



ACCELERATOR PROGRAM GUIDE

The Next Big Thing in Healthcare



**Healthworx Accelerator
is leveraging resources,
networks, and partnerships
to fuel startups that are
changing the future
of healthcare and
improving the health of
members and patients.**

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Not Your Typical Accelerator

Healthworx Accelerator provides a unique opportunity to focus almost exclusively on the payer landscape, specifically within BlueCross BlueShield.

Our program is ideal for health tech startups that want to partner with payers and scale their reach within the broader healthcare industry.



Fast track your success by gaining coveted knowledge and insight from the payer landscape that healthcare startups otherwise wouldn't have access to.



Master industry nuances through an in-depth healthcare-centric curriculum, saving time, energy, and resources that can be allocated towards validating and scaling your model.



Strategize with industry experts and receive individualized mentorship.

Providing the Best in the Industry

☆ Education

☆ Connections

☆ Mentorship



We're seeking the most high-performing startups to participate in our 12-week program, designed to help you navigate our complicated healthcare system through advisory, curriculum, and exposure to key industry stakeholders.

Startups eligible to participate in Healthworx Accelerator are:

- ✓ An innovative startup offering healthcare technologies or services
- ✓ Developing a clear scalable product or model that is in market, or ready to launch into market
- ✓ Staffed by full-time team member(s)
- ✓ A for-profit incorporated entity



Focused on Changing Healthcare

What



Expand
healthcare
access



Reduce
the total
cost of care



Improve
clinical
outcomes



Enhance patient
and provider
experience

How



Curriculum
an insider's vantage
point on the nuances
of U.S. healthcare



Connection
a personal introduction
to industry stakeholders,
venture capitalists, and
government officials



Community
meet and collaborate
with other entrepreneurs
and healthcare experts



Capital
receive investment dollars
and support for future
fundraising efforts

Accessing Valuable Program Opportunities

Custom Curriculum

This 12-week educational program equips healthcare startups with an in-depth roadmap on navigating the payer landscape, packaged with personalized mentorship and showcase opportunities.

Network Opportunities

Cohort companies are immersed into a community of founders, mentors, program alumni, and industry experts that offer impactful access, guidance, and mentorship. The program also offers participants exposure to potential investors and customers.

Pilots & Partnerships

Select participants have the opportunity to validate and fine-tune their concept with the support of our strategic partners and advisors as part of Stage 2 of the program.

“ I’m not a healthcare veteran who spent 30 years at a major health plan. I’m a tech founder trying to bring better care to people – and the healthcare industry is just so nuanced. Healthworx Accelerator helped me understand how payers think, what employers look for, and what you need to demonstrate from an ROI perspective. That foundation changed how we approach every conversation.

Shimin Ooi, CEO, Sleep Reset





Financing Your Growth

**Healthworx Accelerator
includes an investment of
\$25k to each of the companies
selected to join the cohort.**

Safe Note

If your startup isn't raising a simultaneous round, we will invest on a Simple Agreement for Future Equity (SAFE) note. This standard SAFE note will have a 25% discount rate and no valuation cap. During the selection process, we'll discuss the side letter details you'll be asked to sign as part of the investment terms.



Application Process

1 Apply to the Program

WHAT YOU DO

- ✓ Download this program guide to determine if this program will help your company grow
- ✓ If we're a fit, apply by the deadline posted on our website

WHAT WE DO

- ✓ Read through every application
- ✓ Score applications on our three main criteria (viability, impact, and alignment)
- ✓ Narrow the field to top candidates

2 Screening Process

WHAT YOU DO

- ✓ If invited, join us for a 30–60-minute conversation to better understand your product and goals, share the types of support you're looking for from Healthworx Accelerator
- ✓ Answer specific questions over email as necessary

WHAT WE DO

- ✓ Talk with top candidates and assess alignment with Healthworx Accelerator
- ✓ Compile top 30 companies to share with the selection committee

3 Selection Committee

WHAT YOU DO

- ✓ Answer additional questions over email as necessary
- ✓ Receive notification once you're selected

WHAT WE DO

- ✓ Review all the materials for each of the 30 semifinalists in order to select and accept 20 companies to participate in Healthworx Accelerator

4 Finalize Agreement and Support Plan

WHAT YOU DO

- ✓ Finalize and sign participation agreement and investment terms documents
- ✓ Complete basic due diligence process for Healthworx Accelerator Program Participation

WHAT WE DO

- ✓ Ensure startups are set up for success with Healthworx Accelerator



The Program Journey

Stage 1

Each cohort begins with 12 weeks of educational programming and a combination of in-person and virtual networking opportunities with strategic decision-makers and Accelerator advisors.

The curated curriculum covers a wide range of themes fundamental to healthcare. The sessions are designed to be interactive, thought-provoking, and attendance is mandatory.

CURRICULUM SAMPLES:

Data & Tech Partnerships: Integration and Responsible use of AI

Why Healthcare Deals Take So Long: Unpacking the delays that frustrate startups

Healthcare's Risk Appetite: How buyers weigh risk against innovation

Stage 1 → 2

Stage 1 concludes with a match day, in which each industry partner will select up to two cohort companies they'd like to bring into their organization for close and personalized partnership. Once forged, these partnerships will kick off Stage 2 of the program and cover the remaining nine months of the year. The decision to match will depend on the unique and strategic fit the cohort company has with the organization, as well as the capacity of each partner.

Stage 2

Stage 2 provides guided mentorship as well as the opportunity to seek out a potential path for a commercial relationship. Pilots and partnerships are not guaranteed for accelerator cohort companies.



Healthworx operates at the intersection of healthcare and innovation by creating, co-creating, and investing in companies that are improving healthcare quality, accessibility, and affordability. We're focused on creating a healthier future and a better healthcare experience, and are looking for the best partners to help us redefine healthcare.

Healthworx was born out of a strategic business goal to proactively transform and reimagine the future of healthcare. Originally launched within CareFirst Inc. — the largest commercial healthcare company in Maryland, Washington, D.C., and Northern Virginia — Healthworx has become a catalyst for innovation within the industry.

healthworxaccelerator.com