

2nd Annual L A U N C H

Innovation Incubator Competition

THE CENTER FOR HEALTHCARE INNOVATION



Atrium Health Wake Forest Baptist is home to a wide array of cutting-edge medical research. But in the traditional research process, the findings and ideas that come from that work take decades to make a real world impact on patient care.

That's where the Center for Healthcare Innovation (CHI) fits in.

The CHI accelerates the transition of medical discoveries into healthcare systems in order to increase hospital efficiency and improve patient outcomes. To encourage innovation of these ideas and solutions across the Atrium enterprise, CHI established LAUNCH, an annual incubator competition.

Each year a theme is carefully chosen for the competition. The request for applications is announced in March, and, in May, approximately four teams are chosen to continue in the program. Representatives from the CHI will meet with teams to refine their projects and assist with preparation for a live pitch weekend at the LAUNCH finals. The weekend-long event brings together leading industry experts across the Atrium Health enterprise to not only compete for funding and personnel support on their project, but also to network and collaborate with individuals across the system.

The 2023 LAUNCH is focused on ideas and solutions pertaining to clinician satisfaction, burnout, and efficiency.

**SEPTEMBER 29 - OCTOBER 1, 2023
KIMPTON CARDINAL HOTEL IN
WINSTON-SALEM, NC**

This year's competition focuses on ideas and solutions to improve clinical provider and staff well-being within the Atrium Health system, utilizing new care models and technologies that are implemented to improve clinician satisfaction, burnout, and efficiency. Any group from within the Atrium Health system may apply.

Estimated attendance for the weekend:

Approximately 125 attendees including researchers, clinicians and leaders from Atrium Health. Also attending are friends, community partners, entrepreneurs and industry professionals.

Finalists will participate in a weekend retreat in Winston-Salem which will include:

- A Friday night pitch presentation
- Workshops on Saturday
- Saturday evening reception
- Final presentations on Sunday judged by executive leaders within Atrium Health who will choose the winning project

The winning team will receive up to \$75,000 to develop and pilot their idea. They will also participate in the innovation accelerator program from November 2023 - June 2024.

For more information:

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Wake Forest University
School of Medicine

SPONSORSHIP OPPORTUNITIES

Your sponsorship will support the Launch Program, and CHI's continued commitment to providing resources (such as clinical service lines, personnel, and digital health expertise) to integrate research into patient care, translating medical innovations more quickly into clinical settings.

	\$5,000	\$10,000	\$20,000	\$50,000+
Social media & website recognition	✓	✓	✓	✓
Recognition during the event	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓
Invitation to Saturday reception	✓	✓	✓	✓
Opportunity to host educational table at event		✓	✓	✓
Opportunity to address audience at Friday welcome session			✓	✓
Feature in Catalyst Alumni Magazine & CHI Newsletter			✓	✓
Invitation to attend Friday evening closed judging session				✓
Hotel accommodations at Kimpton Cardinal				✓

LAUNCH COMPETITION TAKING PLACE SEPTEMBER 29 - OCTOBER 1 IN WINSTON-SALEM, NC

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