LymeX Diagnostics Prize

Phase 1 Communications Toolkit

Competition launch overview 3

Sample social media messages 4

Sample blurb 6

Sample full newsletter and web content 6

# Competition launch overview

## On May 17, the U.S. Department of Health and Human Services (HHS) and the Steven & Alexandra Cohen Foundation (Cohen Foundation) launched Phase 1 of the LymeX Diagnostics Prize, a prize competition to accelerate the development of Lyme disease diagnostics. Phase 1 calls on scientific, technical, and clinical experts to submit innovative methods for detecting active Lyme disease infections in people. The ultimate goal of the multiphase competition is to advance the development of these diagnostics toward Food and Drug Administration review.

## The LymeX Diagnostics Prize is sponsored by the Lyme Innovation Accelerator (LymeX), a partnership between the U.S. Department of Health and Human Services and the Steven & Alexandra Cohen Foundation. LymeX is the world’s largest public-private partnership for Lyme disease, fostering collaborative innovation among patients and advocates, academia, nonprofits, industry, and government.

## Phase 1 submissions due August 8

## Entrants should submit detailed concepts and plans for development of innovative detection methods by 4:59 p.m. ET on August 8, 2022. The competition seeks concept papers that describe proposed solutions and scientifically rigorous rationales for success, including ambitious but achievable roadmaps for prototyping, iteration, testing and validation, and evaluation. Up to 10 Phase 1 winners will receive an equal share of the $1 million Phase 1 prize pool and be invited to participate in a planned Phase 2.

## Help share this opportunity with your networks

## The LymeX Diagnostics Prize encourages participation from innovators across expertise areas. Please help share this competition with your networks; this document provides sample content and graphics for your social media and email channels.

# Sample social media messages

*The LymeX Diagnostics Prize is a competition to accelerate the development of Lyme disease diagnostics. Phase 1 seeks detailed concepts and plans for development of innovative detection methods. Submissions for this initial phase open on May 17, 2022, and close on August 8, 2022.*

*Competition hashtag: #LymeXDiagnosticsPrize*  
*Lyme Innovation Accelerator hashtag: #LymeX*  
*Website: LymeXDiagnosticsPrize.com*  
*Social graphics:*

* [Launch graphics](https://www.lymexdiagnosticsprize.com/wp-content/uploads/2022/06/LymeX_Phase-1-Launch-Graphics.zip)
* [Storytelling graphics](https://www.lymexdiagnosticsprize.com/wp-content/uploads/2022/06/LymeX_Phase-1-Storytelling-Graphics.zip)

See below sample posts for your social media channels. To help amplify the LymeX Diagnostics Prize social media, also look for posts from the following accounts to like and retweet/share:

* [Lyme\_X](https://twitter.com/Lyme_X) Twitter account
* [HHSGov](https://twitter.com/HHSGov), [HHS\_Innovates](https://twitter.com/HHS_Innovates), [HHS\_Health](https://twitter.com/hhs_health), [HHS\_ASH](https://twitter.com/HHS_ASH), and [Cohen Foundation](https://twitter.com/cohengive) Twitter accounts
* [Cohen Foundation](https://www.facebook.com/cohengive/) Facebook account
* [HHS](https://www.linkedin.com/company/us-department-of-health-and-human-services/) and [Cohen Foundation](https://www.linkedin.com/company/steven-&-alexandra-cohen-foundation/) LinkedIn accounts
* [Cohen Foundation](https://www.instagram.com/cohengive) Instagram Account

***Sample tweets***

*Option #1*  
An estimated 476,000 Americans are diagnosed and treated for #Lyme each year, but the true number of infections is unknown. This #LymeAwarenessMonth, learn how the #LymeXDiagnosticsPrize is accelerating innovation in disease diagnostics: https://www.lymexdiagnosticsprize.com/phase-1-launches/?utm\_source=validator&utm\_medium=social-short&utm\_campaign=P1-launch #ticks #Lyme

*Option #2*  
Climate change is increasing the distribution of ticks across America — raising the need for innovation in #Lyme disease diagnostics. Learn how the #LymeXDiagnosticsPrize from @HHSGov and @cohengive is accelerating new detection methods: https://www.lymexdiagnosticsprize.com/phase-1-launches/?utm\_source=validator&utm\_medium=social-short&utm\_campaign=P1-launch #Lymedisease

***Sample Facebook and LinkedIn posts***

*Option #1*  
An estimated 476,000 Americans are diagnosed and treated for #Lyme each year, but the true number of infections is unknown. This summer, learn how the @U.S. Department of Health and Human Services (HHS) and @Steven & Alexandra Cohen Foundation’s #LymeXDiagnosticsPrize is accelerating innovation in disease diagnostics.

Detailed concepts and plans for development of innovative detection methods are due by August 8: https://www.lymexdiagnosticsprize.com/phase-1-launches/?utm\_source=validator&utm\_medium=social-long&utm\_campaign=P1-launch  
#Lymedisease #lyme

*Option #2*  
Climate change is increasing the distribution of ticks across America — raising the need for innovation in #Lyme disease diagnostics. Learn how the #LymeXDiagnosticsPrize from @HHSGov and @cohengive is accelerating new detection methods: https://www.lymexdiagnosticsprize.com/?utm\_source=validator&utm\_medium=social-long&utm\_campaign=P1-launch  
#Lymedisease

# Sample blurb

*See below suggested copy for digital channels, including newsletters and blog posts.*

**HHS and Steven & Alexandra Cohen Foundation launch LymeX Diagnostics Prize to spur breakthroughs in direct diagnostics**

The U.S. Department of Health and Human Services and the Steven and Alexandra Cohen Foundation have launched the [LymeX Diagnostics Prize](https://www.lymexdiagnosticsprize.com/?utm_source=validator&utm_medium=digital-short&utm_campaign=P1-launch), a prize competition to accelerate the development of Lyme disease diagnostics. Phase 1 calls on scientific, technical, and clinical experts to submit innovative methods for detecting active Lyme disease infections in people. The ultimate goal of the multiphase competition is to advance the development of these diagnostics toward Food and Drug Administration review.

Entrants should submit detailed concepts and plans for development by 4:59 p.m. ET on August 8, 2022. The competition seeks concept papers that describe proposed solutions and scientifically rigorous rationales for success, including ambitious but achievable roadmaps for prototyping, iteration, testing and validation, and evaluation. Up to 10 Phase 1 winners will receive an equal share of the $1 million Phase 1 prize pool and will be invited to participate in a planned Phase 2.

# Sample full newsletter and web content

*See below suggested copy for a full-length feature in digital channels, including newsletters and blog posts.*

*Subject line:*

HHS and Cohen Foundation launch LymeX Diagnostics Prize

*Body:*

**HHS and Steven & Alexandra Cohen Foundation launch LymeX Diagnostics Prize to spur breakthroughs in direct diagnostics**

The U.S. Department of Health and Human Services and the Steven and Alexandra Cohen Foundation have launched the [LymeX Diagnostics Prize](https://www.lymexdiagnosticsprize.com/?utm_source=validator&utm_medium=digital-long&utm_campaign=P1-launch), a prize competition to accelerate the development of Lyme disease diagnostics. Phase 1 calls on scientific, technical, and clinical experts to submit innovative methods for detecting active Lyme disease infections in people. The ultimate goal of the multiphase competition is to advance the development of these diagnostics toward Food and Drug Administration review.

“With climate change and other factors only increasing the geographic and seasonal distribution of ticks across the United States, there is an urgent need to accelerate innovation in Lyme disease diagnostics. Through our LymeX public-private partnership, HHS and the Steven & Alexandra Cohen Foundation are driving the next major innovations in Lyme disease diagnostics testing — ones that could significantly improve outcomes for patients.”  
— **Admiral Rachel L. Levine**, M.D., Assistant Secretary of Health

An estimated 476,000 Americans are diagnosed and treated for Lyme each year, but the true number of infections is unknown. Lyme disease symptoms vary from patient to patient, and if the bacterial infection is left untreated, the disease can become harder to eradicate and spread to joints, the heart, and the nervous system. Early diagnosis is critical — but there is currently no FDA-cleared test for active infections.

“We are thrilled to be partnering with HHS on this competition that will bring together patients, advocates, clinicians, and innovators with broad expertise to accelerate breakthroughs in Lyme disease diagnostics.”  
— **Alexandra Cohen**, President, Steven & Alexandra Cohen Foundation

**Submissions due by August 8**

Entrants should submit detailed concepts and plans for development of innovative detection methods by 4:59 p.m. ET on August 8, 2022. The competition seeks concept papers that describe proposed solutions and scientifically rigorous rationales for success, including ambitious but achievable roadmaps for prototyping, iteration, testing and validation, and evaluation.

**Phase 1 to award $1 million in prizes**

The competition judging panel — made up of experts in vector-borne disease biology, clinical and technology translation, patient experience and advocacy, and diagnostic science and technology — will evaluate eligible submissions according to the official [Phase 1 evaluation criteria](https://www.lymexdiagnosticsprize.com/evaluation-criteria/?utm_source=validator&utm_medium=digital-long&utm_campaign=P1-launch). Based on this evaluation, the panel will recommend up to 10 Phase 1 winners, who will receive an equal share of the $1 million Phase 1 prize pool and will be invited to participate in a planned Phase 2. The competition anticipates awarding up to $10 million in prizes across all potential phases, subject to availability of funds.