WelVU Wins Dignity Health and Box Developer Challenge

The company received $100,000 from The Social+Capital Partnership to bring personalized patient engagement solutions in health care

SAN FRANCISCO – April 9, 2014 – Dignity Health, Box, and The Social+Capital Partnership today announced WelVU as the winner of their developer challenge, which called for innovative health applications that will revolutionize the way physicians and hospitals educate patients. An honorable mention for most innovative patient education use case was also awarded to CirrusHealth.

The contest, which kicked off at the Health 2.0 conference in October 2013, invited developers to build applications on the Box platform to help patients consume and interact with educational content related to their diagnosis, disease, or surgical procedures. Judges for the final round of the challenge included:

- Aneesh Chopra, Former U.S. chief technology officer, White House
- Ted Maidenberg, General Partner, The Social+Capital Partnership
- Aaron Levie, CEO and co-founder, Box
- Rich Roth, Vice President, Strategic Innovation, Dignity Health

As the winner of the challenge, WelVU received a $100,000 convertible note, a bond that can be exchanged for equal cash value, and one-month office space and mentorship from The Social+Capital Partnership. Additionally, WelVU will be featured in the Box Apps Marketplace, receive marketing and sales support from Box, and have the opportunity to propose the product or solution to Dignity Health's leadership as a potential pilot project.

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"Throughout the past six months, we've seen a number of impressive health care applications all designed with a common goal – to improve patient care with cutting edge technology," said Rich Roth, vice president of strategic innovation. "We're proud to support this initiative with Box to help companies like WelVU bring their ideas to life and drive technology advancement in health."

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"Patient engagement is the Holy Grail in health care. Providers are looking for new ways to get patients more engaged around their health status and patient education is a core piece of this puzzle," said Missy Krasner, Managing Director of Healthcare and Life Sciences, Box. "Through this challenge, our goal was to get developers to leverage hosted content on the cloud so that patient education could be continuous, extending to all moments of influence with patients, and accessible on any device at any time."

WelVU is a cloud-based patient engagement platform that allows health care providers to create and prescribe fully customized, patient-specific educational videos during appointments that capture personalized clinical data, medical illustrations, custom images, and verbal conversation.

"By leveraging Box's collaborative platform, we were able to showcase WelVU's personalized patient engagement solutions to meet the forward thinking vision of Dignity Health, one of the most trusted, innovative health systems in the country," said Mark Friess, CEO and Founder of WelVU. "At WelVU, we are passionate about empowering patients with customized health information from their chosen health care provider that leads to improvements in patient understanding, satisfaction, cost, and outcomes. We are honored and excited to be recognized as the winner of this challenge."

Box and Dignity Health received more than 150 applications, which were narrowed down to five semi-finalists and one honorable mention in February 2014. The remaining semifinalists were:

- Wellbe: Wellbe's Guided CarePaths help hospitals improve the experience and efficiency ofpatients with their medical treatments and surgeries.
- CirrusHealth: A next generation, patient-centered transition-of-care platform developed by theneurosurgical team at Lenox Hill Hospital, part of the North Shore-LIJ Health System. The firstproduct is a virtual office visit and patient discharge solution.
- GenieMD: Personal health management application that helps people track vitals, store medicalrecords, and other health data, manage medications, and remotely monitor the health of a lovedone. Blue Button Plus integration allows users to easily collect their medical records frommultiple providers.
- LyfeChannel: Mobile programs for chronic patient care that translate a physician's instructionsinto patient action. This helps patients build better lifetime habits for diet, activity, and drugadherence.
- Conversa Health (Honorable Mention): A platform that enables physicians to gather structuredfeedback

To learn more about the challenge, the semifinalists and winner, please visit: http://blog.box.com/2014/04/box-and-dignity-health-name-welvu-patient-education-app-challenge-winner

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About Dignity Health

Dignity Health, one of the nation's largest health care systems, is a 20-state network of nearly 9,000 physicians, 56,000 employees, and more than 400 care centers, including hospitals, urgent and occupational care, imaging centers, home health, and primary care clinics. Headquartered in San Francisco, Dignity Health is dedicated to providing compassionate, high-quality and affordable patient-centered care with special attention to the poor and underserved. In FY14, Dignity Health provided nearly $2 billion in charitable care and services. For more information, please visit our website at www.dignityhealth.org. You can also follow us on Twitter and Facebook.

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