OFFICIAL RULES FOR THE 2019 AHA INNOVATION CHALLENGE

NO PURCHASE NECESSARY. The 2019 AHA Innovation Challenge (“Promotion”) is a trade promotion open to all Institutional Members of the American Hospital Association (“Entrants”). Representatives (“Participants”) from Entrants who are legal residents of the 50 United States and the District of Columbia who have reached the age of majority in their state of residence and are employed by an Institutional member of the American Hospital Association (“AHA”) may enter the Promotion on behalf of Entrants. Participants, however, are not eligible to win prizes in this Promotion. All federal, state, and local laws apply. Void where prohibited. Promotion sponsored by the American Hospital Association, 155 N. Wacker Dr., Chicago, IL 60606 (“Sponsor”). The Promotion is financially sponsored by First American Healthcare Finance (“Financial Sponsor.”). The Promotion begins at 12:00 am central time on February 05, 2019 and ends at 5:00 pm central time on July 27, 2019 (the “Promotion Period”). Employees, officers, directors of Sponsor and Financial Sponsor and their affiliates, related parties and immediate families are not eligible to participate in the Promotion.

The Promotion Period shall consist of the following periods:

- Entry Period: February 05, 2019 – May 24, 2019
- Initial Judging Period: May 29, 2019 – June 5, 2019
- Final Judging Period: June 18, 2019 – June 28, 2019

To Enter: Participants may enter the challenge by visiting https://www.aha.org/innovation-challenge and entering the required information. Entries may be submitted by an individual or by groups of individuals (a “Team”) so long as the Team has at least a single member that is employed by an institutional member of the AHA. Each Team must designate a single member (the “Team Leader”) of the Team who will serve as the Team’s sole representative for communications and all other purposes in connection with the Promotion. Each Team member shall be considered a Participant hereunder and must meet the residence and age eligibility requirements of the Promotion. All agreements, consents, representations and warranties made or given by a Team Leader herein or otherwise in connection with the Promotion will be binding upon all members of the pertinent Team as if made by each such member.

Upon Entry submission, the Team Leader is required to: (1) identify the Entrant(s) under which the proposal is being submitted; (2) certify that (s)he has obtained authorization(s) to submit the proposal to the Promotion; and (3) certify that to the extent any team members work at organizations other than the submitting hospital, the Team Leader has secured authorizations from such organizations as well; and (4) certify that the submission is in compliance with HIPAA and other relevant privacy laws.

A valid Entry must comply with the following criteria:

- All entries must be less than 5,000 words and must also include a visual representation of the model.
• All entries must be the original idea of the Participant (or the Participants who make up the Team).

• Entries cannot contain inappropriate material, lewdness, obscenity, or the like, in Sponsor’s sole discretion.

• All entries may not contain confidential information of the Participant’s employer, AHA or violate any other third party intellectual property rights or applicable laws such as HIPAA and other privacy laws.

• All entries must be early-stage. We welcome ideas in the conception, design and early development phase. **Models that are being formally piloted or have launched are not eligible.**

Limit one (1) entry per person or per “Team” during the Entry Period. Individual persons can only be on one Team. Sponsor is not responsible for lost, late, incomplete, incorrect, damaged, or misdirected entries. Sponsor is further not responsible for problems of any kind related to the Promotion, whether mechanical, electronic, or human.

During the Entry Period, the Entries will not be viewable to the public. The public will, however, be able to view the categories of the entries that have been submitted.

**Initial Judging Period: The Initial Judging Period will begin on** May 29, 2019 **and end on June 8, 2019.**

The Entries will be judged by a team of AHA staff during the Initial Judging Period (“First Round Judges”). **The First Round Judges will review and score each valid entry in connection with the following criteria (“Selection Criteria”) on a scale of 1-10 (per each Selection Criteria).**

1. Submission targets a vulnerable population
   - The description of the population your idea targets should include demographic information on the one or more populations (e.g., children, the working poor, older Americans) targeted. The description should also include characteristics of vulnerable communities exhibited by this population. Examples include but are not limited to: lack of access to primary care services, high unemployment rates, limited economic resources, high rates of uninsurance or underinsurance, low education, low health literacy levels, and/or environmental challenges

2. Model/idea is expected/intended to improve outcomes

3. Model/idea is expected/intended to improve the health care experience

4. Model/idea is expected/intended to lower the total cost of care

5. Submission references data that supports the need for the new model/idea
   - Applications should reference publicly available data and/or data collected within the hospital or health system

6. Description of the model/idea’s use of technology and its capabilities
We are seeking ideas that creatively use any type of technology to solve a problem related to social determinants of health. We define technology broadly, and as such, welcome ideas that include software, hardware and/or digital app solutions.

7. Description of how the model engages and empowers the target population and their families

8. Description of how the model/idea fits into, improves or complements current approaches to care

9. Description of how the model/idea supports partnerships (e.g., community organizations, schools, churches, commercial partners, vendors)

   o Applications that include letters of intent from partners to support the model/idea and their involvement in further development and piloting will be rated more favorably on this criteria than those applications without letters of intent/support

10. Description of how the hospital will support the model/idea - if successful - for the targeted population to ensure long-term viability

   o Applications should also include a description of how the hospital will judge or measure success

The First Round Judges will select the top 10 entries based on the Selection Criteria total scores to be deemed “Finalists.” In the event of a tie, Finalists will be selected based on the innovative approaches to manage the targeted population criteria.

**Notification of Finalists and AHA Institutional Member:** Finalists will receive notification packages by email on or about June 9, 2019, which must be completed and returned to Sponsor by June 11, 2019. The notification packages may include an affidavit of eligibility and publicity release which must be signed by all members of the Team. Sponsor shall then confirm with the Entrant with whom the Finalist is associated that the Entry does not contain any confidential or proprietary information of the Entrant. In the event that Finalist does not return the notification package in the designated time period, Sponsor reserve the right void and disqualify the Entry and select an alternate Finalist with the next highest total score.

**Final Judging Period:** On or about June 18, 2019, and once confirmation from Entrants have been received and the notification packages have been returned, the Finalist’s proposals will be posted for public comment and viewing at https://www.aha.org/innovation-challenge; however, the letters from stakeholder partners and tools developed/enhanced to support the model will not be posted publically. *Public comments are to spur conversation and support innovation, but are not to be weighed by judges in determining the Promotion Winners.*

Concurrently, from June 18, 2019 to June 28, 2019, the Finalists’ Entries will be judged by the Final Round Judges. The Final Round Judges will consist of AHA Members and Sponsor Representatives. A judge that was a First Round Judge is not eligible to be a Final Round Judge. If an AHA Member judge is from an organization that is represented by a Finalist, the AHA member judge will not participate in judging that Finalist. Each Finalist’s Entry will be judged by 10 Final Round Judges.
The Final Round Judges will each review nine of the ten Finalists and score each on a scale of 1-10 with the Selection Criteria.

Entrant’s represented by the Finalists with the top three total scores will be deemed the first, second, and third place winners ("Winners" or "Winning Institutions") and will be notified on or about June 29, 2019 via email. In the event of a tie, the score of the innovative approaches to manage the targeted population will be the tiebreaker. The First Round Judges and the Final Round Judges’ decisions are final. As this is a contest of creativity and skill, the odds of winning are dependent upon the number and quality and bona fide creativity and skill of entries received. In the event that the Finalist with one of the top three scores contains Participants from multiple Entrants, the Entrant where the Team Leader is employed will be deemed the Winning Institution; however it may share the Prize with the other Entrant’s from the winning Team at its discretion.

The Winning Institutions will be required to submit an affidavit of eligibility, waiver of liability and publicity release, which must be returned within the time specified or prize award will be void and an alternate winner may be selected from remaining eligible entrants. The Winning Institution be required to confirm in the affidavit of eligibility, waiver of liability and publicity release that they have received all necessary consents regarding intellectual property and ownership and participation from the Entrant(s) represented by the other members of the Team.

**Presentation Period:** The Participants on the Team of the Winning Institutions will be invited to present their idea at the AHA Leadership Summit in San Diego, CA on July 25-27, 2019. Unless otherwise agreed to separately, the Entrants are responsible for all expenses related to their attendance at the AHA Leadership Summit including all travel, lodging and meals. Presenting Participants may use note cards or any props including, but not limited to, PowerPoint slides, visual aids, toys, prototypes, clothing or accessories worn/used and called out to illustrate the idea, during their presentation. The First, Second, and Third Place Winners’ will be announced at the AHA Leadership Summit. At a minimum, at least one member of the Team to represent the Entrant must be present to accept the prize.

**Prize:** The following prizes will be awarded:

- First Place Winner: $100,000
- Second Place Winner: $25,000
- Third Place Winner: $15,000

All prizes will be awarded. No substitution or transfer of prizes, except at the sole discretion of Sponsor if advertised prize becomes unavailable.

**General Terms and Conditions:** The Promotion is governed by the laws of the United States and the State of Illinois. All federal, state and local laws and regulations apply. Prize will only be awarded and/or delivered to addresses within the United States. All federal, state and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

Winning Institutions may be required to complete an affidavit or declaration of eligibility, waiver of liability and, where lawful, publicity release, which must be returned to Sponsor within seven days of receipt of notification package. If the effort to send a notification package to a Winning Institutions is
unsuccesful or if a Winning Institutions fails to execute and return any required document within the required time period an alternate Winning Institutions may be selected from remaining eligible Finalists.

If the prize is not claimed or is returned as undeliverable, then Winner’s right to the prize shall be forfeited and the prize award will be void and an alternate Winner may be selected from eligible Finalists. Sponsor is not responsible for late, lost, misdirected, incomplete, incorrect, misdirected entries or prize claims. Sponsor is also not responsible for incomplete, interrupted, or scrambled transmissions, unavailable web sites, networks, servers, or systems, or other connection or transmission problems, technical malfunctions of the computer, software, web site, or any combination thereof, problems associated with any virus or other damage caused to any participant’s system or other problems of any kind, whether mechanical, electronic, or human. Sponsor reserves the right to suspend and/or cancel the Promotion or change any element hereof, with or without notice, at any time, due to printing, computer or network errors, or other mistakes in the production or operation of the Promotion.

In the event of a dispute concerning who registered online to participate in the Sweepstakes, the registration will be declared to have been made by the authorized account holder of the email address and who is defined as the natural person who is assigned to an email address by an internet provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address. If a dispute cannot be resolved to Sponsor’s satisfaction, the entry will be deemed ineligible.

No correspondence regarding the Promotion will be entered into except with the Finalists and in response to requests for Winner’s Lists. All decisions of the judges and the Sponsor are final and binding on all matters relating to the Promotion. By entering, participants agree to be bound by the Official Rules, and release Sponsor and its agents and their respective affiliates, and each of their respective officers, directors, employees and agents from any and all liability, loss, or damage arising out of their participation in the Promotion or with respect to the awarding, receipt, possession, use and/or misuse of any prize. Winner is responsible for any applicable taxes on awarded prizes. Sponsor reserves the right to cancel or suspend the Promotion, or change any element thereof, with or without notice, at any time and for any reason. Sponsor reserves the right to disqualify in its sole discretion any person tampering with the entry process or who violates these Official Rules in any way.

Confidential Information: Participants may not use Proprietary Content and/or protected Intellectual Property that is not their own as part of the entry. By submitting an entry, Participants are acknowledging that the entry does not infringe on the protected rights of any third person or entity including the AHA Institutional Member with which the Participant is affiliated. Additionally, by entering the Promotion, any statements, claims, and information made as part of the entry are no longer confidential.

Publicity Release: By participating in the Promotion, the Participant, all Team members, and the Entrant (collectively, “Participating Parties”) irrevocably grant Sponsor the right to use the Participating Parties’ name, photograph, image, video, biographical information, and any other portion of your entry submission, in any and all media for any purpose, including, without limitation, advertising and promotional purposes and the Participating Parties hereby release Sponsor from any liability with respect thereto, except where prohibited. By entering this Promotion, you grant Sponsor the right to
utilize the Participating Parties contact information provided by the Participating Parties in the entry to contact them for any reason. Completion of the entry form constitutes assent to these written terms.

**Privacy Policy:** Except as otherwise contemplated in these rules or in any publicity release, information collected by Sponsor in connection with this Promotion will be used by Sponsor in accordance with Sponsor’s online privacy policy posted [https://www.aha.org/2017-12-11-privacy-policy](https://www.aha.org/2017-12-11-privacy-policy).

**Winners List:** The winner’s list will be posted at [https://www.aha.org/innovation-challenge](https://www.aha.org/innovation-challenge) at least thirty days after the end of the Promotion.