

STARTING UP IN HEALTHCARE

**[INSERT SLIDE HERE ABOUT ALL OF
THE CHALLENGES IN HEALTHCARE]**

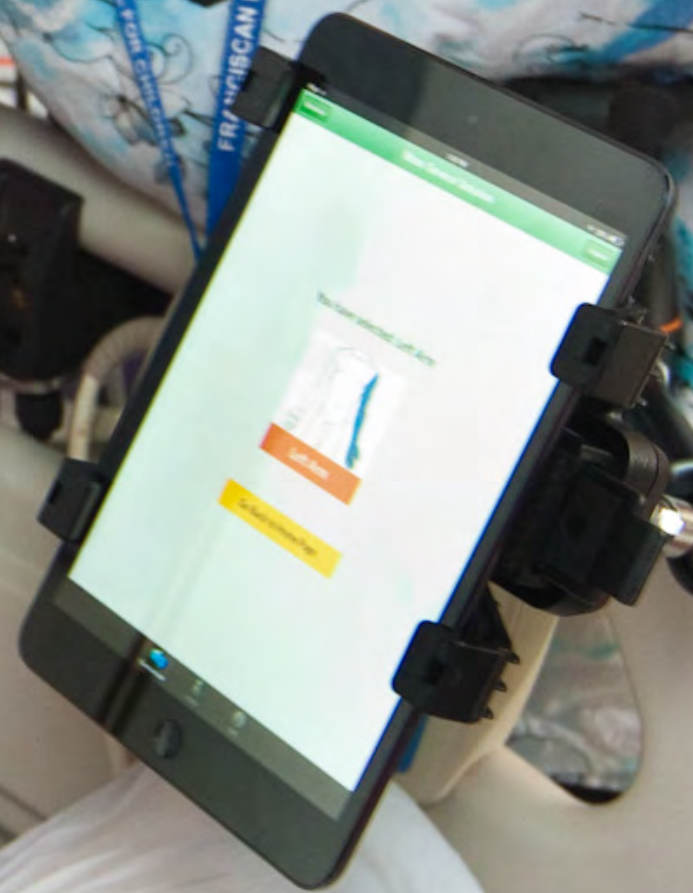
athenahealth

an “overnight” success
took 7 years to become profitable

**A GREAT IDEA
IS ONLY THE BEGINNING**



Wel





HEALTHCARE

IS FRAG-

MENTED



Hi, I'm a patient!

I'm a payor!

I'm the government!

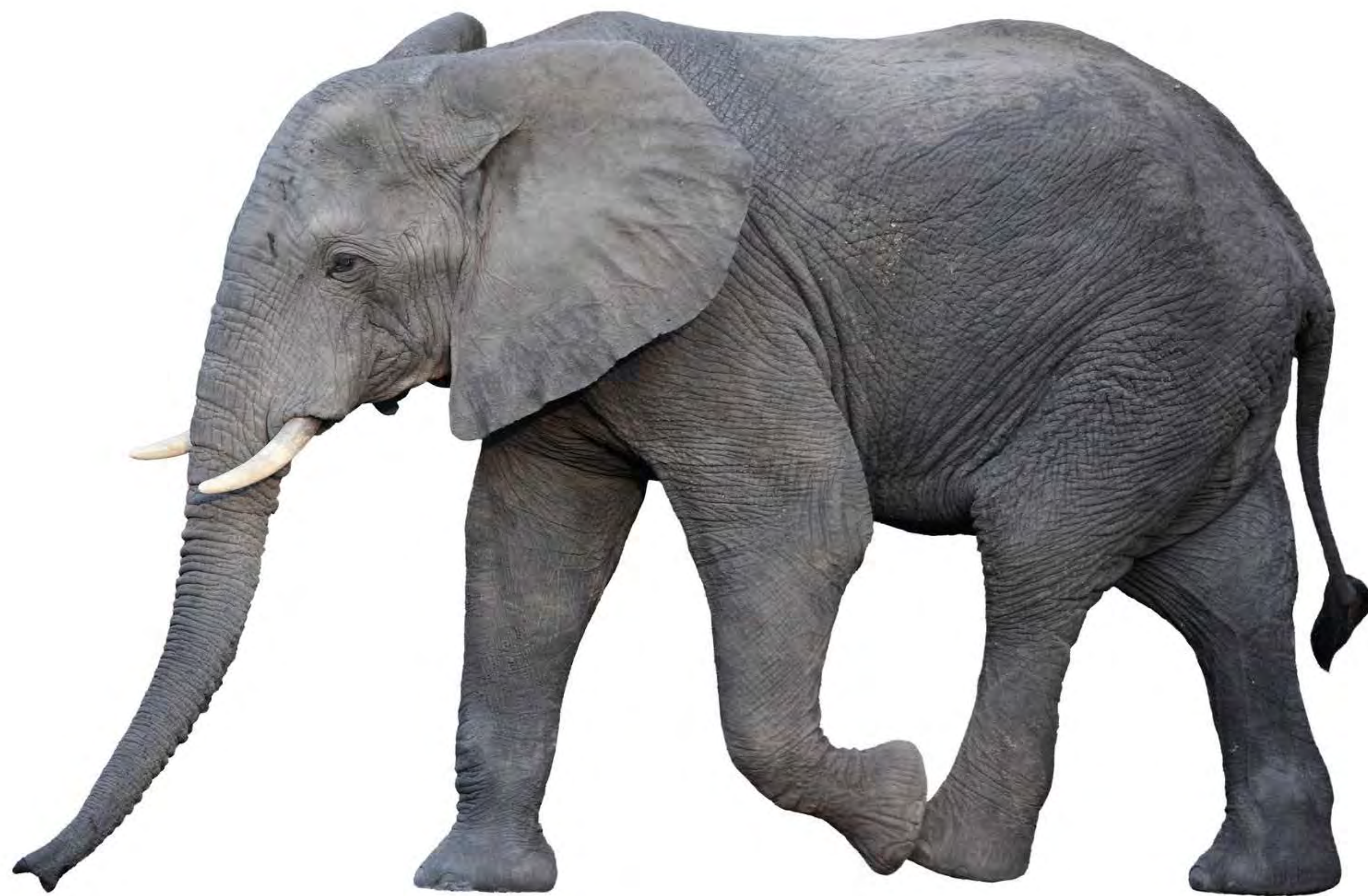
I'm a clinical pharmacologist!

I'm an innovator!

I'm a health system!

I'm a caregiver!

I make medical devices!







A RECIPE FOR COLLABORATION

INGREDIENT 1: COMMUNITY



Beth Israel Deaconess Medical Center



Franciscan Children's
So every kid can.



Liberty Mutual.
INSURANCE



Pathfinder
INTERNATIONAL
Sexual and reproductive health
without fear or boundary





INGREDIENT 2: CHALLENGES

MC
Gonz V...
MassChal...

EMPER NOLLE'S



INGREDIENT 3: VETTED COMPANIES



INGREDIENT 4: MATCHMAKING



INGREDIENT 5: STRUCTURE

INGREDIENT 6: DEADLINE



WHAT IS THE RESULT?

31 STARTUPS IN PROGRAM

80+ OFFERS

PULSE has been wildly successful in its first year, and Harvard Pilgrim Health Care is privileged to work... as mentors, judges, and now to pilot a few of the start-ups that we think will **bring meaningful change** to the health care markets.

Patricia Forts

Director of Innovation and Strategy at Harvard Pilgrim Health Care

THE INGREDIENTS

1. COMMUNITY

4. MATCHMAKING

2. CHALLENGES

5. STRUCTURE

3. VETTED COMPANIES

6. DEADLINE

WE CAN

DEFRAGMENT HEALTHCARE