HealthHack
2020 online

Brisbane Virtual Event
Sponsorship proposal

We invite health, technology and research organisations to help make HealthHack a success.

We value forward thinking companies and organizations that want to support meaningful, bottom-up collaborations and practical innovation in healthcare and medical research.

What is HealthHack?

HealthHack is an event that helps medical researchers, health professionals and students find solutions to their important problems. Domain experts are invited to pitch their ideas to talented hackers who form into small groups around each idea based on their interests and skills. Each expert works closely with their group in a friendly and productive environment before presenting their masterpiece on the final night.

Everyone is welcome to participate in HealthHack. We understand the importance of cross-disciplinary networks and relationships, and we believe that working in diverse groups encourages cross pollination of ideas and the development of innovative new solutions. HealthHack provides an opportunity to spend time with people who are passionate about health and medical research, education, science, software development, engineering and design.

For researchers and healthcare professionals, HealthHack can help create a proof of concept for a particular idea, to reimagine an existing concept or to create something truly inspiring. For hackers, it's a great opportunity to hone their skills and make new connections, to work directly on interesting problems with domain experts, and to gain a deeper understanding of healthcare and medical research.

HealthHack has been held annually in major cities around the country since its inception in 2013. It's not-for-profit, volunteer run and all solutions are shared openly and freely after the hack.

And, as always, HealthHack is free.

What is HealthHack Online?

Normally we run the event in person but due to COVID-19 we'll be running entirely remote this year. Here are the basic details.

- We'll run across two weekends, starting Friday night 24th of July, but not during the week in between them
- The organisers will still be assisting problem owners and teams to form so there's no need to have formed a team prior to HealthHack
- We'll be keeping to the same basic format as previous HealthHacks but we're going to be making tweaks to allow for the changed circumstances
- The organisers will still be here to help teams work together just as they've done so at every HealthHack to date

This is completely new to us as organisers so please bear that in mind as we work to release more details closer to the event.

The thing you can be confident of is we remain as committed as ever to supporting problem owners and hackers to solve important problems. Just because we're all going to be working remotely this time doesn't mean that we're going to be any less successful doing that.

Now more than ever, it's important to support the work of healthcare professionals both in front line services, and in medical research.
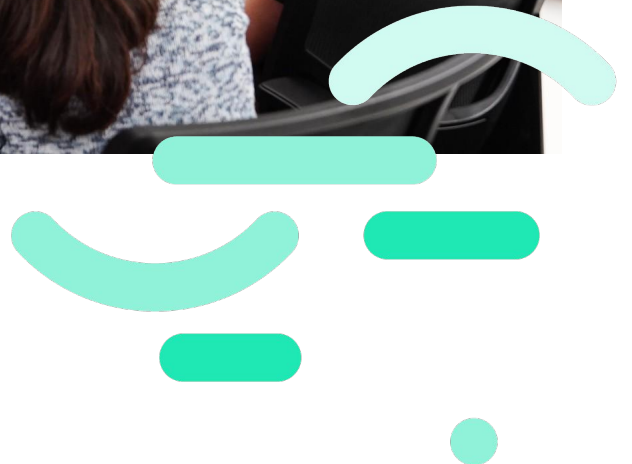
Our mission

We bring motivated people from diverse professional and education backgrounds together to solve important problems in healthcare and medical research.

Schedule*

July 24th, Friday
5:30pm Registration & Network
6:00pm Problem Owner Pitch Presentations
7:00pm Networking & Team Formation
8:00pm to 9:00pm Hacking

July 25th, Saturday
8:00am to 9:00pm Hackathon
(check ins & other fun & games TBA)

July 26th, Sunday
8:00am to 9:00pm Hackathon
(check ins & other fun & games TBA)

August 1st, Saturday
8:00am to 9:00pm Hackathon
(check ins & other fun & games TBA)

August 2nd, Sunday
8:00am to 2:00pm Hackathon
(check ins & other fun & games TBA)
2:00pm Hack ends. Prepare for final presentations
4:00pm Final Presentations & Judging
6:00pm to 9:00pm Networking
9:00pm Venue Closes

*subject to final confirmation

Problem Hacking at HealthHack

People who participate in HealthHack are genuinely interested in advancing health and medicine. For them, value comes from the quality of the problems they can help solve rather than a desire to win. We actively encourage participants to assist other problem owners and teams in solving their problems over the course of the hackathon. We promote collaboration over competition.

Unlike traditional hackathons, HealthHack requires Problem Owners to work directly with hackers throughout the event. We believe this is the secret to our success. We carefully select Problem Owners, based on the likelihood that hackers will be able to realise a novel solution to their problems and build a Minimum Viable Product over the course of the weekend.

Problem Owners who need our help

Type 1

They are scientists who are seeking to better use the research data that they have collected to solve problems in health and medicine. Despite what you might assume, many scientists receive little formal training in programming during their undergraduate and postgraduate study. This means that they can collect large amounts of valuable data, but lack the skills to get the most out of it. They want to analyse, visualise and interrogate their data fully and completely, and in a more automated fashion to get the maximum value from it – but they need help. Many Problem Owners are motivated to learn, but do not have the time or resources to invest in learning to program on their own. Helping a Problem Owner to analyse and interrogate their data may not sound very exciting, but the impact for that Problem Owner and for the success of their research can be significant.

Past Successes

Stemformatics improved visualisation of very large datasets. ParaSort improved automation and interrogation of clinical data from patients. We have also had similar problems from medical doctors, such as a project called Saving Grandpa. The Problem Owner was a Queensland Health cardiologist who wanted to move the hospital off the Excel based system it was using to manage and track patient data.

Problem Owners who need our help

Type 2

They are medical researchers or healthcare workers and need a tool or resource to share information, gather data or improve the support that people receive. This often involves building a mobile app or digital portal that helps a patient to manage or report on their condition. Hackers will develop a prototype to help the Problem Owner gain further grants, hire developers and move the project forward. In one case, delivering these projects using typical models would have cost the Problem Owner around $50,000, at least six months in development time and potentially would have failed due to red tape.

Past Successes

We've Got Guts built an app to help young adults manage their gut disease. This group of patients typically struggle to manage their illness effectively, so the app offered tailored support by helping them to record symptoms, reminding them to take medication, and prompting them to visit the GP. Yarning (2017 Winner) built a digital resource to provide information about end-of-life care in a culturally appropriate way for Aboriginal and Torres Strait Islander people. Statistically, this demographic of people in Australia do not access or receive high quality care at end-of-life, so the solution aimed to improve conversation and communication between families and health professionals to overcome that.

Problem Owners who need our help

Type 3

They want to add new functionality to pre-existing devices but lack access to a research and development team. Continuing to develop health technology can be costly, but can also lead to new approaches for solving existing problems. Hackers will also have the opportunity to work with technology that they may not otherwise have had access to.

Past Successes

One team developed voice recognition capabilities for controlling a healthcare-oriented robot. Another great example was a team who created an open-source solution for real-time subtitling of movies, which can run on any smartphone. The app was targeted at hearing impaired movie buffs who wanted to participate in social interactions while watching a movie.
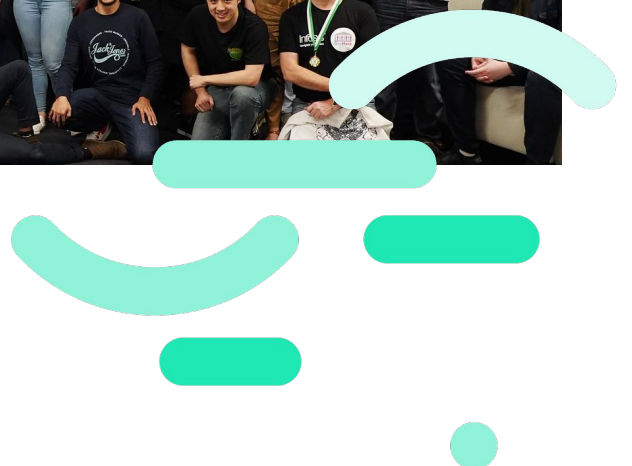
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HealthHack in 2019

Over 144K impressions across our
digital footprint of: HealthHack.com.au,
Linkedin & Twitter. **165 people** attended
the event over the course of the weekend
9 projects delivered on Sunday night

Our vision for Sponsorship

HealthHack is a strictly non-profit, volunteer led initiative and it's our sponsors that allow us to provide a great community experience. Usually this includes things like providing healthy food and child minding services throughout the event. The 2020 event will be a little different but we're working hard to make sure we can maintain the vibrant, inclusive community atmosphere we've become known for. All contributed funds or in-kind donations are used solely for the production of the event and any remaining funds or donations are only used to support future HealthHack events.

Why Sponsor?
Sponsoring HealthHack provides a unique opportunity for brand exposure, instant engagement and the ability to associate your brand with health and innovation in front of a targeted audience. We would be happy to work with you to develop more ways to get the most out of your investment.

HealthHack
Brisbane 2019

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HealthHack

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What is a remote event sponsorship?
Normally our major fixed costs are all related to the venue, the largest portion of that being catering.
However as we're a virtual venue we don't have any of those needs this year.

We have ongoing costs that aren't venue related and we are keenly aware that some years we have only been able to put on the event because of the funds that carried over from the previous years' fundraising.

So with that in mind, we want you to choose what you want your sponsorship to look like in 2020.

Monetary
We'd be lying if we didn't say that all funds collected are incredibly important to the future of HealthHack.

Please only give what you can though.

In Kind (non monetary)
Normally we don't allow in-kind donations but this year, we've relaxed that restriction. If you can offer any of the following it will gratefully received
- Digital Marketing Resources
- Remote Team Management mentors/hackers
- Technical mentors/hackers
- Remote Work Technical Resources
- Video Expertise - final presentations will be recorded
- Remote Swag Expertise

Please don't think you have to contribute a lot to be an in-kind sponsor. Whatever you are comfortable and able to contribute, we welcome with open arms.

Be a part of HealthHack

It's true that we simply cannot hold the event without sponsorship. However, our sponsors are a lot more than simply a funding source.

HealthHack's sponsors' values are typically closely aligned with the goals of the event which makes it easy for them to contribute in ways that are hard to put a dollar value on.

Our sponsors have often provided problem owners, mentors and hackers at events - it's no coincidence that we see many of our sponsors returning year after year.

It's important to us that the group of sponsoring organisations each year are as much a part of HealthHack as the hackers and problem owners. We encourage you to talk to us about the many ways you can be a part of the event and, in doing so, get a lot more out of being a part of HealthHack.

Let's Talk!

HealthHack provides a true collaborative environment. This is as true for our sponsors as it is for our participants. If these packages do not suit you, we would be happy to discuss alternative strategies to help you get the most out of your sponsorship investment.

Get in touch via info@healthhack.com.au
Design by Sam Williams – http://samwilliams.xyz/

Photography courtesy of Dr Nick Hamilton