

## Janssen Australia launches \$140,000 health and technology innovation challenge

*Janssen HaTCH calls for ideas to tackle the health challenges facing Australia*  
[www.janssenhatch.com.au](http://www.janssenhatch.com.au)

The inaugural Janssen Health and Technology Challenge (HaTCH) 2014 is now open to all entrepreneurs, start-ups and community organisations with innovative ideas to help improve the Australian healthcare system.

Australians are living longer, but they are not always living healthier.<sup>1</sup> Chronic diseases are on the rise and place a significant burden on our healthcare system and communities.<sup>1</sup> Janssen HaTCH is an innovation initiative that supports ideas from individuals, teams of entrepreneurs and organisations to tackle these challenges.

Janssen HaTCH 2014 will back four finalists with \$10,000 funding to help further develop their business ideas. One overall winner will receive further \$100,000 to bring their idea to life.

Entrants will need to demonstrate how their innovation or idea has the ability to help improve Australia's health, specifically through: early disease detection and monitoring; access to and sharing of health information; and connectivity between Australians and healthcare providers and services.

On 7 October 2014, the judging panel will announce four finalists' entries. Finalists will have the opportunity to 'workshop' their ideas with the support of the judges and mentors from the health business community before the winner is announced on 3 December 2014. The overall winner will have the opportunity to receive a \$100,000 investment to accelerate the commercialisation of their idea in partnership with Janssen Australia.

Entries will be judged by the following prominent leaders in the Australian health and business community:

- **Dr Mukesh Haikerwal AO:** Current chair of the Council of the World Medical Association, former president of the Australian Medical Association (AMA);
- **Amit Vohra:** Senior executive in the Australian health sector, one of the Top 50 Influential People in General Practice (Australian Doctor, 2010)<sup>2</sup>;
- **Cyrus Allen:** Senior corporate executive specialising in customer experience;
- **Mick Liubinskis:** Technology entrepreneur, investor and advisor. His most successful companies are Oomph (iPad publishing) and Spreets;
- **Chris Hourigan:** Managing Director Janssen Australia New Zealand.

Current chair of Council of the World Medical Association and judging panellist Dr Mukesh Haikerwal AO, said that innovation from those who work in the health and technology sector is key to finding new solutions to the challenges facing Australian healthcare.

“In Australia, we have talented doctors and entrepreneurs who innovate and use the latest technology every day of their lives. HaTCH is an opportunity to harness their passion and drive to improve the way in which health and healthcare are delivered to Australians” said Dr Haikerwal.

“I’m very excited to be part of stimulating and nurturing the next generation of innovation in Australian healthcare through my involvement with HaTCH.”

Mr Chris Hourigan, Managing Director, Janssen Australia New Zealand commented: “Through HaTCH, Janssen is reaching out to people outside our organisation to foster innovation. Together we can develop unique solutions to some of the most critical challenges facing healthcare in Australia.”

“If you have a great idea incubating and you want to change healthcare as we know it, now is your opportunity to help us collaborate for a healthier future for Australia,” added Mr Hourigan.

Entries are now open, and close on Friday 3 October 2014. Finalists will be announced Tuesday 7 October and the overall winner will be announced Wednesday 3 December 2014.

To enter HaTCH visit [www.janssenhatch.com.au](http://www.janssenhatch.com.au) *#JanssenHatch*

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#### **About Janssen Australia**

At Janssen Australia, we focus on some of the most devastating diseases and the most complex medical challenges of our time, across the following five therapeutic areas: immunology (e.g. psoriasis, arthritis, Crohn’s disease and ulcerative colitis), oncology (e.g. prostate cancer and multiple myeloma), neuroscience (e.g. schizophrenia), cardiovascular and metabolic diseases (e.g. diabetes) and infectious diseases and vaccines (e.g. HIV/AIDS and hepatitis C).

Driven by our commitment to patients, we develop sustainable, integrated healthcare solutions by working side-by-side with healthcare stakeholders, based on partnerships of trust and transparency. More information can be found at [www.janssen.com.au](http://www.janssen.com.au).

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#### **References**

1. ABC News, 2014, <http://www.abc.net.au/news/2014-06-11/australians-living-longer-but-facing-serious-health-challenges/5516560> (accessed 17 September 2014).
2. Australian Doctor, 2010, pdf version [http://www.crikey.com.au/wp-content/uploads/2010/07/AD\\_TOP50\\_10.pdf](http://www.crikey.com.au/wp-content/uploads/2010/07/AD_TOP50_10.pdf) (accessed 15 September 2014).