

**EVENT BRIEF: Digital Health and Life Sciences Trade Summit Sponsored by MA Life Sciences Center and Health XL Accelerator Program**

**Date:** Wednesday, May 15, 2013

**Time:** 10:30 AM – 11:30 AM

**Location:** HealthXL Dublin  
Unit 24 Trinity Enterprise Centre  
Dublin 2

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**Purpose:**

You will attend and provide remarks at the Digital Innovation Health and Life Science Summit, an exclusive gathering of global influencers and healthcare innovators, at which cutting-edge healthtech startups, supported by the HealthXL accelerator, will showcase their innovative products. The invite only gathering of healthcare innovators and entrepreneurs is intended to open discussions on the revolutionizing face of digital health technology and business innovation between interconnected markets.

**Event Background:**

Jim Joyce, Director of HealthXL and CEO and founder of Point of Care Health Services, a Dublin based health services company, will emcee the event. A biography of Jim Joyce is attached hereto at Tab 6. Senate President Murray, Pamela Goldberg, President and CEO of the Massachusetts Technology Collaborative, Dr. Susan Windham Bannister, President and CEO of the Massachusetts Life Sciences Center, and the IBM Watson team will also provide remarks. A summary of IBM's Watson is attached hereto at Tab 7.

The summit is being hosted by Dublin's Global Health Accelerator, HealthXL, as part of the countdown to their first Global Gathering event on May 30th. HealthXL is a global digital health mentor network. It was created by Startupbootcamp, one of Europe's leading accelerator programs for startups. HealthXL was designed for new businesses focusing on technology in the health and well-being sector. HealthXL will operate between Dublin and London and

offer start-ups seed funding as well as mentoring and support from a global network of experts in the technology and health sectors. The accelerator works with healthcare startups from around the world, helping them to create and nurture innovative ideas and technologies that are designed to transform the world's healthcare systems. Their network of investors, entrepreneurs and sponsors also span the globe, including Silicon Valley Bank, Novartis, GlaxoSmithKline, Cleveland Clinic, IBM, Reckitt, Benckiser, PHS, Nesta and Enterprise Ireland.

The Summit that you are attending will highlight seven companies that were chosen for HealthXL's accelerator program through a competitive application process. These companies represent a dynamic group of digital health start-ups globally selected from US, Canada, Africa, Finland, Australia and Ireland. They will be showcasing their technologies at this event as part of the larger discussion on Health IT. At the *Global Gathering* on 30<sup>th</sup> May, over 300+ international influencers from all over the world including leading health professionals, business mentors, key angel investors and members of the start-up community will gather with HealthXL to discuss how digital health will transform the healthcare industry. The *Global Gathering* will allow these same seven start-ups to pitch their next generation technology to a wider audience of industry peers. These start-ups include:

### **ClaimSync:**

ClaimSync, a Ghana-based company, provides software that enable institutions and businesses to create and manage electronic records. The software is designed to help healthcare providers create electronic patient records, prepare medical claims, and send them via the internet to health insurance companies. The company also provides a platform for insurance payers to receive medical claims on their online dashboard and to easily vet them for payment. The goal of this software is to reduce costs significantly, limit data entry errors, save time and improve overall efficiency especially with regard to claims processing. In partnership with GLICO Healthcare, the company delivered a workshop on the benefits of Healthcare IT to 70 delegates made up of doctors and administrators of healthcare facilities in August 2011. The company has been featured on several online media such as Tekedia, Global Atlanta and The Wall Street Journal's Market Watch

### **Evinance**

Evinance, a Canada-based company, has developed a real-time decision support platform based on evidence-based clinical practice guidelines. The Evinance Clinical Practice Guideline (CPG) platform allows guideline-authoring

organizations to store guidelines in a centralized repository where they can be easily updated, while integrated approval-routing capabilities ensure adherence to regulatory compliance and quality standards. Evinance recently launched a CPG platform, based on its Business Process Management technology, to simplify the management and improve the communication of CPGs. Developed in conjunction with the National Comprehensive Cancer Network (NCCN), an alliance of 21 of the world's leading cancer centers that develop the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines), Evinance's CPG solution is currently being used to power the NCCN Guidelines User System (GUS). The CPG platform can be utilized by any guideline-authoring organization to manage guidelines that need to be frequently updated and communicated to large communities of users. For instance, The NCCN Guidelines, the recognized standard for clinical policy in oncology, are the most comprehensive and most frequently updated clinical practice guidelines available in any area of medicine. The platform has similar uses in areas of healthcare besides Oncology, such as Cardiology, Psychiatry, and Emergency Medicine.

## **goACT**

goACT, an Australian-based company, specializes in web-based software solutions for mental health professionals and their clients. goACT's product, Journal, is an electronic version of the paper-based therapy tools employed by many psychologists. goACT Journal systemizes existing clinical procedures on an electronic platform. It allows clients to complete assessment questionnaires online. Clients can set and score goals, write a behavioral diary and track their planned homework. This includes viewing and analyzing therapeutic information as one would do with paper charts and records, but now online. goACT's commercial philosophy is that online tools add value to a client – psychologist relationship because more time can be spent for therapy.

## **NurseBuddy**

NurseBuddy, a Finland-based company, offers a tool that has been designed to help nurses manage their day-to-day jobs using tablet devices. NurseBuddy is an application for web and mobile devices that helps home care companies plan and report on client visits. NurseBuddy provides users with a real-time interface that makes it easier to track care providers and client visits. Users can check the status of a visit and plan any changes that might arise. NurseBuddy's system helps schedule visits according to client needs, nurse or caregiver expertise, and travel distances.

## **Nutritics**

Nutritics is a software company providing modern analytical tools to nutrition professionals. The company's aim is to enhance their customers work process and facilitate the implementation of evidence based practice in a time efficient manner. Founded in Ireland in 2011, Nutritics is dedicated to developing innovative, forward thinking technologies which will spearhead the health & fitness industries in the coming century.

## **Sense of Skin**

An Irish company, Sense of Skin has come up with a technology-enabled program to help people with sensitive skin avoid unsuitable health and beauty products. Via a PC-based skin consultation, and their pharmacy assisted skin testing, Sense of Skin identifies, and captures and analyzes key information specific to each consumer. With that information, they create a unique Sense of Skin profile. Sense of Skin can then provide personalized information and support for smarter product usage. The company provides this information in real time to a client's PC or mobile, allowing the user to cross check or scan products in-store to understand suitability.

## **myMedScore**

myMedScore, an American company, is pioneering a cloud-based medical credit scoring and engagement platform. This software is a free personal health care planning solution that provides secure single sign-on to all of a customer's online health accounts, in addition to personal reference scores.

## **Acknowledgements:**

Acknowledgements will be provided to you on site.

## **Talking Points:**

Talking points are attached hereto at Tab 8.

## **Schedule:**

You will arrive at approximately 10:30 AM. At approximately 10:45 AM you will be introduced by Jim Joyce after he offers his welcome to the audience. You will offer remarks and introduce Senate President Murray. You will take your seat and depart at approximately 11:30 AM.