

## Flex Week Proposal:

|   |   |  |
|---|---|--|
| <b>Title</b>                            | Healthcare Hackathon  |  |
| <b>Submitting Team</b>                  | Udit Modi udm2@pitt.edu   |  |
| <b>Experience Category</b>              | Clinical shadowing<br>Research-related<br>Community Service   | <b>Professional Enrichment Courses (PECs)</b><br><b>Professional Development</b><br>Wellness |
|   | Other:  |  |
| <b>Goal</b>                             | To enable students to understand the basics of formulating a healthcare venture by identifying an addressable healthcare problem, formulating a business plan, creating a skeleton minimum viable product, identifying stakeholders in an industry, and practice delivering an a “pitch”  |  |
| <b>Brief Description</b>                | Students will be presented with 3-5 prompts regarding healthcare related problems. Students will divide into teams of 3-4 individuals and choose one problem to focus on. They will have some lectures/workshops throughout the five days as synchronous activities to learn the basics of formulating a business plan. The afternoons will be for teams to research an area of healthcare, identify pain points and potential solutions, and form a viable business plan to support the solution. The week will conclude with a Pitch Off where each team will give an elevator pitch and a more detailed pitch off their research findings and business venture idea. |  |
| <b>Organizer</b>                        | Udit Modi, MS4  |  |
| <b>Admin Coordinator (contact info)</b> |   |  |
| <b>Department</b>                       | Medical Students  |  |
| <b>Capacity (# students)</b>            | 15-25   |  |
| <b>Location</b>                         | Scaife Hall   |  |
| <b>Reporting Info</b>                   |   |  |

| Flex week # | Week of the curriculum | Start Date (Mon) | End Date (Fri) | Available? |
|-------------|------------------------|------------------|----------------|------------|
| 1           | 5                      | Tue 9/5/23       | 9/8/23         |            |
| 2           | 12                     | Mon PM 10/23/23  | 10/27/23       | X          |
| 3           | 26                     | 1/29/24          | 2/2/24         | X          |
| 4           | 30                     | 2/26/24          | 3/1/24         | X          |
| 5           | 59                     | 9/16/24          | 9/20/24        |            |

Indicate the schedule for the flex week:

|           | MON   | TUE   | WED  | THU  | FRI   |
|-----------|---|---|--|--|---|
| <b>AM</b> | Problem Presentation  | Workshop/Lecture:<br>1) Basic Healthcare Finances<br>2) Identifying Value Propositions<br>3) Creating a Market Player Map | Guest Panel from UPMC/Pitt faculty who also have other ventures (e.g. Apollo Neuroscience, Globin Solutions)<br>Lecture/Workshop:<br>1) Types of Payment Models in Healthcare Businesses | Workshop/Lecture about<br>1) Go to Market Strategy<br>2) Delivering a Pitch<br>3) Raising Seed Money | Pitch Competition:<br>Each team gives a 30 second elevator pitch and a 10-minute presentation about their product pitching their company. |
| <b>PM</b> | Teams Work to Form teams, choose problems, and brainstorm ideas | Teams work together on their ideas with support from mentors for guidance   | Teams work together with support from mentors for guidance   | Teams work together to finalize their slide decks and presentations                                  |   |