

U.S. Advanced Research Projects Agency for Health Chooses Texas for Customer Experience Hub Location

Texas is one of the three ARPA-H hub locations in the U.S. that will help support and generate better health outcomes for all people

September XX, 2023 - The cities of Austin, Dallas, Houston, and San Antonio are pleased to announce that Texas has been selected by the Advanced Research Projects Agency for Health (ARPA-H) as home to the Agency's "Customer Experience Hub". The announcement is the result of a two-year statewide collaboration that built a network of support across Texas and the nation. The collaborative efforts to bring this hub to Texas included universities, industry and economic development partners committed to bringing more biomedical science and greater research opportunities to Texas and beyond.

[ARPA-H](#), established as an independent agency within the U.S. Department of Health and Human Services, was afforded a \$2.5 billion budget to execute the organization's mission of accelerating better health outcomes for everyone by supporting the development of high-impact solutions to society's most challenging health problems. The Customer Experience Hub, one of three physical hubs established across the nation that forms part of the new ARPANET-H health innovation network, will drive user testing, adoption, access for ARPA-H projects; enhance clinical trials; reach representative patient populations; and capture outcomes data. Examples of activities might include immersive experiences, user-testing of self-administered diagnostics, simulation of patient-centered care environments, rapid prototyping of health-tech devices, hosting inclusive patient listening sessions, and applying patient-centered design.

Each hub will have a network of partners, or spokes, that will actively support the dynamic needs of ARPA-H programs and its missions and reach specific areas of expertise with access to different regions. The Customer Experience Hub is operated by [Advanced Technology International](#) (ATI), the hub's consortium management firm. ATI onboards new members, fosters engagement across the healthcare ecosystem, and manages the process through which innovators and experts interact with ARPA-H and are awarded agency funding to accomplish program missions.

The other two ARPA-H hubs include the Stakeholder and Operations Hub in Washington D.C., which will be managed directly by ARPA-H to engage key federal stakeholders to ensure the success of the programs, and the Investor Catalyst Hub, aimed at helping enterprises navigate the complexities of commercialization and provide resources to help bring ideas to market. The decision for the location of the Customer Experience Hub was evaluated on factors such as technical expertise that align with ARPA-H's goals, the depth and breadth of the hub-and-spoke network, comprehensive approach to manage the consortium, and the cost and price realism and reasonableness.

Austin, Dallas, Houston, and San Antonio are poised to support ARPA-H's success in building a hub in Texas based on the state's diverse patient population, robust healthcare and research infrastructure, strong research-to-treatment pipeline, and robust statewide and national network of consortium members aligned with ARPA-H's goals for the Customer Experience Hub.

This Hub will be physically located at [Pegasus Park](#), a 26-acre life science and social impact-focused campus in Dallas. At Pegasus Park, ARPA-H will access dedicated office and collaboration space alongside ATI. In coordination with the CMF Program Executive, San Antonio will serve as the lead

facilitator for Immersive Experience Design in Texas given its diverse population, unique health challenges and highly collaborative healthcare and bioscience industry that ranks among the region's largest economic drivers. Potential consortium members nationwide have expressed interest in supporting the launch of the Customer Experience Hub and its mission to spur innovation across clinical trials, health outcomes measurement, advanced manufacturing, human-centered design, testing and evaluation, and data integration.

Texas has long been home to leading life science innovators and providers. Continued investment in the sector has enabled significant industry growth and recognition over recent years. ARPA-H's selection of Texas as its Customer Experience Hub site is affirmation of Texas' burgeoning reputation as a globally recognized life science hub. The cities of Austin, Dallas, Houston, and San Antonio are pleased to continue actively supporting the agency's mission to improve health outcomes for all people.

About Advanced Technology International

ATI, a public-service nonprofit based in Summerville, S.C., builds and manages collaborations that conduct research and development of new capabilities to solve our nation's most challenging problems. Supported by a community of experts from industry, academia, and government, ATI expedites innovation to help the federal government quickly identify and acquire novel technologies and solutions. For more information, visit ATI.org.

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