety of creative spaces designed to enhance interaction including a 250-seat theatre in the round, co-working space for start-ups and entrepreneurs, a start-up garage featuring the latest 3D printing

technology and industrial engineering expertise from Edison Nation Medical, and a living lab for testing new products and technology. The space also includes an audio-visual production studio, executive board room and screening room.

Healthbox previously announced it will conduct an eight-week accelerator studio at the GuideWell Innovation CoRE beginning May 16. *The Healthbox Florida Studio in Partnership with GuideWell Innovation* will focus on health analytics companies using artificial intelligence, machine learning, predictive modeling and other technologies to improve quality, increase access and reduce the cost of care. Applications for the studio close on March 18.

In its first event at the GuideWell Innovation CoRE, GuideWell Innovation will take aim at cancer with a guided immersion event on April 18-19. *Greater Than Cancer: The Other Side* will be an exclusive program that begins with the two-day event, bringing together thought leaders from multiple disciplines and segments to address critical issues for cancer patients with the goal of identifying ways the health care system might improve the cancer experience. Following the event, participants will continue to collaborate remotely for six months—leveraging data, research, experts, resources, and funding opportunities—in order to bring to life new solutions that will transform the cancer experience forever. Applications are currently being accepted for *Greater Than Cancer: The Other Side* at BeGreaterThanCancer.com.

The GuideWell Innovation CoRE is part of the 92,000-square-foot GuideWell UST Global Innovation Center in Lake Nona, the latest addition to the 650-acre life sciences campus built by Tavistock Development. The facility is located at 6555 Sanger Road in Lake Nona Medical City.

About GuideWell Innovation

GuideWell Innovation, a subsidiary of GuideWell Mutual Holding Corporation, is focused on advancing the transformation of the health industry through rapid acceleration of health innovation. Headquartered in Orlando, Fla.'s Lake Nona Medical City, the GuideWell UST Global Innovation Center facility is anchored by the GuideWell Innovation CoRE (Collaborative Resource Ecosystem), designed to become the global epicenter of health excellence, where thought leaders address current issues, evaluate emerging trends and develop next-generation health solutions to radically transform the industry and the consumer experience for better health. GuideWell Innovation concentrates on seven Centers of Excellence representing areas of focus to facilitate and accelerate the transformation of new ideas into useful products. The Centers of Excellence include Advanced Integrated Delivery of Care, Next Generation Consumer Engagement, Digital Health and Remote Management, Computational Health, Wellbeing and Human Performance, Health Care Financing and Health Policy. For more information, visit guidewellinnovation.com.

About GuideWell

GuideWell Mutual Holding Corporation (GuideWell) is a not-for-profit mutual holding company and the parent to a family of forward-thinking companies focused on transforming health care. The GuideWell organization includes the leading health insurance company in Florida, a number of health care delivery businesses, a consumer engagement company, and a provider of administrative services to state and federal health care programs. For more information, visit guidewell.com.

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