For Immediate Release:  
November 20, 2014

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BROWN UNIVERSITY EXECUTIVE HEALTH CARE LEADERSHIP STUDENT RECEIVES PRESTIGIOUS HARVARD HEALTH CARE INNOVATION CHALLENGE AWARD

PROVIDENCE, RI – Brown University School of Professional Studies announced today that Christopher Godfrey, a student in the Executive Master of Healthcare Leadership (EMHL) program is a finalist in the Harvard Forum on Health Care Innovation, Health Acceleration Challenge. The Challenge invites innovative ideas that can transform the health care delivery system, and split a $150,000 award among the 4 finalists selected from 478 entries.

Godfrey, founder and CEO of Bloodbuy, developed a patent-pending data technology to transform the blood distribution system by giving hospitals access to blood supplies on a national rather than a regional basis. This technology also aggregates supply and demand data to create a more efficient and cost-effective market that will move the needle on patient care. With the Challenge award and other investment in Bloodbuy, Godfrey will scale the technology on an accelerated timeline.

“Blood is the core commodity of healthcare, and not having consistent, cost-effective access to lifesaving blood products impedes a hospital’s ability to treat patients. Managing the uneven geographic distribution of available blood supply is a tremendous challenge for the healthcare industry,” said Godfrey. “This systemic issue serves as the focus of my Critical Challenge Project in Brown’s Healthcare Leadership program, where my solution has continued to take shape while working with Ryan Prater, Bloodbuy’s Chief Technical Officer, our product development team, classmates at Brown, and blood banking experts at the Texas Medical Center. I’m so pleased that the Forum on Health Care Innovation recognizes the value of our cloud-based platform and selected Bloodbuy as a finalist,” said Godfrey.

The Critical Challenge Project is the signature component of Brown’s Healthcare Leadership program that attracts students from across the health spectrum. Each student identifies a significant challenge in their organization or in the health system and applies knowledge gained through coursework and collaboration with their peers to develop and test a real-time solution.

“The EMHL program equips healthcare’s most prominent leaders with skills necessary to transform the industry, but we’ve also found that the program acts as an incubator for innovative
ideas,” said Program Director Angela Sherwin. “The Critical Challenge Project gives executives like Chris the opportunity to apply what they learn from faculty and their colleagues to real-life challenges, and as this award demonstrates, their results can be truly transformational.”

The Innovation Challenge continues. In April the Harvard Forum on Health Care Innovation will select one finalist to receive an additional $50,000 to disseminate and scale their project.

“We are thrilled that Chris received this prestigious award,” said Dr. Judith Bentkover, Executive and Academic Director of the EMHL program. “He is truly innovative, a star, a creative leader, and a valued contributor to the EMHL Class of 2015. We know that he will continue to make significant, transformative contributions to the healthcare marketplace.”

The Brown University Executive Master of Healthcare Leadership is an accelerated program of intense study focused on leading transformative change in the American healthcare industry. It is targeted for professionals with significant responsibility in the healthcare industry who continue working while pursuing their degree in the 16-month program of online and face-to-face learning. Brown’s Healthcare Leadership program engages leaders across the health spectrum, including those in clinical care, health system administration, insurance, drug and device manufacturing, and legal, regulatory, and non-profit settings. For more information, visit www.brown.edu/executive.

Bloodbuy is a Dallas, Texas-based healthcare technology company whose patent-pending technology connects hospitals and blood centers nationwide to ensure the efficient flow of lifesaving blood products to patients in need. By providing direct access to a diversified base of premiere blood centers, Bloodbuy ensures that hospitals never overpay for blood products or encounter supply shortages. At the same time, Bloodbuy enables blood centers to reach and serve a broader base of hospitals; increasing inventory turns, eliminating waste, and accelerating growth. For more information on Bloodbuy, please call 1-800-675-4189 or visit www.bloodbuy.com.

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