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PharmStars Announces Spring 2023 Startup Showcase Event Underway

Boston, Massachusetts – [PharmStars™](#), the pharma-focused accelerator for digital health startups, is pleased to announce that its fourth Showcase Event will take place starting May 16, 2023. The Showcase is the culmination of the Spring 2023 10-week accelerator program. At the Showcase, each startup in the fourth cohort makes a formal presentation to and meets individually with PharmStars’ pharma [members](#). The theme of the Spring 2023 program is digital innovations in women’s health or health equity.

PharmStars focuses on bridging the “[pharma-startup gap](#).” Its mission is to assist pharma and startups in overcoming cultural and other barriers to partnership, leading to greater success and faster adoption of digital solutions to improve patient outcomes. PharmStars’ education and mentoring program, [PharmaU™](#), teaches participating startups how to engage with pharma as clients and partners. Pharma members receive priority access to these startups.

PharmStars founder and CEO Naomi Fried says, “I am very proud of the progress that our women’s health and health equity startups have made during our program in refining their business models and in creating clear articulations of the value they bring to pharma. We look forward to their successful engagement with our pharma members around their exciting innovations.”

The startups recognize the progress they have made in their time in the accelerator. Said one participant, “In just 10 weeks, the PharmStars team has given us an in-depth understanding of the pharmaceutical industry and landscape, helping us learn where and how our solution can add value for pharma and the patients they serve.”

During the three-day Showcase, the digital health startups and pharma members will meet privately to discuss potential partnership opportunities. “We have almost 60 one-on-one meetings scheduled between our startups and pharma members,” says Fried.

The startups are eager for the Showcase to begin. Said another participant, “The Showcase is a fantastic culmination of all that we have learned in PharmStars. We will have the opportunity to engage in meaningful connections and develop strong relationships with digital-health thought leaders within pharma, with the ultimate goal of creating partnerships to improve experiences and outcomes for patients.”

The startups are prepared to engage pharma. Said one CEO, “I hope to make valuable connections with the pharma teams interested in working with digital health startups with

innovations focused on women's health and health equity, and to explore how we can chart a path together.”

The identities of the digital health startups will remain confidential until the conclusion of the media blackout period, which ends five weeks after the Showcase. At that time, the identities of PharmStars’ Spring 2023 cohort of startups will be revealed to the public.

Planning is underway for the Fall 2023 PharmStars program. Further details on timing and theme will be forthcoming. PharmStars is also currently accepting new pharma and biotech members. Information about future cohorts and pharma membership can be found on the PharmStars’ [website](#).

About PharmStars

[PharmStars](#) is the only member-based, pharma-focused accelerator for digital health startups. Through our extensive expertise across pharma, startups, digital health, and innovation, we understand the challenges that pharma and startups face when seeking to collaborate. Our PharmaU program supports digital health startups and our pharma members in “bridging the pharma-startup gap,” leading to greater success and faster adoption of “beyond the molecule” solutions for patients.

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