

LYME



HEALTHATHON

POWERED BY health+



Welcome to the

Healthathon Kickoff

June 29, 2026

2:00 p.m. to 3:00 p.m. EST

LymeX Healthathon 2026 Kickoff

Agenda

01 Introductions/Remarks

02 Schedule

03 About LymeX

04 About Health+

05 LymeX Healthathon

06 Sharing Your Story

07 Prizes

08 Next Milestone

Welcome

Welcome to the LymeX Healthathon.

Whether you are a patient, a caregiver, or a storyteller, you've seen gaps in the Lyme disease journey firsthand. Sharing your story is your chance to tell the world: "Here's a problem, and this is how we fix it."

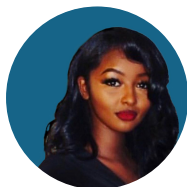
Housekeeping Details

- This session is being recorded
- You've been automatically muted
- After this event, this video will be posted to <https://lymex.crowdicity.com/>

Q&A

- Please use the Q&A feature to submit your questions during the presentation
- All logged questions will be collected, answered, and sent to you via email, as well as published in an official follow-up blog post

Coforma, HHS LymeX Contracting Team



Amina Abdullahi
Community Operations



Ce Ramirez Lopez
Community Operations



Frances Yllana
Community Operations



Felipe Gacharná
Community Operations



Christina Kornegay
Community Operations

Team HHS



Dr. Stephanie Haridopolos

Principal Deputy Assistant Secretary for Health
(Office of the Assistant Secretary for Health) and Director of National
Health Communications (Office of the Surgeon General)



Dr. Kristen Honey, PhD, PMP

Senior Advisor,
Public/Private Partnerships,
Former HHS Chief Data Officer



Patriek Karayil

Strategic Advisor,
White House Presidential
Innovation Fellow

HOW IT STARTED

...This movement did not start in government. It started with all of you. It started with the patients, it started with the caregivers. It started with the frontline providers, and those affected families saying, 'there's a problem here,' and rose up, came together, formed unusual allies, and that was the beginning of the Lymex Innovation Accelerator.



Kristen Honey



The world's largest public-private partnership focused on conquering Lyme disease.

LymeX is a collaborative initiative co-led by the U.S. Department of Health and Human Services (HHS) and the Steven & Alexandra Cohen Foundation, to improve patient care and address the growing burden of tickborne diseases.



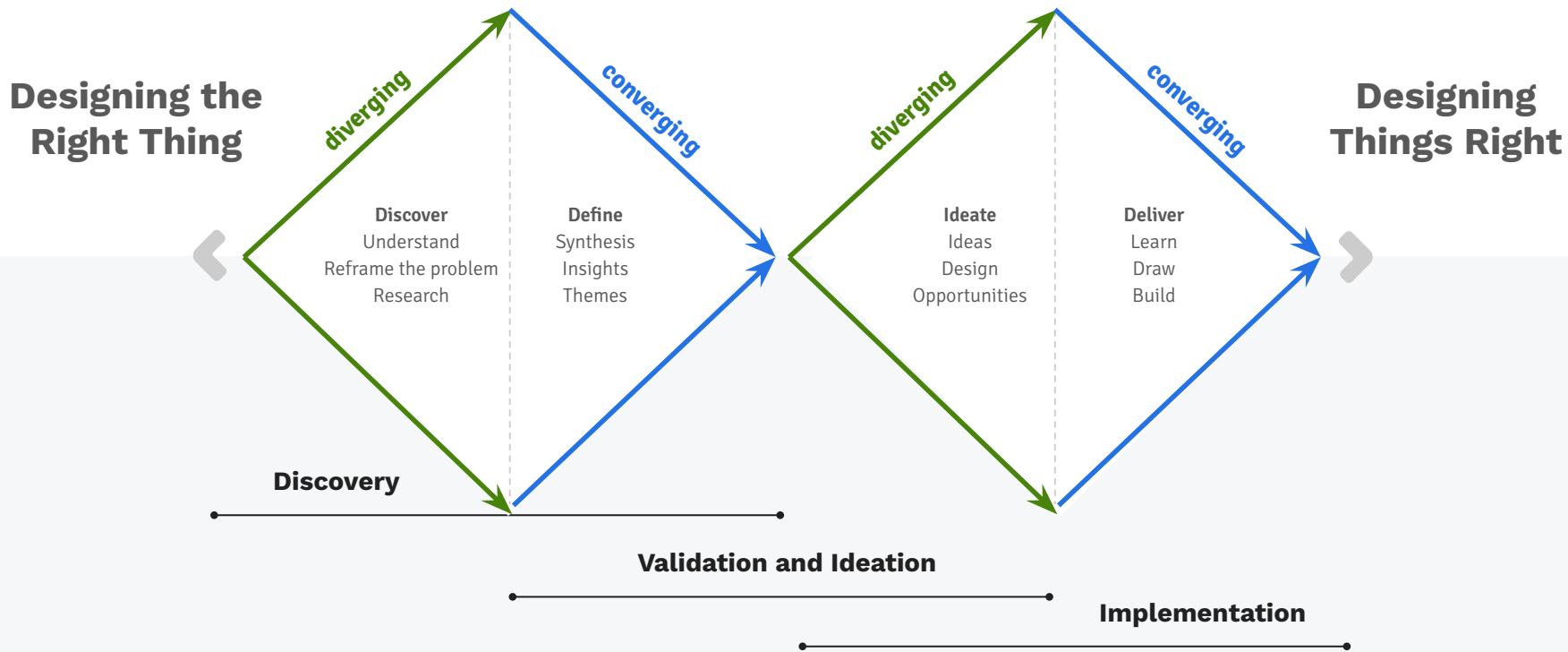
("health plus")

About Health+

With Health+ we apply human-centered design and research to cultivate solutions to the most pressing healthcare challenges.

By hearing directly from people living with the high-impact health issue placed in focus, we ensure that future solutions are crafted with these experiences in mind.

The Double Diamond



How does Health+™ work?

Our Approach

Health+ puts communities at the center of research, problem solving, and innovation.

We break down silos

by engaging institutions, teams, and communities to collaborate on solutions for their common interests.

We improve outcomes

by focusing on human experiences that drive our application of human-centered design, research, engagement, data, and innovation.

We build trust to find new solutions

by engaging impacted communities and work to understand their problems and opportunities.

Reports & Healthathons

Reports

- Health+ Sickle Cell Disease Report (2020)
- Health+ Lyme Disease Report (2021)
- Health+ COVID-19 Patient Journey (2024)
- Health+ Long COVID Report (2022)

Healthathons

- Sickle Cell Healthathon (2020)
- HHS Lyme Innovation Healthathon (2021)
- Long COVID Healthathon (2024)



2021 Lyme Report

[Download the 2020 Lyme Report*](#)

The updated 2026 Lyme Report is actively in progress.

2026 Lyme Report

Process

We collaborate with people with Lyme disease, their caregivers, health care providers, and advocates to produce the [Health+ Lyme report](#).

Discovery

Engage people from the Lyme and invisible illness communities to shape our learning objectives.

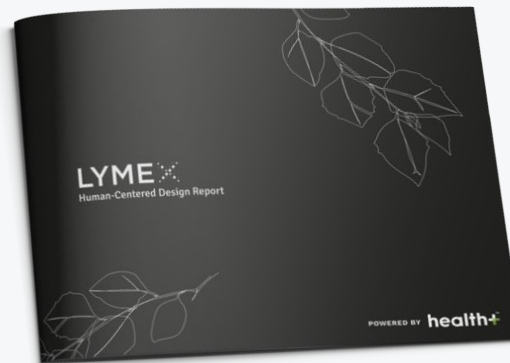
Validation and Ideation

Synthesize our research and findings into an actionable report and consult with participants from the Lyme and invisible illness communities to verify it for accuracy.

Implementation

Collaborate with patients, caregivers and providers and mobilize trusted Health+ community panels and advocates and re-engage stakeholders.

Work in Progress



Coming This Fall: 2026 Lyme Report

Your ideas, stories and participation can help drive the priorities we focus on in the updated report. Reach out to lymex@healthplusprogram.io if you're interested in participating in the research.

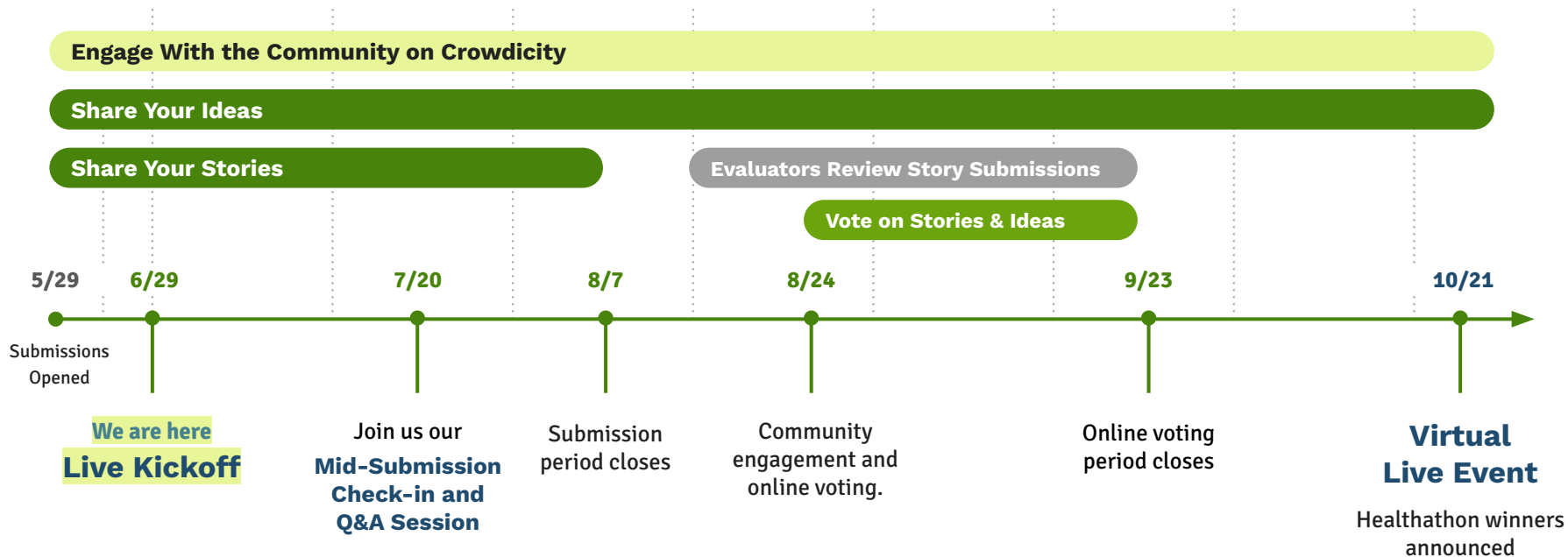
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Schedule





What is a Healthathon?

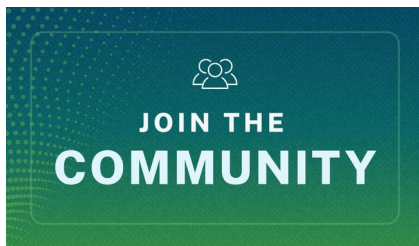
It's a health-focused innovation event to bring together a diverse community of problem solvers.

Healthathons are possible through insights from patients. Their understanding drives the development of new solutions with real-world impact to support Lyme disease and other invisible illness communities.

Our Challenge Statement

How might we turn the **lived experiences** of people with Lyme and tickborne diseases into shared stories and **actionable insights** that strengthen peer-to-peer learning, surface community-driven signals, and **help patients navigate care?**

Ways to Participate & Contribute

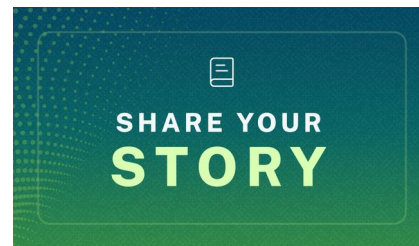


Create a Crowdcity profile to participate and upvote ideas during the voting period



Share ideas and upvote ideas during the voting period

—
Standalone ideas spark community momentum but exist on a non-monetary track separate from cash awards.



Eligible for Cash Prizes

In addition to a Crowdcity profile, a story submission requires additional forms

—
Includes mandatory Priority form fields and an optional CURE ID track to unlock top-tier awards up to \$100,000.



PRIZES

\$250,000 Cash Prize Pool

The \$250,000 Cash Prize Structure

Prizes Focused on Unified Impact

These awards honor complete submissions that pair an incredible personal story with the optional federal **CURE ID submission**:

\$100,000

1 Grand Prize

\$50,000

1 First Place Prize

\$25,000

1 Second Place Prize

\$10,000 each

2 Third Place Prizes

\$2,500 each

12 Impact Prizes

Prizes Focused on Storytelling

These awards honor narrative excellence and the emotional strength of your story:

\$1,000 each

25 Storytelling Prizes

HHS may also publicly recognize other promising submissions through non-monetary honorable mentions awards

Evaluation Criteria

Score	Authoritative Criteria	Criteria Definition
20 PTS	Results for the American People	The extent to which the submission reflects lived experience and provides meaningful insights that can help others better understand, navigate, or manage Lyme disease and related conditions.
20 PTS	Human-Centered Insight and Lived Experience	The degree to which the submission authentically captures real-world experience, including challenges, successes, unmet needs, and translates individual stories into insights that resonate with others.
20 PTS	Clarity, Quality, and Communication	The effectiveness of the submission in clearly communicating its message, including narrative quality, structure, tone, and ability to engage and inform the intended audience.
20 PTS	Impact, Relevance, and Shared Learning Potential	The potential for the submission to contribute to shared learning across the community by surfacing common themes, patterns, or signals that may benefit patients, caregivers, clinicians, and the broader public.
20 PTS	Emotional Response and Community Engagement	The extent to which the submission resonates with and engages the community, as reflected in audience response and participation during the community engagement and optional online voting period, including its ability to foster dialogue and shared learning on the LymeX Healthathon platform.

Each of the five criteria is scored on a 0–20 point scale, for a total possible score of 100 points.

Minimal

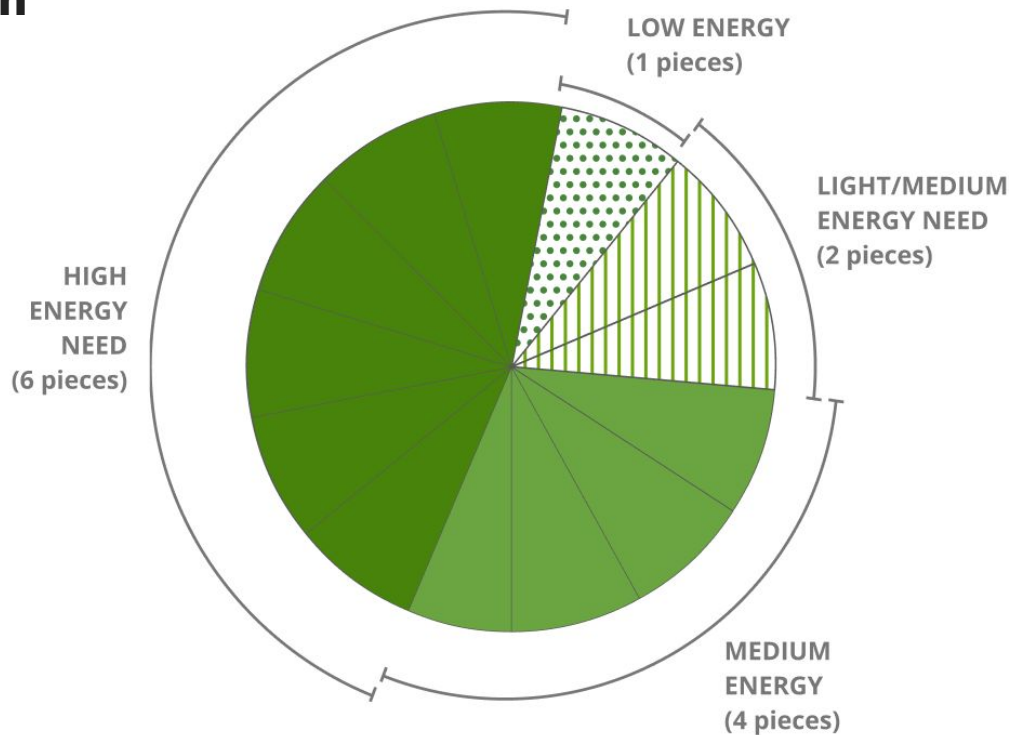


Transformative

The Energy Pie & Participation

Living with Lyme disease can come with cognitive and physical challenges.

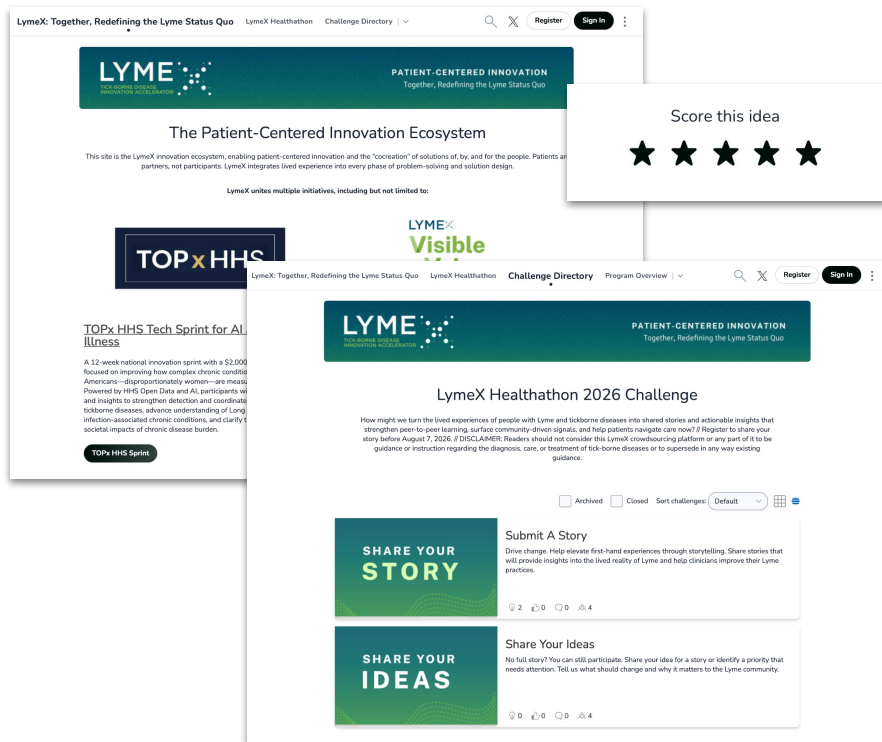
We developed this energy pie to help people with Lyme disease communicate the cognitive and physical load they might spend to complete tasks, and for those without Lyme disease to understand the extra effort needed.



Join the Community



Low Energy



1

Create your account on LymeX.crowdicity.com.

2

Explore the history of [LymeX](#), read the [report](#), and read community stories and ideas.

3

Engage with the community and participate in upvoting (upvoting on stories begins on August 24)

Join the Community: Setting up a Crowdicity Account

Register with Crowdicity to create your community profile.

Use your email to register and create a public display name.

Email verification is required to sign in, edit your profile, and upvote or comment on peer submissions.



Low
Energy

Register with Lymex

Create an account

If you haven't already got a Medallia Ideas account then create yours here.

Display name

This is how you will be known within this community and across Crowdicity

Email address

You will be asked to confirm this address after registering

Password

Password must contain a minimum of 8 and a maximum of 30 characters.

Password must contain 3 of the following characters types: uppercase, lowercase, number or symbol.

Password must be strong. Avoid using common words, simple character sequences or your personal information.

Password confirm

Repeat password to ensure it was typed in correctly

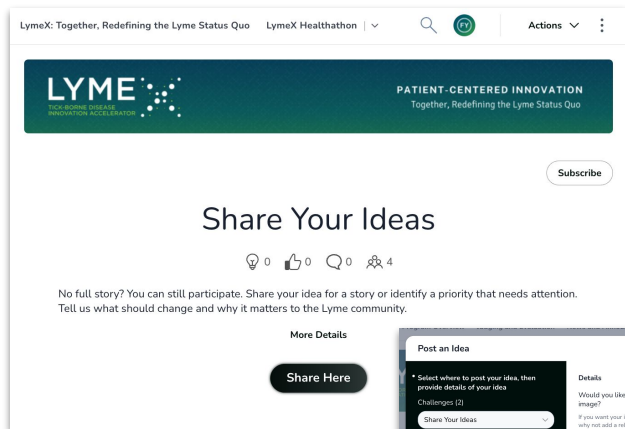
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I agree to the Medallia Ideas Terms of Use

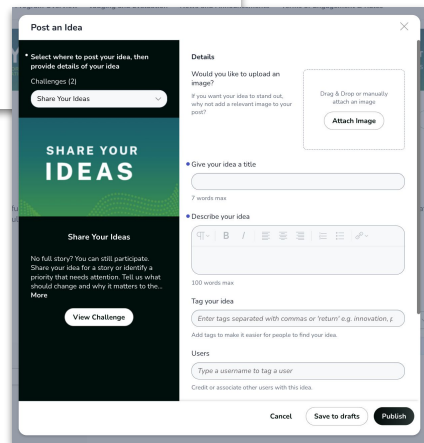
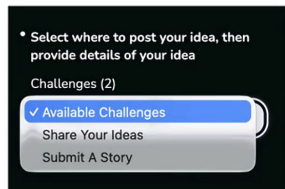
Share Your Ideas



Medium
Energy



Post an Idea



1

Join the community

2

Navigate to the Challenge Directory, click on “Share Your Ideas,” and fill out all of the submission fields. (Required)

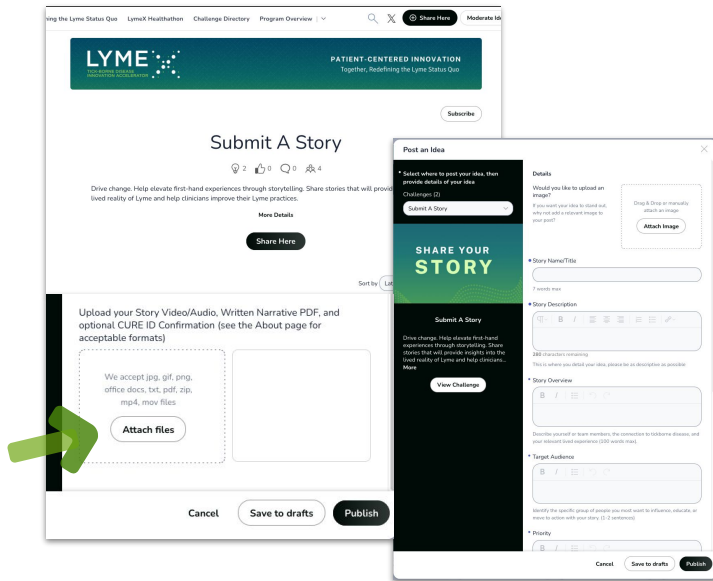
3

Keep sharing ideas and explore entries shared by the community.

Submit Your Story



High
Energy



**Submit your story
before August 7, 2026.**

1

Create your account on LymeX.crowdicity.com, and complete the HHS Participant Registration Form. (Required)

2

Navigate to the Challenge Directory, and click on Submit a Story.

3

Fill out all of the submission fields. (Required)

4

Attach your 2-page written narrative PDF (with infographic) and your 3-minute video/audio file with its transcript. (Required)

5

Upload your CURE ID PDF proof to qualify for the bigger the cash prizes. (Optional)

Sharing Ideas & Submitting a Story



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Energy

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INFORMATION OVERVIEW

HHS Challenge Entrant Registration Form



Medium
Energy

Mandatory Registration Form

In addition to your platform profile, complete the HHS Challenge Participant Registration Form.

- **Step 1:** Go to the [Challenge page](#)
- **Step 2:** Scroll Down to "**Submission Instructions**"
- **Step 3:** Click on "**Registration Form here.**"

This will open the mandatory HHS eligibility form.

This form is mandatory to verify your eligibility as a U.S. citizen or permanent resident and to enable prize payments.

You Story of Hope: The Heart of the Submission

(Eligible for Cash Prizes)



High
Energy

This challenge is about capturing what open data and technical software code can never show: the human reality of living with Lyme disease.

- The Core Theme: Hope
- Voice: Authentic. Capture the unique journey of a patient, a caregiver, or a clinician
- Protecting the Community: Share your own journey or tell someone else's story (with their express written authorization or their lawful representative)
- Ownership & Public Good: You retain full ownership of your story and intellectual property.

Navigating Your Submission: The Power of CURE ID

Participants who opt into a submission to CURE ID will be eligible for the \$250,000 cash pool.



Medium
Energy

- Create an account on CURE ID
- Fill out the case report
- Paste your story narrative into the "Research Priorities" section
- Save your completed submission as a PDF proof, and
- Upload it to the designated field on the LymeX platform ✓

Reminder: If you **DO NOT** complete a CURE ID submission, you won't qualify for the Grand, First, Second, Third, and Impact prizes. You'll only compete for the Storytelling Prizes (\$1,000)

The screenshot shows the CURE ID web application interface. The top navigation bar is dark blue with the CURE ID logo and links for About, Explore, Create, Newsfeed, Resources, a search icon, a notification bell, and an Account link. The main content area is titled "Step 9 of 16" and "Research Priorities". It includes a "Get Help" link and a "Save & Exit" button. The form asks the user to "Please tell us about which symptoms or treatments for Chronic Lyme Disease you are most interested in researchers studying:" and provides a text input field. A sidebar on the left lists various submission sections: Current Medications, Treatment, Reminder, Additional Therapies, Research Priorities (which is highlighted), Case Characteristics, Country, Pre-IACC Medications, Acute Infection, Acute Infection Treatment, Additional Details, and Final Review. At the bottom of the form are "Back" and "Continue" buttons. The footer contains links for Accessibility, Terms & Conditions, Privacy Notice, Support, and HHS Vulnerability Disclosure, along with logos for the U.S. Food & Drug Administration and the National Center for Advancing Translational Sciences.

PARTICIPANT GUIDE

Writing a Winning Story

Step 1:

What Story Will You Share?

Don't let the submission requirements overwhelm you.

Follow the Napkin Sketch exercise, an optional 3-minute exercise to help identify the lived experience you want to share as a story and build the "skeleton" of your entire entry.

Step 1: What Story Will You Share?

The "Napkin Sketch" Exercise

Grab a napkin or a post-it note and set a timer for three minutes. Answer the prompts in one sentence each to find the heart of your story. Review and repeat this exercise until you have an idea you're confident in developing.

The "Priority"

What's one major area of improvement that would change the most lives? **This identifies your required Priority Field.**

Example: "Priority: Early Detection."

The "Obstacle"

What specific pain point within that priority fuels your passion to fix it? **This helps form your Story Overview & Priority Context.**

Example: "My doctor didn't recognize my symptoms, so I went months without treatment."

The "Journey"

What part of your journey can you share to overcome that obstacle? **This lived experience will be the heart of your narrative and the story you submit.**

Example: "I created a 'Doctor-Talk' checklist that helped me get taken seriously in the ER."

The "Impact"

Who is the first person you want to hear this story, and how will knowing your journey change their day tomorrow? **This will help pin down your Target Audience.**

Example: "A scared parent who finally feels like they have a plan of action."

Step 2:

How to Structure Your Story

Frame your story based on the entry form.

To move from ideas to a professional submission, you first need to build an outline for your story. Think of the napkin as your compass and the story structure as your map.

The guidance on the next slides is based off the Healthathon entry form. Use this guide to begin translating your sketches into your submission.



Guide to the Healthathon Entry Form

Use this guide to grow your Napkin Sketch into the final form requirements.

Form Field	Guidance & Strategy
Story Name	The Hook: 7 words max. Think of this like a book cover—make it emotional and memorable
The X Post	The Teaser: 280 characters. If someone read this on a social feed, would they stop scrolling?
Priority	The Mission: 100 words max. Clearly state the one specific area that, if fixed, improves life with Lyme.
Story Overview	The Summary: 100 words max. A high-level look at what your story covers and who it's for.
The Pitch Video	The Connection: Less than 3 mins. Outline your plan, your audience, and how you're highlighting Hope.
Story Artifact	The Story: Your finalized narrative. Whether written, audio, or video, it's ready for real-world use.
Artist Statement	The Why: 300 words max. Explain your artifact, the priority addressed, and the intended impact.



Want to Win the \$100,000 Grand Prize?

Quick Tip: If your journey involves treatment insights, translate the medical facts of your story into a Case Report on the CURE ID platform. Upload your confirmation PDF with your Healthathon entry to qualify for the largest prizes

Step 3:

How to Write Your Story

Writing a story that will make an impact.

Now that you've built the outline for your story, you can build out the rest of your living narrative..

The next few slides will guide you through turning your personal memories into a powerful voice for the entire Lyme community.

Step 3: How to Write Your Story

Part 1: Bring Your Story to Life

This step is about moving from a sketch to a living narrative that turns your personal memories into a powerful voice for the entire Lyme community.

Write Freely

The first draft is only for you. Your only job is to get words onto the page based on your outline. Don't self-edit, worry about spelling, or judge your language. Precision comes later.

Be Authentic

Don't feel pressured to use "medical-speak." Use the words you actually use when describing your journey to a friend. Your raw, honest perspective is your greatest asset.

Lead Us to the Finish

Draft a clear "Next Step". Whether it's "Learn the signs of a tick bite" or "Be an advocate for a loved one," tell your audience what they can do after reading your story.

Keep "Hope" Centered

Even when discussing the most difficult parts of Lyme, lead your audience toward the light. What did you learn? What kept you going?

Part 2: Refine Your Story for Impact

This step is about clarity and making sure your 'Priority' stands out, effectively making your experience visible for doctors, policymakers, and the public.

Refine Your "Hook"

Make sure your "X-Post" is compelling and captures the essence of your story. This is what will draw people in to watch or read the full piece.

Verify for Credibility

If you mention medical facts, make sure they align with HHS/CDC resources. If you are sharing someone else's journey, you'll need their written consent.

Read it Aloud

The best way to find "clunky" spots is to hear them. Reading your draft aloud helps you ensure the rhythm feels natural and the emotional beats land correctly.

Inspire Action

Finalize the "call to action" / "next step". What is the one thing you want people to do after hearing your story?



PRIZES

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The \$250,000 Cash Prize Structure

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Evaluation Criteria Storytelling Checklist

Score	Authoritative Criteria	Storytelling Checklist
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20 PTS	Human-Centered Insight and Lived Experience	Does the submission capture real-world experience, including challenges, successes, and unmet needs? Does it translate an individual story into insights that resonate with others?
20 PTS	Clarity, Quality, and Communication	Does the submission clearly communicate its message? (Consider narrative quality, structure, tone, and ability to engage and inform the audience)
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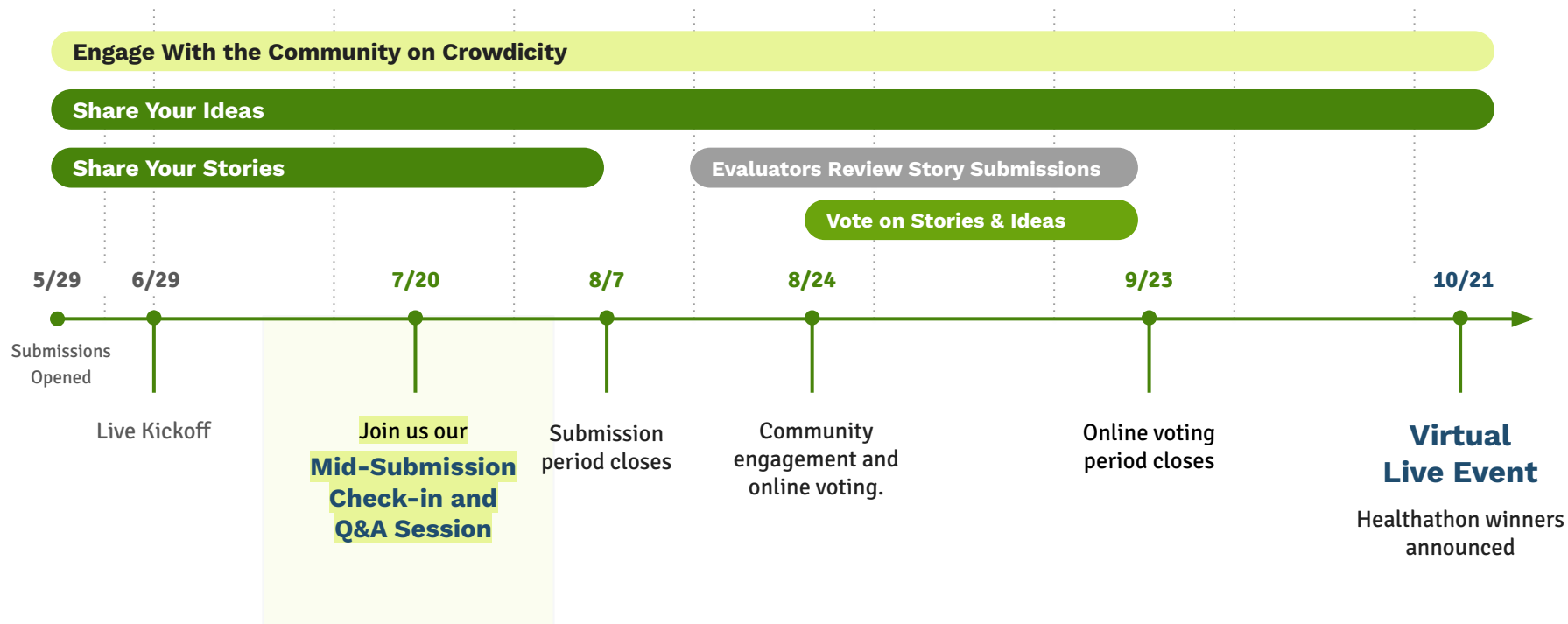
Each of the five criteria is scored on a 0–20 point scale, for a total possible score of 100 points.

Minimal



Transformative

Next Milestone



Tips for a Great Healthathon

- Use the LymeX Healthathon resources on the Resources and FAQs page of lymex.crowdicity.com/hubbub/communitypage/23460
- Start from scratch, or build on an idea you already have
- Engage with others in the Lyme disease community by joining the community, commenting on others Ideas, or even brainstorming with others

Engage on the Site!



The screenshot displays the LymeX Healthathon website interface. The main header includes the LymeX logo and navigation links. The 'Share Your Ideas' section is prominently featured, encouraging users to submit ideas for a prize pool of up to \$250,000. A modal window titled 'Post an Idea' is open, showing the steps to create a new idea, including selecting a challenge, adding details, and attaching images. The modal also includes a 'View Challenge' button and a 'Submit Your Story' section at the bottom.



Thank you.

Additional Questions?

Reach out to lymex@healthplusprogram.io