

OFFICIAL RULES: 2024 HEARST HEALTH PRIZE

- 1. HOW TO ENTER:** Hearst Health Prize (the “Competition”): Beginning **Monday, May 1, 2023 at 12:00 PM Eastern/9:00 AM Pacific** through **Friday, February 16, 2024 at 11:59 PM Eastern Time/8:59 PM Pacific Time** (the “Entry Period”), go to <https://hearsthealth.smapply.io/> on a computer, click the “Register” button, create an account, and complete all of the requested fields in the form (the “Application Form”), including the description of your data science program and outcomes of that program, and click the Submit button to submit the application. Application Forms shall not be editable after submission. Submissions must be completed using the desktop version of the website, not on a mobile device such as a smartphone or tablet. Applications must be submitted on the application website and will not be accepted by email, postal mail, or any other means. These are the entire rules governing the Competition, and in the event of any conflict between these Official Rules and any other disclosure regarding the Competition, these Official Rules will control. This contest is being conducted by UCLA Center for Systematic, Measurable, Actionable, Resilient, and Technology-driven (SMART) Health (“UCLA Center for Smart Health” or “Sponsor”) in collaboration with Hearst Health Division of Hearst Communications, Inc. (“Hearst”).
- 2. WINNER SELECTION:** All eligible submissions will be evaluated by select members of the faculty of the Sponsor together with postdoctoral fellows and domain experts from UCLA’s Schools of Medicine, Engineering, and Public Health (“UCLA Reviewers”) according to the defined set of criteria outlined below. Each eligible submission will be evaluated by two (2) such individual members. No more than fifteen (15) submissions which score the highest among the set reviewed by the UCLA Reviewers (the “Short List”) will be referred to a panel of judges (the “Judges”) comprised of noteworthy and respected leaders in health care and engineering. No more than one (1) entry from an organization or entity, or each University of California campus, may advance to the Short List. If an organization or entity, or University of California campus, submits more than one (1) entry to the Competition, only the one (1) entry with the highest score as determined by the UCLA Reviewers will be eligible to advance to the Short List, if applicable. The University of California, Los Angeles (UCLA) is not eligible for the Competition and, accordingly, any entries received from UCLA will not be scored. The Judges will review and score the Short List submissions individually and then again in a closed group session, where the judges may change their initial ratings. The judges’ ratings and selection of a winning entry (“Winner”) at the conclusion of this closed session are final. Both the UCLA Reviewers and the Judges will use the following criteria to evaluate submissions: (i) **Health impact or outcome**, demonstrated by measurable improvement (improvement in health outcomes or health behaviors for the target population that is measurable with quantitative and/or qualitative data that show a change, impact or result). The data should capture or illustrate measurable improvement or change in health of the defined population as a result of the intervention; could also include changes in: policy; individual behavior, knowledge or attitudes; institutional practices or processes; and reduction or elimination of barriers to care. The data science project must have been applied to a population based in the 50 United States or District of Columbia. The data demonstrating the positive health impact for the data science project must be from a US-based population. (25%); (ii) **Data science approach**, i.e., the technical methods employed, how well these methods perform, usability of the methods, elegance and simplicity of the approach (20%); (iii) **Operational and financial sustainability**, demonstrated by continuous integration of the solution with the delivery of care, organizational operations, and decision making; and demonstrate its financial viability independent of grant funding or external financial support; examples could include process or workflow integration, clinician acceptance, feedback loops for continuous improvement and optimization (20%); (iv) **Scalability and generalizability**, i.e., indicators or measures that document the ability of the program or method to be adapted or “scaled up”

for use by a larger group or population or by similar populations in other geographic settings or communities (15%); (v) **Mitigation of bias**, i.e., how the method or program prevents or overcomes biases or healthcare inequities in care delivery for people who are vulnerable to marginalization (10%); and (vi) **Significance of problem and solution**, i.e., the scope or severity of the problem the method addresses, the comparative scarcity, cost, or complexity to alternative solutions to the problem (10%).

The Competition is not a grant program; only submissions that describe an implemented project with measurable outcomes and otherwise comply with the criteria set forth herein will be considered. In the event the Sponsor does not receive a sufficient number of eligible submissions, or if Sponsor and Hearst's partnership is for any reason terminated, the Competition may be cancelled without liability to either Sponsor or Hearst. By participating in the Competition, applicant certifies that its submission is original, has not previously been recognized as a winner, or finalist or honorable mention in any other contest conducted by Sponsor or Hearst, or has not won any recognition that includes a financial award for the program or activities described in the applicant's submission, and does not contain any material that would violate or infringe upon the rights of any third party, including patents, copyrights, trademarks or rights or privacy or publicity. Applicant shall indemnify, defend and hold harmless Hearst and Sponsor from and against any third party claim, action or liability (including damages, costs, expenses and reasonable attorneys' fees) that may arise against Hearst or Sponsor for applicant's infringement or misappropriation of a third party's rights (including, patents, copyrights, trademarks or rights or privacy or publicity). Sponsor and Hearst reserve the right in their sole and unfettered discretion to disqualify any submission that does not comply with these Official Rules or that is not consistent with the spirit or theme of the Competition. The decision of the Sponsor and Judges is final and binding on all matters relating to the Competition.

3. **PRIZE:** One (1) winner will receive \$100,000.00 in cash (the "Prize"). Hearst may, at its discretion, award additional cash prizes to the Finalists (as defined below).
4. **FINALISTS AND WINNER NOTIFICATION:** The Judges, in their discretion, may identify up to three (3) finalists (each, a "Finalist") from submissions that receive the highest scores based on the evaluation criteria. The Finalists will be notified by **April 1, 2024**, via e-mail, and/or at Sponsor's discretion, via phone or postal mail. Each Finalist or its representative will be invited to deliver a presentation at the Hearst Health Prize award ceremony on or before **June 30, 2024** in **Los Angeles, California**. One individual from each Finalist team will be provided with roundtrip travel and hotel accommodations. Travel and hotel accommodations will be at the discretion of Hearst. In the event that a Finalist fails to respond to Sponsor's or Hearst's notification or does not agree to be a Finalist or does not provide signed affidavits or releases set forth below under "Conditions of Participation" within seven (7) business days of notification, such Finalist(s) will be deemed to forfeit their position as a Finalist and forfeit the Prize and Sponsor will select an alternate Finalist(s) from the remaining eligible submissions. If any alternate(s) similarly fails to respond or declines being a Finalist, Sponsor will use a reasonable number of attempts, in its discretion, to designate another alternate(s) but if it is unable to do so, the Prize may be awarded to one of the remaining Finalists. The highest scoring submission among the Finalists, according to the Judges' scoring criteria described above, will be the Winner. The Winner will be known by the Sponsor and by Hearst upon the conclusion of the Judges' scoring of submissions; however, the Winner will not be disclosed or announced until the days surrounding the Hearst Health Prize award ceremony, which will take place on or before June 30, 2024. In the event the Winner fails to respond to Sponsor's or Hearst's notification or does not accept the Prize within seven (7) business days of notification, the Prize will be deemed forfeited and an alternate Winner will be selected. In the event that any one or more potential Winner(s) fails to respond as stated above, declines

the Prize or fails to provide signed affidavits or releases set forth below under “Conditions of Participation,” such Winner(s) will be deemed to forfeit the Prize and Sponsor will select an alternate Winner(s) from the remaining eligible applicants. If any alternate(s) similarly fails to respond or declines the Prize, Sponsor will use a reasonable number of attempts, in its discretion, to award the Prize to another alternate(s) but if it is unable to do so, the Prize will be finally forfeited and Sponsor shall have no further liability in connection with this Competition.

List of Finalists and Winner: The name(s) of the Finalists and the Winner will be posted on the Hearst Health Prize website on or before **June 30, 2024** and be listed on the website until at least **June 30, 2025**. All applicants will be notified of the Competition outcome via email. Any inquiries regarding the Prize may be directed by email to info@hearsthealth.hearst.com within two (2) months from the Winner notification date as specified above.

- 5. SUBMISSIONS:** No substantially similar submissions are allowed by the same individual, group of individuals, or organization or institution in the same competition year. Substantially similar submissions will be disqualified at the discretion of Sponsor and/or the Judges. Submissions become the property of Hearst and will not be returned. By submitting to the Competition, applicant agrees that any and all details described in the submission may be disclosed publicly by Hearst or Sponsor at Hearst’s discretion, for marketing, publicity, or other purposes. All submissions will be acknowledged via email. Incomplete submissions will not be considered in the Competition. No extensions to the deadline will be permitted for any reason. No additions or amendments to submissions may be made after the deadline **Friday, February 16, 2024 at 11:59 PM Eastern Time/8:59 PM Pacific Time**. Application Forms shall not be editable after submission. Proof of submission does not constitute proof of receipt. If applicable, lost, late, misdirected, or incomplete entries, or entry forms that have been tampered with, will be disqualified. Applicants must have a valid email address and it is applicant’s responsibility to update Sponsor of any change in email address. If there is a dispute as to the identity of an applicant, the Prize will be awarded to the authorized account holder of the email address for the Project Lead as stated in the application. The “authorized account holder” is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider, carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning the email addresses for the domain associated with the submitted email address.
- 6. NO PERSONALLY IDENTIFIABLE INFORMATION OR PROTECTED HEALTH INFORMATION:** Applicant shall not submit any personally identifiable information (as defined under applicable state privacy laws) other than such information of applicant required in the Application Form, or protected health information (PHI) (as defined under the Health Insurance Portability and Accountability Act of 1996) (collectively, “Sensitive Information”). Any submission containing Sensitive Information will be disqualified.
- 7. INDEPENDENT DEVELOPMENT:** Applicant acknowledges and agrees that (i) Hearst and its affiliates are currently or may in the future develop products, services, concepts, ideas, systems, or techniques (“Development Activities”) and/or receive information respecting Development Activities from other parties (including competitors of applicants) that may be similar to the Development Activities contained in the submissions; (ii) Hearst and its affiliates may engage in Development Activities directly or indirectly, that compete with Development Activities set forth in any submission; and (iii) neither Hearst nor its affiliates shall have any duty, liability or obligation to any applicant whatsoever with respect to the foregoing, including to the extent that Hearst’s Development Activities compete, directly or indirectly, with applicant’s Development Activities.

- 8. ELIGIBILITY:** Open to legal residents (either individuals or groups of individuals) of, and organizations or institutions domiciled and conducting operations in, the 50 United States and the District of Columbia, who have reached the age of majority in their state or district of residence at time of entry. Void where prohibited by law. None of the following are eligible to submit an entry to the Hearst Health Prize: UCLA; Hearst; their respective affiliates; the employees of any of the foregoing; Judges; any person who has served as a judge for the Competition in the previous competition year; the family members of any of the foregoing; or any entity in which any of the foregoing has a financial relationship. Employees of UCLA, Hearst, their respective parents, affiliates and subsidiaries and the Judges (and members of their immediate family and/or those living in the same of household of each such employee or Judge) are not eligible. For the purposes of this Competition, non-UCLA campuses of the University of California are considered separate and non-affiliated with UCLA; therefore, such other campuses are eligible to enter the Competition. No person or entity who has previously been recognized as a winner, finalist or honorable mention in any other contest conducted by Sponsor or Hearst, or who has won any recognition that includes a financial award for the program or activities described in the applicant's submission, is eligible to participate. If during the course of the competition it is discovered that a Judge is employed by, or has a financial interest in, an applicant or an affiliate of an applicant (or employees of such applicant or affiliate), the Judge shall recuse herself or himself from judging any submissions from that applicant.
- 9. CONDITIONS OF PARTICIPATION:** Expenses not specifically included in the Prize description and all taxes are the sole responsibility of the Winner. The Winner is required to comply with any and all applicable federal, state, and local laws, rules and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Winner's responsibility. The Prize will be net of any applicable withholding taxes. The Winner must complete a tax reporting form, as required by applicable law, and supply Sponsor or Hearst with his/her social security number or other tax information required for tax purposes, if applicable. Winner shall provide Sponsor and/or Hearst with any additional information requested as Sponsor or Hearst deems necessary or appropriate to comply with applicable law. Sponsor shall have no responsibility or obligation to the Winner or potential Winner who are unable or unavailable to accept or utilize the Prize as described herein. Applicants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, Hearst and the Judges which are final and binding on all matters pertaining to this Competition. Finalists may be required to sign and return an Affidavit of Eligibility, a Liability Release, Submission Usage statement (providing for the usage by Hearst and Sponsor as provided herein) and where legally permissible a Publicity Release within seven (7) days following the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the Prize and selection of an alternate Finalist. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate Winner. By entering, applicant grants permission for Hearst, Sponsor, and any of their affiliates and subsidiaries to use the applicant's name, likeness, biographical material and submission (including any related materials provided by or on behalf of an applicant in connection with the Competition and any derivative works of any of the foregoing or such materials or submissions) for editorial, advertising, and promotional purposes without additional compensation, unless prohibited by law. If images are being submitted to Sponsor as a requirement for entry, applicants agree that they have all rights to use the images submitted and to allow Hearst, Sponsor, or any of their affiliates and subsidiaries to reuse any of the images, without any liability, for editorial, advertising and promotional purposes. By accepting Prize, Winner agrees to hold Sponsor and Hearst and their respective parent companies, subsidiaries, affiliates, partners, representative agents, successors, assigns, officers, directors, and employees harmless for any injury or damage caused

or claimed to be caused by participation in the Competition or acceptance or use of the Prize. Neither Sponsor nor Hearst is responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Competition or in the announcement of the Prize. Finalists and Winner agree(s) that Hearst is an express third party beneficiary of these Official Rules.

- 10. INTERNET:** Neither Sponsor nor Hearst is responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the internet, at any website, or via the mobile phone or any combination thereof. If for any reason the internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Competition, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Competition. Sponsor reserves the right to select winners from eligible submissions received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the submission process. Sponsor may prohibit an applicant from participating in the Competition if it determines that said applicant is attempting to undermine the legitimate operation of the Competition by cheating, hacking, deception or other unfair practices. Caution: Any attempt by a participant to deliberately damage any website or undermine the legitimate operation of the Competition is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such participant to the fullest extent of the law.
- 11. DISPUTES/CHOICE OF LAW:** Except where prohibited, each applicant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) applicant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. New York State law, without reference to New York's choice of law rules, governs the Competition and all aspects related thereto.
- 12. SPONSOR:** The Sponsor of this Competition is the UCLA Center for Systematic, Measurable, Actionable, Resilient, and Technology-driven (SMART) Health, 10911 Weyburn Avenue, Suite 300e, Los Angeles, CA 90024.