Novel Approaches to Public Health: Tech and Innovation for Supporting Public Health

September 25, 2017
Raise Hand, Mute and Chat Feature

Please take note of the **Raise Hand** and **Mute** Buttons.

Please submit questions via the **Chat** Feature.

Please send your questions to **Everyone** or the **Host**.
Agenda

• Welcome and Orientation
• Emerging Trends
  • P2Health - Marquesa Finch and Vanessa Mason
• Startup presentations
  • BabyNoggin
    • Dr. Jin Lee
  • Primal Red
    • Shingai Samudzi and Suparna Ferreira
• Discussion + Q&A
• Wrap up
Webinar Objectives

• Share emerging trends in technology and other innovations that support improved health
• Highlight two startups; share their solutions to health issues and how they are solving issues at hand
• Stimulate thinking of what is possible to create solutions to issues affecting health
WHAT IS INNOVATION?

Innovation is a new idea, more effective device or process. Innovation brings together novel ideas in a way that has impact on society.
Types of Innovation

• **Social innovation**: A solution to a social problem that is more **effective, efficient, sustainable, or just** than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.

• **Product innovation**: A good or service that is new / significantly improved with respect to intended uses.

• **Process innovation**: A new or significantly improved production or delivery method.

• **Marketing innovation**: A new marketing method involving changes in product design or packaging, product placement, product promotion or pricing.

• **Organizational innovation**: A new organizational method in business practices, workplace organization or external relations.
Planning based vs. Prototype based approach

Planning-Based Process
- Stakeholders provide *input*
- Linear approach
- Learning by *research and analysis*

Prototyping-Based Process
- Stakeholders *co-create* solutions
- Iterative approach
- Learning by *doing*
P2HEALTH
BRIDGING PUBLIC HEALTH AND TECH
ABOUT P2HEALTH

P2Health is an incubator and fund focused on public health tech startups that are innovating population health and preventive health, including companies that aim to reduce or eliminate health disparities.
OUR VERTICALS

.VC
Seed-stage funding to connect public health tech entrepreneurs to capital
(Coming Soon!)

.EDU
Educational resources and community building events to support the public health tech ecosystem

.LAB
Incubator that integrates the business development support of an incubator with the evidence-based rigor of research.

.PUB
Research and data about trends, challenges and opportunities within public health tech
P2HEALTH.VC

FUND OVERVIEW

SIZE
Target $500K by December 2016

FOCUS
Seed and early stage companies with solutions for population and preventative health.

STRATEGY
Leverage the public health tech ecosystem to invest in companies building population and preventative health solutions capable of cost effective and accelerated growth.

THESIS
As value-based healthcare mainstreams, new technology and integrated solutions support a new paradigm of health management for greater savings and reduced waste and drive opportunities for increased revenue.
INVESTMENT

CRITERIA

• FOCUSED ON POPULATION & PREVENTATIVE HEALTH

• CLOSING HEALTH INEQUITIES

• COMMITMENT TO EVIDENCE-BACKED RESEARCH

• COMMITMENT TO DIVERSITY
SPENDING VS. OUTCOMES

90% SPENDING ON ACCESS TO CARE

10% IMPACT OF ACCESS TO CARE ON HEALTH OUTCOMES

3% HEALTH CARE SPENDING ON PREVENTION

75% HEALTH CARE COSTS DUE TO POOR PREVENTION
THE OPPORTUNITY

$144.8 BILLION

THE VALUE OF THE PREVENTIVE HEALTH SERVICES AND TECHNOLOGY MARKET BY 2020
THE OPPORTUNITY

114 MILLION

ADULTS WITH AT LEAST ONE RISK FACTOR FOR CHRONIC DISEASE ONSET
FACTORS DRIVING THE OPPORTUNITY

Aging population living longer
- Life expectancy increased from 73.7 years in 1980 to 78.8 years in 2014

Skyrocketing out of pocket health care costs
- Spending on deductibles has nearly quadrupled in a decade (2004-2014)

Earlier onset of chronic disease in Millennials
- 35% of young adults (20-44 years) with diabetes are undiagnosed

Lowest uninsured rate in 8 years
- 11% of adults are uninsured

Growing smartphone dependence
- 12% of African Americans and 13% of Latinos are smartphone-dependent
FACTORS DRIVING THE OPPORTUNITY

Primary care physician shortage

Persistent health disparities in quality of care

Growth of value-based health care

ACA investment in community and preventive health

Stakeholder initiatives to reduce waste

The American Academy of Family Physicians projects a shortage of 131K primary care doctors.

Disparities in healthcare are estimated to cost $309 billion annually.

Physicians expect that half of their compensation in the next 10 years will be value-based.

The ACA has allocated $15 billion over the next 10 years to the Prevention and Public Health Investment Fund.

Nearly $1 trillion in healthcare spending is wasteful and unnecessary.
Quality dealflow through strong partnerships and ecosystem building

Our partnerships with academic institutions, government agencies, and other commercial stakeholders provide access to strong entrepreneurs who have little to no resources to scale their evidence-based innovations currently.

Our monthly events bring together hundreds of people, showcasing entrepreneurs to investors and connecting talent with opportunity and support.
ACCESS TO PILOTS

P2Health has established relationships with a wide range of universities, health systems and academic medical centers across the country.

Our model integrates the business development support of an incubator with the evidence-based rigor of research. All of our companies must participate in a pilot or research study to validate their product.
USER GENERATION

Data Sharing and Monitoring
Social Support

TASK SHIFTING

Coaching/Navigation
Language Access
Telehealth/Consults

TRENDS AND OPPORTUNITIES

AUTOMATION & PERSONALIZATION

Adaptive Learning
Recommendation Engines
Health Literacy

DATA ANALYTICS

Reporting
Data Integration
Predictive Analytics
MANAGEMENT TEAM

MARQUESA FINCH, MPH

Key Prior Expertise:

- Led communications and advised portfolio companies on customer acquisition and marketing at an early-stage tech VC firm
- Built the first mobile analytics program at Kaiser Permanente
- Consulted for a number of digital health startups in the Bay Area
- Co-founded Movement50, a new leaders group promoting diversity and social good in Oakland and San Francisco
- Developed a text messaging intervention for a global health organization in the Middle East to address the refugee crisis
- UC Santa Barbara BA; George Washington University MPH in global health

Key Prior Expertise:

ROCK HEALTH

VANESSA MASON, MPH

- Founded Riveted Partners, a consultancy that accelerates digital health innovation
- Led product development focused on health tech for vulnerable populations at ZeroDivide
- Fostered talent acquisition & investment to advance gender diversity in digital health at Rock Health
- Member, Health IT advisory board for Transdisciplinary Collaborative Center (TCC) for Health Disparities Research at Morehouse School of Medicine
- Supported mobile health product development for clients in west and east Africa
- Speaking engagements include mHealth Summit and ONC Consumer Health IT Summit
- Press mentions in NPR, mōbilehealthnews
- Yale BA in psychology; Columbia MPH in global health
Digital village to help every family reach their full potential!

Dr. Jin Lee
info@babynoggin.com
1 MILLION KIDS with undiagnosed disability EVERY YEAR!

EARLY INTERVENTION is key

- Children develop to 90% of adult brain size by age 3. Delay intervention mean changing brain function forever.

- $30,000 - $100,000 savings per child for society

More likely to graduate from high school, hold jobs, live independently, avoid teen pregnancy, delinquency, and violent crime

Results in $30,000 - $100,000 savings per child for society (1)

ROI= $17.07 for every dollar invested (2)

SMARTPHONES EVERYWHERE MEANS BROAD REACH

● 50% low income (< $30,000) have smartphones, and about 70% for medium-low income ($30,000 to $75,000)

● Low income is more than 10 times more likely to depend solely on smartphones for online access

Source:http://www.pewinternet.org/2015/04/01/chapter-one-a-portrait-of-smartphone-ownership/
END-TO-END CHILD HEALTH SERVICE

- SCREENING
- REFERRAL
- SUPPORT
- DATA SHARE
CARE COORDINATION SPECIALISTS

- locate
- refer
- broker
- monitor
- expedite
- provide advocacy
- coordinate
CUSTOMIZABLE CONTENT & ADVICE
USERS LOVE US!

90% Complete a screening

5/5 App reviews

“It’s great and an excellent time and money saver.”
— Dr. Richard Feuille, Glendale Pediatrics

“It’s a must-have for new parents!”
— Caroline, mother of two

“The next step is the age of nurturing children. By combining the latest child development science with state-of-the-art technology and placing it into the palm of every parent, BabyNoggin is already taking that next step!”
— Dr. John Walker

User testimonial video: https://youtu.be/90FzTqumd4c
BABYNOGGIN BENEFITS

Save time
- Can integrate to various medical records
- Triage developmental concerns

Better care
- Eliminate scoring errors
- Longitudinal view of baby’s development based on age or domain

Empower parents
- Video for each question
- Suggestion of developmental activities
- Reminders for screenings, appointments, & vaccines

Dr. Jin Lee: Jin@babynoggin.com
Primal Red

A Novel Approach To Public Health
We curate health and relationships for people seeking positive life change
Our story begins and ends with Blue Zones
The path to the Blue Zone

- Social + Spiritual Life
- Physical Activity
- Healthy Diet
- Reduced Stress
- Sense of Purpose
- Long, Healthy Life
Who benefits?

Healthy

Pre-Chronic

Chronic

Highest ROI for preventive care here

80% of total cost is here

Health status as an individual ages
Overworked, high stress lifestyle
Bribes, fear tactics, and fitness trackers have marginal to zero effect
Personalized, curated connection with emotional fulfillment
Creating a sticky experience

- Attention to Individuality
- Making Purposeful Connections
- Treat the Person, Not the “Type”
- Multi-modal Engagement
ABOUT OUR TEAM

SUPARNA FERREIRA
CHIEF OF USER EXPERIENCE &
CO-FOUNDER

Suparna worked as director of
strategy at Sutter Health before
leaving to create a lifestyle
intervention program in
Guadalajara, MX

SHINGAI SAMUDZI
CEO & CO-FOUNDER

Shingai cofounded internal
startup within Kaiser to help
company more effectively
engage with Millennial
customers and employees
There is no Plan B