



# PRIMARY CARE INNOVATION LAB

UW Medicine

UW SCHOOL  
OF MEDICINE

DEPARTMENT OF  
FAMILY MEDICINE

Connecting stakeholders from **Industry** + **Clinics** + **Academia** to accelerate evidence-based innovation in primary care technology.

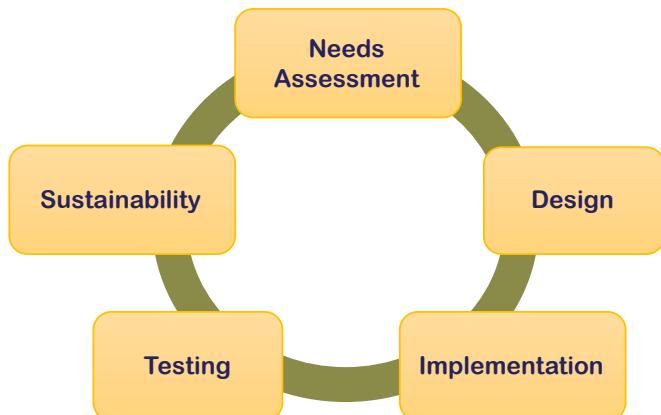
## What is Primary Care Innovation Lab (PCI-Lab)?

The Primary Care Innovation Lab is a research center based within the University of Washington Department of Family Medicine. The PCI-Lab's mission is to accelerate the research and development of emerging technologies to enhance patient experience including quality and satisfaction, improve patient/population health care, reduce costs, and improve work life of health care providers.

## Who We Work With:

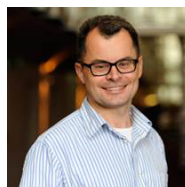
We work with small and large companies in the mid-stage of development of healthcare technologies focused on primary care settings (eg., physician offices, care in home, pharmacies, and assisted living), providers, and patients.

## PCI-Lab works with companies at all stages of development



Using evidence-based research leads to more impactful healthcare innovations. We can help you get there.

## PCI-Lab Leadership



### Matthew Thompson, PhD, MD

Professor of Family Medicine and clinical researcher with expertise in point of care technology, diagnostics, and clinical trials in primary care.



### Bianca Frogner, PhD

Associate Professor with expertise in health economics and impact of technology on the health workforce.



### Cynthia LeRouge, PhD

Associate Professor with expertise in business systems, health technology needs assessment, usability, workflow analysis and technology adoption.

- Identify opportunities for innovation
- Provide guidance for direction of products
- Assess opportunities to integrate into healthcare workflow
- Conduct landscape analyses and economic evaluations
- Define strategies for promoting product adoption

## LEARN MORE:

Visit our website at

<https://depts.washington.edu/fammed/pci-lab/>

## The Primary Care Innovation Lab Advantage

### **We Leverage Our UW Network of Experts:**

- We have partnerships with primary care clinics across Washington, Wyoming, Alaska, Montana, and Idaho (known as the WWAMI region).
- We connect with UW faculty in the following departments:
  - Mechanical Engineering
  - Bioengineering
  - Public Health
  - Global Health
  - Human Centered Design
  - Psychiatry

### **We Use Recognized and Cutting Edge Data Collection and Analysis Techniques:**

- We have decades of expertise collecting and analyzing a wide range of data.
- We conduct key informant interviews, focus groups, surveys, and clinical trials.
- We leverage private and public datasets such as electronic health record (EHR) data and insurance claims data.

### **We Offer A Flexible Collaboration Model:**

- We work to identify the best collaboration model that fits each company's stage of development.
- We provide consultancy for companies seeking early feedback and guidance including SBIR proposals.
- For defined projects, we work under contract research or grants. For longer term arrangements, we engage in public/private partnerships.

## Frequently Asked Questions

### **What is primary care?**

- Primary care includes not only in primary care clinics, but community settings such as pharmacies, nursing homes, assisted living, and patients' homes. Primary care is disease-agnostic, recognizing that co-morbidities and acute/chronic care across the age span are the hallmark of health care delivery in these settings.

### **Where is the PCI-Lab located?**

- The PCI-Lab is located in the University of Washington Department of Family Medicine, the #1-rated primary care program in the country according to US News and World Report.

### **How can PCI-Lab help you?**

- PCI-Lab can help you garner rigorous, independently collected evidence to enable your startup to get the validation you need to move you through the development cycle. For evidence to be reliable and informative, data should be systematically collected and analyzed using robust and validated methods. PCI-Lab does this.

### **Why is Evidence-Based Research Important for Innovation?**

- Health innovations developed with poor or biased evidence can result in bad decisions, poor outcomes, and limited understanding of why things go wrong. Technologies are more likely to thrive if their models incorporate evidence-based research. The audience receptive to research-based evidence includes investors, policy makers, patients, providers, and health systems as they engage with promoting, adopting or using new health innovations.

## **Funders and Clients**

