

**Welcome!**  
**Driving Innovation Through a  
Novel Model of Scientific Engagement:  
the Hackathon Case Study**



# Conflict of Interest

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- The following faculty and planning members do disclose financial relationships: *Kimberly Friedrichs, Natasha Hansjee*

# Presenters

## Moderator



parexel®

**Priya Outtandy**

Senior Scientific Specialist  
United Kingdom

## Speakers



Roche

**Kimberly Friedrichs**

Digital Customer Engagement Lead  
Switzerland



Roche

**Natasha Hansjee**

Innovation Catalyst and Principal Scientific  
Communications Director Onc/Haeme  
Switzerland



MIT  
HACKING  
MEDICINE  
Medicine. Break it down. Build it up. Make it better.

**Sydney Sherman**

PhD Candidate in Medical Engineering  
and Medical Physics  
Co-Director MIT Hacking Medicine  
United States



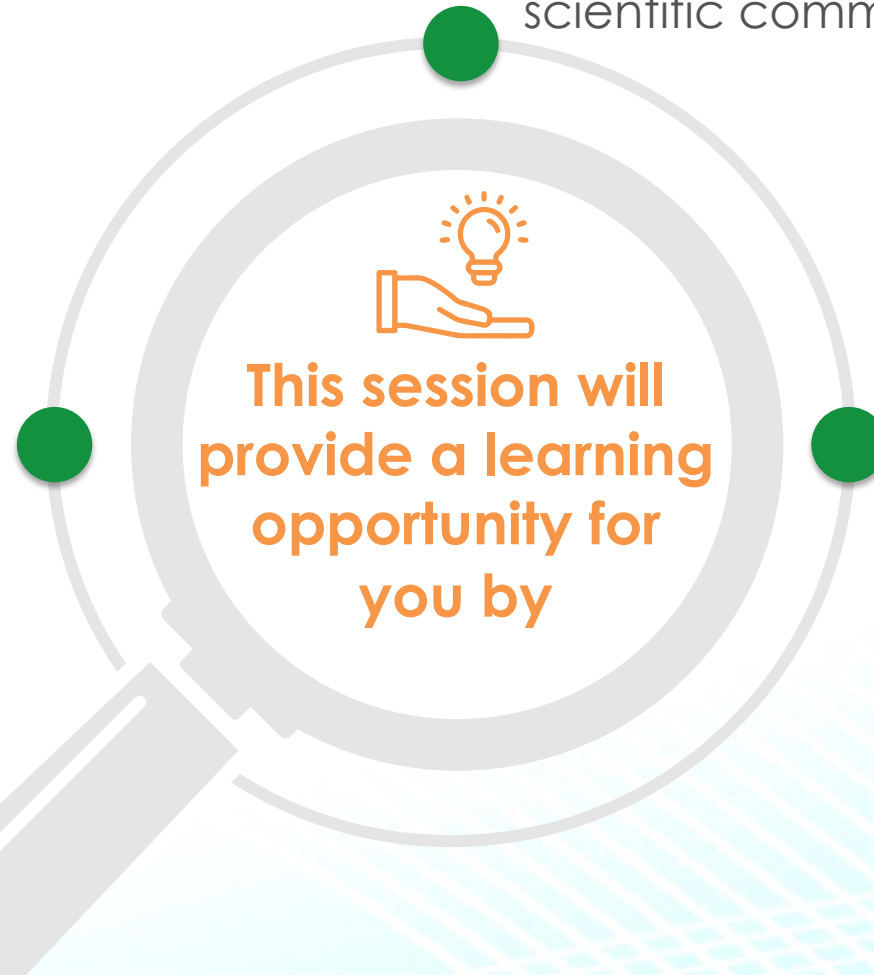
parexel®

**David Sheppard**

Account Director  
United Kingdom

# Educational Objectives

Helping you understand what a Hackathon is and its use in the scientific community



Highlighting the industry direction of transforming scientific communications

Describing the key components and framework of hosting a Hackathon

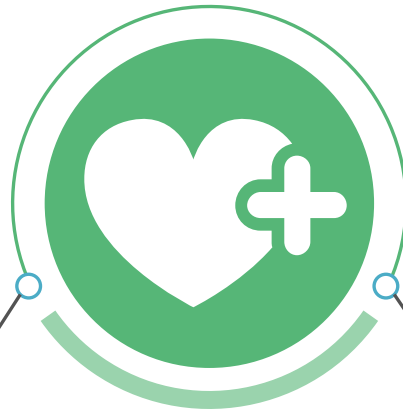
# What Is a Hackathon?

*MIT Hacking Medicine*

# Polling Question



Have you ever participated in a Hackathon?



A. Yes



B. No





# What Is a Hackathon?

## Hackathon (n)

Hack

+

Marathon

=

## Hackathon (n)

An event in which people from different backgrounds come together to ideate, collaborate, and deploy business and technical solutions to address a specific problem

## Hacking (v)

~~To gain unauthorized access, to break~~

**A creative application of ingenuity**

=

## Hackathon (syn)

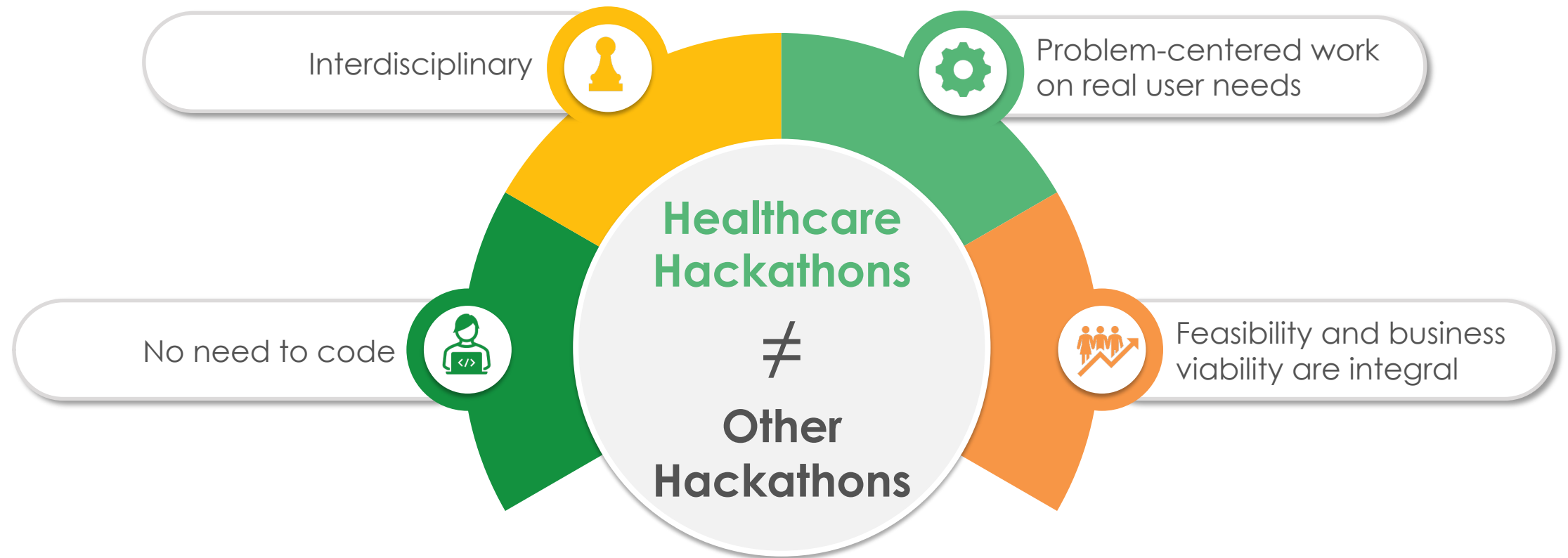
Teamwork

Innovative

Intense



# Approach to Healthcare Hackathons





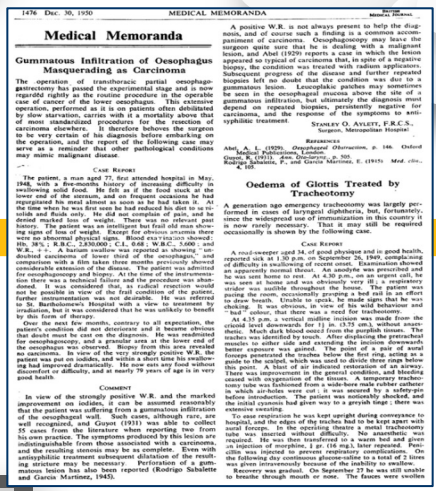
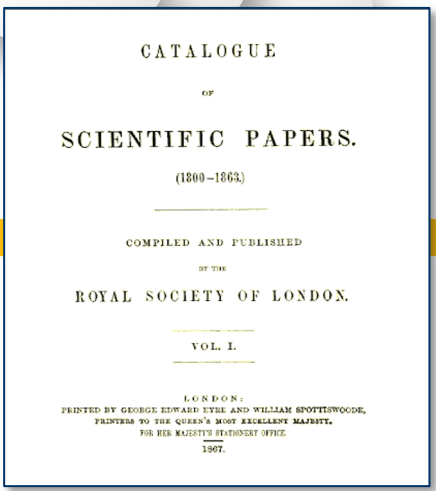
# Unmet Needs for HCPs Within Scientific Communication

*Kimberly Friedrichs, Digital Customer Engagement Lead  
Natasha Hansjee, Principal Scientific Communications Director  
Roche*

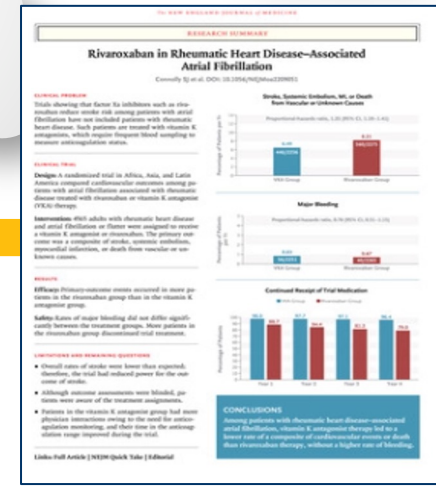


# HCP Needs Have Not Been Effectively Met, Resulting in Suboptimal Communication Models<sup>1-3</sup>

1900s



2022



1. Group of History, Theory of Science and Teaching. <http://www.ghtc.usp.br/sources/catalogue.htm>. Accessed 26 October 2022. 2. Little JD. *Br Med J*. 1950;2:1476. 3. Connolly SJ et al. *N Engl J Med*. 2022;387:978-988.





# Trying to Stay Afloat and on Top of the Latest Research: the Challenge for HCPs<sup>1-3</sup>

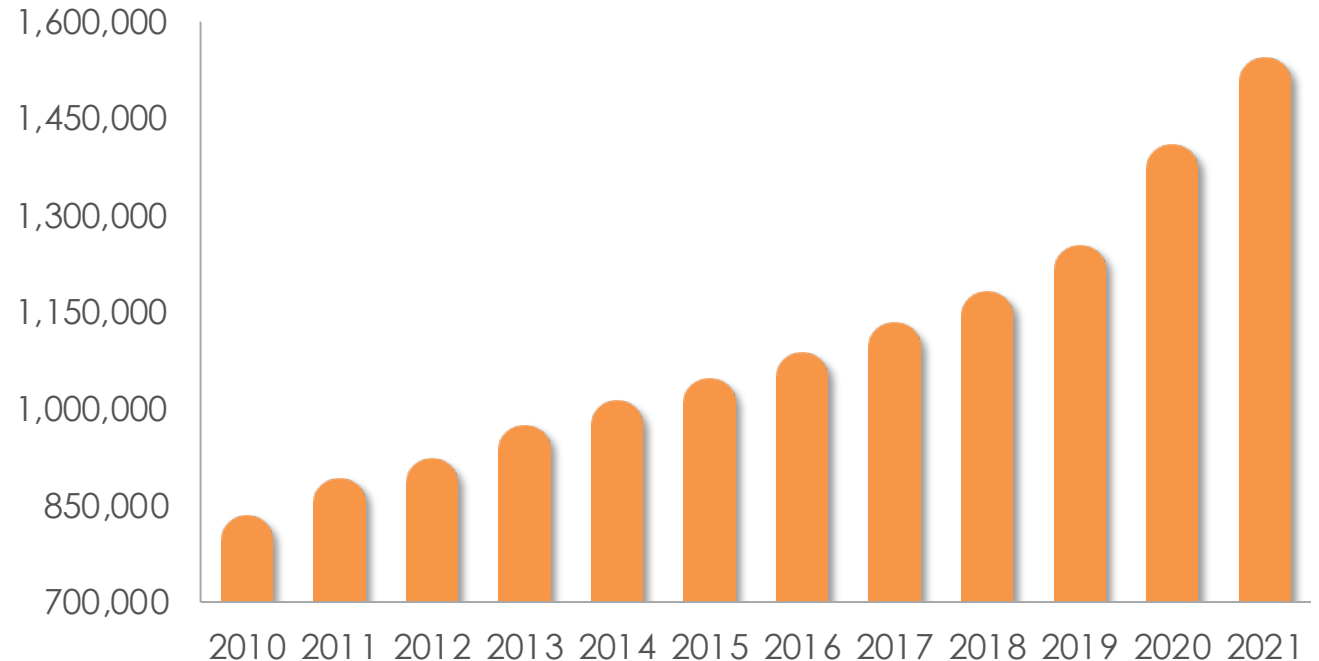


**Over 12 million** articles published across medical and health science journals in the last **12 years**



**85%** increase from **2010 to 2021**

**Number of Articles Published Each Year (2010–2021)**

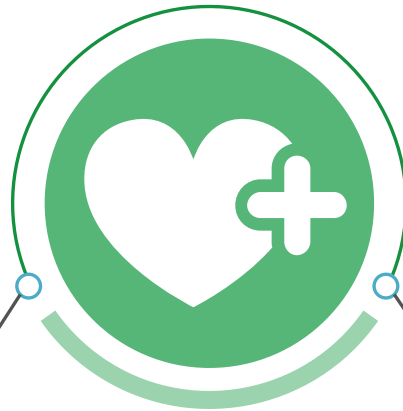


1. STM. STM Global Brief 2021 – Economics & Market Size. <https://www.stm-assoc.org/document/stm-global-brief-2021-economics-and-market-size/>. Accessed 26 October 2022. 2. Nature. <https://www.nature.com/articles/d41586-020-03564-y>. Accessed 26 October 2022. 3. Dimensions. <https://www.dimensions.ai/>. Accessed 26 October 2022.

# Polling Question



Do you think there is an unmet need in this area?



A. Yes

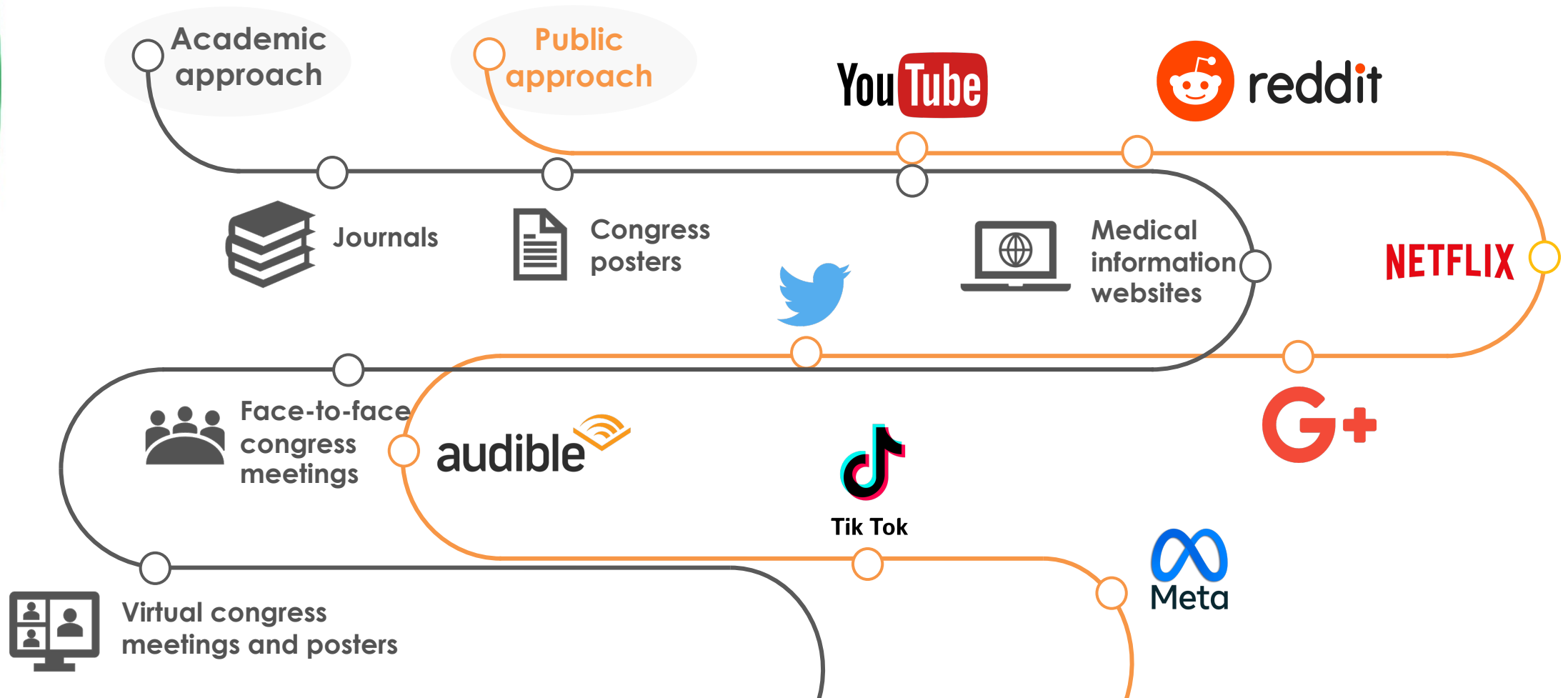


B. No





# New Technologies Have Transformed the Way the Public Accesses Information, but Scientific Communication Has Not Had the Same Trajectory





# What do HCPs Want in a Rapidly Changing World?<sup>1-3</sup>

*“Personalisation of content is the holy grail.”<sup>1</sup>  
HCPs prefer relevant, customised content and learning experiences*



**28%**  
of HCPs rate in-person meetings as better



consider all types of scientific meetings critical or very important to practice



**70%**

prefer webinars as the ideal communication channel to receive info



**68%**

“HCPs rely most heavily on search engines to find medical content.”<sup>1</sup>



consider search engines critical or very important for finding scientific information

**79%**



of HCPs use digital channels primarily for personal learning and development

**77%**



consider independent medical websites a “very important or critical source of information”

**82%**



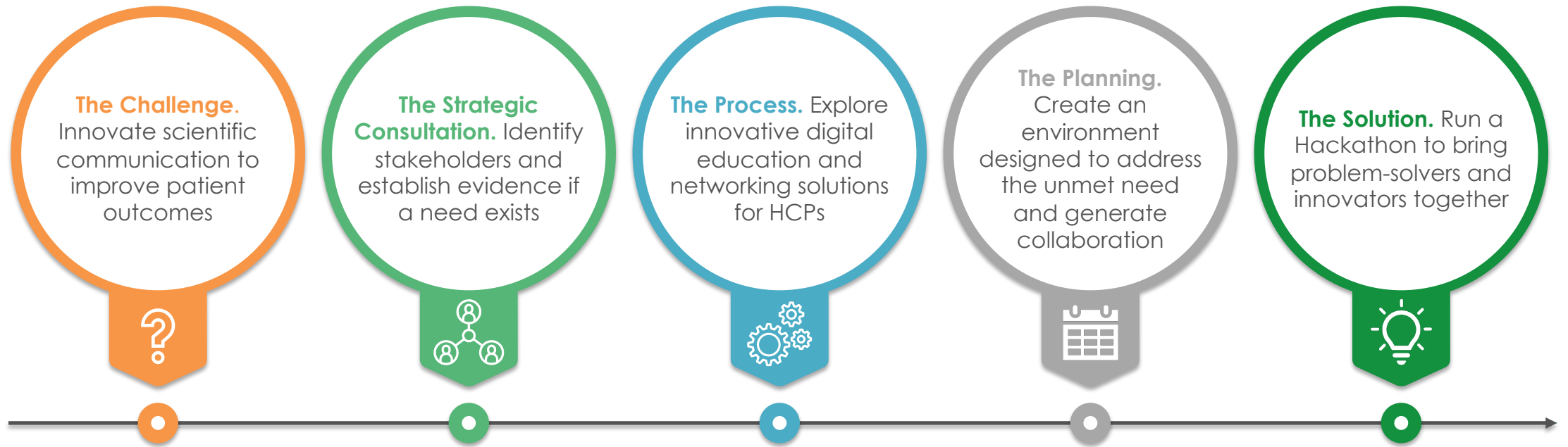
of HCPs consider pharmaceutical company educational websites a very important or critical source of scientific content

**52%**

1. EPG Health. The gaps between HCP demand and Pharma supply of medical information. <https://epghealth.com/reports/the-gaps-between-hcp-demand-and-pharma-supply-of-medical-information>. Accessed 26 October 2022. 2. The Creative Engagement Group. Are your field teams ready to excel in the new era? <https://t.hubspotusercontent30.net/hubfs/1968984/TCEG%20HCP%20Research%20White%20Papers/Field%20Engagement%20-%20TCEG%20White%20Paper%20-%20UK.pdf>. Accessed 26 October 2022. 3. Indegene, Inc. The Digitally-Savvy HCP Learnings to Engage HCPs Around the World More Effectively and Efficiently 2021. <https://www.indegene.com/insights/article/digitally-savvy-hcp>. Accessed 26 October 2022.



# The Road to the Hackathon



# Development of HACKSciCom2022

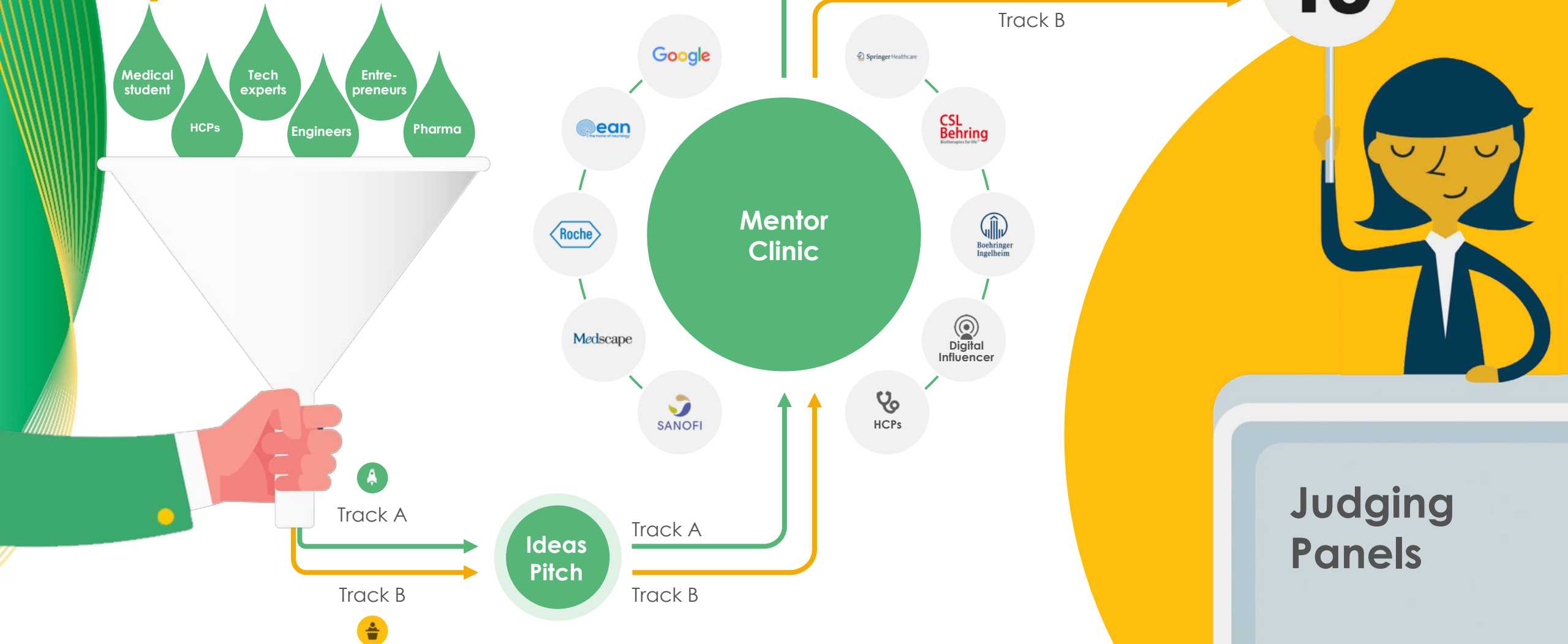
*David Sheppard, Account Director, Parexel*

*Sydney Sherman, Co-Director, MIT Hacking Medicine*





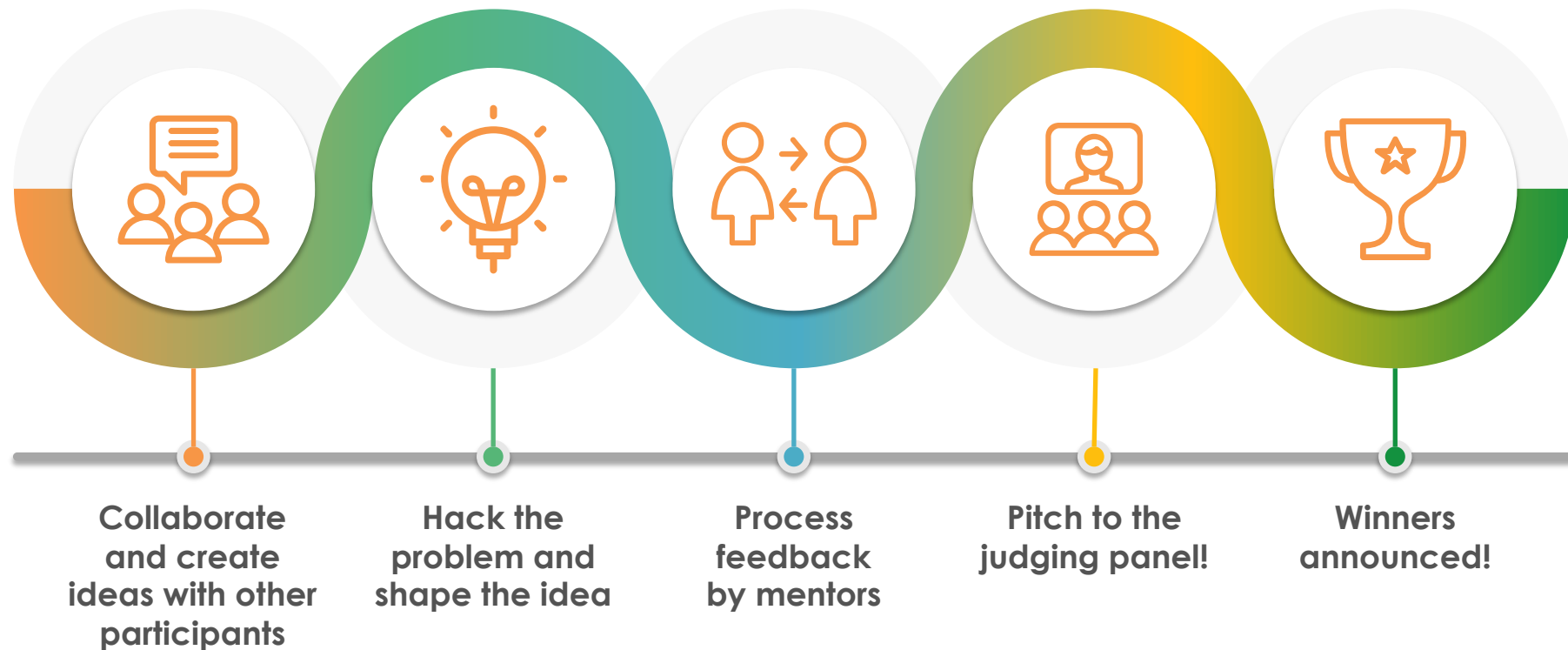
# HACKSciCom2022 Flow





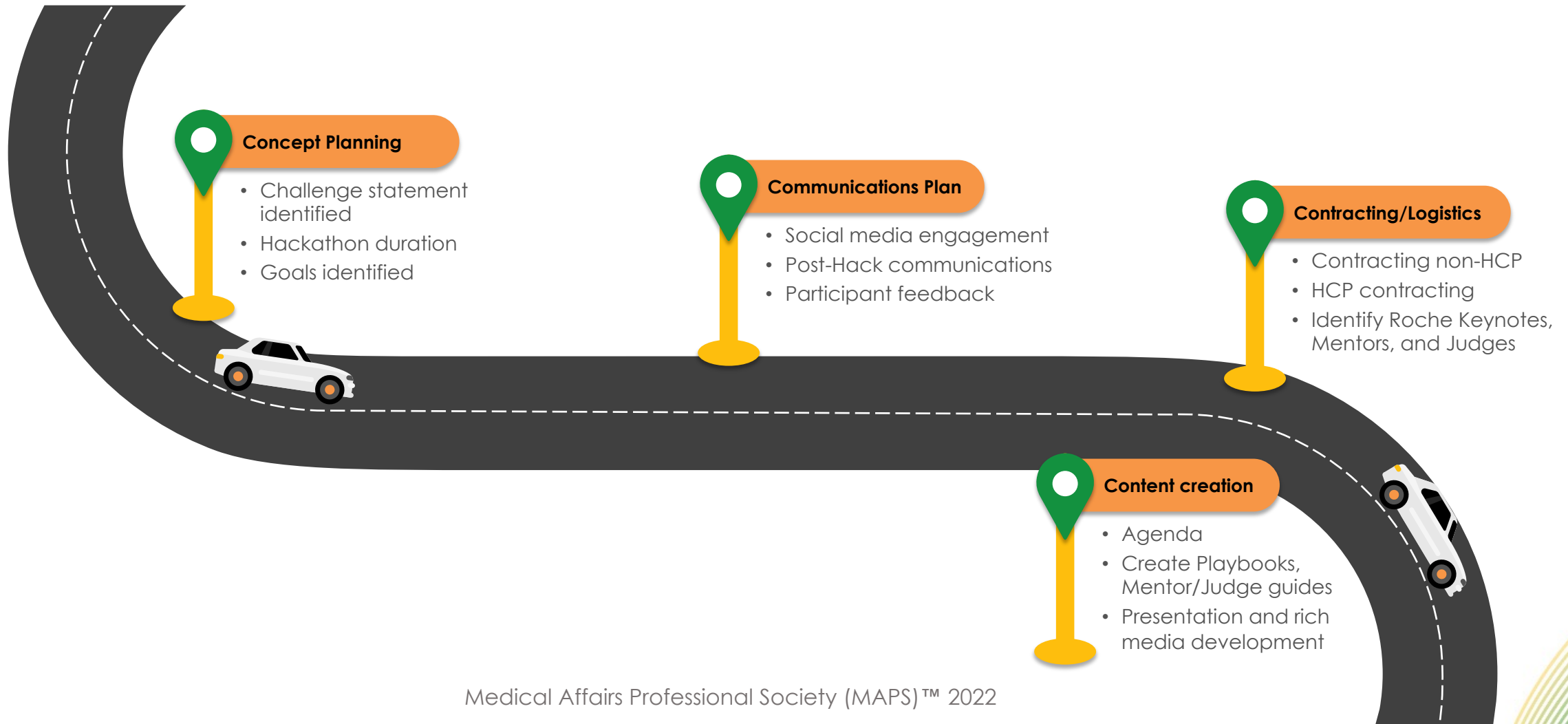
# Key Components of a Scientific Hackathon

## The Hacking Process





# Roles Within HACKSciCom2022





### Technology Plan

- Zoom webinar ownership of plenary sessions
- Managing the Slack platform and participants



### Approvals

- Materials to go through approval systems



### Project and Event Management

- Rehearsals
- Testing
- Pitch planning



**HACKSciCom2022  
LAUNCH**



# Results Overview

## The Hackathon in Numbers:



## The Participants

An international, multi-disciplinary group of volunteer problem-solvers and innovators, including HCPs, pharma, patient organizations, digital innovators, entrepreneurs, disrupters, communicators, publishers, societies, and regulatory bodies

## The Winners

### Track A – Team North Star

An AI-based solution to enable HCPs to stay up to date with the latest research

### Track B – Team Psyverse

A metaverse-based solution to improve access to mental healthcare for duty officers and veterans

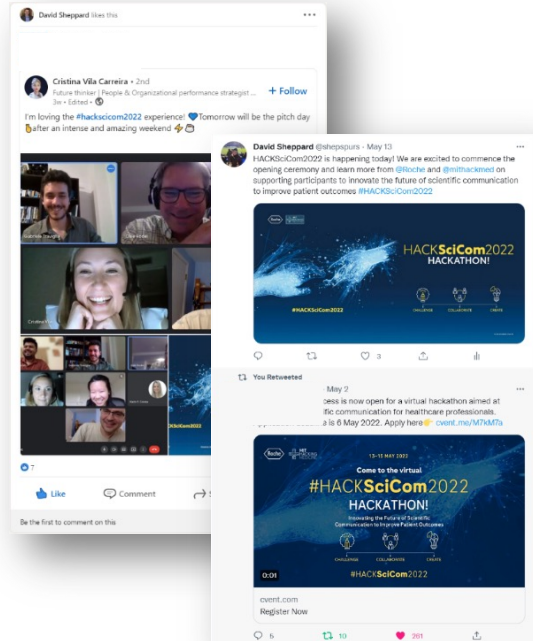


# Key Learning Points From HACKSciCom2022

“

*My best moment was interacting with fellow colleagues and listening to others pitch*

”



“

*I definitely came away with a broader perspective on healthcare*

”

“

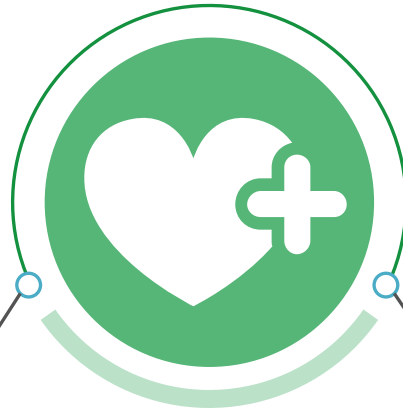
*This was my first hackathon and I really loved it*

”

# Polling Question



Would you be interested in attending or even running your own Hackathon in the future?



A. Yes



B. No



# Polling Question



**Topics for a Hackathon?**




**Write your answers in the Q&A  
tab**



# Acknowledgements

We would like to thank the following colleagues for their input, support and guidance:

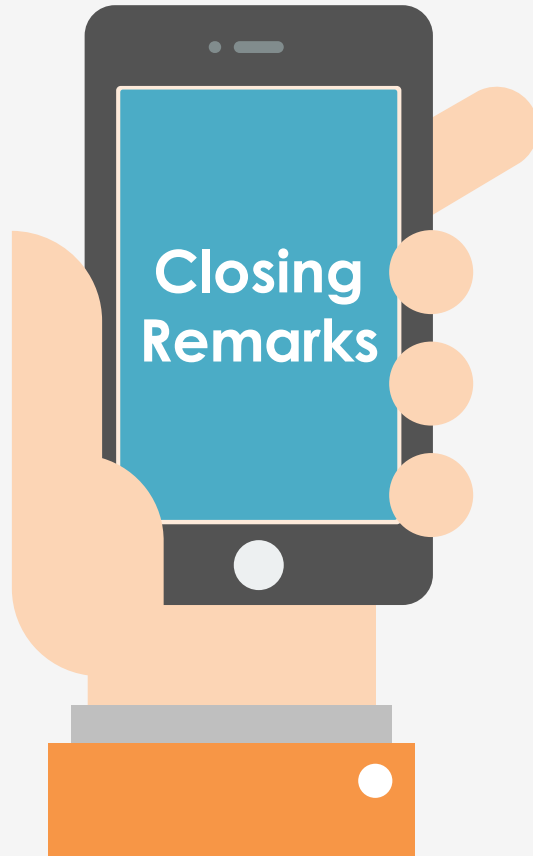
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- 1 Roche
  - 2 MIT Hacking Medicine
  - 3 Parexel
  - 4 HACKSciCom2022 participants
  - 5 All of the Keynote Speakers, Mentors, and Judges at HACKSciCom2022

# Q & A

**Thank you!**



# Closing Remarks



This webinar recording and corresponding slides will be uploaded to MAPS Content Hub by next week. In addition, questions that we did not have time to respond to will be posted to LinkedIn with responses. This concludes the webinar.