

LIFTOFF PGH

Our region's journey to
the frontiers of health care.



Post-Event Regional Agenda JAN 2021

LIFTOFF PGH DEMONSTRATED that Pittsburgh has all the essential pieces to be an international leader in applying frontier technologies to healthcare safety, quality and effectiveness. But we must have the regional vision, commitment, collaborations, and focus to propel us to leadership.

Over 600 of our region's leading pioneers took the first step during our virtual summit in December 2020, where they brought their best and brightest ideas to our virtual kitchen table—but their work is just beginning. Across Pittsburgh's health innovation ecosystem, technology is the undercurrent of positive change. If Pittsburgh is to succeed on the global stage, we must hone our focus on technology-driven solutions that open opportunities to better health. Stakeholders from education and workforce development, to payment and policy reform, to public health and healthcare delivery, must combine efforts and bring the focus to health tech innovation in Pittsburgh. Liftoff PGH provided many sparks of inspiration—including our [Ideathon](#) pitch competition [finalists](#)—and now is the time to act.

We would like to thank those who have joined our mission so far—including our [speakers](#), [advisory committee](#), [sponsors](#), and community partners—but the work has only just begun. We invite the entire Pittsburgh health innovation ecosystem to put our region on the global stage.

Moving forward, we envision a future where Pittsburgh innovators collectively advance six key areas of groundbreaking technology, highlighted during the events of Liftoff PGH.

Introducing our:

Regional Agenda for Leadership in Health Technology

1. New Models of Primary Care

Speakers at Liftoff PGH, including Amir Rubin, CEO & President of One Medical, outlined a vision for the primary care practice of the future. One Medical believes that the **patient should be at the center** of all business decisions — an undervalued concept in an industry known for long wait times and frustrating patient experiences. Through a combination of AI technologies to reduce provider burnout and new business structures to improve patient experience, the primary care practice of the future could make a routine trip to the doctor as painless as ordering an appliance on Amazon. You can watch Amir's talk [here](#).

2. A Revolution in Health Professions and Education

With new technology, health education in the United States can further push boundaries at the frontlines of care. A new generation of **Community Health Workers (CHWs)** will revolutionize public health armed with 5G-enabled smart phones. CHWs have already demonstrated an ability to manage chronic disease better than a traditional doctor's office, and now with 5G technology in the U.S., rural and community-based settings will have new avenues for access to the healthcare workforce and services.

New technology will also revolutionize medical education. What if surgery didn't require seven years of specialized schooling? Given the right tools, people without a medical education can learn to perform surgery through **competency-based training**, believes Justin Barad, Founder & CEO of Osso VR. His company uses virtual reality to train the surgeons of the future using safe, efficient, and effective methodology, raising questions about how the medical school of the future can pivot to use these technologies to make a medical degree quicker and less expensive. Check out Justin Barad's talk at Liftoff PGH [here](#).



3. Price, Safety and Quality Transparency

As a patient, it is nearly impossible to know how to find the highest quality care at the lowest cost. At Liftoff PGH, we displayed a bold vision for reimagining how consumers shop for and pay for their health care. The **future healthcare marketplace** is seamless, transparent, and predictable, with upfront pricing, and technologies that integrate the overall patient experience with payment and insurance. Journalist Jeanne Pinder, in a recent TED Talk, outlines this problem and points toward creative solutions. Check out the presentation [here](#).


4. Automated, Autonomous Patient Safety

Pittsburgh has staked its place as a global leader in developing **autonomous technologies** for self-driving cars. So why can't we use the same underlying technologies in health care to prevent medical error? At Liftoff PGH, Michael McShea from Johns Hopkins University and Dr. David Classen from the University of Utah explored new technologies that can revolutionize patient safety. Powered by artificial intelligence and machine learning, autonomous data monitoring systems can predict and actually prevent cases of medical error before they occur. These systems could also help to create public reporting systems and inform pay-for-performance initiatives. View the Liftoff talk [here](#).

5. Compensating for the Effects of Aging

Aging no longer needs to be synonymous with a steady and inevitable decline in health; a new wave of technologies is allowing seniors to age in place and maintain a high quality of life. Through generous support from the McElhattan Foundation, Liftoff PGH explored how innovations can also improve the end-of-life experience specifically using a combination of **high-tech and high-touch** solutions that allow patients to prioritize what matters to them at the end of life. Check out the talk [here](#).

6. New Perspectives on "Successful Maternity"



The United States currently ranks as one of the worst countries for pregnancy and birth outcomes like mortality and morbidity rates—especially for Black moms. A panel of experts and innovators at Liftoff PGH explored how we can **reimagine the entire maternity experience**—from flushable, private pregnancy tests, to apps in pregnancy that can help care teams identify problems early. We encourage you to watch the panel [here](#).



Coming in 2021

Explore the content from Liftoff PGH and stay tuned for more news from the Jewish Healthcare Foundation about how we are building on the momentum started at Liftoff PGH. In early 2021, **JHF and the Pittsburgh Tech Council's Business as Usual webinar series** will pair a local entrepreneur with a global innovator to discuss each of the above six areas of opportunity.

JHF is also partnering with Innovation Works to create the **2021 JHF Healthcare Safety Challenge**, an international pitch competition which will spur the development pipeline for new technologies in patient safety as innovators compete for the Hardware Cup. You can apply for the Healthcare Safety Challenge between now and March 7 [here](#).

The innovations submitted to the Healthcare Safety Challenge will help inform JHF's efforts to create a National Patient & Provider Safety Authority, modeled after the National Transportation Safety Board. You can read more about our Full Court Press team working on this initiative [here](#).

JHF will also continue to share our Pittsburgh health innovation insights, highlight additional opportunities and priorities, and carry forward the mission of Liftoff PGH. We invite you to join us on this continued journey towards Pittsburgh's bright future for technology and health.

