



Category Definitions

Solution

- **Biomarker Research:** Any proposal about studies and research for the purpose and validation of biomarkers. If a proposal is developing a treatment using a particular assay, gene, or other biomarker it should be reviewed to see if the outcome is to create the biomarker or using the biomarker for treatment. If a proposal is still in discovery, it is Biomarker Research, if it is advanced to testing as a treatment it is a treatment.
- **Diagnostics:** Any proposal that's aim is to create or improve on diagnostics at-home or at the point-of-care. If coupled with a digital health intervention or treatment this category should be chosen if the main goal of the project or biggest milestone is to create the new diagnostic.
- **Digital Health:** Any proposal that creates or uses a digital tool/app to interact with patients. If it is strictly a scheduling and appointment tool, that would not be digital health but telehealth in this instance.
- **Health Program:** Any program that is designed by a health care provider or community organization to improve the healthcare of their constituents. These programs can include mental health, fitness, smoking cessation, etc. but should not be primarily a digital intervention (E.g. Flu symptom tracking app = Digital Health) or telehealth.
- **Therapeutic:** Any proposal that is improving or creating a therapeutic or treatment pathway. Treatment could include behavioral interventions (e.g. Exercise), clinical trials (expanding a drug to a new indication but should not be about creating a new drug), therapies or procedures to treat ailments. This can include a digital component or biomarker however that should not be the core outcome of the proposal.

Solution Subcategory

- **AI/ML/Multimodal data:** Any proposal that is about building an algorithm/training datasets, analyzing data with AI, or about the creation of a dataset. If a proposal is a digital health platform or product that uses AI/ML it should go into the Digital Health category. If a proposal is creating a dataset for “digital twins” it can be categorized as AI/ML but if it is digital twins for a clinical trial or biomarker development, it should be reviewed to see if the outcome is Drug Development or Biomarker Research.
- **Biomarker test:** A proposal that is developing a solution that will utilize a biomarker such as blood, sweat, genes, etc. to test a new indication or research a biomarker’s impact on a disease or solution.
- **Clinical program:** A proposal that outlines the details of running or upgrading a clinical program, this could include offering healthcare services or offerings with the caveat that they are not exclusively a telehealth program.
- **Clinical platform:** A proposal for a digital health solution that offers a suite of digital tools or solutions that integrate with the clinical workflow. This could include a web or mobile application and may have components that a patient could interact with, but the solution must include an interface with a clinician.
- **Clinical trial / research study:** A proposal that outlines a solution wherein the main innovation is a clinical trial or research study. This can include initial clinical trials through follow-up studies.
- **Devices/Wearables:** Any proposal that discusses a device or wearable at-home versus instrumentation in-clinic / in-patient not used during a surgical procedure. Devices could be blood pressure cuffs, continuous glucose monitors, supportive clothing or materials post procedure, or any wearable watches or patches. If the outcome of a device is diagnostics it should fall within that category.
- **Drug Delivery / Instrumentation:** Any proposal in regard to improving how drugs are delivered today or clinical instrumentation. Including IV, neuromodulation, or gynecological instruments.
- **Drug Development:** Any proposal about the development of a new drug to treat any disease.

- **Education / Community program:** Any proposal that outlines an initiative to create programming or deliverables where the main goal is to educate a region or patient population on a health topic or support a community to address a health need.
- **Implantable medical device:** Any solution where the device is specifically an implantable medical device.
- **Medical imaging:** A proposal that's innovation is based on medical imaging, including ultrasound, MRI, CT, SPECT, etc.
- **Molecular:** A proposal that's innovation is focused on a molecular innovation such as proteins, genes, or cells to drive a health outcome, diagnosis, or disease change.
- **Point-of-care diagnostics:** A diagnostic proposal that the solution's innovation puts the diagnostic at the point-of-care. These solutions can be both in the home of a patient or in-person with a clinician.
- **Precision/Personalized Medicine:** A solution that is focused on the personalization of care for an individual patient using precision tools, algorithms, or new novel advancements.
- **Surgical Solution:** A proposal that focuses on a healthcare innovation that assists during surgery such as a new device or software tool that a surgeon or clinician will utilize.
- **Telehealth:** Any proposal that is specifically improving or creating a telehealth program to treat a patient population. If a solution has a telehealth component but that is not the outcome of the proposal (E.g. Health system program to improve postpartum mental health with a telehealth visit, access to physical therapy, etc.), this will fall under Treatment or Health Program.
- **Treatment:** Any proposal that discusses a new or alternative treatment pathway.
- **Web platform / mobile app:** Any proposal that's main solution is a digital health intervention that focuses on creating a web platform or mobile app experience. This may include some aspects of a device such as a smartwatch but that is not the main innovation in the program.

Health Area

- **Cancer Care and Screening:** Any proposal having to do with screening, diagnostic, treatment, or health program related to cancer.
- **Cardiovascular:** Any proposal that focuses on cardiology or vascular health.
- **Disease:** Any proposal focused on a disease not covered by another topic (E.g. Diabetes).
- **Fertility & Pregnancy:** Any proposal related to improving the care of patients throughout their fertility and pregnancy journey. This includes submissions about preeclampsia, pregnancy monitoring, and assisted reproduction (E.g. IVF).
- **General Medicine:** Any proposal that addresses the full lifecycle of care (E.g. Primary Care), overall “women’s health” or general wellness, or any submission that does not have a category to fit within.
- **GI & Nutrition:** Any proposal related to stomach, colon, or other gastrointestinal solutions. Topics covering nutrition in relation to another disease area should also be here (E.g. Health system program focused on prescribing healthy food to fight obesity). Topics in relation to eating disorders (E.g. Anorexia) fit under the Mental Health category unless specifically addressing GI or Nutrition issues caused by the disease.
- **Gynecology:** Any proposal in relation to gynecological health, endometriosis, or menstrual care.
- **Menopause / Hormone:** Any proposal that focuses on solutions supporting women throughout their lifecycle that is impacted or caused by hormonal changes. These proposals can include puberty hormone-related, menopause, or hormone-based treatment solutions.
- **Mental Health:** Any proposal that focuses on programming or treatment of mental health. This should include topics addressing postpartum mental health, opioid or alcohol use, anxiety, depression, and other psychological ailments.
- **Musculoskeletal:** Any proposal that focuses on bone health, musculoskeletal-related illnesses and treatments.
- **Neurological:** Any proposal that focuses on brain health and brain function-related illnesses. This can include Alzheimer's, Dementia, Concussions/Traumatic Brain Injuries, or other neurological disorders.

- **Sexual health:** Any proposal that focuses on improving sexual health including anything related to STI or contraception.

Sub-Health Area

- **Aging:** A proposal that relates to the science of aging, identifying biomarkers in relation to healthy aging, or devices or solutions that support aging well.
- **Alzheimer's:** Any proposal that addresses Alzheimer's disease specifically.
- **Autoimmune:** Any proposal that's topic is in relation to an autoimmune disease.
- **BIPOC Women's Health:** A proposal that focuses on addressing the care gaps faced by Women of Color and improving healthcare outcomes and patient experience for BIPOC women.
- **Breast Cancer:** A proposal that's solution supports intervention, treatment, and care of breast cancer patients.
- **Breastfeeding:** Any proposal focusing on supporting mothers and children navigate the action or support the process of breastfeeding.
- **Cancer Treatment:** Proposals specific to identifying new treatment pathways, researching potential solutions, or any new therapeutic options for cancer.
- **Cardiology:** Solutions that address cardiology-related submissions such as heart failure, CVD, hypertension, and stroke.
- **Childbirth:** A solution that's primary innovation is related to supporting childbirth, the health of a newborn and mother through childbirth, or reducing risk of childbirth with the exception of pre-eclampsia-specific solutions.
- **Chronic Disease / Illness:** A solution that focuses on addressing a chronic disease or illness from discovery to treatment.
- **Clinical Data & Trials:** Any proposal that's main innovation is in the collection, organization, and dissemination of clinical data or the creation and management of a clinical research trial.
- **Depression & Anxiety:** Any proposal focused on addressing depression and anxiety, including additional mental health topics such as stress.
- **Endometriosis care:** A proposal that's main innovation is focusing on addressing endometriosis from discovery through patient care.

- **Fertility:** Any proposal focused on the pre-birth stage of pregnancy including fertility diagnostics and therapeutics.
- **Gynecologic Cancer:** Any solution focused on gynecological cancers such as addressing HPV/Cervical cancer with the exception of ovarian-specific cancer.
- **Headache / Migraines:** Any proposal that focused on the alleviation of pain management in relation to headaches, brain injuries, or migraines.
- **Lymphatics:** Proposals related to the lymphatic system including topics addressing lymphedema. Proposals that include the lymphatic system or glymphatic system in their solution but the innovation is aimed to support breast cancer or Alzheimer's, etc. will be categorized based on where the innovation is happening.
- **Maternal Health & Postpartum:** Any proposal focused on supporting maternal health during and after pregnancy.
- **Menstrual:** Any proposal specifically focused on addressing menstrual-related issues including pain and novel diagnostics.
- **Musculoskeletal / Orthopedic / Osteoporosis:** Any proposal focused on addressing bone-related health and degeneration.
- **Neurodegenerative diseases:** Any proposal focused on a neurodegenerative disease such as MS or dementia.
- **Nutrition:** Any proposal that outlines a solution that's primary intervention is focused on nutrition including healthy food, metabolic and weight loss programming, eating disorder therapies, etc.
- **Organ Health:** Any proposal that focuses on an internal organ from diagnostics to treatment including liver, kidney, etc.
- **Ovarian Cancer:** Proposals that specifically focus on ovarian cancer.
- **Pain Management:** Any proposal that's primary outcome is to manage pain for patients. This could include health system programs (e.g. Reduce bed sores after surgery), screening or tracking digital health solutions, or treatment. If a proposal is both pain management and disease focused (E.g. Improving pain during C-sections) the category should be based on what the solution is driving an outcome for, so the example above would be Fertility & Pregnancy, rather than Pain Management.

- **Pelvic Health:** Any proposal specific to pelvic health including submissions focusing on pelvic longevity and vitality through menopause and pelvic pain.
- **Pre-eclampsia:** Any proposal focused on supporting discovery through treatment of pre-eclampsia.
- **Preventative Medicine \ General Practice:** Any proposal that's main innovation focused on preventative medicine or focused on general or traditional specialty clinical practice.
- **Rare Disease:** Proposals where the targeted diseases are classified as a rare disease.
- **Screening (Breast):** Proposals whose solutions were about screening and detection, specifically for breast cancer.
- **Screening / Detection:** Any proposal that's main innovation focused on screening and detection for any disease or illness.
- **Social Determinants of Health (SDoH):** Any proposal focused on addressing the health-related issues that are created by society. These topics could include reducing obesity, cigarette cessation, access to food / water, access to health/clinic/providers, etc. Any proposal that is focused on multiple topics (E.g. Health system programs to improve Doula access for Mothers of Color) should be categorized based on what the solution is driving an outcome for, so the example above would be Fertility & Pregnancy, rather than SDoH.
- **STIs & Contraception:** Any proposal focusing on sexual health or contraception.
- **Urinary and kidney health:** Any proposal focused on bladder or kidney health.
- **Vaginal Health:** Any topic focused on vaginal health such as bladder health that is not specific to endometriosis, menstruation, cancer, or fertility and pregnancy.