



Health 2.0 DEVELOPER CHALLENGE

The Health 2.0 Developer Challenge is a high profile effort to stimulate innovation to improve health and health care. It uses light-weight developer tools and newly available data-sets from public and private sources.

The challenge was first announced by Federal CTO Aneesh Chopra on June 2 at the Community Health Data Initiative (CHDI) meeting, and it's partly a continuation of the great work done within CHDI, and partly an expansion of the code-a-thon/developer camp effort to the whole Health 2.0 community. The challenge is supported by the Department of Health & Human Services. It's being run by the Health 2.0 Conference, with partners O'Reilly, Internet2, Sunlight Labs, Healthtap & the Health 2.0 Accelerator.

Anyone can submit a challenge or join a team to solve a challenge. But the goal is to get the health care and developer communities working on building new innovative applications in rapid-fire time.

The Challenge has two parts: online and offline. Teams will be working on challenges over the course of the summer. Selected winners from the challenges will be showcased at the Fall Health 2.0 Conference, and we'll be building an online community of challengers and teams in the coming weeks.

The offline/real-life aspect will be a series of formal and informal code-a-thons in which multi-disciplinary teams will work on specific solutions within priority areas identified in advance. The teams will compete in a stimulating environment to build real applications.

Health 2.0 will host a series of physical events leading up to the final Challenge during the Health 2.0 Annual Conference (October

6-9, 2010), the culminating event of Health Innovation Week, October 3-10, in San Francisco CA. The first mini code-a-thon will be announced soon.

Who can take part?

- Anyone (or any organization) who wants to issue a challenge about a health related problem
- Anyone who has data they want to contribute (or wants to see what data is available already)
- Anyone who wants to work on a challenge (whether they are already part of a team or want to join one)
- Anyone who wants to sponsor the Health 2.0 Challenge effort with prizes or wider funding

If your organization wants to advance this amazing effort to stimulate innovation in health care, please consider becoming a sponsor.

WHY SPONSOR?

- Brand your organization as a promoter of innovation
- Receive highlighting at Health 2.0
- Early access to innovator teams
- Similar efforts outside of health care have led to product and company creation

ABOUT Health 2.0

Matthew Holt and Indu Subaiya collaborated to organize the first Health 2.0 conference in September 2007 in San Francisco. Health 2.0 has been featured in the New York Times, the Washington Post, the San Francisco Chronicle, the Huffington Post, on CNN, CBS News, and in the healthcare trade press. The Washington Post called the conference "...a high-energy gathering of great minds..." Now eight conferences on, Health 2.0 has become the place to see and be seen for the leaders in health care technology. In 2010 Health 2.0 is expanding. We've held our first conference outside the USA (in Paris), we've held conferences for physicians and government officials, and now we're running the Health 2.0 Developer Challenge too.

Sponsorship Levels

OPTION	DESCRIPTION	FEE
Main Challenge Sponsor	<p>Reap the benefits of sponsoring the entire Health 2.0 Developer Challenge. You'll get to introduce winners on stage and provide commentary during challenge showcase. You'll also have facilitated interaction with teams, and we'll help you structure your own challenge.</p> <p>Includes:</p> <ul style="list-style-type: none"> • 3 tickets to Health 2.0 • Logo on challenge site • VIP breakfast with HHS leaders 	\$25,000 (limit 4)
Code-a-thon Sponsor <i>on-site at Health 2.0 Conference</i>	<p>Co-host the Code-a-thon event which will be running in the Exhibit Hall during the conference.</p> <p>Includes:</p> <ul style="list-style-type: none"> • 1 pass to Health 2.0 • Signage near Code-a-thon event • Mention from stage • Logo on materials for Code-a-thon • Interaction with developers before open session 	\$7,500
Prize Challenger & Offerer	<p>Issue a challenge and select the winners.</p> <p>Includes:</p> <ul style="list-style-type: none"> • 2 passes to Health 2.0 (one for you, one for your winner) • Mention from stage • Logo on materials for code-a-thon • Interaction with developers before open session 	\$5,000 (recommended prize amount) + fee of \$3,000

Sponsor Relations Contact

For more information on ordering details and additional opportunities with the Health 2.0 Developer Challenge, kindly contact Hillary McCowen at hillary@health2con.com

PARTNERS



SUPPORTED BY

