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Lilly launches Open Innovation Challenge for IBD

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The challenge focuses on innovation in IBD monitoring, condition management or care enhancements



Eli Lilly and Company is launching an open innovation challenge to encourage individuals and teams across the U.S. to identify and submit pioneering digital health solutions aimed at transforming inflammatory bowel disease (IBD) care.

The challenge, "Transforming IBD Care: Better disease monitoring, management, and care for people with inflammatory bowel disease," focuses on innovation in IBD monitoring, condition management or care enhancements.

Divakar Ramakrishnan, Ph.D., chief digital officer at Lilly said, "Lilly is investing in digital solutions that can help empower people with chronic conditions, such as IBD, to better manage their own health. Innovation is happening everywhere, and this challenge is aimed at identifying bold ideas outside our walls and collaborating on ways to potentially deliver new solutions to those who need them most. Approximately 3 million Americans have reported being diagnosed with IBD, and Lilly is committed to tackling the challenge of this disease through science and innovation. We're looking for digital innovators to join us."

The innovation challenge recently launched is a call for novel solutions that leverage today's most innovative technologies and systems — mobile apps, sensors and wearable, connected drug delivery devices, real-time monitoring, algorithms, digital games, etc. — to enhance care and improve health and wellbeing for those struggling with IBD.