The Emerge Pitch Competition is officially open!

Designed to showcase emerging healthcare technology startups, the competition gives founders the opportunity to gain visibility, connect with industry leaders, and accelerate growth in the healthcare technology sector at and beyond HIMSS27.

Choosing Your Challenge

Select the one challenge that best fits your solution. Your solution does not need to address the entire healthcare ecosystem to be eligible. We welcome solutions that create meaningful value for a single stakeholder group, such as providers, hospitals, payers, patients, or members, as well as solutions that serve multiple stakeholders.

Choose the category that best reflects your primary use case, primary buyer or user, main workflow improved, and strongest measurable outcome. If your solution could fit more than one challenge, select the secondary and third category where it has the next clearest fit, strongest measurable outcome, and most compelling use case. Be sure to explain your reasoning behind placing your solution in each category.

Before You Begin

Please read through the four Challenges and select the one that best fits your solution.

- If your product uses **AI, analytics, automation, or interoperability** as enabling capabilities, choose the challenge based on the **main value delivered**, not the underlying technology.

Patient Access, Experience & Care Navigation

Workforce Optimization, Care Delivery & Clinical Operations

Financial Performance & Payment Integrity

Data Intelligence, Analytics & Predictive Insights

Challenge 1: Patient Access, Experience & Care Navigation

For solutions that make it easier for patients or members to access care, understand options, navigate services and benefits, and move through the care journey.

Choose This Challenge If

Your solution's primary value is improving patient or member access, navigation, engagement, or care journey progression.

Best Fit For

- Access to care
- Patient or member navigation
- Patient or member engagement
- Consumer decision-making
- Benefits and coverage clarity
- Care journey coordination

Primary Outcomes

- Improved access to appointments, services, or benefits
- Higher patient or member satisfaction
- Reduced avoidable emergency department use
- Increased preventive care activation
- Reduced disparities in access or experience
- Stronger patient engagement and adherence

Example Solution Types

- Digital triage and routing
- Scheduling and referral navigation
- Benefits or price transparency
- Patient-facing care coordination
- Preventive care outreach
- Medication or care plan adherence support
- Behavioral health navigation
- Omnichannel patient communication

Challenge 2: Workforce Optimization, Care Delivery & Clinical Operations

For solutions that help care teams work more effectively, increase capacity, reduce burden, and improve care delivery across settings.

Choose This Challenge If

Your solution's primary value is helping clinicians, staff, or operations teams deliver care more efficiently and sustainably.

Best Fit For

- Staffing efficiency
- Clinician or staff support
- Documentation and administrative relief
- Team-based care models
- Burnout reduction and retention
- Operational capacity
- Care delivery across settings

Primary Outcomes

- Reduced clinician and staff burden
- Improved workforce retention
- Increased operational capacity
- More efficient care delivery
- Better care quality or continuity
- Stronger support for non-hospital care models
- Lower total cost of care through better operations

Example Solution Types

- Virtual nursing
- Dynamic staffing and skill matching
- Documentation relief tools
- Administrative burden reduction
- Workflow orchestration across care teams
- Hospital at Home workflows
- Remote monitoring operations
- Clinician support tools

Challenge 3: Financial Performance & Payment Integrity

For solutions that improve financial performance through stronger revenue cycle execution, payment integrity, claims accuracy, denials management, fraud prevention, and cost control.

Choose This Challenge If

Your solution's primary value is improving revenue capture, payment accuracy, margin, medical cost, or administrative cost.

Best Fit For

- Revenue cycle performance
- Payment integrity
- Claims accuracy
- Denials reduction
- Fraud, waste, and abuse prevention
- Cost management
- Supply chain cost performance
- Financial performance in value-based care

Primary Outcomes

- Improved operating margin or medical loss ratio
- Reduced denials and payment delays
- Better revenue capture
- Greater payment accuracy
- Lower administrative cost
- Stronger fraud detection and prevention
- Better cost control

Example Solution Types

- Coding and documentation quality tools
- Denials prevention and appeals workflows
- Automated revenue cycle workflows
- Claims editing or adjudication support
- Prior authorization tools that reduce denials or cost
- Payment integrity analytics
- Fraud, waste, and abuse detection
- Revenue integrity and reimbursement tools
- Cost optimization or inventory intelligence tools

Challenge 4: Data Intelligence, Analytics & Predictive Insights

For solutions that turn fragmented data into usable intelligence through integration, interoperability, prediction, benchmarking, or decision support.

Choose This Challenge If

Analytics, prediction, intelligence, or decision support is the core product value, not just a feature supporting an operational, financial, or patient-facing workflow.

Best Fit For

- Data integration
- Interoperability
- Predictive analytics
- Risk stratification
- Cross-system intelligence
- Benchmarking
- AI-enabled decision support
- Real-time insight

Primary Outcomes

- Improved predictive accuracy and risk identification
- Faster, better-informed decisions
- Stronger cross-system visibility
- Better prioritization and intervention targeting
- Improved coordination through better data use
- Measurable downstream impact on clinical, operational, or financial performance

Example Solution Types

- Data integration platforms
- Predictive modeling and forecasting tools
- Risk stratification tools
- Decision support platforms
- Provider-payer data integration
- Population health analytics
- Benchmarking and comparative analytics
- Clinical quality or outcomes analytics
- Health equity and social drivers analytics