Join Dr. Neil J. Sehgal and Ivy Benjenk to learn more about this competition honoring creative solutions to the world’s most complex public health issues.

**Wednesday, Sept. 26**

12:00 PM
Friedgen Seminar Room
SPH 2236
Lunch provided

[go.umd.edu/gold](http://go.umd.edu/gold)
History & Overview of the Award

The Gold Award is intended to spark public health innovation, design thinking and solutions in public health.

• The founding dean of the School of Public Health and his wife have given $100,000 to establish the Robert S. and Barbara A. Gold Public Health Innovation Award Endowment.

• The competition is intended to simulate the real-world process of entrepreneurs soliciting start-up funds from early stage investors and venture capital firms.
Nature of Projects

Successful proposal applications for the award will describe new approaches to public health problems that are cutting-edge.

- Apps for digital health or as therapeutics
- Sensor embedded or wearable technology
- Augmented, virtual, or mixed reality
- Interoperability between health systems
- Artificial intelligence or machine learning
- Web platforms or social networks
- Prosthetic advances
- Medication or therapeutic adherence
- Robotic nurse assistants
- Remote patient monitoring
- Other firsts within the public health field
Evaluation

The judges function as early stage venture capital investors deciding on which innovation they would most likely fund.

• The quality of the idea, the size of the market, the competitive differentiation, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges’ decisions.

• The winning team should be the team in which the judges would most likely invest their money. Their ranking of the top teams is guided by the scorecard, but should be consistent with the approach that would be used by an early-stage venture capital or angel investor.
Selection Committee

• Andre Blackman: Health Strategy Consultant and Health Technology Entrepreneur

• Alyssa Todaro Brooks: Scientific Program Specialist at the NIH Clinical Center

• Thomas Garson: Managing Partner at Bracken Garson Consulting Group

• Arnold Miller: Former Microsoft Engineer

• Ed Woods: President of TerpSys, an IT Services Company
Inaugural Awardees
Two Awards Given in Spring 2018
Second Place: Naloxone Smart Kits
Theresa Tassey
MPH student, Health Policy Analysis and Evaluation

A pilot program will decrease the rate of opioid overdose deaths in Baltimore City by increasing the accessibility of Naloxone through installation of innovative Naloxone Smart Kits in public locations throughout the city, empowering the public to join health officials in fighting the opioid epidemic.
First Place: Patient Personal Assistant with Amazon Lex

Ivy Benjenk
PhD student, Health Services Administration

The aim of project is to leverage Amazon Lex technology to prevent post-hospital syndrome, while improving the inpatient experience. An application for Alexa, called the “Patient Personal Assistant” or PPA, will contain a comprehensive set of skills designed to reduce hospital-related stressors, and will replace the patient’s call bell.
Inaugural Awardee Presentation
Ivy Benjenk
Patient Personal Assistant with Amazon Lex

Ivy Benjenk is a second year Ph.D. student in the department of health services administration and a 2018 first place prize winner for the Gold Award. The aim of Ivy's winning project titled "Patient Personal Assistant with Amazon Lex technology" was to leverage Amazon Lex technology to prevent post-hospital syndrome, while improving the inpatient experience.
Award Timeline & Process
Application Process

Submitted via email.

- Undergraduate and graduate students in SPH are eligible to apply.
- Team proposals are encouraged and teams may include students from across the University of Maryland.
- You must complete an application for your team to be considered.
- The application consists of a project narrative, abstract, and media materials. You may not submit multiple entries.
Competitors and Teams
The competition is for student-created and managed ventures.

• **Student Competitors:** The competition is for undergraduate or graduate students currently enrolled on a full or part-time basis at the University of Maryland College Park School of Public Health.

• **Team Composition:** Non-students as well as non-School of Public Health students may be members of the team. Only UMD students may compete (present the plan on-stage and answer questions from the competition judges). There is no restriction on the number of student competitors on a team.
Fall 2018
Optional, but encouraged.

• November 5, 2018: Draft Abstract Submission Deadline (optional for students seeking early feedback)

• Week of December 10, 2018: Optional Draft Abstract Feedback Returned to Students
Abstract Guidelines

250 word maximum.

- **Problem**: Describe the problem that you are trying to solve.
- **Solution**: What is your proposed innovative solution? Why is it important? How will it be implemented in the field?
- **Innovation**: How is the idea new and innovative?
- **Based in Evidence**: How is your solution evidence-based? Why will it work? This is a very important criteria for evaluation.
- **Impact**: This is the most important criteria for evaluation. *In order to be accepted for presentation, the pitch must discuss the current or expected outcomes, and the abstract must also delineate how these outcomes are or will be measured.*
- **Team**: Who is leading the project? What expertise do you have in the space?
- **Describe Stage of Idea**: What is your progress? How much work, if any, has been done to date? When was the idea initially developed?
- **Your "ask"**: Describe your current project/program development needs. How are you hoping to advance your program or idea by presenting a pitch?
Spring 2019

Required to compete.

- February 8, 2019: Final Proposal Application Deadline
- February 22, 2019: Notification to Finalists
Proposal Narrative

The project narrative must include the following.

- A clear description of the problem/issue being tackled.
- What makes this effort innovative?
- What impact does this have on public health or disease?
- What resources are required for the effort?

- The narrative may be no more than 2 double-spaced pages using a minimum font size of 10 points.
Proposal

Deadline

Submitted via email.

• The final proposal application from each team is due to the School of Public Health on or before 11:59 p.m. EST on February 8, 2019.

• Teams will be evaluated to compete based on their team eligibility and the quality of their proposal application.
Spring 2019

Finalists & Awards.

• March 8, 2019: Deadline for Finalists to Submit Pitch Deck

• March 26, 2019: Finalists Coaching Sessions/Pitch Rehearsal

• March 28, 2019: Pitch Competition Event and Awards