



innovators at heart

HRX 2025

HRX Allied Professional Shark Tank Guidelines

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Ignite Innovation

Innovation is who we are. It's in our DNA. HRX is a catalyst for organizations committed to uncovering cutting-edge breakthroughs. By seizing opportunities, sharing insights, and fostering meaningful connections, HRX can help drive the successful discovery of healthcare solutions that advance the field.

HRX is an indispensable resource for trailblazers embarking on the journey from discovery to invention, translation, and commercialization. The ecosystem cultivated by HRX empowers innovators to gain critical insights and guidance. Being part of the HRX community offers invaluable support in navigating the complexities of clinical trials, regulatory processes, market adoption strategies, and, ultimately, integrating groundbreaking technologies into patient care.

HRX 2025, taking place in Atlanta, GA on September 4-6, 2024, is where clinicians and researchers, engineers and developers, as well as entrepreneurs and investors, come together to share insights, build connections and, ultimately, shape the future of medicine.

HRX AP Shark Tank



The HRX Allied Professional Shark Tank

is a unique opportunity designed exclusively for allied professionals to pitch innovative solutions focused on cardiovascular care, including advancements in areas like home monitoring and remote patient management.

Participants will have the chance to present their ideas to a panel of industry experts, thought leaders, and potential collaborators, receiving valuable feedback and exposure that could help propel their innovations forward. This competition fosters creativity, encourages cross-disciplinary collaboration, and empowers allied professionals to drive meaningful change in the field of electrophysiology and beyond.

HRX AP Shark Tank

FORMAT

Five semi-finalist allied professionals will compete on the HRX Main Stage. Each allied professional will have **ten minutes** to creatively pitch their innovative idea followed by **five minutes** to field questions from judges.

Judges will evaluate and offer immediate feedback based on novelty, feasibility, the and impact on cardiovascular care and improving patient outcomes.

BENEFITS

The AP Shark Tank provides a unique platform for Allied Professionals to showcase innovative ideas, engage with industry leaders, and gain invaluable insights. Through collaboration with entrepreneurs, inventors, and thought leaders, participants will benefit from::

- **Professional Networking:** Connect with like-minded professionals, build relationships, and establish key connections to advance your innovation.
- **Peer Learning:** Gain insights from AP innovators committed to driving advancements in cardiovascular care.
- **Coaching and Mentoring:** Receive expert guidance and coaching from experienced mentors to refine and strengthen your idea.
- **Visibility and Recognition:** Pitch your idea to industry experts, gaining exposure, credibility, and access to potential funding, mentorship, and strategic support.

Additionally, all participating allied professionals will enjoy exclusive benefits of HRX 2025 registration:

- Complete **access to all sessions**, with the added convenience of headsets for listening from any location within the room
- Full complimentary attendance to **receptions, happy hours, and lunches**
- Opportunities to **interact with prominent thought leaders** and experts from the fields of medicine, technology, and business, along with representatives from FDA, USPTO, and NHLBI's Innovation and Commercialization Office.
- Involvement in the **HRX Innovation Hub**, a year-round community dedicated to innovation.

HRX AP Shark Tank

AWARDS

In addition to the benefits above, the following prizes will be awarded

1st place AP

- A customized award plaque recognizing their achievement
- Complimentary registration for HRX 2026
- In-depth mentorship and coaching
- Marketing and promotional exposure through earned media

2nd place AP

- In-kind mentorship and coaching
- Inclusion in marketing and media materials

IMPORTANT DATES

- **June 3, 2025, 11:59 PM ET**
HRX AP Shark Tank submission site closes
- **June 25-July 2, 2025**
Notification of acceptance/non-acceptance via email
- **July 8, 2025**
Selected APs announced
- **September 5, 2025, 9:45 AM ET**
HRX AP Shark Tank

HRX AP Shark Tank

ELIGIBILITY

The HRX AP Shark Tank is an electrifying competition where allied professionals present groundbreaking ideas that have the potential to revolutionize patient care and advance electrophysiology practice. This event provides a unique platform for APs to pitch their most innovative research concepts, workflow enhancements, or practice-changing solutions to a panel of expert “sharks.”

Each AP must meet the following eligibility requirements:

- **Allied Professional Status:** Open to allied professionals working in electrophysiology, cardiology, or related fields, including but not limited to nurses, advanced practice providers, technologists, researchers, pharmacists and genetic counselors.
- **Innovation Focus:** Submissions must present an innovative research concept, workflow enhancement, or practice-changing solution aimed at improving patient care and advancing electrophysiology practice.
- **Originality and Feasibility:** The idea must be an original innovation developed

Questions? Contact the HRX Team at HRX@HRSONline.org



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or co-developed by the submitting AP. The concept should be feasible, with a clear pathway toward implementation or impact in clinical practice.

SUBMISSION REQUIREMENTS

Applications must be submitted electronically using the HRX submission platform.

HRX Submission Platform: [HRX2025.AbstractCentral.com](https://www.abstractcentral.com/HRX2025)

Each application must answer the following questions and include the following information.

Allied Professional Details

- Allied Professional name

Project Details

- Project Name
- Brief Description. What problem or challenge does this innovation aim to solve? Why does it matter?
- What are the goals of this innovation?
- What are the possible applications of this innovation? How will patients be impacted?
- How does this innovation support the HRX vision?
HRX vision: The future of healthcare is virtual, informed by clinical needs, aided by sensors, powered by AI and driven by innovators.
- What role does inter-disciplinary, cross-disciplinary collaboration play in this innovation?
- Expected benefits for patients, clinicians, and the EP field
- Any preliminary data or supporting information (if applicable)

Submitter Details

- Submitting allied professional (name, title, company, role in project)

HRX SHOWCASE

- Submitting allied professional contact information (email, phone)

SUBMISSION RULES

- The submission must be original work
- International applicants are welcome.
- The HRX AP Shark Tank will be held in a public forum. No confidential information should be included in the application or in the pitch itself.
- There is no fee to submit an application.
- If selected, allied professionals are required to register for HRX 2025. Semifinalists will participate in the HRX AP Shark Tank on September 5, 2025, where they will pitch their project to a panel of expert judges.
- Participants are responsible for all travel and presentation expenses related to their attendance at HRX 2025 and their participation in the HRX AP Shark Tank.



HRX AP Shark Tank

Selection Process

HRX AP Shark Tank proposals are carefully evaluated by a distinguished panel of Allied Professional experts representing diverse specialties within electrophysiology and cardiovascular care. This panel includes nurses, advanced practice providers, technologists, researchers, and other AP leaders with deep expertise in innovation, clinical practice, and healthcare solutions. Their collective knowledge ensures that selected proposals highlight groundbreaking, practical, and high-impact ideas that can shape the future of electrophysiology.

The committee will review submissions based on:

- Ability to clearly articulate the innovative idea and the impact on the problem statement
- Description of the unmet need and how the proposed idea addresses it
- Description of the specific features of the idea



HRX AP Shark Tank

Onsite Presentation Structure and Rules

Each team will have ten minutes to creatively pitch their innovative idea followed by five minutes to field questions from judges.

The creative pitch should articulate the value proposition of your innovation and present a roadmap that addresses aspects of your idea.

Judges will evaluate and offer immediate feedback based on novelty, feasibility, the, and the impact on cardiovascular care.

Below is a proposed outline for presentation structure.

1. The Facts

- What is it?
- Who are you?
- Executive summary/ elevator pitch

2. Presentation

- Why does your idea matter?
- What are you trying to solve?
- What differentiates your innovation from existing solutions?
- What tools do you need to realize the goals of innovation?.

3. Q&A

Questions? Contact the HRX Team at HRX@HRSONline.org

HRX 2025

Looking forward to seeing you in Atlanta!



