



HEALTHCARE  
INNOVATION  
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20  
24

PRESENTED BY:



UNIVERSITY OF  
CENTRAL  
ARKANSAS

*Conductor*



Arkansas  
INBRE  
IDeA Network of Biomedical Research Excellence



CONWAY REGIONAL  
HEALTH SYSTEM



BioVentures

May 13 - 16, 2024

University of Central Arkansas

# PARTNERS:



The Conductor empowers entrepreneurs, innovators, and small business leaders. We are dedicated to building a diverse, inclusive entrepreneurial ecosystem in Central Arkansas. The Conductor is a public-private partnership between the University of Central Arkansas and Startup Junkie.



BioVentures was established as a formal outgrowth of the University of Arkansas for Medical Sciences (UAMS) interest in promoting a biomedical technology industry for Arkansas and translating its research into products that benefit human health.



The Arkansas IDeA Network of Biomedical Research Excellence (Arkansas INBRE) is funded by a grant from the National Institute of General Medical Sciences (NIGMS), under the Institutional Development Award (IDeA) Program of the National Institutes of Health (NIH). The IDeA program was established for the purpose of broadening the geographic distribution of NIH funding for biomedical and behavioral research. The Arkansas INBRE builds on the successful Arkansas Biomedical Research Infrastructure Network (BRIN) program that was established in 2001 under a grant from the National Center for Research Resources (NCRR). The Arkansas BRIN established a statewide network that links Arkansas institutions of higher education to establish a statewide infrastructure in support of a growing effort to build a biomedical research capacity in Arkansas.



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The University of Central Arkansas, a leader in 21st-century higher education, is committed to excellence through the delivery of outstanding undergraduate and graduate education that remains current and responsive to the diverse needs of those it serves. The university's faculty and staff promote the intellectual, professional, social, and personal development of its students through innovations in learning, scholarship, and creative endeavors. Students, faculty, and staff partner to create strong engagement with the local, national, and global communities. The University of Central Arkansas dedicates itself to academic vitality, integrity, and diversity.



The vision of Conway Regional Health System is to be recognized as the regional leader in health care excellence. Conway Regional Health System is accountable to the community to provide high-quality, compassionate health care services.



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## Healthcare Innovation and Leadership

Monday, May 13, 2024

McCastlain Hall, UCA & Arnold Innovation Center

### START THE DAY: McCastlain Hall Ballroom, University of Central Arkansas

7:45 - 8:30 Breakfast & Networking

8:30 - 8:40 Welcome Dr. Michael Hargis, Provost, University of Central Arkansas

8:40 - 9:00 Introduction & Review of Agenda Mallory Watson, Conductor

9:00 - 10:00 Introduction to Healthcare Innovation Jeff Standridge, Conductor

10:00 - 10:15 **BREAK**

10:15 - 11:00 Introduction to Healthcare Grace Rains, Conductor

11:00 - 11:15 Icebreaker exercise Grace Rains, Conductor

11:15 - 12:00 **BREAK / TRAVEL TO THE ARNOLD INNOVATION CENTER, 1201 OAK ST.**

12:00 - 1:30 Lunch & Game Changers Panel: Healthcare Innovation (Moderator: Jeff Standridge)

Jamie Wiggins, Arkansas Children's Hospital, Chief Operating Officer

April Bennett, Baptist Health Center - Conway, President

Dr. Shree Sharma, Arkana Labs

Dr. Greg Kendrick, Conway Regional



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## Healthcare Innovation and Leadership

Monday, May 13, 2024

Conway Regional & McCastlain Hall, UCA

1:30 - 2:00 **BREAK / TRAVEL BACK TO MCCASTLAIN HALL, UCA**

2:00 - 3:00 Entrepreneurs & Examples Panel (Moderator: Mallory Watson)

Mark McCuin, Pathagility  
John Sherrill, Horizon  
George Luyet, MedTrio  
Brent Luyet, MedTrio

3:00 - 4:00 Patient Safety Presentation

Ariana Longley & Vonda Bates

4:00 - 4:30 **BREAK / TRAVEL TO CONWAY REGIONAL, 2302 COLLEGE AVENUE (EAST ENTRANCE - MEET IN AUDITORIUM)**

4:30 - 5:30 Conway Regional Executive Leadership Panel (Moderator: Grace Rains)

Conway Regional Executive Leadership Team

5:30 - 6:30 Dinner at Conway Regional

**Homework: Identify 3 Problems from Today that You'd like to Solve + Form Problem Statements**



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## Problem Solving

Tuesday, May 14, 2024

McCastlain Hall, UCA

### START THE DAY: McCastlain Hall Ballroom, University of Central Arkansas

- 8:00 - 8:30 Breakfast & Networking
- 8:30 - 8:40 Welcome by President Davis Dr. Houston Davis, UCA President
- 8:40 - 9:00 Team Building Exercise Grace Rains / Jeff Standridge, Conductor
- 9:00 - 9:30 Form Teams and Select Problems. Grace Rains / Jeff Standridge, Conductor
- 9:30 - 10:00 How to Form a Problem Statement Dr. Ron Duggins, UCA
- 10:00 - 10:15 **BREAK**
- 10:15 - 12:00 Challenge Sprint:  
Identify Problem, Qualitative & Quantitative Discovery, Identifying Key Stakeholders  
Jeff Standridge, Conductor  
Grace Rains, Conductor
- 12:00 - 1:00 **WORKING LUNCH**
- 1:00 - 2:00 Present Iterated Problem Statements & Feedback
- 2:00 - 2:45 Asking Unbiased Questions Dr. Ron Duggins, UCA
- 2:45 - 3:00 **BREAK**
- 3:00 - 4:00 Develop Questions for Customer Discovery
- 4:00 - 5:00 Present Questions for Feedback  
(Dinner Provided at 5pm)

**Homework: Finalize Questions for Customer Discovery**



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## Problem Statement Refinement & Preparation for Customer Discovery

Wednesday, May 15, 2024

Conway Regional & McCastlain Hall, UCA

**START THE DAY: Conway Regional Medical Center 2302 College Avenue - Enter through the East Entrance and travel to the Auditorium**

8:30 - 9:00 Breakfast at Conway Regional (Auditorium)

9:00 - 11:30 Conduct Research / Customer Validation

Conway Regional Staff

11:30 - 12:00 **TRAVEL BACK TO UCA**

12:00 - 1:00 **LUNCH** / Work in Teams to Refine Problem Statement

1:00 - 2:00 Problem Statement Presentations & Mentor Feedback

2:00 - 3:00 Finalize the Problem Statement

3:00 - 4:00 Human Centered Design

Jeff Standridge, Conductor

4:00 - 5:00 Solution Design

(Dinner Provided at 5pm)

**Homework: 2-3 Viable Solutions for Your Problem**



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## Customer Discovery & Presentation Prep

Thursday, May 16, 2024  
Arnold Innovation Center

### START THE DAY: Arnold Innovation Center, 1201 Oak Street

8:00 - 8:30 Breakfast & Networking

8:30 - 9:30 Introduction to Lean Canvas

Dr. Tracy Suter, UCA

9:30 - 10:30 Lean Canvas Working Session

10:30 - 12:00 Pitch to Faculty for Feedback

12:00 - 1:00 **Working Lunch with Mentors**

1:00 - 2:00 Refine Lean Canvas

2:00 - 5:00 Pitch Preparation

5:00 - 5:30 **BREAK**

5:30 - 7:30 Demo Day

### Judges:

Dr. Lawrence Cornett, UAMS

Dr. Kateryna Pitchford, CBC

Bill Pack, Conway Regional CFO



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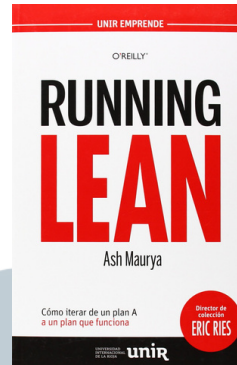
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## Resources

### TALKING TO HUMANS

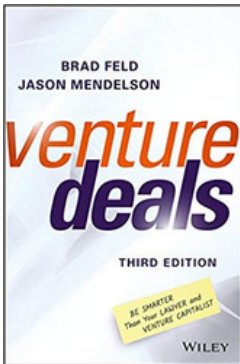


Talking to Humans  
by Frank Rimalovski  
and Giff Constable

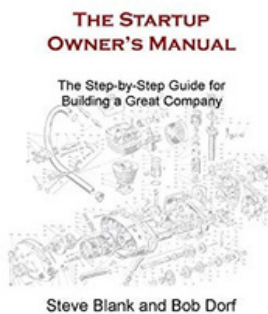


Running Lean  
by Ash Maurya

## Book Recommendations for Further Study



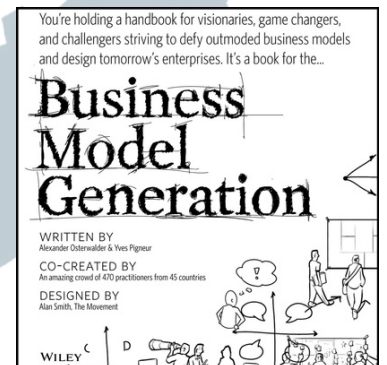
Venture Deals  
by Brad Feld and  
Jason Mendelson



The Startup Owner's  
Manual  
by Bob Dorf and  
Steve Blank



The Lean Startup  
by Eric Ries



Business Model Generation  
by Alexander Osterwalder  
and Yves Pigneur



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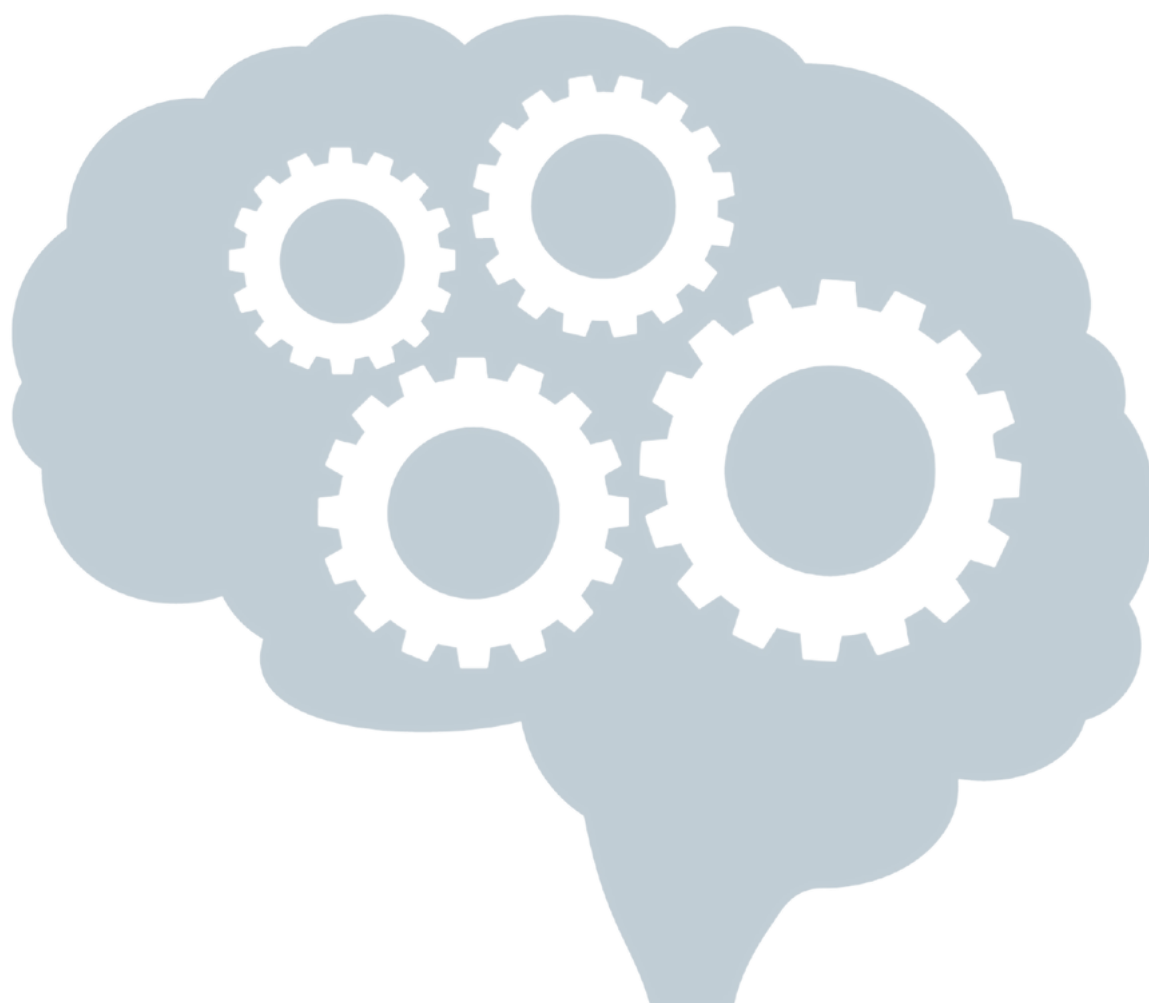
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