Geisinger

The Steele Institute for Health Innovation

We define innovation as a fundamentally different approach to solving a problem that has quantifiable outcomes. Thinking outside the box is not only strongly supported — it's enthusiastically encouraged.

– Karen Murphy, PhD, RN, Executive Vice President, Chief Innovation Officer and Founding Director of the Steele Institute for Health Innovation

Innovate, create and facilitate — it's what we do

Geisinger is known throughout the healthcare industry for being a top innovator in health delivery, thought leadership and quality care. We're always looking for innovative approaches to transform health and healthcare delivery — if you've got one, the Steele Institute would love to hear from you.

At the Steele Institute for Health Innovation, we work closely with our partners, acting as an accelerator and an incubator to help get ideas like yours off the ground.

Our goal is to not only improve health, care delivery, patient experience and affordability, but to also lead the nation in building transformative, scalable, measurable and sustainable solutions to address issues of health and environmental impact as well as care delivery and payment transfromation.

Developing new care delivery and payment models is just the beginning. We're also looking for ways to help people be well and stay well by mitigating the social determinants and environmental factors that adversely affect the health of individuals and communities.

Got a great idea? Let's talk.

We're interested in teaming up with established researchers and businesses — and the triage nurse who's figured out a smarter way to provide care, based on daily experiences in the emergency room. If you've got a brilliant idea, we want to hear from you.

Working with us means access to our specialized resources, along with the technical support you need to create marketable solutions to industry-wide problems.

Want autonomy? We'll give you that too.

And when revenue is generated, we'll honor your intellectual property contributions.

It's a win for everyone.

The next big idea transforming healthcare could be yours.

Yes, yours.

Let's work together to make your vision a reality. Send us an email:
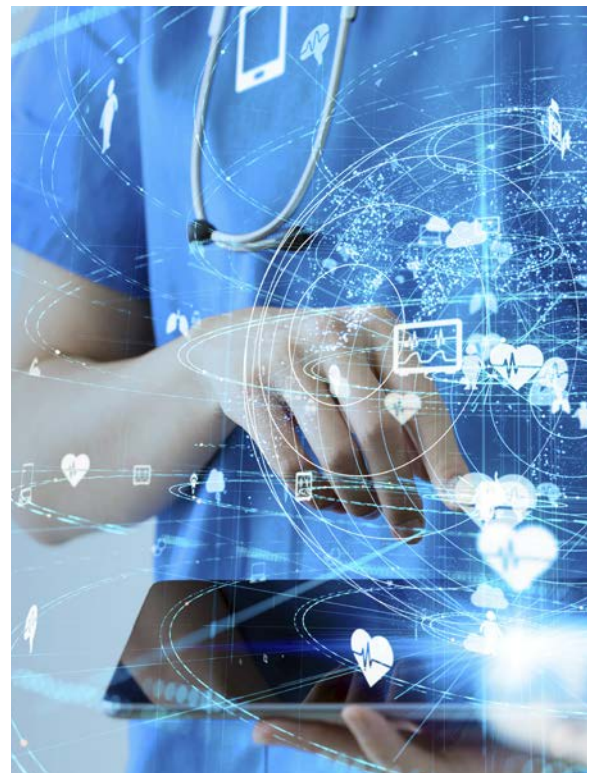
steeleinnovation@geisinger.edu

Geisinger's structure puts us both in a position to succeed

Few institutions have the data or processing capabilities we do, and the Steele Institute's partner support services include a range of teams and divisions to help you access, utilize and maximize that data.

- The expertise of the **Product Innovation and Healthcare Re-Engineering** teams spans the areas of advanced and predictive analytics, informatics, software development, experience strategy, product design and product management.

- Our **Artificial Intelligence and Machine Learning Lab** focuses on the development of technology and tools to identify populations at highest risk or those who would benefit most from specific intervention.

- Our **Intelligent Automation** team focuses on automating repetitive business processes that do not require higher-order human intelligence or intervention with the goal of reducing operating cost and increasing job satisfaction.

- Human emotions and behavior are what our **Applied Behavioral Insight** team do best. They leverage theories in behavioral economics and cognitive psychology to help integrate "nudges" into workflows and processes to passively encourage better decision-making.

- Our **Data Enterprise** division maintains Geisinger's data warehouse, which houses data from our clinical system and health plan. They provide routine and on-demand analytic reports to support the health system and health plan operations and clinical care delivery.

What our partners are saying

We work with business leaders, medical students, healthcare professionals and companies around the globe to get great ideas off the ground. Here's just one example of an innovation we're helping to launch.

Medial EarlySign

Based in Israel, EarlySign uses artificial intelligence and machine learning to perform early detection and prevention of chronic and high-burden diseases such as diabetes, gastrointestinal (GI) disorders and lung cancer.

EarlySign wanted to break into the U.S. healthcare market. It had the technology and algorithms in place but needed a way to test them clinically. That's when they called us.

The Innovation Institute provided access to the patient data needed to train EarlySign's models. "Geisinger was a great partner in making our analytics operational," explains Jeremy Orr, MD, chief medical officer for EarlySign. "If the data isn't operationalized and doesn't get to impact patients, it's just analytics."

Members from across Geisinger's clinical enterprise participated in the project including team members from Gastroenterology, Population Health, the Obesity Institute, Pharmacy and of course, the Innovation Institute.

Together, EarlySign and Geisinger are codeveloping five AlgoMarkers™, the predictive algorithms responsible for discovering health data. Using EarlySign's LGI-Flag™ solution, the first will be deployed to help healthcare practitioners identify patients who are at risk for significant lower GI disorders. Over the next few years, the team will build new algorithms to detect flu, pre-Type 2 diabetes and other diseases to implement into the clinical workflow.

"It's a culture of being a true partner — really coming to the table to do something great and different together," says Patrick Wells, chief customer success officer at EarlySign. "From working with Geisinger, we have learned things that we can take to other clients."
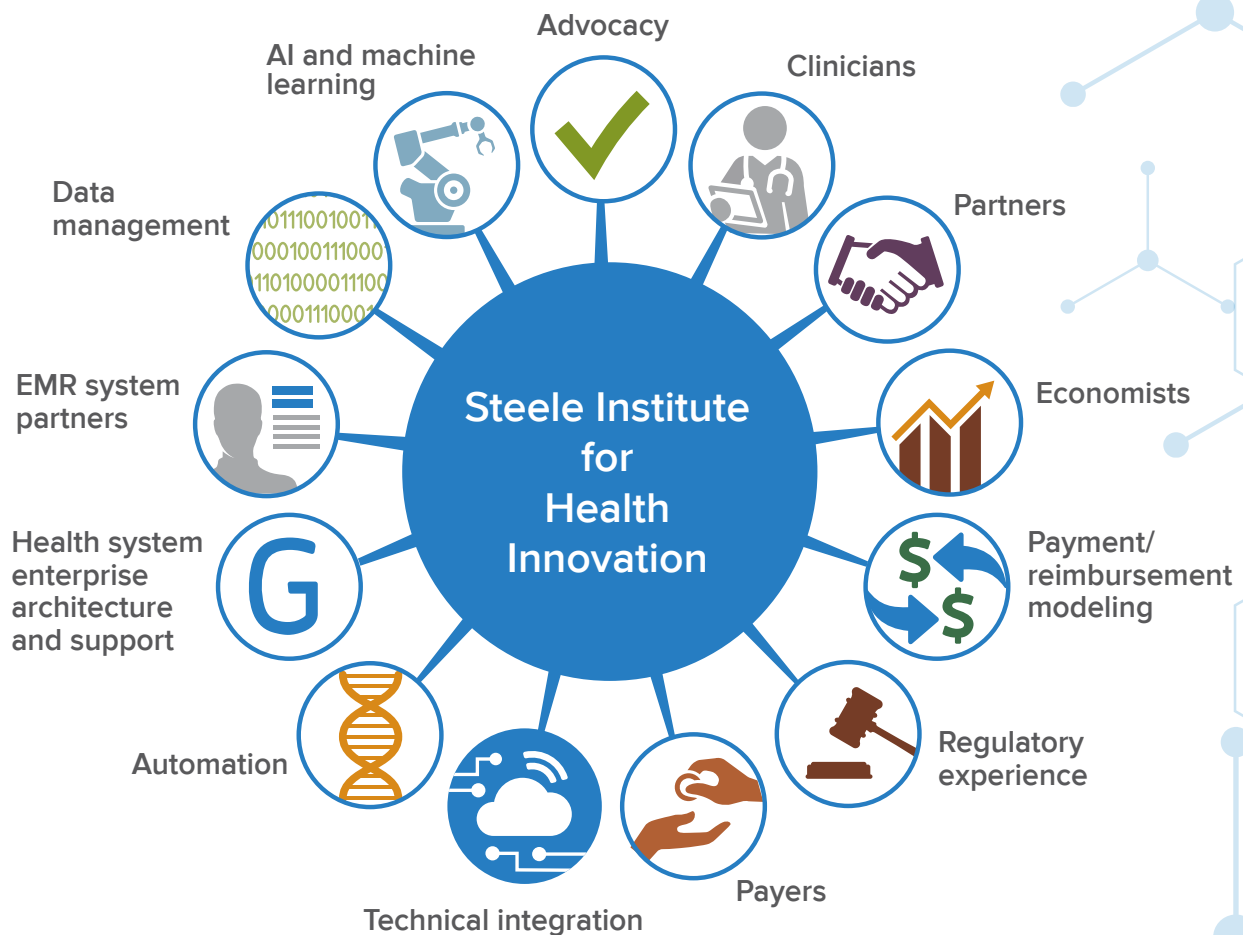
Where big ideas and big data meet

Partnering with us means you'll have the power of Geisinger's clinical system behind you. The Steele Institute for Health Innovation is your gateway to:

- Clinical workflow integration
- EMR integration
- UX design
- Product development
- Electronic medical record data that goes back to 1996
- Longitudinal clinical, social and genomic data
- Advanced and predictive analytics
- Robotic process automation with underlying AI and machine learning

- Payor data from Geisinger Health Plan and Highmark
- Regulatory experience
- Clinicians and corporate partners
- And so much more

With our clinical and research capabilities under the same roof and integrated with our proprietary insurance plan, Geisinger is unusually agile for a healthcare system. That means things can move quickly without a lot of red tape — bringing innovative ideas to market sooner.

The right access makes all the difference

Visit geisinger.org/innovation-steele-institute
or better yet, contact us.

Email: steeleinnovation@geisinger.edu

The next big idea in healthcare could be yours.

Yes, yours.

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