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**CEO^c LAUNCHES 2023 GLOBAL INNOVATION SEARCH
FOCUSED ON OPERATIONAL EFFICIENCY, WORKFORCE ENGAGEMENT**

Eight Finalists will Participate in CareTech Pitch at OPTIMIZE Global Conference

2022 CareTech Pitch Winner Received Investment from Local Investor, Healthcare Leader

LOUISVILLE, Ky. (May 23, 2023) – CEO^c launched its 2023 Global Innovation Search (GIS) this week. The 2023 GIS provides innovators from around the world with the opportunity to showcase their operational efficiency and workforce engagement solutions and gain access to customers, capital and mentorship.

GIS applications are open through June 14. Aging2.0 Ambassadors have a special nomination period until June 23. After an evaluation period, online public voting will occur June 26-30, with expert voting taking place July 3-18. Eight GIS finalists will be invited to the CareTech Pitch at the OPTIMIZE global conference, held Sept. 27-28, in Louisville. At least one finalist will win the opportunity to participate in a paid pilot program and receive potential investment from the CEO^c fund.

“We are thrilled to announce operational efficiency and workforce engagement as the topic of focus for our 2023 Global Innovation Search,” said Tammy York Day, president and CEO of CEO^c. “The many hours of Discovery Labs with each of our council member companies clearly validated the need for innovation in this area. GIS is an important part of our Innovation Engine to showcase rising innovators, giving them a necessary platform at the CareTech Pitch for needed support.”

Quovis, a decentralized health information exchange, won the 2022 CareTech Pitch. The company recently received a \$1 million investment from 0924 Investments, LLC, the family office of Randy Bufford, founder and former president and CEO of Trilogy Health Services, LLC.

“This investment in Quovis has catapulted us to where we are today,” said Brandon Fairless, CEO and co-founder of Quovis. “We were fortunate to meet Randy Bufford at the OPTIMIZE conference this past fall in Louisville, Ky., where we won the CareTech Pitch competition and immediately gelled over our common desire to end data fragmentation in long-term care. We’re excited to benefit from Randy’s well-established track record of success and look forward to our successful partnership.”

The [2023 CEO^c Discovery Lab Findings Report on Operational Efficiency and Workforce Engagement](#) provides additional information on the opportunities for innovation. GIS is targeting innovations that address the wishlist items discussed in the report.

Wishlist items include:

- Task automation, reducing administrative burden, allowing clinical staff to focus on providing quality care.
- Scheduling optimization for improved outcomes in both patients and providers.
- AI and machine learning tools to augment and support clinical decisions, leveraging evidence-based guidelines and recommendations.
- Optimization of care mix based on reimbursement level and payor mix, including digital therapeutics, telemedicine, and remote therapeutic monitoring.
- Automation, centralization, and standardization of compliance, including credentialing and prior authorization.
- Facilitate communications and continuity of care during transitions, supporting a comprehensive care management plan leveraging interoperability.

Learn more about GIS and download the full 2023 CEO^C Discovery Lab Findings Report on Operational Efficiency and Workforce Engagement by visiting lhccinc.com/global-innovation.

Learn more about OPTIMIZE by visiting aging2.com/optimize.

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About Aging2.0

Aging2.0 strives to accelerate innovation to address the biggest challenges and opportunities related to aging. Aging2.0's international, interdisciplinary and intergenerational community has grown dramatically since the organization's founding in 2012. CEO^C acquired Aging2.0 in 2022 and moved the headquarters from San Francisco to Louisville, Ky., broadening the network's resources, network and engagement. Aging2.0 focuses on identifying and promoting innovations and resources that help make the journey of aging easier. Aging2.0 supports innovators, caretakers, healthcare companies and others. The volunteer-run network has grown to 130+ Chapters across 31 countries, and has hosted more than 1,000 events around the world. More than 40,000 innovators been engaged through Aging2.0 initiatives. The OPTIMIZE 2023 conference and CareTech competition will take place Sept. 27 and 28 in Louisville. For more information, visit aging2.com.

About CEO^C

CEO^C was formed in 2017 to leverage the strengths and assets of its members to solve important problems that extend beyond the scope of any one single member company toward better health outcomes for all, and for economic vibrancy for Louisville through the strength of the healthcare cluster. With its representation of healthcare entities across the entire care continuum, CEO^C capitalizes on its sector strength to identify healthcare gaps and connect innovators with solutions to capital and customers. Member companies include Baptist Health, Anthem, Apellis Pharmaceuticals, Atria Senior Living, BrightSpring Health Services, Confluent Health, Galen College of Nursing, Hosparus Health, Humana, LHC Group, Norton Healthcare, ScionHealth, Signature HealthCARE, Trilogy Health Services and the University of Louisville. For more information, visit lhccinc.com.

About Quovis

Quovis was founded in 2019 and started as a pharmaceutical software technology platform aimed at resolving technology issues surrounding the opioid epidemic. Today, Quovis is known for its innovative approach to one of healthcare's most vexing challenges in record exchange and has built a stellar reputation for developing reliable software for exchanging healthcare information. Quovis' growing

business continues to serve customers nationally with a team of seasoned healthcare professionals with experience across all facets of the continuum of care. Quovis is based in Cleveland, Ohio. To learn more about Quovis, visit quovis.io.