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Healthbox Partners with Leading Nashville Stakeholders for New Accelerator

NASHVILLE, TN. – July 10, 2013 – [Healthbox](#), a leading business accelerator focused on healthcare technology and technology-enabled companies, today announced its plan to launch an accelerator program in Nashville this fall with anchor partner [BlueCross BlueShield of Tennessee](#). Healthbox is strategically building local partnerships in key cities to stimulate a pipeline of new solutions, while simultaneously creating a global community of leaders passionate about improving healthcare. This is the second new Healthbox location revealed in 2013.

"We have been planning our entrance into this market for the last year," commented Healthbox founder and CEO, Nina Nashif. "Nashville is the Silicon Valley of healthcare and the best place for us as we continue to expand the breadth and depth of our community."

Healthcare is the largest and fastest growing sector in Nashville, contributing nearly \$30 billion to the area's economy. Known for its presence in hospital management and services, the city is home to 31 hospitals and more than 250 healthcare companies. In addition to hospital management, Nashville's diverse community includes growth sectors in ambulatory and outpatient care, academic research, health information technology and life sciences.

Many seasoned healthcare executives who launched their careers in Nashville now invest in and support the large entrepreneurial network. The venture capital community invested over \$104 million in healthcare services and HIT startups in 2011, 80 percent of total early-stage healthcare investment.

Healthbox is capitalizing on the intense market pressure that is forcing organizations to think differently about how they solve critical challenges. The need for innovation and collaboration has never been greater.

BlueCross will lead the syndicate of partners that are supporting Healthbox Nashville. "We're thrilled to join this collaborative platform and its growing network of entrepreneurs," said Bill Gracey, president and CEO at BlueCross. "Healthbox directly matches with our overall strategic vision of fostering innovation to advance healthcare outcomes."

Healthbox has developed key relationships throughout the collaborative Nashville healthcare community. They have partnered with the Nashville Healthcare Council – the cornerstone of this prominent ecosystem—whose focus is to further establish Nashville's presence as one of the nation's healthcare industry capitals. The Council and its network of more than 250 member organizations will be supporting Healthbox's entrepreneur needs. The accelerator will be located in Nashville's new Entrepreneur Center, the premier hub of the entrepreneurial activity in the region.

"Since its founding, the Nashville Entrepreneur Center's mission has been to connect entrepreneurs with

investors, mentors and the critical resources they need to accelerate the launch of new businesses," says Michael Burcham, CEO of the Center. "Healthcare is a key area of focus both for our Center and for Nashville. Healthbox provides strategic support and expertise for healthcare entrepreneurs, and I am excited to welcome their program to the Nashville Entrepreneur Center."

Passionate entrepreneurs in all phases of growth and development who are eager to be part of the elite Healthbox community are encouraged to apply. Applications are open on the Healthbox website through **August 4th** at <http://healthbox.com/acceleratorprogram/#apply>.

Those interested in talking to Healthbox representatives and learning more about the accelerator program should plan to attend one of the upcoming networking events. The first networking event will be held in Nashville at the Entrepreneur Center on July 25. Check Healthbox's [website](#), [Twitter page](#), and [Facebook page](#) for more details on timing and additional locations.

About Healthbox

Healthbox (www.healthbox.com) stimulates early-stage innovation, enabling entrepreneurial success while creating a collaborative, global ecosystem to catalyze advances in healthcare. Our four-month accelerator program finds great companies and passionate healthcare entrepreneurs, helping them understand the healthcare industry and build a sustainable and profitable business. With operations in Chicago, Boston, Jacksonville and London, Healthbox is working with 36 companies across the healthcare industry.

About BlueCross®

BlueCross BlueShield of Tennessee's mission is to provide its customers and communities with peace of mind through affordable solutions for health and healing, life and living. Founded in 1945, the Chattanooga-based company is focused on reinventing the health plan for its 3 million members in Tennessee and across the country. Through its integrated health management approach, BlueCross provides patient-centric products and services that drive health improvement and positively impact health care quality and value. BlueCross BlueShield of Tennessee Inc. is an independent licensee of the BlueCross BlueShield Association (BCBSA). BCBSA is an association of independent Blue Cross and Blue Shield Plans. For more information, visit the company's website at bcbst.com.

About the Nashville Health Care Council

The Nashville Health Care Council, founded in 1995 as an affiliate of the Nashville Area Chamber of Commerce, is an association of health care industry leaders working together to further establish Nashville's position as the nation's health care industry capital. Worldwide, Nashville's health care industry generates more than 400,000 jobs and \$70 billion in annual revenue. The industry is Nashville's largest and fastest growing employer. For more information on the Council, please visit www.healthcarecouncil.com.

About The Nashville Entrepreneur Center

The Nashville Entrepreneur Center is the front door for Entrepreneurs - providing support, resources, mentoring, and access to capital designed to help entrepreneurs turn ideas into investable businesses. For more information on the Nashville Entrepreneur Center, visit www.entrepreneurcenter.com and follow at www.twitter.com/entrecenter.

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