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Family Planning and Telemedicine take top prizes at CAMTech INDIA Jugaad-a-thon

*Hundreds of innovators come together to hack solutions to pressing maternal and child health needs in
India*

Bengaluru, INDIA, June 30, 2015 – More than 300 participants, industry mentors, organizers and volunteers came together this past weekend at the 2nd CAMTech INDIA Jugaad-a-thon to co-create and develop affordable health technologies that address reproductive, maternal, newborn and child health (RMNCH) in India. Organized in partnership with Lattice Innovations and hosted by GE Healthcare India at the John F. Welch Technology Center in Bengaluru, the Consortium for Affordable Medical Technologies (CAMTech) at Mass General Hospital’s Center for Global health called on innovators from across India, Africa and the U.S. Through this USAID-sponsored initiative, a diverse group of clinical, engineering and business participants convened around one main goal: improving the lives of women and children in India.

“We believe that co-creation is the future of health care innovation, where clinicians sit side-by-side with engineers, entrepreneurs and industry to develop disruptive and impactful solutions,” said Elizabeth Bailey, CAMTech’s Director. “This year’s Jugaad-a-thon brought that diversity of stakeholders in India together to show that you can accelerate the whole process of innovation.”

The Jugaad-a-thon (derived from the Hindi word “jugaad” meaning an innovative fix or work-around), invites some of the world’s brightest minds to collaborate over a 48-hour period and develop solutions to identified clinical challenges through an open innovation platform. Prior to the Jugaad-a-thon, CAMTech INDIA held a Clinical Summit with clinicians, healthcare workers, government public health experts and patients from around the world to identify and discuss pressing maternal and child health challenges, as well as best practices in delivering care. The Summit also included a Technology Showcase for early-stage and newly-marketed medical technologies that aim to improve quality and access for RMNCH in India.

From low-cost female contraceptives to novel ways to deliver oxygen to remote health centers to gamification of family planning education, this year's event saw 65 innovations developed – a record number from CAMTech's hack-a-thons.

“In this year's Jugaad-a-thon, we gave the participants 3 challenges that represented three of the most pressing needs in the area of maternal and infant care. The record number of quality ideas generated at Jugaad-a-thon clearly validates our belief that the way forward for innovating meaningful and impactful healthcare solutions is by co-creating these solutions with all stake holders of the healthcare eco-system,” said Milan Rao, President & CEO, GE Healthcare South Asia.

Participants worked around the clock to pitch healthcare problems, form teams, prototype solutions, and develop business models before presenting their ideas to a panel of judges from public health, engineering and business, reflecting CAMTech's cross-sector approach to innovation.

This year's event awarded monetary prizes to winning teams in several categories, including:

- **USAID Grand Challenge Award: Family Planning and Reproductive Health:** Team Trust+ won this prize for their development of a mobile platform for adolescents and adults that encourages open and effective communication about safe sex and family planning.
- **CAMTech-USAID Awards:** CAMTech and USAID awarded prizes to the top three teams across all categories: Team Slow Forward, an effective video consultation for rural areas with low bandwidth took first place; Team Peekaboo, an interactive gaming application that aids in identifying vision impairment for children, won second place; and Team Shakthi Ki Yukthi, a low-cost female contraceptive tool, took the third prize.
- **GE Healthcare India Awards:** GE sponsored three challenges and awarded prizes to the following teams: Nitrobooster, which developed a cost-effective and steady supply of nitrous oxide for surgeries; O2-Matic, a low-cost method for oxygen production to address unpredictable availability of medical gases in limited resource settings; and Aawaazz, an affordable device that screens for hearing impairment in infants in under-served communities.
- **MSD for Mothers (known as Merck in the US and Canada) Awards:** These awards were given to MOM (Maternity over Mortality), which aims to reduce the culture time involved in the diagnosis of maternal sepsis, and Team Slow Forward.

In addition to this year's winners, Jugaad-a-thon participants will have the opportunity to win a special post-Jugaad-a-thon award from FICCI and Terumo India for the top two innovations that make the most progress 30 days after the event.

Since 2012, CAMTech has brought together over 1,500 innovators from more than 300 clinical, academic and commercial organizations to participate in medtech Hack-a-thons, award programs and entrepreneurial-building initiatives. These efforts have helped spawn nearly 350 new technologies addressing intractable problems such as newborn asphyxia, post-partum hemorrhage and cervical cancer. CAMTech's initiatives, including its newly launched [Online Innovation Platform](#), help connect and support a global community of innovators working to improve health in developing and emerging markets.

“This hackathon allowed me to collaborate with others and create a simple and innovative solution for maternal and child health,” said Niraj Gupta, an engineering specialist at Lattice Innovations and a member from the winning Trust+ team. “I am grateful for this opportunity and have learned so much here.”

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The Consortium for Affordable Medical Technologies (CAMTech) is a global network of academic, corporate, and implementation partners based at Massachusetts General Hospital's Center for Global Health. CAMTech's mission is to build entrepreneurial capacity and accelerate medical technology innovation to improve health outcomes in low- and middle-income countries. CAMTech's approach enables *co-creation* where innovators across public health, engineering, and business engage with LMIC end-users to develop disruptive medical technologies to achieve widespread public health impact. Launched in June 2014, CAMTech INDIA, a United States Agency for International Development (USAID/India) funded public-private partnership, aims to accelerate medical technology innovation for RMNCH care in India. The program is supported by the Omidyar Network, the Bacca Foundation, and also draws on the expertise of many local partners, including Lattice Innovations, InnAccel, the Public Health Foundation of India, the Lata Medical Research Foundation, Narayana Health, Biocon Foundation, Merck for Mothers and Vellore Institute of Technology in India; MIT's H@cking Medicine and Harvard Medical School in the US; and Mbarara University of Science and Technology in Uganda.

About Lattice Innovations

Lattice Innovations offers medical technology design & development services. Their areas of expertise include bedside and wearable monitoring systems, imaging for tele-pathology and mHealth applications. The founding teams bring with it 20 years of sector specific skills in product development, marketing & sales, clinical research and regulatory compliance, complemented by technical and business degrees from Harvard, Wharton, Cornell and IIT. Learn more at www.thelattice.in.

About GE Healthcare

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE (NYSE: GE) works on things that matter - great people and technologies taking on tough challenges. From medical imaging, software & IT, patient monitoring and diagnostics to drug discovery, biopharmaceutical manufacturing technologies and performance improvement solutions, GE Healthcare helps medical professionals deliver great healthcare to their patients.

GE Healthcare is at work for a healthier India and is focusing on some of the toughest healthcare challenges faced by India today – lowering maternal and infant deaths, enabling early detection of cancer for early treatment, addressing heart diseases early, etc. GE Healthcare pioneered innovation of healthcare imaging technologies in India for India and the world to enhance access to quality healthcare at affordable costs to more people. GE Healthcare operates in India through a joint venture namely Wipro GE Healthcare Private Limited. For the latest news, please visit <http://newsroom.gehealthcare.com>