



GuideWell Health Tech Accelerator
Curriculum Content
A Request for Proposals

INTRODUCTION

GuideWell Innovation, a subsidiary of GuideWell Mutual Holding Corporation (GuideWell), is part of the GuideWell family of forward-thinking companies that include Florida Blue (the leading health insurance company in Florida), GuideWell Health, Sanitas Medical Centers, PopHealth and other subsidiaries that serve the entire healthcare spectrum. Through GuideWell's core businesses, portfolio of joint ventures, subsidiaries, and key partners, GuideWell's reach and relationships span the entire health continuum.

The GuideWell Innovation Center opened its doors in 2016 with the mission to serve innovators and entrepreneurs dedicated to solving urgent challenges in health and wellness. Located in Orlando's [Lake Nona Medical City](#), the Center is home to a diverse community of healthcare startups and scaleups, and provides programs to serve health and wellness innovators both across Florida and nationally. For more information, please visit www.guidewellinnovation.com.

GuideWell Innovation is pleased to announce this Request for Proposals (RFP) to identify subject matter experts interested in collaborating around developing curated curriculum materials for GuideWell's new Health Tech Accelerator.

The GuideWell Scale Up Accelerator is a three-month health technology accelerator that will consist of a three-day kickoff boot camp, weekly mentoring sessions with experienced tech entrepreneurs and subject matter experts, and an investor/corporate matchmaking event.

GuideWell's Health Tech Accelerator is unique in its focus on helping selected cohort companies to overcome critical barriers/challenges associated with gaining customer traction in the healthcare industry. These include understanding the complex regulatory environment in healthcare, learning about FDA approval processes, understanding how to approach large healthcare customers as a young company, and developing evidence-based proof of product viability.

SCOPE OF WORK

The overall purpose of GuideWell's Health Tech Accelerator is to provide a unique, high impact learning experience and customer acquisition opportunities for founders and key executives of health/wellness technology companies that are in the "Scale Up" stage of growth. GuideWell's definition of a "Scale Up" is an innovative technology company that has achieved a minimum of \$500,000 in revenues or has raised at least \$500,000 in seed stage capital.

For this RFP opportunity, GuideWell Innovation seeks subject matter experts to develop a series of two-hour workshops. Each workshop will focus on a specific topic that is a common challenge area that often hinders early-growth health technology companies from gaining customer traction.

The required deliverables for each topic are:

- A Powerpoint slide deck that covers the topic in detail. Slides must include detailed notes to assist GuideWell in understanding the teaching intent of each slide.
- A word document with a list of reference articles or websites with information that supplements the topic
- Two virtual (or in person) sessions where you present the workshop materials to the GuideWell team for review and feedback

Each workshop topic is considered a separate project for the purposes of this RFP. If you would like to bid for more than one workshop, you will need to submit a separate proposal for each topic.

The topics open under this RFP are:

Topic 1: Understanding Procurement Processes within the Healthcare Industry (HIPPA/PHI, SOC2)

Before a company can sell its products/services to a large hospital or insurance company, their procurement processes may require the company to undergo a thorough risk assessment and possibly an external audit. This workshop will cover the fundamentals of data security compliance standards in healthcare, including HIPPA, PHI/PI and SOC2. The workshop will also cover strategies for young, early growth technology companies to cost-effectively attain the requirements needed to sell to large hospital systems or insurance companies.

Topic 2: Developing Evidence-based proof for healthcare customers

This workshop will cover the basics of what large health payers and/or providers typically expect from young companies as evidence-based proof that their products or services work as advertised. This workshop will also provide tips and best practices for designing research/customer validation studies that provide needed impact evidence.

Topic 3: The Role of Government Regulation in Healthcare

Over the past decade, the government has expanded its role in regulating healthcare programs, data privacy and programs. Its critical for early growth health tech companies to understand the role both federal and state governments have in regulating both payers and providers in the health industry. This workshop will cover the latest government policies and programs that impact the delivery and payment for healthcare services (ACA, Medicare, price transparency, open data rulings, etc.).

Topic 4: Getting FDA approvals for your products

This workshop will provide an introduction to the fundamentals of FDA approval processes for medical devices and the new FDA software approval program.

Topic 5: Raising Brand Awareness in the Sea of Health tech startups

The ecosystem of health tech startups is very crowded, and it can be difficult to stand out. This workshop will provide tips and strategies for marketing and positioning innovative growth companies in today's noisy health tech ecosystem.

Topic 6: Building Investable Business Models for Health Tech Scale Ups

It may be tempting to give your products or services away to gain early customers. However, it's critical to understand financial foundations needed to build a sustainably profitable company. A strong financial model is also critical to attract venture and growth capital. This workshop will provide innovative approaches to sales processes and business models that optimize customer acquisition, cash flow and revenues within the slow sales cycles that are common in the healthcare industry.

ELIGIBILITY CRITERIA

This RFP is open to individuals, private companies or non-profits that can prove deep, relevant subject matter expertise on the workshop topic(s) for which a proposal is submitted.

In addition to providing a summary of qualifications, three references must be provided that are able to speak to the submitter's experience and relevant qualifications.

Respondents that are selected must have proof of coverage for a \$1,000,000 general liability insurance policy in order to comply with GuideWell's eligible contractor criteria.

REMUNERATION

GuideWell is offering a stipend of \$5,000 for each workshop module. In exchange for this paid stipend, GuideWell will require an unrestricted license to use the final content for GuideWell Innovation's programs, which are dedicated to enabling innovative health and wellness startups and scaleups grow their businesses. GuideWell also will require the right to utilize the GuideWell brand on all workshop materials. Acknowledgement of the author will also be provided during workshop sessions.

In addition to the workshop development stipend, there may be small stipends available for subject matter experts to lead the workshop for one or more of GuideWell Innovation's Health Tech Accelerator cohorts. These stipends will be negotiated separately from this RFP, and are on a case-by-case basis.

PROPOSAL SUBMISSION

We have created a single application portal for all 6 topics. From this one application you will have the opportunity to submit proposals for any/all of the topics. The online portal to submit proposals can be found at: <https://www.surveymonkey.com/r/DFLRDKN>

Before beginning, **please create a separate PDF or Word document for each topic** that contain a bulleted outline of the workshop agenda, along with a summary workflow (exercises, outside references, etc.). You will be required to upload one summary document for each topic you choose to apply for.

The proposal submission window will be open through May 31, 2019.