



Press Release

1776 and Ipsos Announce Patient Experience Pitch Competition

Top 10 Companies will be Chosen to Pitch in October 2019

Washington, DC, June 27, 2019 — In today's healthcare system, inefficiencies in provider communications and patient management have led to increased institutional costs and a decline in both patient health and experience outcomes. 1776 is excited to partner with Ipsos to highlight startup companies working to create solutions to directly improve the patient experience — for both the patient and providers alike.

"Improving the Patient Experience, a 1776 Pitch Competition powered by Ipsos" will be a one-day application-based pitch competition hosted at the new 1776 Washington DC campus, location to be announced in the coming weeks. Following an application process, the top 10 companies will be chosen to pitch at the October 17 event. They will emphasize those focused on technological advancements in predictive analysis, preventative resources, and treatment management systems that improve communications between healthcare providers and patients. The winning company will work directly with Ipsos' healthcare partners to receive product feedback, customer introductions and potential pilot partner opportunities.

Ipsos conducts strategic research in partnership with clients from government, public, corporate, and not-for-profit sectors. "One of the challenges today is to provide better health care at a lower cost. Patient experience is one of those critical links. It is vital that we continue to offer the best in class solutions in order to improve patient experience. This venture with 1776 is one of the many ways we are doing that," said Clifford Young, President, US, Public Affairs.

"With all the technological advancements taking place right now, the lack of innovation in the patient experience journey is staggering. Whether it's the time spent in a waiting room to see a doctor to receive the results from a critical test, the patient experience remains broken," said Ron Braunfeld, President at 1776. "1776 is thrilled to partner with Ipsos on this important topic. We look forward to leveraging our ecosystem of entrepreneurs and emerging growth companies to help bring forward innovative approaches to help fix the patient experience journey."

Applications for the competition will open on June 27, 2019 and selected companies will be announced on September 3, 2019. More information about the competition, including the related application, will be available on the [1776 website](#) on June 27. "Improving the Patient Experience, a 1776 Pitch Competition powered by Ipsos" will take place on October 17, 2019.

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About 1776

1776 transforms markets by curating communities of entrepreneurs and enterprises in flexible work environments. Our members gain access to a dynamic network and focused programming to provide the knowledge and resources necessary to spur innovation and solve complex challenges.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

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GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.

The company is part of the CAC Mid & Small index and is eligible for the Deferred Settlement Service (SRD).

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