

Distinction Program Information

Distinction Program Name:	Distinction in Entrepreneurship and Innovation		
Faculty Lead:	George F. Heinrich, MD	Email Address:	heinrich@njms.rutgers.edu

Program Description: ~ 250 words max

The program provides an infrastructure for students to advance creative ideas which can lead to launching a company, which the student owns. The ideas can be healthcare, educationally, environmentally, socially, etc related. There could be ideas which enhance the way medical care is delivered by developing your innovative and entrepreneurial concepts to reduce healthcare costs, advance digital medicine, apply new health-related initiatives, or develop new or enhanced technology. Most projects to date have been app based.

Goals & Objectives:

The objective is for participants to learn the entire entrepreneurial process, from evaluation of prior art to learning how to develop market strategies, the business cycle and the patent process. Goals and objectives for each specific project are set jointly by the student and mentor.

Program Requirements:

The requirements include developing an entrepreneurial concept and developing it with the help of the program leadership and mentors. The project should be completed during medical school.

Capstone Project Overview:

Achievement of goals and objectives set at the beginning of the project.

Dr. Heinrich's is continuous, rolling application.