

MACP

MASSACHUSETTS COMPETITIVE PARTNERSHIP

MACP TECHNOLOGY STRATEGY
DIGITAL HEALTH INITIATIVE

January 7, 2016

Brief Recap: MACP Technology Strategy & Digital Health Initiative

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- *The Challenge and Opportunity:*
 - Innovation economy will drive long-term growth in MA
 - Life sciences has seen significant success and growth
 - MA is lagging other states in tech
 - VC funding for tech in MA is lagging both California and New York
 - Early-stage seed capital is also lagging in MA
 - How can Massachusetts through a public private partnership support tech innovation to help create a new cluster similar to biotech?

- *The Process for a Broad Tech Strategy:*
 - MACP engaged academic, industry, and VC leaders to develop a strategy to bolster tech in MA
 - MACP developed an 10 point strategy to support tech innovation in MA around key priority areas
 - A critical element of the strategy is a focused effort in **Digital Health** –
 - Plays to our regional strengths in tech
 - Ties in elements from our key priority areas
 - Can serve as an “early win” for MA.

Massachusetts Digital Health Initiative:

What is Digital Health?

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Digital Health captures the intersection of health-related industries and the ways in which IT is transforming the future of healthcare.

\$32.4 billion market opportunity in the next decade*

Convergence of Trends/Tech

Wide Range of Applications

- Personalized medicine
- Big data
- Security and privacy
- Social networks for healthcare
- Biosensors

- Electronic medical records
- Personal health records
- mHealth/telehealth
- Expenses – billing and costs
- Social platforms/gaming
- Data analytics/integrative solutions
- Fitness technology

*Does not include consumer wearables, IT solutions or data-analytics platforms, all of which are individually multi-billion dollar markets. Goldman, Sachs & Co. report, *The Internet of Things Vol. 5, "The Digital Revolution Comes to U.S. Healthcare,"* June 29, 2015.

Digital Health Steering Committee

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Steering Committee

Jeff Leiden, Chair

Chairman, President and CEO, Vertex

Bill Swanson

Chair, MACP

Robert Kraft

Chairman and CEO, The Kraft Group (MACP)

Joe Tucci

Chairman, President and CEO, EMC (MACP)

John Fish

Chairman and CEO, Suffolk Construction Co. (MACP)

David Torchiana

President and CEO, Partners Healthcare (MACP)

Dan O'Connell

President and CEO, MACP

Bryan Jamele

Executive Vice President, MACP

John Barros

Chief of Economic Development, City of Boston

John Brownstein

Chief Innovation Officer, Boston Children's Hospital

Jonathan Bush

Co-Founder, CEO and President, athenahealth

Jeff Bussgang

General Partner, Flybridge Capital Partners

Andrew Dreyfus

President and CEO, Blue Cross Blue Shield of MA

Tom Ferry

President and CEO, Curaspan

David Fialkow

Managing Director, General Catalyst Partners

Sharon Gillett

Principal Networking Policy Strategist, Microsoft

Jeff Golden, M.D.

Chair, Pathology, Brigham and Women's Hospital

Kerry Healey

President, Babson College

Steve Kraus

Partner, Bessemer Venture Partners

Jeff Leerink

Founder, Chairman and CEO, Leerink Partners

Marty Meehan

President, University of Massachusetts

Elizabeth Nabel, M.D.

President, Brigham and Women's Health Care

Amir Nashat

Managing Director, Polaris Partners

Liz Reynolds

Executive Director, MIT IPC

Martin Schmidt

Provost, MIT

Katie Stebbins

Assistant Secretary of Innovation, Technology and Entrepreneurship, EOHEd

Michael Weintraub

President and CEO – Optum Analytics (Humedica)

Krishna Yeshwant

General Partner, Google Ventures

Digital Health in MA: Overall Goal

To identify and support strategies to leverage regional strengths and create a leading global center for Digital Health companies, innovation and practice

Academic Committee

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The Academic Committee will explore ways to better leverage our universities and the role they play in moving innovative tech ideas into the marketplace

Members of the Committee:

Kerry Healey, Chair

President, Babson College

Jeff Leiden

Chairman, President and CEO, Vertex

Bill Swanson

Chair, MACP

David Altshuler

Executive VP and Chief Scientific Officer, Vertex

Abi Barrow

Director, The Massachusetts Technology Transfer Center

Chris Coburn

Vice President, Innovation, Partners Healthcare

Karen Gleason

Associate Provost and Professor, MIT

Isaac Kohlberg

Senior Associate Provost and Chief Technology Development Officer, Harvard University

Marc Meyer

Co-Director of the Center for Entrepreneurship Education and Professor, Northeastern University

Amir Nashat

Managing Director, Polaris Partners

Daniel O'Connell

President and CEO, MACP

David Redlick

Senior Counsel, WilmerHale

Carmichael Roberts

Entrepreneur and General Partner, North Bridge Venture Partners

Kumble Subbaswamy

Chancellor, University of Massachusetts Amherst

Krishna Yeshwant

General Partner, Google Ventures

*Standardized Agreement
Templates Working Group:*

Steve Barrett

WilmerHale

Daniel Dardani

MIT

Meghan Fenno

Harvard University

Sam Liss

Harvard University

Bob MacWright

UMass Amherst

Michael Malone

UMass Amherst

Lita Nelsen

MIT

Craig Newfield

MIT

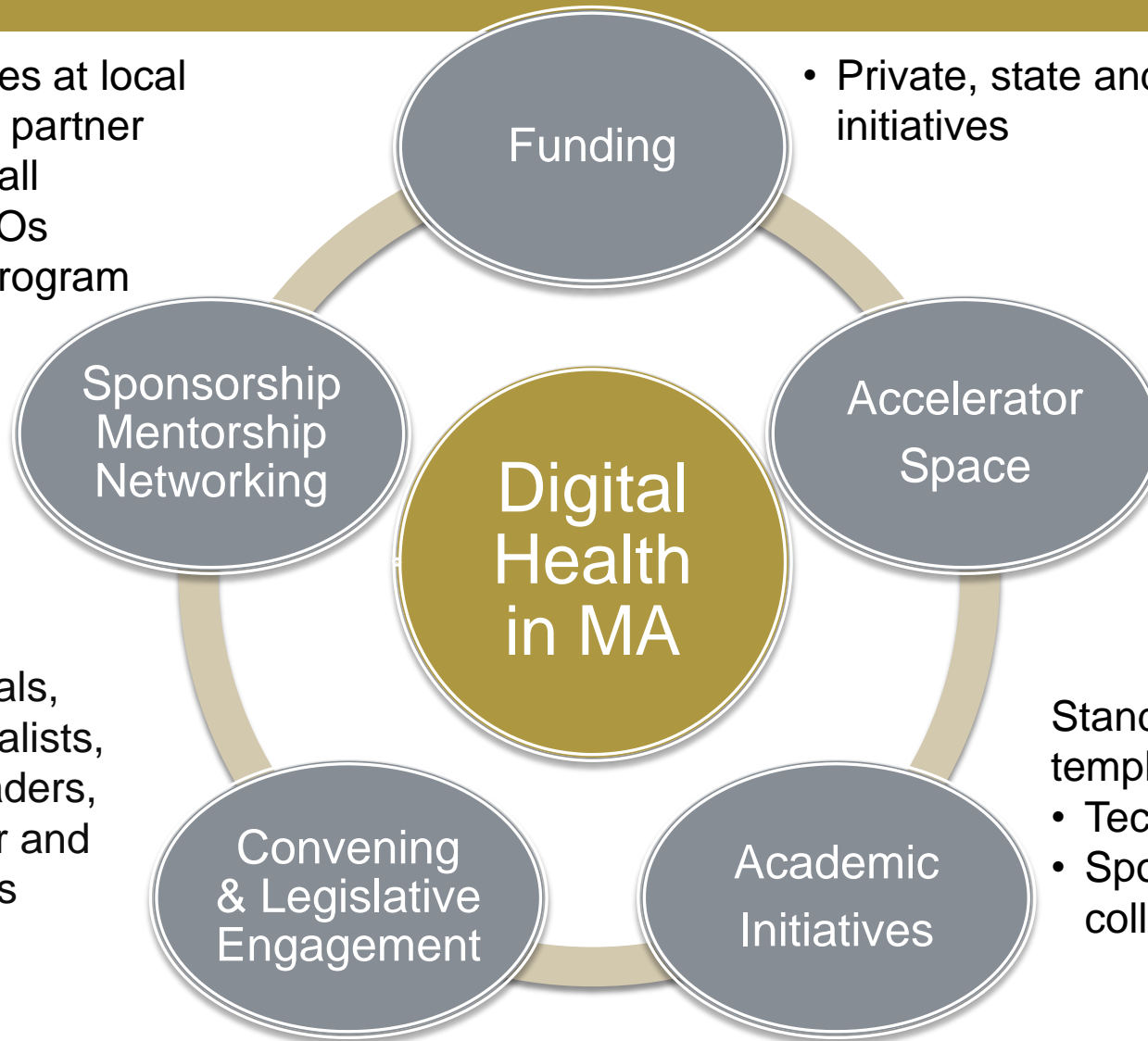
Paige Goodwin

Vertex

Massachusetts Digital Health Initiative: Near-term Initiatives

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- Speaker Series at local universities – partner large and small company CEOs
- Mentorship program



- Private, state and city funding initiatives

- Dedicated accelerator space and management for DH start-ups in MA

Standardized templates/processes:

- Tech transfer
- Sponsored research collaborations

Sponsorship
Mentorship
Networking

Digital
Health
in MA

Accelerator
Space

Academic
Initiatives

Convening
& Legislative
Engagement

Funding

- Elected officials, venture capitalists, academic leaders, private sector and entrepreneurs

Key Private Sector Announcements

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- 1. Funding.** To address the need for support for local companies, we are working on an innovative approach to provide private funds for digital health companies that are starting up, located in, or planning to re-locate to Massachusetts.
- 2. Standardized Digital Health Agreements.** We have created standardized template agreements, each accompanied by a user-friendly guide, in the areas of software and technology licensing and sponsored research in digital health. MIT, Harvard, Northeastern, UMass and Partners Healthcare contributed to and approved these agreements. The template agreements and user guides are posted on MeHI's digital health website at <http://massehealth.org/industry/agreement-templates>
- 3. Mentorship Speaker Series.** MACP will host a second year of its statewide mentorship speaker series to connect high-level, established executives with entrepreneurs of emerging companies to discuss how to start and grow a successful tech business in Massachusetts. This year's series will have a focus on digital health and will include events in Worcester and the Springfield area.
- 4. Digital Health Innovation Hub.** MACP is partnering with the City of Boston, MeHI and MassChallenge to create the Digital Health Innovation Hub that will provide digital health startups with space, programming and a strong industry network to tap into. The space will also serve as a venue for the industry to convene events and host networking opportunities. MassChallenge will be a key partner in managing and operating the Hub.