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HCL TECHNOLOGIES—THE BETTER HEALTH HACKATHON #CODEFORCOVID19

PROJECT SUMMARY

To fight the overwhelming impact of COVID-19, HCL sought to unleash the power of collaboration. Through The Better Health Hackathon, HCL partnered with Microsoft and forty more organizations across life sciences, healthcare, technology and academia to develop innovative ideas that could help the world in its most trying times.

The Better Health Hackathon: #CodeForCovid19 invited the best technology talent from across the globe to solve real-world challenges posed by the pandemic, and to be better equipped for any future similar situation.

The Hackathon was designed as a virtual event with an 8-week online development phase, with shortlisted teams telepitching their solutions live as part of the final round. It became a platform for HCL to help combat COVID19 and to drive contextual brand conversations around technology, innovation, and collaboration through crowdsourcing.

To ensure success, the team set goals across participation (5,000 participants), ideas generated (150), digital media impressions (8 million), and increase in brand value (10%).

After speaking with representatives from life sciences, healthcare, and technology companies, as well as academic leaders, HCL divided the hackathon problem statements into four categories:

1. **Prevention and Containment**, which looked at ways technology can aid efforts to flatten the curve by encouraging people to state at home.

2. **Diagnosis, Treatment & Therapeutic Management**, which asked for ideas around how to better protect and equip frontline healthcare workers and first responders, as well as enable those seeking treatments with solutions that scale telemedicine, remote/self-diagnosis and virtual triaging of symptoms, and more.

3. **Recovery and Return to Normal**, which asked how technology can safeguard communities as they return to schools, workplaces, mass transit systems, public spaces, dining and retail outlets, as well as gradually into sports arenas, cinemas, theaters, and concerts.

4. **Systemic Solutions for Crisis & Pandemic Management**, which ideated innovative uses for next generation technologies to better plan for the long-term implications of COVID-19 and better prepare for future global pandemic-related challenges across healthcare and public services ecosystems.

To execute a hackathon of this scale during such uncertain times, the team set goals across marketing, sales, and partner ecosystems to drive long-term impact and ROI from the program.

There was a formal launch strategy that included positioning; research; partner outreach and recruitment; onboarding a platform partner and creating a platform (BeMyApp) for registration, interaction, mentoring, and judging; and promotion of the hackathon.

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To run the hackathon, the team created educational webinars; scheduled mentoring sessions; held LinkedIn Live sessions with judges; solicited submissions; shortlisted the finalists; held live pre-finale rounds; and hosted a live grand finale.



After the team announced all the winners and thanked customers and partners, it launched the post-hackathon activities, coordinating customer/partner interest in any of the hackathon ideas and creating an incubation committee within HCL to further develop any ideas from the hackathon. HCL also won the Guinness World Record for the largest healthcare technology solution competition.

The Better Health Hackathon became one of the biggest virtual hackathons ever held. It enabled the company to engage its extended ecosystem on the belief in technology, innovation, and cross-industry collaboration as the keys to solving the unprecedented and complex challenges faced by all sectors due to the ongoing pandemic.

It also provided real business insights from customers and gave HCL relevant talking points just when business conversations and customer engagements became increasingly difficult.

HCL is now looking to sustain conversations on the wider themes of the hackathon, by creating thought leadership content and a panel discussion series to develop and incubate these Better Health ideas.



The impact of the hackathon has been enormous:

- **Global participation:** 7,389 participants from 68 countries
- **Brand revitalization:** The large-scale visibility and engagement helped revitalize the HCL Brand in key markets, and the platform created a springboard to reposition HCL's innovation and R&D capabilities
- **Ideas received:** More than 200 unique ideas were submitted by the Global and HCL participants across all four challenges
- **Business development:** The platform generated \$123 million and engaged 40+ key HCL customers