



Office of the
CHIEF TECHNOLOGY OFFICER

Inducement Prizes at HHS

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NASEM Workshop on the Role of Inducement Prizes

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Washington, D.C.

U.S. Dept. of Health & Human Services

Mission: Enhance and protect the health and well-being of all Americans



Why Prize Competitions?



REDUCE
TIME/COSTS



REACH NEW
INNOVATORS



PAY ONLY FOR WHAT
WORKS



ENCOURAGE NOVEL
SOLUTIONS

Challenges



190+

Participants



10,000+

Submissions



3900+

Cash Prizes



\$41 million+

Use of Prizes is Evolving



Ideation



Software Development



Scientific / Technology Advancement



Business Plan /
Startup Creation

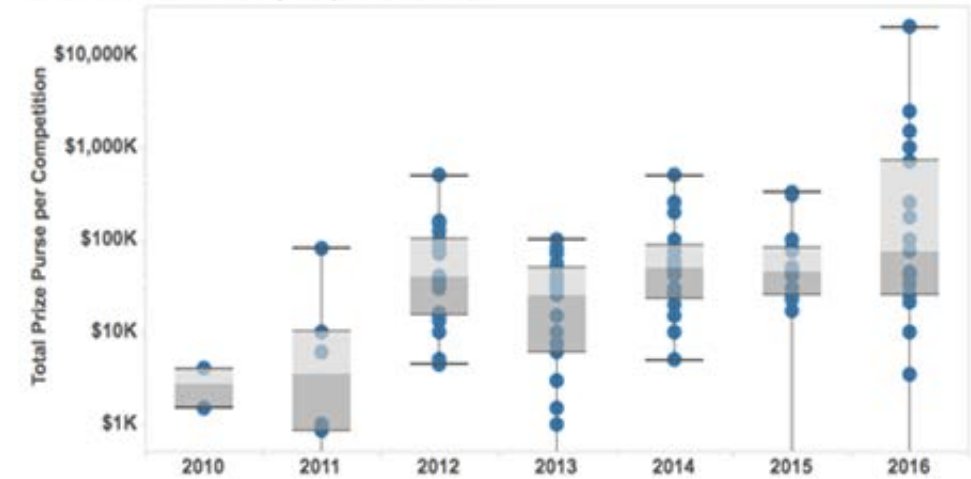


Pilot / Adoption

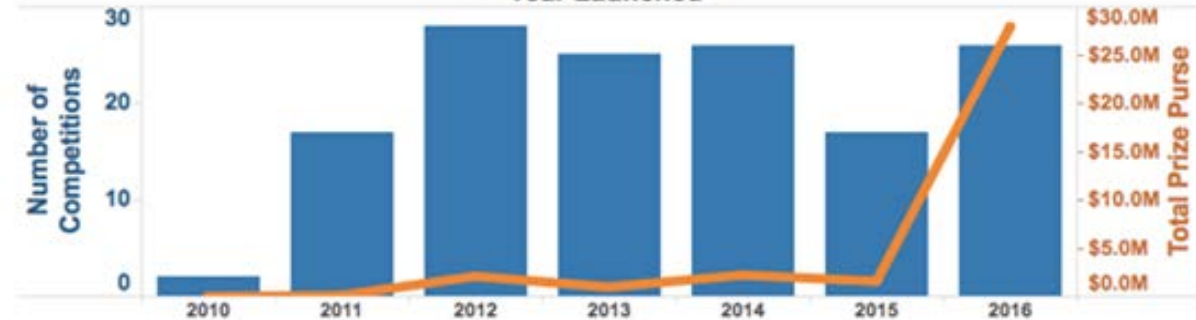


Data Science /
Analytics

Distribution of Prize Purse by Competition and Year



Year Launched



Some Recent Examples

Product Development



Health Resources and Services Administration

Remote Pregnancy Monitoring Challenge

Propose tech ideas to help connect pregnant women with prenatal care

\$375,000 IN PRIZES

Closed On: 12/07/2018



Department of Health and Human Services

Easy EHR Issue Reporting Challenge

Create tools to help clinicians report electronic health record safety issues and improve patient care

VIEW THIS CHALLENGE

Closed On: 10/15/2018



Department of Health and Human Services

CHPL Data Challenge

Use health IT data to develop a software application that addresses challenges for health care providers, consumers and the IT community.

VIEW THIS CHALLENGE

Closed On: 10/31/2018

Advance the State of Art



Centers for Medicare and Medicaid Services

CMS AI Health Outcomes Challenge

Accelerate the future of health care with AI

\$1,650,000 IN PRIZES

Open Until: 06/18/2019



Department of Health and Human Services

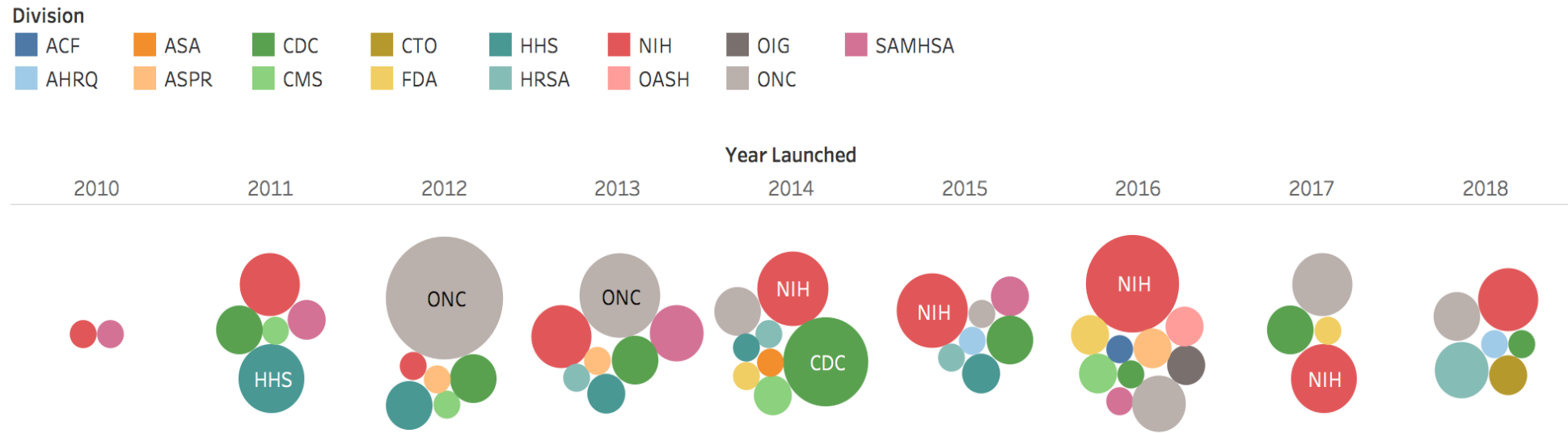
KidneyX: Redesign Dialysis Phase 1

Redesign the future of kidney care

\$2,625,000 IN PRIZES

Closed On: 02/28/2019

Prizes used Across HHS



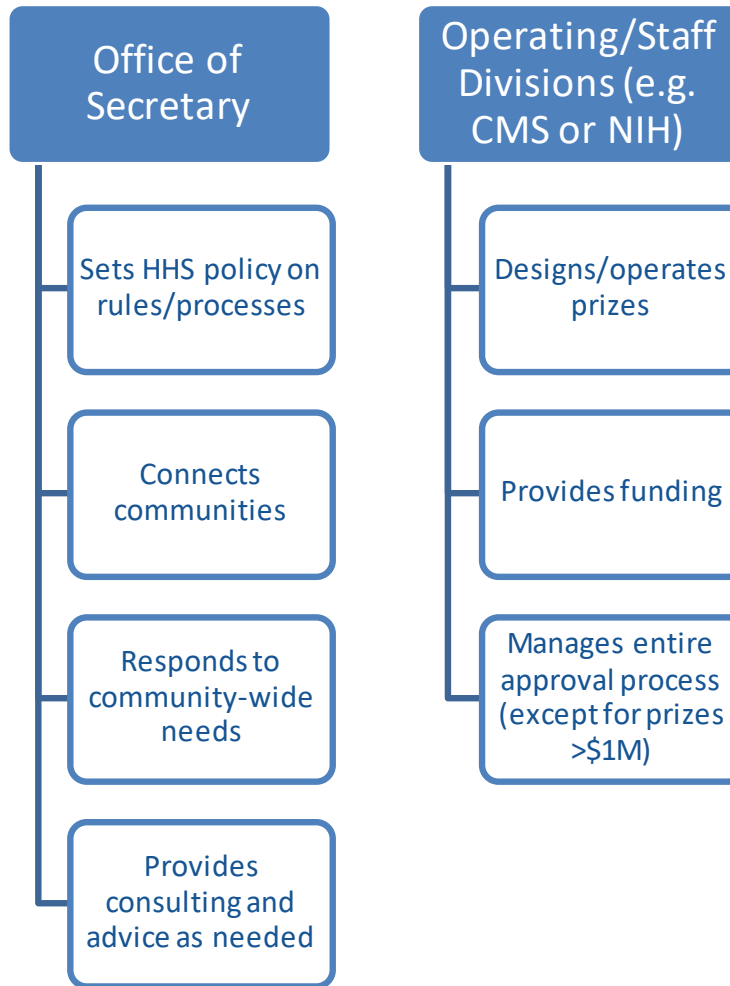
Quick History of Prize Management at HHS



Resources Built:

- HHS-specific playbook for prizes - hhs.gov/cto/initiatives/open-innovation/resources-and-tools/index.html
- Challenge community of practice
 - Bimonthly meeting/networking opportunities
 - Biweekly newsletter – no longer in use
 - Federal challenge listserv and challenge.gov communities of practice
- Challenge contractor blanket purchase agreements
- Challenge bootcamps (run in 2015 and 2016)

General Approach to Prize Development



Highlights from 2011 HHS Award Policy

- 1 **Participant Eligibility.** Only US entities (residents and businesses registered in US) can be awarded money from a COMPETES-based competition. Team members may consist of eligible and non-eligible entities.
- 2 **Judging.** Official 'judges' may consist of one or more persons, and must either be Federal Employees or act as "Special Government Employees." Reviewers may be utilized to provide input to official judges on the submissions.
- 3 **Funding.** Prizes are NOT grants or contracts. Funding may consist of any appropriated funds, consistent with its use and winners can be paid until funds expire (typically 5 years). Private funding may be used. Funds are obligated when announcement is published.
- 4 **Approval.** StaffDiv heads; OpDiv heads or direct reports must approve COMPETES prize competitions with monetary award \$1m or less. For higher award amounts, Secretarial approval is required.
- 5 **Reporting.** A post-competition report to the HHS Competes team is required; reports collected and set to White House in preparation for reporting requirements.

Prize Management Roles at HHS

- 1 **Challenge Manager.** Responsible for the execution of a prize/challenge. Typically a member of the sponsoring program office.
- 2 **Award Approving Official.** StaffDiv Head, OpDiv Head or Direct Report. Responsible for approving the launch and award of challenges.
- 3 **Budget Analyst.** Responsible for recording the obligation (once announced) and processing payments upon award.
- 4 **Office of the General Counsel.** Provides legal advice, if requested. Note OGC approval is not required, but may be useful depending on the situation.
- 5 **HHS Open Innovation Manager.** Provides guidance and support to Challenge Manager as needed. Also collects reports (as required by COMPETES Act) upon completion.

Typical Scenarios for Prize Development

Scenario #1 (Stumbling in the Dark):

- Program tasked with a mission goal looks for new ways to meet them
- Stumbles across prize authority and recognizes one of its unique strengths (partnerships/award outside usual suspects)

Scenario #2 (Directed Design):

- Program lead already familiar with prizes builds a prize competition or initiative designed around the authority

Scenario #3 (Mandate):

- Program is required to use a prize competition as part of its design

Scenario #4 (Experiment):

- Program looks to expand its impact and experiment using a new approach to supplement its core work



CTO

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Thanks!

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