

# ANA and HIMSS join forces to advance nurse-led innovation

## Highlights from the inaugural NursePitch™ event in Orlando.

By Christel Anderson, MA, and Bonnie Clipper, DNP, MA, MBA, RN, CENP, FACHE

**THIS JANUARY**, the American Nurses Association (ANA) announced a new partnership with the Healthcare Information and Management Systems Society (HIMSS) to advance nurse-led innovation. HIMSS is a global, cause-based, not-for-profit organization focused on better health through information and technology. This relationship fosters a unique opportunity to harness a role for all nurses as innovators, entrepreneurs, informaticists, and tech enthusiasts. The collaborative partnership aims to drive nurse-led innovation through cobranded initiatives, including NursePitch™ events.

### Inaugural NursePitch event

The first NursePitch event took place at the HIMSS19 Global Conference on February 13 in Orlando, Florida. Five finalists were invited to pitch their innovations in front of a live audience. All entries were innovations from nurse-led companies. The session kicked off with a pop-up panel discussion featuring the session's judges. Each judge had an opportunity to share insights on nurse-led innovation, provide recommendations for eliminating barriers, and address the nurses' role in transforming healthcare through digital health technology. Christel Anderson, MA, senior director of interoperability initiatives at HIMSS, served as mistress of ceremonies, and the judges included a dynamic mix of nursing leaders, innovators, and entrepreneurs:

**Bonnie Clipper**, DNP, MA, MBA, RN, CENP, FACHE, vice president, Innovation, ANA

**Jeffrey Ries**, MBA, vice president, Fund Management, Healthbox

**Matt Hermann**, MBA, senior managing director, Ascension Ventures

**Molly McCarthy**, MBA, RN, national director, US Provider Industry and chief nursing officer, Microsoft

**Betty Jo Rocchio**, MS, BSN, CRNA, CNO, chief



*HIMSS and ANA representatives present Sangeeta Agarwal with the first-place award for her innovation, Helpsy. Pictured from left: Joyce Sensmeier, Christel Anderson, Sangeeta Agarwal, Bonnie Clipper.*

nursing optimization officer, Mercy health system

**Karen Tilstra**, PhD, cofounder, Florida Hospital Innovation Lab.

After the panel discussion, each finalist had 5 minutes to pitch his or her innovation and then 5 minutes to answer judges' questions. After the pitches were completed, the judges huddled to compare notes and determine the winners, who were selected and announced at the event.

### First place (\$10,000), Helpsy:

Undergoing cancer treatment is financially challenging and physiologically and psychologically stressful, and it has a profound impact on all dimensions of life. Helpsy provides a symptom management and navigation platform to support cancer patients throughout treatment.

**Second place (\$5,000), MyRA:** My Resource Assistant (MyRA) efficiently addresses staffing shortages to alleviate the negative impact on patient safety and care.

**Third place (\$2,500), New Trails Navigators:** Healthcare systems are designed to help patients get well, but success is difficult to maintain when a patient's whole picture includes unmet social and behavioral needs. New Trails Navigators improves the health of communities with Peer Patient Navigators.

The innovation scholarships were made possible by the HIMSS Foundation. Winners also will have the opportunity to participate in mentorships to advance their innovations even further and will be featured in a series of articles and blogs.

### Next Up: NursePitch at ANA QICon

The next NursePitch event will take place at the ANA Quality and Innovation Conference (QICon) in Orlando on April 26. The theme of this event is digital solutions to transform care delivery. Visit [nursingworld.org](http://nursingworld.org) to read about NursePitch™ and learn more about the ANA and HIMSS partnership to advance nurse-led innovation.