



Collaborative Platform modelH Announces Open Invitation At The Front End Of Innovation, FEI

/EINPresswire.com/ [modelH](#), the co-creation forum of Innovation Excellence, Kevin Riley & Associates and [Batterii](#), will announce at the [Front End of Innovation](#) conference in Boston the opening of its collaborative platform to the broader healthcare community.

modelH, the co-creation forum of Innovation Excellence, Kevin Riley & Associates and Batterii, will announce at the Front End of Innovation conference in Boston the opening of its collaborative platform to the broader healthcare community. The goal of this 2013 project is to co-create an open-source business model canvas for the US healthcare market in order to drive meaningful change in this industry. The output from the forum will be compiled in a book to be released in 2014, where all co-creators will receive direct attribution as permanent proof of the important role they play.

Kevin Riley, the Founder of Health Model Innovation, explains, "FEI is the perfect venue to announce an innovation project of this magnitude. We have had a great response during our soft launch over the past three weeks; we have now refined our engagement strategy and we are ready to accelerate."

"One of the key advantages to having a test stage is that we have been able to see the modelH forum through the end-users' lens," states LeAnna J. Carey, Chief Digital Officer at Innovation Excellence.

Kevin C. Cummins, CEO of Batterii states that he is looking forward to participating at FEI and hopes to engage with other innovators on the project. "Our teams – Innovation Excellence, Kevin Riley and Batterii – have worked well with the early adopters in modelH. As a leading forum for Innovation, FEI is a great venue to jump start the next phase of the project."

The modelH team is drawing from the work of Alexander Osterwalder and Yves Pigneur in their book, "Business Model Generation: A Handbook For Visionaries, Game Changers, and Challengers" to create the new canvas that applies specifically to healthcare. The modelH team believes the only way to develop an adoptable framework is to co-create it with all of the stakeholders across the healthcare industry.

Kelly Schram, FEI conference director states that, "the FEI conference is grounded in the belief

that mass collaboration of the brightest minds results in transformative outcomes, which is why we are so excited to have modelH announce their initiative at the event."

About Innovation Excellence

Innovation Excellence is the world's leading curated content platform for Innovation 3.0 within specific industries and disciplines. Its mission is to improve economic conditions through accessible innovation education and research.

About Batterii

Batterii offers an enterprise SaaS platform that empowers businesses and teams to accelerate collaboration and build inspired solutions. Batterii facilitates the creative process to engage employees, partners and customers and yield better products, ideas and breakthrough innovations. With Inspiration, Insights and Ideas at its core, the Batterii platform allows businesses to access the full creative potential in a small team or a global work force.

About Kevin Riley & Associates

Kevin Riley & Associates is a retail health focused management, strategy and innovation consultancy specializing in helping companies thrive where consumerism and reform-era health care converge. The overarching goal for Kevin Riley & Associates is to create sustainable value through innovating care consumption, finance and delivery business models. Our mission is to lead healthcare transformation through the many innovative ideas of healthcare stakeholders.

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