

FOR IMMEDIATE RELEASE

CAMTech's Open Innovation Platform to Address Diabetes Epidemic in India

More than 200 participants expected at medical technology hack-a-thon to tackle diabetes healthcare challenges in India

Hyderabad, INDIA, September 29, 2015: The Consortium for Affordable Medical Technologies (CAMTech) at Massachusetts General Hospital (MGH) Global Health will host a Diabetes Innovation Hack-a-thon in Hyderabad on October 10-11, 2015. Organized in partnership with Lattice Innovations and with support from Marico Innovation Foundation (MIF), Terumo and Medtronic, the event brings together some of India's brightest minds to develop innovative and affordable health technologies that will improve the prevention, diagnosis and management of diabetes in India and globally.

CAMTech is a global network of academic, corporate, and implementation partners whose mission is to build entrepreneurial capacity and accelerate medical technology innovation through an open innovation platform. Through the Diabetes Innovation Hack-a-thon, teams – through cross-disciplinary collaboration, mentorship and award incentives — will turn ideas into breakthrough innovations that can shift the paradigm and transform diabetic care in India and beyond.

“As the diabetes capital of the world, CAMTech wanted to direct our innovation efforts to India,” said Elizabeth Bailey, Director at CAMTech. “Through our hack-a-thon, we can identify the clinical challenges influencing this epidemic and mobilize a talented network of innovators from all over the country to create solutions that will improve and save lives in India, and across the world.”

Over 90% of this year's applicants are from India. The event marks CAMTech's 11th medtech hack-a-thon, and will offer monetary prizes of \$2,750 USD for the top innovations that focus on specific diabetes-related healthcare [challenges](#). Awards include a \$1,000 CAMTech Grand Prize and a \$1,000 MIF First Place Prize. Participants will work 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.

In addition, MIF has also partnered with Villgro, India's oldest and foremost social enterprise incubator, to help incubate the winning ideas after the Hack-a-thon by launching new ventures. Through hands on mentorship and funding, MIF and Villgro will help teams convert their prototypes into viable, low-cost innovative solutions.

“Marico Innovation Foundation is keen to support the Diabetes Hack-a-thon, as it is the ideal source of the next generation of disruptive innovations that have the potential to be game changers for the bottom of the pyramid in India,” said Harsh Mariwala, Founder of Marico Innovation Foundation. “By providing them with mentoring opportunities and direct funding, both of which are critical to successful incubation, MIF aims to play a catalytic

role in fostering innovation to develop scalable and replicable solutions that have the potential to create sustainable direct impact.”

The event will take place at the Indian School of Business (ISB) in Gachibowli, Hyderabad. As one of the leading business schools throughout Asia, ISB is recognized for its distinctive programs focused on entrepreneurship, technology in commerce and emerging economies.

Prior to the Hack-a-thon, CAMTech will host the *Diabetes Clinical Summit: An Ecosystem Approach*, at L.V. Prasad Eye Institute (LVPEI) in Hyderabad. This day-long event is made up of a series of panel discussions featuring a diverse group of stakeholders, including patients, physicians, nurses, ASHA workers, government and industry representatives, and public health experts – focused on tackling pressing clinical health challenges and barriers to diabetes care in India. Dr. Gullapalli N Rao, founder and chair at LVPEI and an ophthalmology expert, will give the keynote address at the event. The day concludes with the *CAMTech Technology Showcase*, an interactive presentation of early-stage and newly-marketed diabetes focused technologies.

Notes to Editors:

For further information about CAMTech, please visit www.mghcgh.org/camtech. To learn more about the event and for access to high resolution, downloadable photographs and post-event video footage, visit <http://www.massgeneralcenterforglobalhealth.org/camtech/diabetes-hackathon/>.

Also, follow CAMTech on social media for all the latest event details and updates:

Twitter (<https://twitter.com/CAMTechMGH>)

Facebook (<https://twitter.com/CAMTechMGH>)

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About CAMTech

The [Consortium for Affordable Medical Technologies \(CAMTech\)](#) exists 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. Since 2012, CAMTech has brought together over 2,000 innovators from more than 500 clinical, academic and commercial organizations to participate in medtech hack-a-thons, award programs and entrepreneurial-building initiatives. These efforts have helped spawn over 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.

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 brings 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.

About Marico Innovation Foundation

[The Marico Innovation Foundation](#) (MIF), the CSR arm of Marico Limited was setup in 2003, to foster innovations in the business and social ecosystem in India. The Foundation aims to create this impact via its 2 primary platforms: Social Innovation Acceleration Program (SIAP): a catalytic scale-up program of MIF designed to accelerate social organizations that have an innovative model, product or service at heart, generating impact on the Bottom of Pyramid (BoP) and Innovation for India Awards: one of India's pre-eminent biennial recognition platforms whose intent is to reward and recognize projects and businesses that make a real difference to India and community at large

About Villgro

[Villgro](#) is India's oldest and foremost social enterprise incubator. Villgro funds, mentors and incubates early-stage, innovation-based social enterprises that impact the lives of India's poor. Since 2001, Villgro has incubated 109 such enterprises, which have secured Rs 1124 million in follow-on funding, and touched over 15 million lives. www.villgro.org

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