

Cultivating groundbreaking work among health innovators

How can the country's "Most Connected Hospital" help its physicians engage with patients in a meaningful, personal way while also capturing vital clinical information during visits? EvergreenHealth, an integrated two-hospital health care system based in Kirkland, Washington, found the answer in Cambia Grove's Anchor Partner Program.

The Anchor Partner Program is a cornerstone of the Cambia Grove's mission to catalyze health care innovation in Cascadia, the region spanning the Pacific Northwest. Health plans, providers and large employers have a unique opportunity to come together with entrepreneurs, discuss business concerns and commission paid pilot projects targeted at addressing their biggest challenges and differentiating their organizations in the marketplace.

How it works

Cambia Grove sponsors the Anchor Partner Program, which is designed to drive new, consumer-centric health care solutions. Anchor partners commit to one pilot project each year. From there, Elevar Labs, a health care innovation advisor, and the Cambia Grove invite promising digital health startups from across the country to a Reverse Pitch Day™ where the anchor partner shares its most pressing innovation challenges. Elevar reviews the applications

and pares down the list of contenders who then present their ideas to partner executives in "speed-dating" and "Shark Tank"-like sessions. The program culminates in a final letter of intent to one winner.

"Not only does the enterprise get access to an innovation that's uniquely seeded to them, the program is also the tip of the spear in recognizing the true needs of the industry," says Avtar Varma of Elevar.

For many of these young startups, Cambia Grove's Anchor Partner Program is a once-in-a-lifetime opportunity to engage with industry leaders; land their first, enterprise customer; test and refine their solutions; and gain feedback and early revenue.

"Health care systems are complicated and bureaucratic, and our time is precious," says Tom Martin of EvergreenHealth. "It's hard for a startup to get connected to the decision makers. This program opens doors for them and connects us to people we would typically be screening out and otherwise never meet."



ANCHOR PARTNER PROGRAM SNAPSHOT: 2015-16

+ 8 anchor partners

+ 5 pilot programs initiated to date

+ 90 applications/program on average (local, national, international)

+ 150 Cascadia startups catalogued

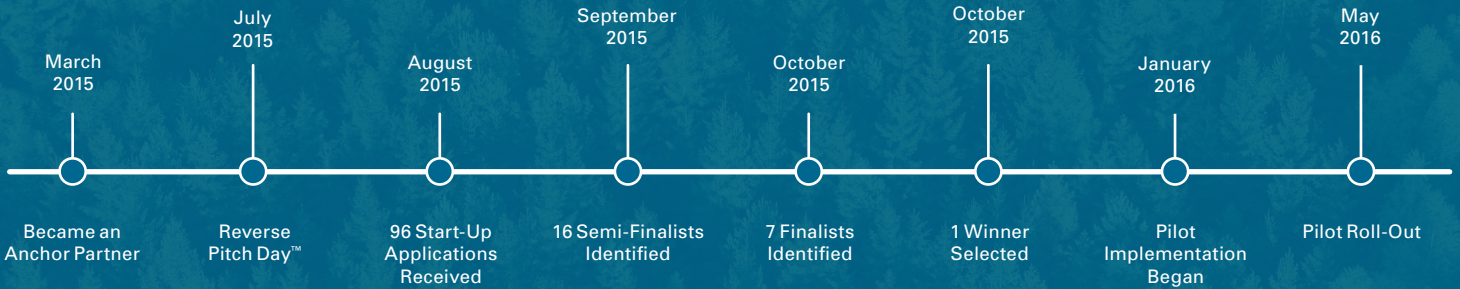
+ 5 months from Reverse Pitch Day to pilot implementation

+ 5 areas of interest: health care transformation, health care consumerism, digital health startups, early stage investment, health IT

Accelerating Innovation

The Anchor Partner Program has put EvergreenHealth on a fast track to improving the patient-physician experience and transforming health care delivery. “We had an initiative to drive innovation across our organization,” says Tom Martin. “Partnering with the Cambia Grove has definitely accelerated that for us.”

“Our Anchor Partner Program demonstrates how committed we are to igniting the region and working across the industry to catalyze health care transformation,” says Nicole Bell, Executive Director of The Cambia Grove. “Unlike many innovation hub efforts, which may focus internally, this program drives and delivers results by connecting regional businesses with startups in under 6 months’ time. Our aim is to help support and grow the broader health care innovation community and work collectively with others to raise the bar for the Cascadia region and beyond.”



“Being an anchor partner has allowed us to pursue innovation in a cost-effective, time-sensitive way while de-risking our investment by matching us with startups who solve for our current needs.”

— Tom Martin, Chief Strategy & Innovation Officer, EvergreenHealth



To find out more about the Cambia Grove Anchor Partner Program or learn how to become an Anchor Partner, visit www.cambiagrove.com/cambia-grove-anchor-partners

About Cambia Health Solutions

At Cambia Health Solutions, we envision a better tomorrow for health care. To that end, we established the Cambia Grove as a home for health care innovation, bringing together the regional Pacific Northwest community and partnering with a network of innovators, investors and leaders across the country. Cambia is focused on creating an affordable, understandable health care system that puts people first and gives them choices in every stage of life. Visit cambiahealth.com to see how we’re innovating the health care experience. ©2016 Cambia Health Solutions, Inc. Reverse Pitch™ is a trademark of Elevar Consulting, LLC.

1. “Most Connected Hospitals 2015-16 Results,” U.S. News & World Report, October 15, 2015.

