

OFFICIAL RULES—2018 HEARST HEALTH PRIZE

HOW TO ENTER: Hearst Health Prize (the “Competition”): Beginning **April 28, 2017 at 12:00 PM (EDT)/9:00 AM (PDT)** through **July 31, 2017 at 3:00 PM (EDT) / 12:00 Noon (PDT)** (the “Entry Period”), go to <http://www.jefferson.edu/hearsthealthprize> on a computer, click on the “Download Application Form” tab, complete all of the requested fields in the form, including the description of your population health program and outcomes of that program, and email the document to HearstHealthPrize@Jefferson.edu. Submissions must be completed using the desktop version of the website, not on a mobile device such as a smartphone or tablet. These are the entire rules governing the Competition, and in the event of any conflict between these Official Rules and any other disclosure regarding the Competition, these Official Rules will control. This contest is being conducted by Jefferson College of Population Health (“JCPH” or “Sponsor”) in collaboration with Hearst Communications, Inc. (“Hearst”).

1. Winner Selection: All submissions will be evaluated by select members of the faculty of the Sponsor according to the defined set of criteria outlined below. No more than 10 submissions which score the highest among this set will be referred to a panel of judges (the “Judges”) comprised of noteworthy and respected leaders in health care, who will review and score such submissions individually and then again in a closed group session, where the judges may change their initial ratings. The judges’ ratings and selection of a winning entry (“Winner”) at the conclusion of this closed session are final. Both JCPH and the Judges will use the following criteria to evaluate submissions: (i) Population health impact or outcome, demonstrated by measurable improvement (improvement in health outcomes or health behaviors for the target population that is measurable with quantitative and/or qualitative data that show a change, impact or result). The data should capture or illustrate measurable improvement or change in health of the defined population as a result of the intervention; could also include changes in: policy; individual behavior, knowledge or attitudes; institutional practices or processes; and reduction or elimination of barriers to care) (30%); (ii) Use of evidence-based interventions and best practices to improve the quality of care provided, particularly through the use of clinical decision support or care guidance (i.e., the project, initiative, tool or intervention is based on or encourages adoption of best practices based on available evidence and is available to team members within their regular processes) (20%); (iii) Promotion of communication, collaboration and engagement (the establishment or reinforcement of connections among different stakeholder groups (multiple care providers, patients, community agencies, etc.) that enables effective exchange of clinical information, patient involvement in decision making, and/or smooth transitions from one care venue to another care venue or to the community) (20%); (iv) Scalability and sustainability (indicators or measures that document the ability of the model/program/tool to be adapted or “scaled up” for use by a larger group or population or by similar populations in other geographic settings or communities, and demonstrate its financial viability independent of grant funding or external financial support) (15%); (v) Innovation (incorporating the use of a novel approach, technology, tool, intervention or collaboration) (15%). The population referenced in (i) above must be a United States-based population; any submissions that do not primarily focus on a United States-based population will not be considered in the Competition. In addition, the population health program that is the subject of the submission must be currently active and must have been active for at

least one year. In the event of a tie, the Judges will consider the information contained in the Applicant Statement section of the application to arrive at a decision. **The Competition is not a grant program;** only submissions that describe an implemented project with measurable outcomes and otherwise comply with the criteria set forth herein will be considered. In the event the Sponsor does not receive a sufficient number of eligible submissions, the Sponsor has the right to cancel the Competition. By participating in the Competition, applicant certifies that his/her/its submission is original, has not previously been recognized as a winner, finalist or honorable mention in any other contest conducted by Sponsor or Hearst, or has not won any recognition that includes a financial award, and does not contain any material that would violate or infringe upon the rights of any third party, including copyrights, trademarks or rights or privacy or publicity. Sponsor reserves the right in its sole and unfettered discretion to disqualify any submission that does not comply with these official rules or that is not consistent with the spirit or theme of the competition. The decision of the Sponsor and judges is final and binding on all matters relating to the Competition.

2. Prize: 1 Winner will receive \$100,000.00 in cash (the “Prize”). Hearst may, at its discretion, award additional cash prizes to the Finalists (as defined below).

3. FINALIST AND WINNER NOTIFICATION: The Judges, in their discretion, may identify up to 3 finalists (each, a “Finalist”) from submissions that receive the highest scores based on the evaluation criteria. The Finalists will be notified by **January 31, 2018**, via e-mail, and/or at Sponsor’s discretion, via phone or postal mail. Each Finalist or its representative will be invited to deliver a poster presentation at the March 2018 Population Health Colloquium in Philadelphia, PA. One individual from each Finalist team will be provided with roundtrip travel, hotel accommodations at the conference hotel, and free conference registration. Travel and hotel accommodations will be at the discretion of Hearst. The poster describing each Finalist’s submission will be presented by Finalist or its representative at a special poster session on March 19, 2018. At Sponsor’s discretion, the Winner will also make a presentation during the plenary session on March 20, 2018. In the event that a Finalist fails to respond to Sponsor’s notification or does not agree to be a Finalist or does not provide signed affidavits or releases set forth below under “Conditions of Participation” within seven (7) business days of notification, such Finalist(s) will be deemed to forfeit their position as a Finalist and forfeit the Prize and Sponsor will select an alternate Finalist(s) from the remaining eligible submissions. If any alternate(s) similarly fails to respond or declines being a Finalist, Sponsor will use a reasonable number of attempts, in its discretion, to designate another alternate(s) but if it is unable to do so, the Prize may be awarded to one of the remaining Finalists. The highest scoring submission among the Finalists, according to the Judges' scoring criteria described above, will be the Winner. The Winner will be known by the Sponsor and by Hearst upon the conclusion of the Judges’ scoring of submissions; however, the Winner will not be disclosed or announced until **March 20, 2018**. The Winner will be announced at the Population Health Colloquium on **March 20, 2018** during the morning plenary session. In the event the Winner fails to respond to Sponsor’s notification or does not accept the Prize within seven (7) business days of notification, the Prize will be deemed forfeited and an alternate Winner will be selected. In the event that any one or more potential Winner(s) fails to respond as stated above, declines the Prize or fails to provide signed affidavits or releases set forth below under “Conditions of Participation”, such Winner(s) will be deemed to forfeit the Prize and Sponsor will

select an alternate Winner(s) from the remaining eligible applicants. If any alternate(s) similarly fails to respond or declines the Prize, Sponsor will use a reasonable number of attempts, in its discretion, to award the Prize to another alternate(s) but if it is unable to do so, the Prize will be finally forfeited and Sponsor shall have no further liability in connection with this Competition.

List of Finalists and Winner: The name(s) of the Finalists and the Winner will be posted on the Hearst Health Prize website <http://www.jefferson.edu/hearsthealthprize> on **March 20, 2018** and be listed on the website until at least **December 31, 2018**. All applicants will be notified of the competition outcome via email. Any inquiries regarding the Prize may be directed to email at HearstHealthPrize@jefferson.edu within two (2) months from the Winner notification date as specified above.

4. SUBMISSIONS: No substantially similar submissions are allowed by the same individual, group of individuals, or organization or institution in the same competition year. Substantially similar submissions will be disqualified at the discretion of JCPH and/or the Judges. Submissions become the property of Hearst and will not be returned. By submitting to the Competition, applicant agrees that any and all details described in the submission may be disclosed publicly by Hearst at Hearst's discretion, for marketing, publicity, or other purposes. All submissions will be acknowledged via email. Incomplete submissions will not be considered in the Competition. No extensions to the deadline will be permitted for any reason. No additions or amendments to submissions may be made after the deadline (July 31, 2017 at 3:00 pm EDT/ 12:00 Noon PDT). Proof of submission does not constitute proof of receipt. If applicable, lost, late, misdirected, or incomplete or entry forms that have been tampered with will be disqualified. Applicants (each an "Entrant") must have valid email address and it is applicant's responsibility to update Sponsor of any change in email address. If there is a dispute as to the identity of an Entrant, the Prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider, carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning the email addresses for the domain associated with the submitted email address.

5. ELIGIBILITY: Open to legal residents (either individuals or groups of individuals) of, and organizations or institutions domiciled and conducting operations in, the 50 United States and the District of Columbia, who have reached the age of majority in their state or territory of residence at time of entry. Void where prohibited by law. None of the following are eligible to submit an entry to the Hearst Health Prize: Sponsor; Hearst; their respective affiliates; the employees of any of the foregoing; Judges; any person who has served as a judge for the competition in the previous competition year; the family members of any of the foregoing; or any entity in which any of the foregoing has a financial relationship. Employees of Sponsor (Jefferson College of Population Health at Thomas Jefferson University), Hearst, their respective parents, affiliates and subsidiaries and the Judges (and members of their immediate family and/or those living in the same of household of each such employee or Judge) are not eligible. No person or entity who has previously been recognized as a winner, finalist or honorable mention in any other contest conducted by Sponsor or Hearst, or who has won any recognition that includes a financial award, is eligible to participate. If during the course of the competition it is discovered that a Judge is employed by, or has a financial interest in, an Entrant or an affiliate of an Entrant (or employees of such entrant or

affiliate), the Judge shall recuse herself or himself from judging any submissions from that Entrant.

6. CONDITIONS OF PARTICIPATION: Expenses not specifically included in Prize description and all taxes are the sole responsibility of the Winner. The Winner is required to comply with any and all applicable federal, state, and local laws, rules and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Winner's responsibility. The Prize will be net of any applicable withholding taxes. The Winner must complete a tax reporting form, as required by applicable law, and supply Sponsor or Hearst with his/her social security number or other tax information required for tax purposes, if applicable. Winner shall provide Sponsor and/or Hearst with any additional information requested as Sponsor or Hearst deems necessary or appropriate to comply with applicable law. Sponsor shall have no responsibility or obligation to the Winner or potential Winner who are unable or unavailable to accept or utilize the Prize as described herein. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, Hearst and the Judges which are final and binding on all matters pertaining to this Competition. Finalists may be required to sign and return an Affidavit of Eligibility, a Liability Release, Submission Usage statement (providing for the usage by Hearst and Sponsor as provided herein) and where legally permissible a Publicity Release within seven (7) days following the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the Prize and selection of an alternate Finalist. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate Winner. By entering, Entrant grants permission for Hearst, Sponsor, and any of their affiliates and subsidiaries to use the Entrant's name, likeness, biographical material and submission (including any related materials provided by or on behalf of an Entrant in connection with the Competition and any derivative works of any of the foregoing or such materials or submissions) for editorial, advertising, and promotional purposes without additional compensation, unless prohibited by law. If images are being submitted to Sponsor as a requirement for entry, Entrants agree that they have all rights to use the images submitted and to allow Hearst, Sponsor, or any of their affiliates and subsidiaries to reuse any of the images, without any liability, for editorial, advertising and promotional purposes. By accepting Prize, Winner agrees to hold Sponsor and Hearst and their respective parent companies, subsidiaries, affiliates, partners, representative agents, successors, assigns, officers, directors, and employees harmless for any injury or damage caused or claimed to be caused by participation in the Competition or acceptance or use of the Prize. Neither Sponsor nor Hearst is responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Competition or in the announcement of the Prize. Finalists and Winner agree(s) that Hearst is an express third party beneficiary of these Official Rules.

7. INTERNET: Neither Sponsor nor Hearst is responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet, at any Web site, or via the mobile phone or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other

causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Competition, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Competition. Sponsor reserves the right to select winners from eligible submissions received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the submission process. Sponsor may prohibit an applicant from participating in the Competition if it determines that said applicant is attempting to undermine the legitimate operation of the Competition by cheating, hacking, deception or other unfair practices. Caution: Any attempt by a participant to deliberately damage any Web site or undermine the legitimate operation of the Competition is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such participant to the fullest extent of the law.

8. DISPUTES/CHOICE OF LAW: Except where prohibited, each Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. New York State law, without reference to New York's choice of law rules, governs the Competition and all aspects related thereto.

9. SPONSOR: The Sponsor of this Competition is the Jefferson College of Population Health, at Thomas Jefferson University, 901 Walnut Street, Philadelphia, PA 19107.

CLARIFICATION—2018 HEARST HEALTH PRIZE

To clarify the statement in section **5. ELIGIBILITY** which states:

“No person or entity who has previously been recognized as a winner, finalist or honorable mention in any other contest conducted by Sponsor or Hearst, or who has won any recognition that includes a financial award, is eligible to participate.”

This statement refers to previous recognition(s) of the program or activities described in the entrant’s submission. Persons or entities that have won recognition that includes a financial award for programs or works other than those described in their 2018 Hearst Health Prize submission are eligible to submit an entry for the 2018 Hearst Health Prize, provided they have not won any recognition that includes a financial award for the particular program or work they are submitting.