

I have spent about 30 years in the healthcare space. I spent 15 years as faculty and attending physician in large hospital organizations where I led clinical teams, developed and scaled clinical programs, developed practice and educational guidelines and helped in the transition from paper to electronic medical records all while focused on improving patient care and provider experience. After leaving clinical practice I entered the health plan space where I led teams of medical directors, developed guidelines, provided medical management for provider contracting, finalist sales, financial reviews, cost control evaluation, value based contracting, population health, and medically managed commercial, Medicare and Medicaid books of business.

For the past two years I have served as the Chief Medical Officer of a startup developing digital therapeutics for adolescent mental health. I worked on building alliances and business relationships with providers, provider groups, health systems, IDNs and health plans. I provided education and support on engagement with professional society organizations and patient advocacy groups. I helped navigate the communication strategy with the myriad of stakeholders impacted economically by the development of this new industry. I also managed the regulatory strategy in preparation for FDA premarket notification and participated in over 50 legislative meetings in Washington DC working with the Digital Therapeutics Alliance to further the success of digital therapeutics.

On a personal level I have been invited to speak on panels at national meetings, sit on advisory boards, participate and serve as co-chair on Digital Therapeutics Alliance workgroups and speak on webinars including one by the American Medical Association as a SME. I have been approached and continue to work with domestic as well as international tech companies looking to enter the U.S. health market.

I mention my experience with healthtech because undoubtedly it is the new frontier in medicine. Health systems are inundated with pitches for new technologies and tech companies have little understanding of this complex landscape. In speaking to many healthtech founders, one of the hindsight lessons learned is not engaging with medical affairs early in the product development. Having served in leadership positions as a provider, payor and supplier I can surely provide that necessary medical affairs support for all industry players.