

# Call for Social Determinants of Health Innovations

Page 1

**Q1** Please provide your contact information below.

Name	<b>Bill Tan</b>
Title and Organization	<b>Transcendent Endeavors, LLC.</b>
Address	<b>205 East 42nd Street</b>
City/Town	<b>New York</b>
State/Province	<b>NY</b>
ZIP/Postal Code	<b>10017</b>
Email Address	<b>btan@t19s.com</b>
Phone Number	<b>646-650-2878</b>

---

**Q2** Please describe your company or organizations overall goals and mission.

At Transcendent Endeavors, we empower underserved populations through innovative solutions that transcend barriers, promote positive change, and improve lives. Operating as a venture studio, we follow a disciplined approach to building technology startups and bringing them to market. Our startups benefit from a wealth of shared resources – ranging from common technical modules to a network of industry relationships – that enable them to rapidly prototype, validate and launch. Given our socially conscious orientation, we utilize a unique funding mechanism to jumpstart projects: Small Business Innovation Research (SBIR) grants awarded by the National Institutes of Health. This highly competitive funding source confers instant credibility to our nascent endeavors and substantially raises the scientific caliber of our R&D.

---

**Q3** Please indicate which category your organization falls under. **Technology Solutions**

---

## Call for Social Determinants of Health Innovations

**Q4 Innovation Executive Summary.** Please describe the innovation, and how it addresses the social determinants of health. Please identify how the innovation addresses the 6 innovation criteria (i.e. ROI, scalability, feasibility, evidence based support for innovation, relevance to the Medicaid population and speed to market).

We have spent the past few years gathering user requirements from stakeholders, identified several untapped marketing opportunities (as reflected in the three products in our portfolio), securing prestigious research funding from the NIH, and built MVPs for these products to carry out proof-of-concept trials. One of our products, the Canopy Medical Spanish e-learning system, has now achieved market leadership position, becoming the most widely used language training platform in the US, and we are currently in the process of expanding the Canopy portfolio to cover clinical interpretation services.

Aqueduct -- behavior modification platform to reduce appointment no-show rates and improve patient adherence; this tool takes into account multiple factors that contribute to patients' inability to attend their appointments (e.g. need for transportation), and provide tailored support accordingly.

Canopy -- language solutions for improving access to care for patients with limited English proficiency. In addition to language tools for clinical use, we are also investigating ways to help hospitals claim Medicaid reimbursement for language access services.

Blossom -- a bilingual ebook platform for immigrant households, offering storybooks for 2-5 year-olds that are blended in varying ratios of English and a family's heritage language (e.g. 25% English : 75% Spanish), enabling parents to play an active role in their child's literacy development journey.

---

**Q5** Was your innovation implemented? If so, please explain when, the number of people impacted, and the results.

Yes (please specify when and the estimated number of people impacted):

Our Canopy Medical Spanish e-learning platform and other Canopy product for overcoming the language gap have been utilized by tens of thousands of healthcare professionals, who serve the country's 26 million individuals with limited English proficiency.

---

**Q6** Please identify the SDH Domain that your innovation addresses. (Select all that apply.)

**Education,**  
**Health and Health**  
**Care**

---

**Q7** I give the Department of Health the right to share the information submitted in this application publicly (for example: on the DOH website). I understand that there is no monetary reward/reimbursement for my submission or for attending the summit should my innovation be selected.

**I consent to have my innovation shared**

# Call for Social Determinants of Health Innovations