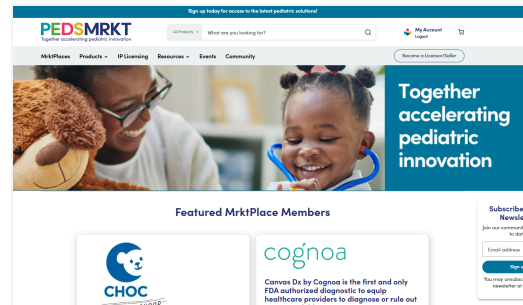


# Disseminating pediatric digital innovation



## About PedsMrkt

Children's Mercy Kansas City launched [PedsMrkt.com](https://PedsMrkt.com) nationally in June 2024 to bridge the last mile of pediatric innovation commercialization. As a business-to-business (B2B) collaborative marketplace platform, it aims to engage buyers, sellers, and partners in scaling and disseminating pediatric innovations.



## The opportunity

- Innovation in pediatric healthcare **often lags behind** advancements in adult care, leaving children **underserved by new technologies** and solutions.
- PedsMrkt sought to address this disparity by **fostering collaboration** among key stakeholders to address these challenges.
- PedsMrkt also wanted to provide a place where **start-ups could build awareness** of their solutions, as it is challenging to find and connect with the right decision-makers at pediatric institutions.



## The challenge

- Many pediatric providers are forced to adapt adult-focused solutions to pediatric care, compromising both outcomes and user experiences.
- Pediatric care operates across diverse providers and settings, making it difficult for innovations to achieve scale or widespread adoption.
- Recognizing the silos within the pediatric medical community, PedsMrkt **addresses inefficiencies** by **providing shared resources** across institutions.



## The approach

PedsMrkt set out to create a marketplace for equitable access to pediatric innovation by collaborating with pediatric hospitals, providers, entrepreneurs, start-ups, venture capitalists, major manufacturers, and foundations and associations in pediatrics. This group built a platform to address common challenges across the pediatric

eco-system including:

- Bringing the pediatric eco-system together to collaborate in an online community;
- Building awareness of innovative pediatric solutions and intellectual property;
- Having a curated platform to find the latest fit-for-purpose solutions from start-ups;
- Finding out what hospitals are doing to solve problems;
- Validating the market demand for solutions in development.



### The success

- ✓ PedsMrkt has been building momentum since its launch with marketplace members representing the broader eco-system.
- ✓ PedsMrkt's free community collaboration platform is growing and includes representation from many top hospitals and pediatric digital health startups.

“While pediatrics boasts numerous technologies capable of improving children's health outcomes, the challenge lies in efficiently delivering these solutions to patients at a pace and scale that aligns with market economics. PedsMrkt offers a unique opportunity to catalyze the last mile of innovation by providing a collaborative network of children's hospitals with enhanced visibility into emerging pediatric technologies.”

— **John Parker**

*Principle, Springhood Ventures*