MISSION

HEARST | HEALTH
innovation lab

To pioneer markets, technologies, products and methods that improve and interconnect a person's health journey.

THE HEARST HEALTH NETWORK

fdb
PART OF THE HEARST HEALTH NETWORK

a provider of drug knowledge bases that empower healthcare information systems and enable healthcare professionals to make better medication-related decisions

zynxhealth™
PART OF THE HEARST HEALTH NETWORK

the market leader in providing evidence-based care plans, order sets and clinical optimization programs, to measurably improve patient outcomes, enhance safety, and lower costs

mcg
PART OF THE HEARST HEALTH NETWORK

independent developer and producer of evidence-based clinical guidelines and software used by hospitals and health plans to support care management

homecare homebase™
PART OF THE HEARST HEALTH NETWORK

the Best in KLAS® provider of comprehensive software-as-a-service solutions to the homecare and hospice market

Hearst Health Network Extensions

HEARST HEALTH *innovation lab*

a team of clinical and product specialists who rapidly develop healthcare technology, and collaborate with external clinician-entrepreneurs to incubate new products

HEARST HEALTH *ventures*

a newly formed fund investing in startups that offer health IT solutions and technology-enabled healthcare services
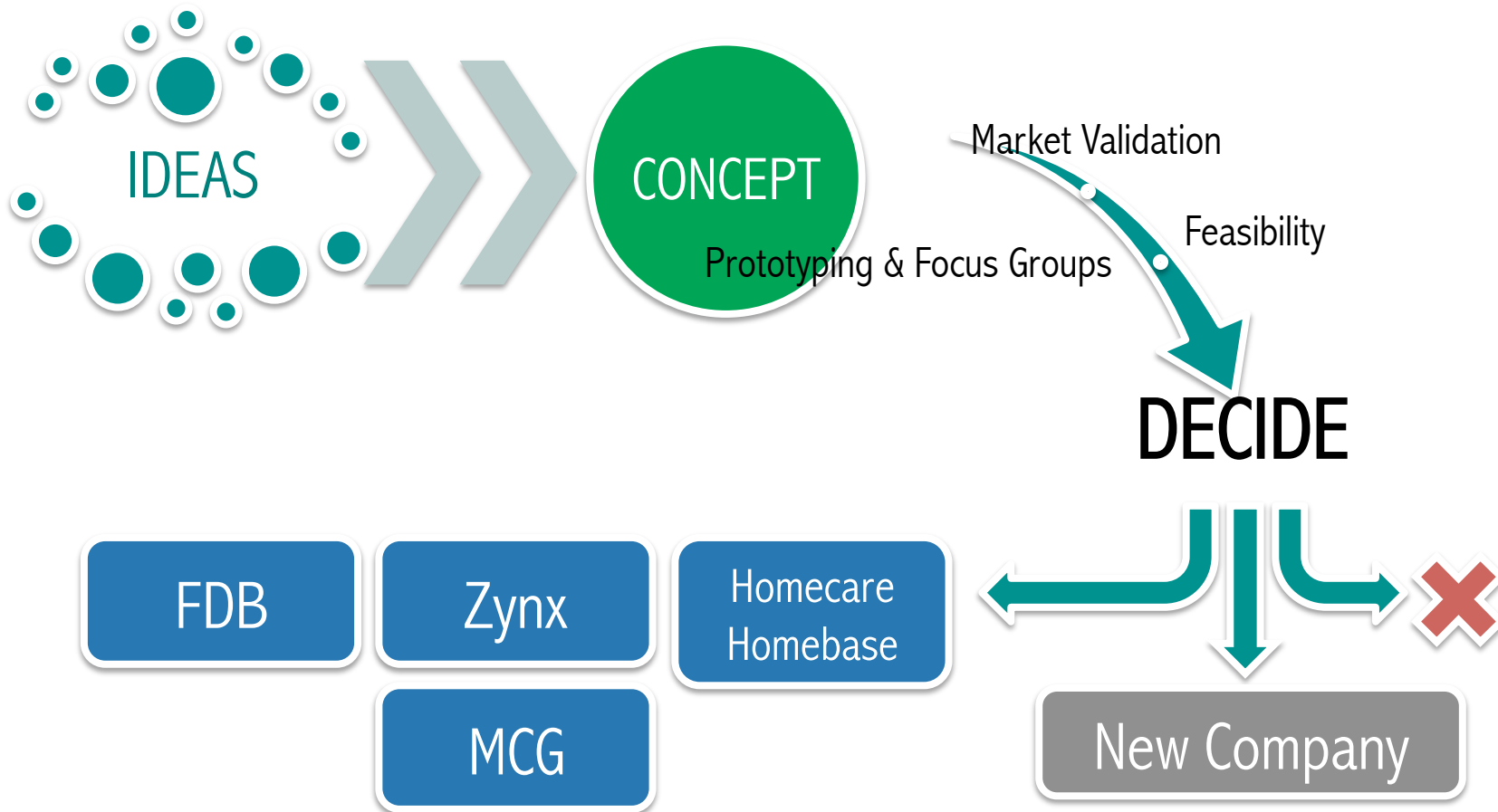
PRODUCT INCUBATOR

Healthcare needs innovation & productivity growth

Hearst Health Innovation Lab offers team of specialists who tackle early-stage opportunities

- New solutions that save money and improve outcomes
- Tech and/or content-enabled solutions drive labor productivity and efficiency
- Supporting the evolution to value-based care

- Small team moves with the agility of a start-up, but backed by the resources of Hearst Health
- Access to Hearst Health network of companies and clients

INNOVATION PROCESS

IDEAS

CONCEPT

Prototyping & Focus Groups

Market Validation

Feasibility

DECIDE

FDB

Zynx

MCG

Homecare Homebase

New Company

HEARST HEALTH

fdb

zynxhealth

mcg

homecare homebase

INNOVATION TARGET

HORIZON 1

- Features, extensions, variants, and cost reductions
- Incremental improvements
- Existing markets and technology
- Faster commercialization
- Example: MCG Multi Condition

HORIZON 2

- Adjacent growth
- Next generation products
- Existing markets and technology no currently addressed
- Example: Zynx CareBook

HORIZON 3

- New markets
- New technologies
- Example: Med Device Database, MedProof

HEARST NETWORK

INNOVATION LAB

What it takes to
EXPLORE ONE IDEA

Market Research	Customer Validation	Technical Feasibility
Competitive Space	Patent Search	Business Model

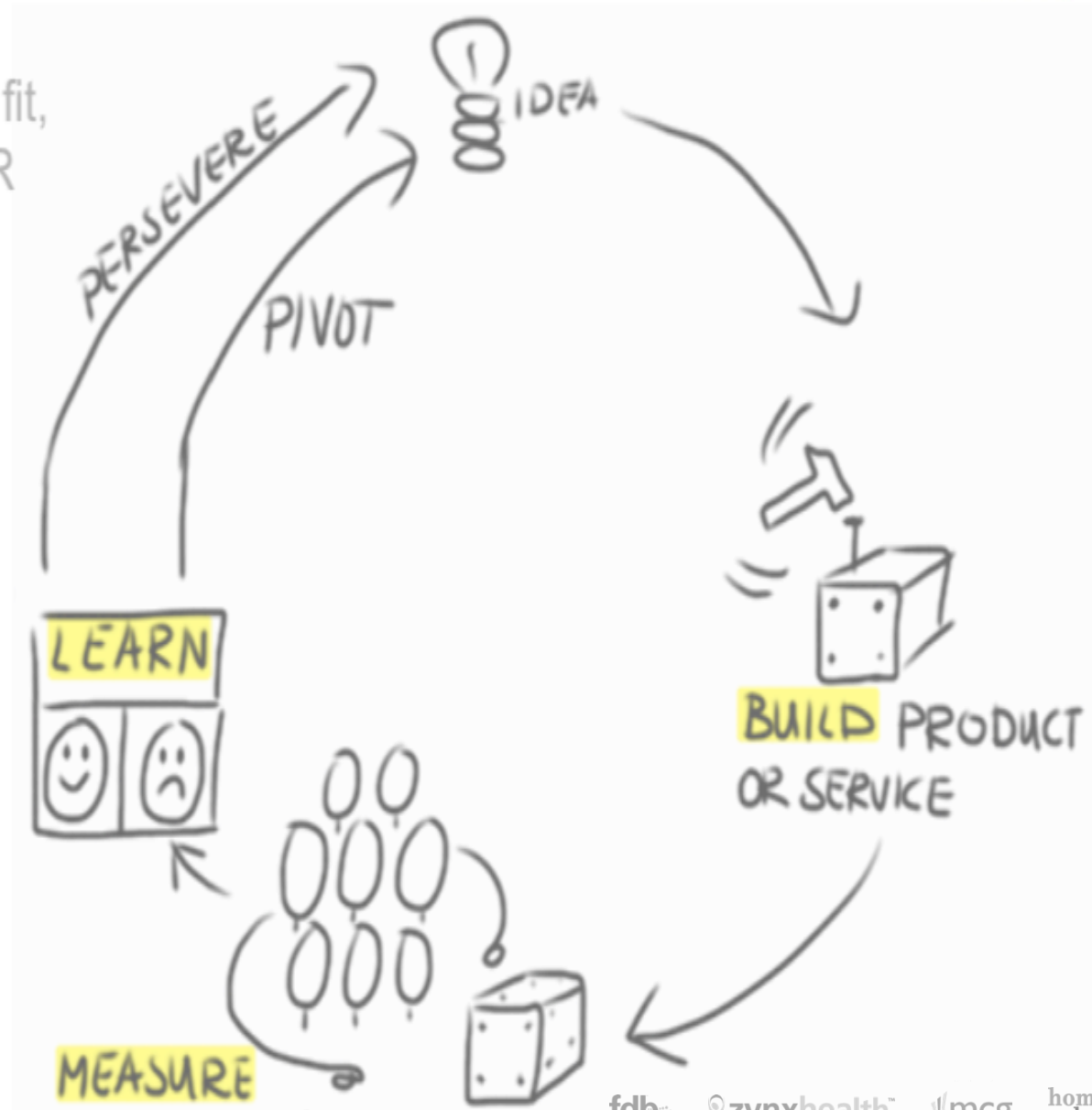HEARST HEALTH

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LEAN
STARTUP APPROACH

GET OUT OF THE BUILDING

The Lean Startup Validation Cycle

Pivot BEFORE
product/market fit,
optimize AFTER

PERSEVERE

PIVOT

IDEA

BUILD PRODUCT
OR SERVICE

LEARN

MEASURE

LEAN Enabled Start-Ups April 13th HIMSS 2015 – Dean Sawyer, CEO Sentrian

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DESIGN THINKING

AGILE DEVELOPMENT
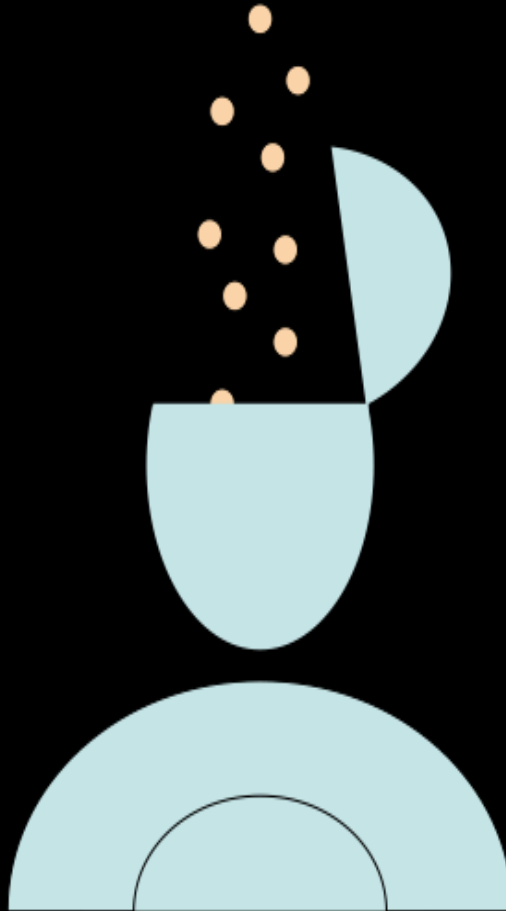
INSTEAD OF...   TRY...

INSTEAD OF...	TRY...
• Elaborate planning	• Experimentation
• Intuition	• Customer feedback
• Linear, complicated plans	• Cyclical, iterative design
• Consistent execution	• Learning, nimbleness, speed
• "Perfect"	• Accepting "good enough"
• Failure as an exception	• Failure expected
• Reorganizing or quitting	• Iterating and pivoting

Why the Lean Start-Up Changes Everything
Blank. Harvard Business Review, May 2013.

LETS INNOVATE!

Let's discover some solutions for your problems!