

HC Heist Ideas (“Health Tech”) aligned with selected HC launchpad focus areas:

1. Medication Adherence & Chronic Disease Management

Problem: 50% of patients don't take medications as prescribed, costing \$300B+ annually in preventable complications.

- **Patient side:** Forgetting doses, confusing regimens, or stopping due to side effects. What behavioral nudges, gamification, or smart packaging could improve adherence without adding burden?
- **Caregiver side:** Family members managing multiple medications for aging parents. How might technology simplify medication management for non-medical caregivers?
- **Provider side:** Lack of real-time visibility into whether patients are actually taking medications. What passive monitoring or feedback loops could alert providers to non-adherence early?

2. Healthcare Access in Underserved Communities

Problem: Rural and low-income areas face provider shortages, transportation barriers, and limited specialty care access.

- **Patient side:** Traveling hours for basic care or missing appointments due to transportation. What mobile health units, ride-sharing integrations, or community health worker networks could bridge gaps?
- **Provider side:** Specialists unable to serve rural populations efficiently. How might asynchronous consults or AI-assisted diagnostics extend specialist reach?
- **Community side:** Lack of local health infrastructure and resources. What pop-up clinics, pharmacy partnerships, or school-based health programs could deliver care where people already are?

3. Price Transparency & Medical Billing Confusion

Problem: Patients can't predict costs before care, leading to surprise bills and medical debt.

- **Pre-service side:** Inability to shop for procedures or compare prices. What tools could show real-time, personalized cost estimates including insurance coverage before booking?
- **Post-service side:** Confusing bills with codes, multiple statements, and unclear charges. How might technology simplify bill explanation or identify errors and overcharges automatically?
- **Negotiation side:** Patients paying full price when negotiation is possible. What platforms could automate bill negotiation or connect patients with advocates?

4. Aging in Place & Elder Care Coordination

Problem: 90% of seniors want to age at home, but lack of support systems leads to unsafe conditions, social isolation, and premature nursing home placement.

- **Safety & monitoring side:** Falls, medication errors, and health emergencies going undetected at home. What ambient sensors, wearables, or smart home integrations could detect falls, track movement patterns, or alert caregivers without feeling intrusive?
- **Family caregiver side:** Adult children managing care from a distance, coordinating multiple providers, and burning out. How might platforms centralize care teams, schedule helpers, share updates, and provide respite resources?
- **Social connection side:** Loneliness and cognitive decline from isolation. What tech-enabled solutions could facilitate virtual social groups, intergenerational connections, or community engagement tailored to seniors' comfort levels?

5. Remote Patient Monitoring & Hospital-at-Home

Problem: Hospital capacity constraints and patient preference for home care, but limited infrastructure for safe home-based acute care.

- **Technology side:** Monitoring vital signs and detecting deterioration at home. What wearable combinations or smart home integrations could replicate hospital-level monitoring?
- **Clinical workflow side:** Providers managing dozens of remote patients efficiently. What dashboards or alert systems could surface only actionable insights without alarm fatigue?

- **Patient/caregiver side:** Comfort with technology and knowing when to escalate. How might simple interfaces or virtual nursing provide 24/7 guidance and reassurance?

6. Preventive Health & Early Detection

Problem: Healthcare system is reactive; most spending goes to treating late-stage disease rather than prevention.

- **Consumer side:** Lack of personalized prevention guidance beyond annual checkups. What AI health coaches or risk calculators could provide tailored screening and lifestyle recommendations?
- **Employer side:** Wellness programs with low engagement and unclear ROI. How might gamification, social challenges, or financial incentives drive participation?
- **Technology side:** Wearables generating data but not actionable insights. What algorithms could detect early warning signs (irregular heartbeat, sleep changes, activity drops) and prompt intervention?