OFFICIAL RULES FOR THE 2020 AHA INNOVATION CHALLENGE

NO PURCHASE NECESSARY. The 2020 AHA Innovation Challenge (“Challenge”) 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 fifty (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 Challenge on behalf of Entrants, either individual or as a member of a team, as described in more detail below, but only with the express authorization of their employers. Participants, however, are not eligible to win awards in this Challenge. All federal, state, and local laws apply. Void where prohibited. The Challenge sponsored by the American Hospital Association, 155 N. Wacker Dr., Chicago, IL 60606 (“Sponsor”). The Challenge is financially sponsored by First American Healthcare Finance and Health Research and Educational Trust (HRET) (collectively, “Financial Sponsors.”). The Challenge begins at 12:00 am central time on Feb. 10, 2020 and ends at 5:00 pm central time on July 24, 2021 (the “Challenge Period”). Employees, officers, directors of Sponsor and Financial Sponsor and their affiliates, related parties and immediate families are not eligible to participate in the Challenge.

The Challenge Period shall consist of the following periods:

- Initial Judging Period: May 16, 2020 – May 31, 2020
- Final Judging Period: June 1, 2020 – June 19, 2020

To Enter: Participants may enter on behalf of Entrants by either following the invitation link sent via email and providing the requested information and submitting a proposal (each an “Entry”, collectively, “Entries”), or by visiting aha.org/innovation-challenge and requesting an invitation to participate and then following the invitation link and providing related information upon receipt. 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 Challenge. Each Team member shall be considered a Participant hereunder and must meet the residence and age eligibility requirements of the Challenge. All agreements, consents, representations and warranties made or given by a Team Leader herein or otherwise in connection with the Challenge 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 Challenge; 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 all other relevant privacy laws.

Entry proposals must be an original work and must provide clear rationales for why a new strategy designed for a specific group (e.g., children, adolescents, geriatrics) or those facing a specific disorder (e.g., substance abuse disorder, anxiety, individuals with multiple comorbidities like depression, SUD and cardiac disease) would improve outcomes, value, and access, and lower the total cost of care. In addition, Entries must include a novel overall strategy with various tactics such
as low-tech solutions, use of technology, and community partnerships. A valid Entry must comply with the following criteria:

- All entries must be an original work.
- 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).
- All entries must not have been previously published or won any award.
- Entries cannot contain inappropriate material, lewdness, obscenity, or the like, in Sponsor’s sole discretion.
- Neither entries nor the process required to prepare entries may use or contain confidential or proprietary information of Participant’s employer, AHA, or another third party, violate third party intellectual property rights or contractual obligations, or violate federal, state, or local laws (including but not limited to HIPAA, privacy laws, or laws directed towards unfair competition).
- The submission assists individuals living with a behavioral health disorder. Submissions aimed at a specific group (e.g., children, adolescents, geriatrics) or those facing a specific disorder (e.g., substance abuse disorder, anxiety, individuals with multiple comorbidities like depression, SUD and cardiac disease) will be looked upon more favorably than submissions aimed more general solutions.
- The model/idea is expected/intended to:
  - Increase access to behavioral health services
  - Improve health outcomes
  - Lower the total cost of care
  - Increase the value of the care
- The description of the model/idea should be an overall strategy with various tactics to support it. The following will be looked upon favorably by the judges:
  - The strategy should include low-tech tactics. Low-tech means tech light, simple, human and scalable.
  - Use of technology (digital or otherwise) is also acceptable but it cannot be the only tactic.
  - Strategies should form and/or support community partnerships (e.g., community organizations, schools, churches, commercial partners, vendors).
    - Proposals that include these partnerships should include letters of intent from those partners to support the model/idea and their involvement in further development and piloting.
  - The proposal references data that supports the need for the new model/idea.
    - Proposals should reference publicly available data and/or data collected within the hospital or health system.
  - The proposal should include how the model/idea fits into, improves or complements current approaches to care. It should make behavioral health part of an integrated, team-based care approach along with medical care.
- The model should also include a sustainability plan. How will the hospital/health system support the model/idea - if successful - to ensure long-term viability?
- The model should show how it is replicable to other organizations and communities and is not dependent on the resources of a specific organization.
- Proposals should also include a description of how the hospital/health system will measure success.

Limit one (1) entry per person or per “Team” during the Entry Period. Individual persons can only be on one (1) 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 Challenge, whether mechanical, electronic, or human.

Each Entrant understands and acknowledges that Sponsor has wide access to ideas, designs, and other materials, and that new ideas are constantly being submitted to it or being developed by their own employees. Each Entrant also acknowledges that many ideas may be competitive with, similar or identical to the Entry and/or each other in theme, idea, format or other respects. Each Entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of Sponsor’s use of any such similar or identical material. Each Entrant acknowledges and agrees that the Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the intellectual property in and to the Entry. Finally, each Entrant acknowledges that, with respect to any claim by Entrant relating to or arising out of Sponsor’s actual or alleged exploitation or use of any Entry or other material submitted in connection with the Challenge, the damage, if any, thereby caused to the applicable Entrant will not be irreparable or otherwise sufficient to entitle such Entrant to seek injunctive or other equitable relief or in any way enjoin the distribution, exhibition or other exploitation of the Entry or any material based on or allegedly based on the Entry, and the Entrant’s rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

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 16, 2020 and end on May 31, 2020. 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 1-100 (per each Selection Criteria).

- Assists individuals living with a behavioral health disorder.
- Targets a specific group (e.g., children, adolescents, geriatrics) or those facing a specific disorder (e.g., substance abuse disorder, anxiety, individuals with multiple comorbidities like depression, SUD and cardiac disease).
- Includes specific ways to achieve the following outcomes:
  - Increase access to behavioral health services
  - Improve health outcomes
  - Lower the total cost of care
  - Increase the value of the care
- Creates an overall strategy with various tactics (i.e. low-tech tactics, use of technology (digital or otherwise) and community partnerships (e.g., community organizations, schools, churches, commercial partners, vendors)).
  - Proposals that include these partnerships should include letters of intent from those partners to support the model/idea and their involvement in further development and piloting.
- References data that supports the need for the new model/idea.
  - Proposals should reference publicly available data and/or data collected within the hospital or health system
- Addresses how model/idea fits into, improves or complements current approaches to care. It should make behavioral health part of an integrated, team-based care approach along with medical care.
- Has a sustainability plan.
- Shows how it is replicable to other organizations and communities and is not dependent on the resources of a specific organization.
- Includes measures for success.
The First Round Judges will select the top ten (10) Entries based on the Selection Criteria total scores to be deemed “Finalists.” In the event of a tie, Finalists will be selected by the First Round Judges based on the innovative approaches to achieve the key outcomes outlined in the judging criteria.

**Notification of Finalists and AHA Institutional Member:** Finalists will receive notification packages by e-mail on or about June 1, 2020, which must be completed and returned to Sponsor by June 12, 2020. The notification packages may include affidavits of eligibility and waiver of liability and publicity releases which must be signed by all members of the Team and the potential Winning Institutions. 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 a Finalist does not return the notification package in the designated time period, Sponsor reserves the right to void and disqualify the Entry and select an alternate Finalist with the next highest total score based on the Selection Criteria.

**Final Judging Period:** On or about June 22, 2020, and once confirmation from Entrants has been received and the notification packages have been returned, the Finalists’ proposals will be posted for public comment and viewing at aha.org/innovation-challenge, however the letters from stakeholder partners and tools developed/enhanced to support the proposal 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 Challenge Winners.*

Concurrently, from June 1, 2020 to June 19, 2020, 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 which is represented by a Finalist, that AHA member judge will not participate in judging that Finalist. Each Finalist’s Entry will be judged by ten (10) Final Round Judges.

The Final Round Judges will each of the ten (10) Finalists’ Entries and score each on a scale of 1-100 based on the Selection Criteria (“Total Scores”).

Entrants represented by the Finalists with the highest three (3) Total Scores will be deemed the first, second, and third place winners (each a “Winner”, collectively, “Winners” and/or each a “Winning Institution”, collectively, “Winning Institutions”) and will be notified on or about June 19, 2020 via email. In the event of a tie, Winners will be selected by the Final Round Judges based on the innovative approaches innovative approaches to achieve the key outcomes outlined in the judging criteria. The First Round Judges’ and the Final Round Judges’ decisions are final. Because this Challenge is a contest of creativity and skill, the odds of winning are dependent upon the number and quality and bono fide creativity and skill of entries received. In the event that the Finalist with one (1) of the highest three (3) 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 Award with the other Entrant’s from the winning Team at his/her discretion.

**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 19-21, 2020. **Unless otherwise agreed to separately, the Entrants are responsible for all expenses related to their attendance at the AHA Leadership Summit including, but not limited to, 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 (1) member of the Team to represent the Entrant must be present to accept the award.

**Award:** The following awards will be awarded:
- First Place Winner: $100,000
- Second Place Winner: $25,000
- Third Place Winner: $15,000

Approximate Retail Value (“ARV”) of all awards: $140,000.

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

**General Terms and Conditions:** The Challenge is governed by the laws of the United States and the State of Illinois. All federal, state and local laws and regulations apply. Award 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 award winner. Failure to comply with the Official Rules will result in forfeiture of the award.

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 (7) days of receipt of notification package. If the effort to send a notification package to a Winning Institution is unsuccessful or if a Winning Institution fails to execute and return any required document(s) within the required time period an alternate Winning Institution may be selected from remaining eligible Finalists.

If the award is not claimed or is returned as undeliverable, then Winner’s right to the award shall be forfeited and the 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 award 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 Challenge 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 Challenge.

In the event of a dispute concerning who registered online to participate in the Challenge, 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 Challenge 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 Challenge. 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 Challenge or with respect to the awarding, receipt, possession, use and/or misuse of any award. Winner is responsible for any applicable taxes on awarded awards. Sponsor reserves the right to cancel or suspend the Challenge, 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 or Team 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 Challenge, any statements, claims, and information made as part of the entry are no longer confidential.

Publicity Release: By participating in the Challenge, 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 the Entry, in any and all media now known or hereafter developed 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 Challenge, Entrant grants 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 Challenge will be used by Sponsor in accordance with Sponsor’s online privacy policy posted https://www.aha.org/2017-12-11-privacy-policy.

Winners List: The winner’s list will be posted at aha.org/innovation-challenge at least 90 days after the end of the Challenge.