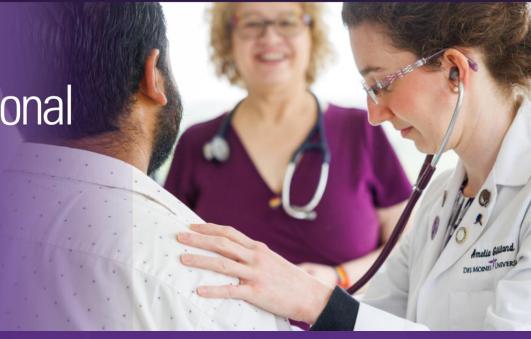
Heartland Innovations in Interprofessional Practice and Education Summit • July 17-18, 2025 ONLINE

### **Transforming Futures:**

Innovation and Disruption in Interprofessional Health Care and Education





# Democratizing Healthcare Innovation



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#### Disclosure

We do not have any financial relationships with ineligible companies to disclose.

Incubation Studio is a Veteran owned company.

John Kruger is founder of Incubation Studio

Justin Boge is co-owner of Incubation Studio and founder of Catalyst Pathway Group, LLC and Chamuel, LLC.





- Clinicians have innovative healthcare solutions
  - but lack business training
- 72% of clinician-led healthcare innovations *never* reach market due to insufficient business knowledge. (Harvard Business Review)
- Healthcare entrepreneurs lack access to multidisciplinary expertise, validation tools, and funding pathways (JAMA 2023)

Impact: Missed opportunities in healthcare improvement and economic potential

### Introduction to Incubation Studio (IS)

#### Your Launchpad for Healthcare Innovation

- Al-powered digital platform for clinician entrepreneurs.
- Real-time, structured feedback on medical business ideas.
- Easy-to-use, interactive design tailored specifically for healthcare professionals.



Available in your app store, just search Incubation Studio

#### **How Incubation Studio works**

- Step 1: Enter your idea.
- Step 2: The AI immediately performs a SWOT analysis, market scan using filters tailored to healthcare startups.
- Step 3: You receive a downloadable mini-business plan—plus a scoring system to identify highpotential ideas worth further review.

### Real World Example: Example #1

#### **Cross-Continental Pain App Collaboration**

- A Des Moines University professor (PhD, Neuroscience) connected us with a European developer working on a pain management app aimed at improving adherence to medications and therapies.
  - Using Incubation Studio, we performed a SWOT analysis that flagged HIPAA compliance and EMR integration as major threats to U.S. adoption.
  - We followed up with a local clinic administrator, who confirmed those concerns—and introduced a new insight: *How does this tool support value-based care metrics like HEDICS?*
  - The developers are now actively reworking the product with this feedback. This was a true collaboration between PhDs, clinicians, and administrators.

### Real World Example: Example #2

#### Al Validation of an Anesthesiologist's Capstone

- Dr. James Rauschnot, DO, MBA, submitted his idea for an improved epidural blood patch needle—originally developed during his MBA capstone—to Incubation Studio.
  - The app generated a concise SWOT and financial/market analysis that mirrored key insights from his months-long thesis.
  - This validation confirmed the tool's analytical power. However, the SWOT also highlighted several commercial and regulatory challenges, which ultimately helped our team decide to pause further development.
  - This shows how Incubation Studio can both validate and stress-test ideas—saving time and resources.

### Interprofessional Collaboration Advantage

- Our platform doesn't just generate ideas—it builds teams.
- We match MDs, DOs, nurses, pharmacists, engineers, PhD researchers, and students—using structured roles and tasks.
- That diversity of perspective leads to better, more fundable innovations.

PhD + Clinician + Administrator + AI = Smarter, Safer Healthcare Tools

#### Catalyst Pathway Group (CPG) - Angel Investors Taking Innovations Further

Catalyst Pathway Group provides **early** angel investment, mentorship, and institutional prep.

Our **goal** is to take validated clinician ideas and make them investable.



#### Synergy Between IS & CPG

- This is where it all comes together.
- Incubation Studio refines the idea. Catalyst Pathway helps it fly.
- We also protect IP—reviewing contracts to ensure clinicians maintain ownership or equity.
- Readies innovations for hospitals, universities, or venture capital involvement.

Idea → Refine → Fund → Pilot

### Introducing HEDICS Rubric

#### Healthcare Executive Decision Insight & Consulting

- A simple rubric that asks: "Will your innovation help hospitals meet their quality and financial goals?"
- Hospitals and clinics get paid more—or penalized—by
  Medicare/Medicaid based on: Medication adherence,
  Readmission rates, Patient satisfaction, Care coordination, Pain
  management outcomes, especially around medication adherence
  or readmission—reimbursement drops."

#### Introducing HEDICS Rubric

| <u>Metric</u>     | Criteria (1-5 Scale)  |
|-------------------|---|
| Healthcare Impact | Directly improves patient care or clinical outcomes             |
| Educational Value | Enhances clinical education or interprofessional training       |
| Innovation Level  | Demonstrates original, novel, or significant improvement        |
| Compliance Ease   | Feasible within current regulatory and institutional frameworks |
| Sustainability    | Long-term economic and operational viability                    |

#### Simplified HEDICS Rubric Outline (Internal Use & Marketing): Total Score Thresholds:

≥ 20: Ideal for immediate institutional presentation (Green + Go)

**15-19:** Requires further refinement within CPG (Orange = Pause)

≤ 14: Needs major pivot or reconsideration within IS (Red = No)

### Benefits of Partnering with IS and CPG

- Accelerate healthcare innovations with Al-driven insights
- Protect and strategically develop your ideas.
- Established pathways to funding, scaling, and market success.



#### **Invitation & Call to Action**

#### **Introducing the Incubation Studio App**



**Empower Local Founders! Strengthen Your Pipeline!** 

#### What It Does:

- Guides ideas through a multi-stage process.
- Helps refine, expand, and validate early-stage business ideas.
- Prepares founders for incubation and pitch.

Let's build more businesses—together.

www.incubationstudio.com







Get the app

Act on your idea

**Build** a relationship

## Questions?



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