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Round One Finalists Named in Insight Product Development Startup Competition

Industry Leaders Select Five Up-and-Coming Innovators for WellTech Live Pitch

June 16, 2014 – CHICAGO – In the first round of the newly expanded Insight Product Development Startup Competition judging, professionals from MATTER, Baxter and Insight Product Development hand-selected the most promising early stage healthcare innovations to compete for \$35K in cash and professional services to further advance their innovations toward commercialization. The finalists, which will live-pitch judges at WellTech on June 25th, are 4D Healthware, Helix Analytix, Doc&i, Zest Health and TeleHealthRobotics. Highlights of the healthcare solutions these innovators are working to advance include:

- **4D Healthware:** An integrated data solution for chronic disease management and prevention, driven by a device agnostic platform that utilizes applied analytics in the cloud.
- **Helix Analytix:** A cloud based Platform-as-a-Solution (PaaS) that enables advanced downstream analysis of public and private genomic data sets through interactive visualizations.
- **Doc&i:** A software-as-a-Service (“SaaS”), cloud-based solution that interfaces with data from EMR systems, pharmacies, and medical insurance providers to provide real-time prescription pricing and coverage at the time a prescription is written.
- **Zest Health:** This company offers a mobile-enabled, personalized and 24/7 Smart Concierge that simplifies the way consumers find, understand, schedule and purchase healthcare.
- **TeleHealthRobotics:** A tele-robotic ultrasound system to guide transcatheter aortic valve replacement (tAVR).

“The momentum we’ve seen in the program’s growth and the volume of startup competition applications we’ve received reveals no signs of Midwest innovation slowing down,” says Steve McPhilliamy, Director of Design at Insight Product Development, and Executive Director of Insight’s Accelerator Labs. “We’re both excited and encouraged by this growth, and its power in positioning the Midwest as an increasingly recognized source for healthcare innovation.”

Narrowed from a large round-one competition startup applicant pool, these five finalists will join other competition front-runners in an innovation showcase at WellTech following the live pitches. Innovation showcase participants include **Secarleye, UroProx LLC, Prana Diabetes, Janus Choice LLC, Neximatic, Varsa Health, and Integrative Pain Centers of America Inc.**

Engineered to provide early visibility to health-tech innovation and IP and grow the medical innovation ecosystem in the Midwest, the program brings together key industry and community stakeholders including corporations, venture capitalists, academia, incubators, hubs and mentor groups. To learn more about the Insight Product Development Startup Competition, or to register to attend the first phase of the competition at WellTech, visit:

<http://www.insightpd.com/healthtech-startup-competition/>

About Insight Product Development

Insight is a design innovation consultancy that uncovers innovation opportunities for clients, designs the technologies and experiences that support them, and drives their development through commercialization. Headquartered in Chicago, our award-winning innovations span dozens of industries, reach more than 30 countries, have earned hundreds of patents, and favorably impacted millions. Our work is informed by a decades-long product development heritage serving highly regulated industries with the most exacting standards. Insight culture allows our multi-discipline team to work as an agile unit to consistently deliver better business outcomes for clients. For more information visit www.insightpd.com

About Insight Accelerator Labs

Insight Accelerator Labs (IAL) is the first medical device accelerator in the Midwestern United States, and was launched by Insight Product Development in early 2013 with three distinct goals:

to help drive innovation and business growth, fuel the momentum of Chicago's health tech start-up ecosystem, and improve people's lives by advancing meaningful technology toward commercialization. For up to 18 months, IAL member startups receive expert mentoring, product development services from one of the most experienced development teams in the world, grant and award application assistance and extensive infrastructure support to translate their technology into commercial success. For more information, visit www.insightpd.com/insight-labs