



Informational Presentation

ARPA-H Customer Experience Hub for NCTEDD – 2/5/24

Mike Stebbins, Ph.D.
Program Executive

Grayson Dorr
Project Manager

Agenda

- ARPA-H
- Purpose of the Customer Experience Hub
- Spoke Eligibility and Benefits
- Spoke Application
- ACTR Initiative
- Immersive Experiences & Ecosystem Engagements
- Questions



ARPA-H

The **Advanced Research Projects Agency for Health (ARPA-H)** is a research funding agency that supports transformative biomedical and health breakthroughs – ranging from the molecular to the societal – to provide health solutions for all.



Mission: To accelerate better health outcomes for everyone by supporting the development of high-impact solutions to society's most challenging health problems.

President Biden's Vision

"ARPA-H will **pursue ideas that break the mold on how we normally support fundamental research and commercial products** in this country."

"Ideas so audacious that people say they just might work only if, only if, we could try. Well, we're about to try in a big way."

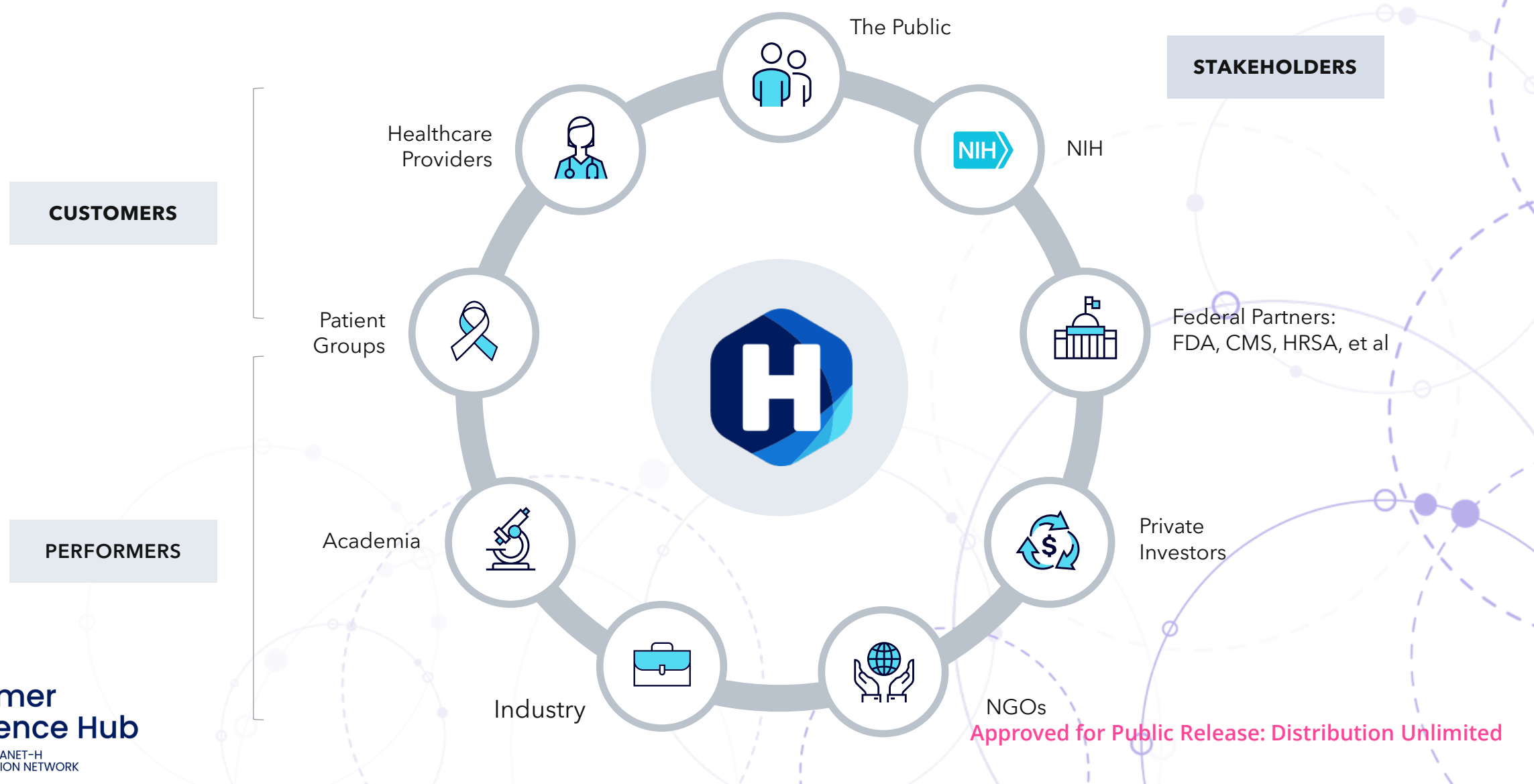
– President Biden Remarks, March 18, 2022



JULY 27, 2023

As Part of President Biden's Unity Agenda, Cancer Moonshot Announces Launch of New ARPA-H Program to Develop Novel Technologies for More Precise and Accurate Cancer Tumor Removal

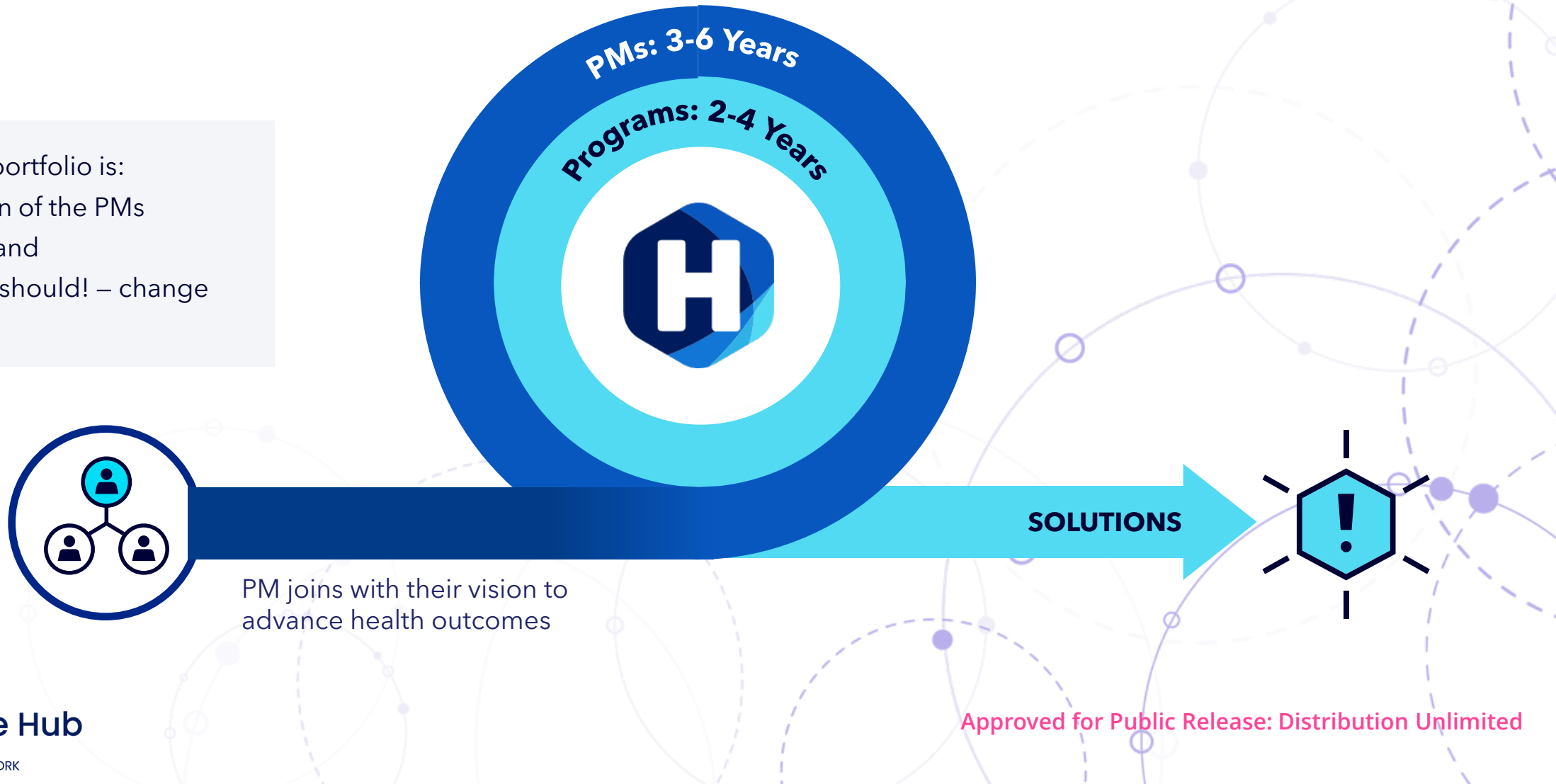
ARPA-H Health Ecosystem



The Program and Program Manager Flywheel

The ARPA-H portfolio is:

- (1) a reflection of the PMs
- (2) dynamic, and
- (3) will – and should! – change frequently



ARPANET-H

- Nationwide health innovation network that connects people, innovators, and institutions
- 3 regional hubs:
 - Customer Experience
 - Investor Catalyst
 - Stakeholder and Operations
- Nationwide network of spokes to bring together the nation's voices, resources, and needs.

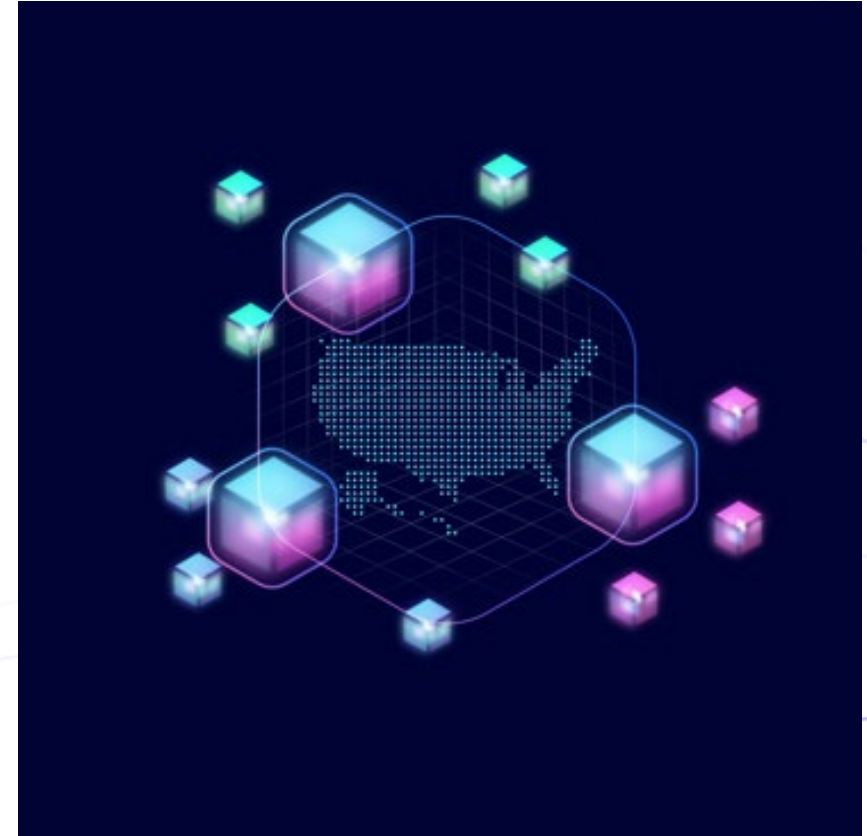


Image credit: ARPA-H/Chris Smith

ARPA-H CX Hub

Developing community and patient-centered solutions

The goal of the CX Hub is to ensure that future healthcare advancements are patient-centric and deliver improved outcomes for all Americans.

The CX Hub will take a human-centered approach to design products and services that people need and want to use. Some examples of activities might include:

- Immersive experiences
- User-testing of self-administered diagnostics
- Simulation of patient-centered care environment
- Rapid prototyping of health-tech devices
- Hosting inclusive patient listening sessions
- Health ecosystem and stakeholder analysis
- Patient-centered design
- Novel clinical trial capabilities

Accelerate innovation in health and medicine through breakthrough capabilities, technologies, systems, and platforms

Access the customer experience and drive user testing, adoption, and end-user access

Collaborate via the diverse and representative hub and spoke network

ARPA-H Customer Experience Hub Launches in Dallas



Spoke Eligibility

- Institutions of Higher Education (IHE)
- For-Profit Organizations (Research Organization, Healthcare Organization or System, Independent Hospital, BioDesign firms, Other)
- Small Businesses
- Clinics, public and community health centers, other healthcare facilities
- Payers, Patient Advocacy Groups
- Non-Profit Organizations
- Community Based Organizations
- Federally Funded Research and Development Centers



Spoke Benefits

ACCESS

Networking opportunities with consortium members (industry, academia, nonprofits, and other health ecosystem stakeholders), Government and other strategic stakeholders, at annual membership meetings and valuable conferences and forums

INFLUENCE

Another advantage is the ability to be a voice at important tables to help shape the direction of high-profile, high-investment R&D efforts

SPEED

Operates through a flexible contracting vehicle capable of multiple taskings with a single set of terms, resulting in award execution significantly faster than traditional FAR-based contracts

MARKET EXPANSION

Creates a channel for small companies and innovative suppliers, including those who have never worked with the federal government before, to identify opportunities and establish customer relationships with Government and other members

REVENUE

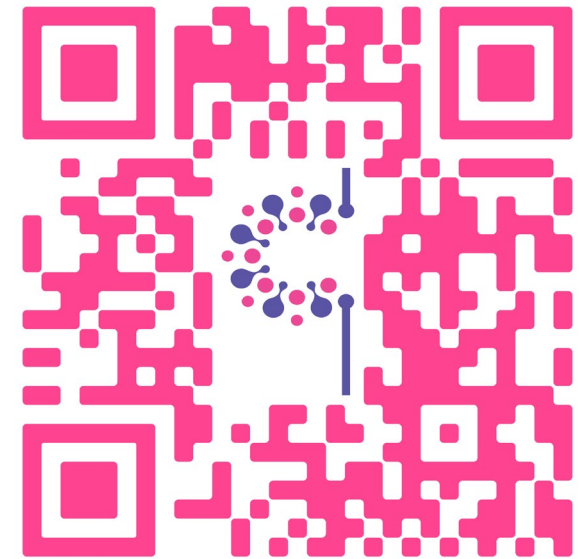
Efficiencies for quick payments and simplified, streamlined access to Government funding

INFORMATION

Provides visibility into Government needs and priorities, enabling members to direct R&D (and IR&D) investments to meet them

Spoke Application

- All applying organizations must read and agree to the Consortium Membership Agreement
- Applications are vetted by ATI and ARPA-H
- Get yourself Categorized – We will use this information to identify and engage!
 - Capabilities
 - Ecosystems
 - ARPA-H Focus Areas of Interest



Advancing Clinical Trial Readiness (ACTR) Initiative

Flow of Opportunities

- Draws on the ARPANET-H Network to source feedback at scale.
- Deadline to provide feedback was 12/1/23. Membership was not a requirement to respond.



151 Intake Forms Completed

- 29 small businesses
- 28 nonprofit organizations
- 34 Institutions of High Education

Immersive Experiences

Goal: Immerse ARPA-H personnel in an experience outside of traditional office space and provide opportunities to interact directly with the end-users they are trying to help gain first-hand knowledge of their challenges, needs, and motivations.

Example Location(s):

- Hospital Systems
 - Rural hospital
 - Emergency room
- Research Institutions
- Academic Institutions
- Community Health Organizations

Size:

- Small and intimate (1-3 attendees)
- Medium size group (10 attendees)



Note: Spoke ideas and opportunities are welcomed

Ecosystem Trips

Example Location(s):

- Hospital Systems
- Research Institutions and/or Academic Institutions
- Community Health Organizations
- Economic Development/Community Organizations tied to ARPA-H Mission

Size:

- Breakout groups (4-5 sessions)
 - Medium size group (8-12 attendees)

Topics:

- Varies however tied to ARPA-H Program Managers (current or existing programs)
- Expansion on prior ecosystem engagements

Denver, CO – Nov 23

Over 40 engaged stakeholders

Location:

- CU Anschutz Medical Campus
- The Commons at Champa

Session Topics:

- Mental Health & Neuroscience
- Research Translation
- High Power Computing (APECx)
- Resilient Extended Automatic Cell (REACT)
- Spoke Open House



Contact Us



Email us
arpa-h-cx-hub@ati.org



Visit the website
www.customerexperiencehub.org



Follow us on Social Media

Twitter (X): @custexhub

LinkedIn: @custexperiencehub