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ASCEND

GDAHA Launches Ascend Innovations, a Health Care and Human Performance Initiative

Dayton, OH (June 8, 2015) – A new product development venture has formed to establish Dayton, Ohio, as a global leader in commercializing technology for health care and human performance. The Greater Dayton Area Hospital Association (GDAHA) and Kaleidoscope, an innovation and product design firm based in Cincinnati, in collaboration with the Air Force Research Laboratory (AFRL), announced the creation of Ascend Innovations to solve pressing health care challenges.

“With the founding of Ascend, Dayton’s biggest industries — defense and health care — have come together to produce the emerging technologies of the 21st Century,” said Bryan Bucklew, President and CEO of GDAHA. “Dayton is one of the few places in the world where such an ecosystem of innovation is possible, and now it is happening.”

“Kaleidoscope is proud to partner with GDAHA to launch Ascend as it aligns with our Purpose Driven Innovation mission to improve lives,” said Matt Kornau, CEO of Kaleidoscope. “Through collaborating with GDAHA, we will bring together teams and ideas to leverage the strengths of the community, support growth and ultimately transform health care.”

GDAHA represents 28 hospitals in close proximity to the AFRL, the Air Force’s only organization wholly dedicated to leading the discovery, development and integration of warfighting technologies for U.S. air, space and cyberspace forces. GDAHA and Kaleidoscope created Ascend after evaluating what these unique regional assets could make possible for the health care of tomorrow.

“Since the days of the Wright brothers, Dayton has been a center for innovation,” said Jeff Journey, Managing Director of Ascend. “It was here that humans first mastered the science of flight. With this new collaboration, Dayton will develop solutions to solve challenging problems and advance the science of health.”

New products, technologies and services developed at Ascend will make health care more sustainable and profitable, bring additional jobs to Dayton and establish the region as a center for health care innovation.

“Ascend is a cross-functional product design and development team made up of clinicians, researchers, industrial designers, engineers and business analysts,” said Sean Barnett, MD, MS, FACS, FAAP, who will



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serve as President and Medical Director for Ascend, as well as continue his role as Chief Medical Officer for Kaleidoscope. “Our team members will be on the cutting edge, and the unique partnership opportunities in Dayton will give Ascend the tools to succeed.”

Ascend will identify unmet needs within GDAHA’s hospital network. Its evaluation team will then tap into ideas and solutions from across the spectrum of caregivers. Ideas will be analyzed based on desirability, feasibility and commercial viability. By utilizing Kaleidoscope’s innovation processes and collaborating with the AFRL, Ascend’s steps will be magnified toward generating human health solutions that create meaningful change.

Ascend Innovations is narrowing down location options in the heart of downtown Dayton. They will expand with new product development positions in the near future.

About Ascend

Ascend Innovations is a Dayton, Ohio-based joint venture between Kaleidoscope and the Greater Dayton Area Hospital Association (GDAHA), working in collaboration with the Air Force Research Laboratory (AFRL) to combine human-centered design and state-of-the-art technology to develop an ecosystem that produces commercially-viable solutions in human health innovation. Visit www.Ascend-Innovations.com for more information.

About Kaleidoscope

Headquartered in Cincinnati, Kaleidoscope is an innovation and product design firm with five locations and more than 80 employees. They create Purpose Driven Innovation™ – products and experiences that grow businesses and improve lives by leveraging expertise at the intersection of consumer insights, technology and health and wellness.

About GDAHA

The Greater Dayton Area Hospital Association (GDAHA) is a member service organization of 28 hospitals that have an \$8.1 billion economic impact and directly employ 33,822 people in the Greater Dayton Region.

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