How Purpose, Community, and Focus Help HealthTech Founders Build Companies That Last with Alex Ko... Transcript

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Telehealth Efficiency and Alex Kojikov Introduction

Everybody wants to make tellah health Everybody wants to make tellah health more efficient. I feel like there is a more efficient. I feel like there is a demand people want to make to improve demand people want to make to improve the tellah health and in many cases it's the tellah health and in many cases it's just a necessity.

just a necessity. >> Look who we have here is Alex Kojikov >> Look who we have here is Alex Kojikov the co-founder of yield. He is our grand the co-founder of yield. He is our grand prize winner for the 2026 health tech I prize winner for the 2026 health tech I impact award. Woo! Yay. We really gone impact award. Woo! Yay. We really gone through so many applicants and broken through so many applicants and broken down into six categories of diagnostic, down into six categories of diagnostic, mental health, women's health, biotech, mental health, women's health, biotech, medical devices, and digital health. and medical devices, and digital health.

Impact Award and Yield's Telehealth Diagnostic Mission

and put it all together is what yield really put it all together is what yield really showed us is a tele health diagnostic showed us is a tele health diagnostic startup founder of health to tech a startup founder of health to tech a global community connecting the digital global community connecting the digital health investors innovators and he health investors innovators and he really is someone who already in the really is someone who already in the trenches with you guys. He hosts the trenches with you guys. He hosts the industry interviews and events bring industry interviews and events bring together founders, clinicians, investors together founders, clinicians, investors alike to accelerate how we are able to alike to accelerate how we are able to help clinicians to collect real time help clinicians to collect real time exam grade patient data doing these exam grade patient data doing these virtual visits and I think it's critical virtual visits and I think it's critical for all of us to think about we all in for all of us to think about we all in it for similar goal right healthcare is it for similar goal right healthcare is difficult to manage. We as the difficult to manage. We as the individuals whether you're a clinician, individuals whether you're a clinician, operator, a patient or advocate, we all operator, a patient or advocate, we all wanted to see how do we make it better.

wanted to see how do we make it better. But then it's a too broad of a topic. So But then it's a too broad of a topic. So we needed to start refining into exactly we needed to start refining into exactly what we see is the wedge. And what we see is the wedge. And that's why what we see is the wedge. And that's why we ran this impact a war is about we ran this impact a war is about putting people into the category leader putting people into the category leader and leveraging the relationship the and leveraging the relationship the community to connect the right people community to connect the right people with the right product so we can create with the right product so we can create impact and also Alex is a YouTuber impact and also Alex is a YouTuber content creator himself he knows content creator himself he knows building community sometimes is yes we building community sometimes is yes we have all these people but how well have all these people but how well they're engaging are we having the right they're engaging are we having the right conversation to move become very conversation to move become very critical health critical health >> and I'm pretty sure at least four out of >> and I'm pretty sure at least four out of those seven visits could be easily those seven visits could be easily replaced with tellahalth with my device replaced with tellahalth with my device but at the end of the day we're kind of but at the end of the day we're kind of ambitious hoping that everybody on this ambitious hoping that everybody on this planet should have our device because planet should have our device because like all of us have a thermometer at like all of us have a thermometer at home why not to have our device so you home why not to have our device so you can do an effective teller health.

can do an effective teller health.

Why Telehealth Needs Better Diagnostic Data

Welcome to Provider's Edge, where Welcome to Provider's Edge, where healthcare leaders and innovators learn healthcare leaders and innovators learn how to scale smarter, lee stronger, and how to scale smarter, lee stronger, and Too many health, dental, and wellness Too many health, dental, and wellness entrepreneurs try to solve everything at entrepreneurs try to solve everything at once. In this episode, Alex shares why once. In this episode, Alex shares why sustainable growth comes from focusing sustainable growth comes from focusing on one real problem and listening on one real problem and listening closely to the people you serve. Whether closely to the people you serve. Whether you're running a practice or building a you're running a practice or building a health tech company, you'll learn how health tech company, you'll learn how community, customer feedback, and clear community, customer feedback, and clear positioning help you build trust, gain positioning help you build trust, gain traction, and create meaningful impact traction, and create meaningful impact So Alex tell us more about yourself So Alex tell us more about yourself right you can fix any gap in a health right you can fix any gap in a health care system you can do really anything care system you can do really anything outside the healthcare how come you outside the healthcare how come you really found the passion for you to really found the passion for you to bridge the gap between how we see bridge the gap between how we see patient into these inerson exam video patient into these inerson exam video calls and then to gain more confidence calls and then to gain more confidence in the diagnostic arena that we're able in the diagnostic arena that we're able to provide for patients and clinical to provide for patients and clinical caregivers. Thanks so much for having caregivers. Thanks so much for having me, Sabrina. And I'm really honored to me, Sabrina. And I'm really honored to win this award. Great award, and I feel win this award. Great award, and I feel like we built this solution for impact.

like we built this solution for impact. And that's why I'm super happy to to win And that's why I'm super happy to to win this award, health impact award. A few this award, health impact award. A few words about myself. I'm originally words about myself. I'm originally Ukrainian. I started my career Ukrainian. I started my career surprisingly in public health because I surprisingly in public health because I was majoring in public relations and was majoring in public relations and advertising back in school and I got a advertising back in school and I got a job doing a lot of promotion advocacy job doing a lot of promotion advocacy campaigns for an NGO in Ukraine that was campaigns for an NGO in Ukraine that was dealing with HIV AIDS and to be honest dealing with HIV AIDS and to be honest those four years of my life were the those four years of my life were the most impactful years of my life most impactful years of my life because because we've done so many cool projects where we've done so many cool projects where literally I could see the change and how literally I could see the change and how we help people getting the treatment pro we help people getting the treatment pro improving access in many other things.

improving access in many other things. So once I got into tech, I feel like no So once I got into tech, I feel like no offense to e-commerce for example, but I offense to e-commerce for example, but I didn't want to build e-commerce websites didn't want to build e-commerce websites or just website in general. I want to or just website in general. I want to continue building something for continue building something for healthcare. And that's why I've done a healthcare. And that's why I've done a lot of development. I've built a lot of lot of development. I've built a lot of products for healthcare and wellness products for healthcare and wellness industries. All kind of products from industries. All kind of products from starting from mobile apps for patient starting from mobile apps for patient with specific diseases, platforms for with specific diseases, platforms for clinical trials, tellahalth solutions.

clinical trials, tellahalth solutions. And then when the war started back in And then when the war started back in 2022 in my country, we decided, my 2022 in my country, we decided, my co-founder and I, we decided that we co-founder and I, we decided that we need to give back to community and to need to give back to community and to Ukrainians who are suffering from the Ukrainians who are suffering from the war. So we launched a tele health war. So we launched a tele health platform absolutely free of charge for platform absolutely free of charge for Ukrainians to get a medical consultation Ukrainians to get a medical consultation online because a lot of people were online because a lot of people were either sitting in the subway or in the either sitting in the subway or in the basement without access to health care.

basement without access to health care.

From Ukraine's War Response to Building Yod

And we did like literally three weeks And we did like literally three weeks after the full invasion, we launched a after

the full invasion, we launched a tellahalth platform. Lots of doctors tellahalth platform. Lots of doctors registered to volunteer their time to registered to volunteer their time to consult Ukrainians, which was amazing.

consult Ukrainians, which was amazing. And we were constantly evolving the And we were constantly evolving the platform, asking doctors like, "Hey, platform, asking doctors like, "Hey, what else do you need? How else we can what else do you need? How else we can help?" And doctors were saying, "Yeah, help?" And doctors were saying, "Yeah, the software was fine. We don't the software was fine. We don't experience any bugs, but it's still so experience any bugs, but it's still so hard to diagnose patients remotely. Just hard to diagnose patients remotely. Just you literally you have to trust you literally you have to trust everything patient says. And not like everything patient says. And not like patient is lying. It just patient patient is lying. It just patient doesn't have medical background to doesn't have medical background to describe the cough for example or any describe the cough for example or any other symptoms. And back then we already other symptoms. And back then we already had a hardware department. So after a had a hardware department. So after a few brainstorming session we decided few brainstorming session we decided that we can build that solution as that we can build that solution as actual hardware medical device and actual hardware medical device and provide that data to doctors remotely.

provide that data to doctors remotely. So doctors can diagnose and instead of So doctors can diagnose and instead of listening to patient explaining how bad listening to patient explaining how bad your cough is, doctor can listen to your your cough is, doctor can listen to your chest to lungs and make a decision based chest to lungs and make a decision based on the data. not the words. So that's on the data. not the words. So that's how the idea came and we were starting how the idea came and we were starting to do research on that and looks like to do research on that and looks like yes Ukraine is definitely great place to yes Ukraine is definitely great place to start with as a sandbox but solutions start with as a sandbox but solutions seems to be needed all over the world seems to be needed all over the world starting from rural health, elderly starting from rural health, elderly care, pediatrics but at the end of the care, pediatrics but at the end of the day we're kind of ambitious hoping that day we're kind of ambitious hoping that everybody on this planet should have our everybody on this planet should have our device because like all of us have a device because like all of us have a thermometer at home. Why not to have our thermometer at home.

Remote Diagnostics, Market Need, and FDA Path

Why not to have our device? So you can do an effective device? So you can do an effective teller health and we also done conducted teller health and we also done conducted hundreds of interviews and we figure out hundreds of interviews and we figure out that tellahalth is not efficient without that tellahalth is not efficient without solution like this because you patients solution like this because you patients still want to provide the data to still want to provide the data to doctors but they can't now and we are doctors but they can't now and we are trying to fix that.

trying to fix that. >> Yeah, exactly. I see what is beneficial. >> Yeah, exactly. I see what is beneficial. You carved out a population that's in You carved out a population that's in need and you already have people who need and you already have people who wants it. You have people who saying wants it. You have people who saying that we didn't have this resources. Can that we didn't have this resources. Can we have some help? Then you have we have some help? Then you have patients in Ukraine ask for it. Now you patients in Ukraine ask for it. Now you have people who are clinicians might not have people who are clinicians might not based on their licensing whatnot, right?

based on their licensing whatnot, right? US is pretty much that way. If you have US is pretty much that way. If you have a compact license, then I can practice a compact license, then I can practice in multiple states and that helps in multiple states and that helps especially with the teleahalth arena especially with the teleahalth arena where you don't have to just if you live where you don't have to just if you live in Texas only Texas, right? But if you in Texas only Texas, right? But if you got a compact lesson, you can go to got a compact lesson, you can go to multiple different states. So same thing multiple different states. So same thing is start meeting people where they are is start meeting people where they are and then asking the right questions.

and then asking the right questions. What else do you want? And for you when What else do you want? And for you when you ask the what else do you want you ask the what else do you want question then it narrowed down to

okay question then it narrowed down to okay diagnostic. And we all know that because diagnostic. And we all know that because tele medicine one thing we wouldn't be tele medicine one thing we wouldn't be able to trust is just simply based on able to trust is just simply based on symptom and symptom tracking is good but symptom and symptom tracking is good but it's very subjective. It's not it's very subjective. It's not objective. So when we have all of these objective. So when we have all of these remote monitoring system popping out remote monitoring system popping out then we're saying that yes we have to then we're saying that yes we have to make sure it's accurate right tracking make sure it's accurate right tracking the right symptoms and some department the right symptoms and some department will have a different exam and what the will have a different exam and what the exciting thing nowadays is we do have exciting thing nowadays is we do have right ENT they have these monitors you right ENT they have these monitors you can go to the ear you can actually see can go to the ear you can actually see directly on the computer what that looks directly on the computer what that looks like and then you can put on the like and then you can put on the stethoscope on people. You can less stethoscope on people. You can less for that murmurss. You have all these for that murmurss. You have all these monitors to track the different vitals monitors to track the different vitals posts. So we can get the right data posts. So we can get the right data point to actually communicate with point to actually communicate with patient uh that much more effectively patient uh that much more effectively from a diagnostic side. Um besides the from a diagnostic side. Um besides the generalized data point that you guys generalized data point that you guys collect I think also is beneficial for collect I think also is beneficial for you to start in a country outside the US you to start in a country outside the US because there are other companies that because there are other companies that are doing similar things in the US. So are doing similar things in the US. So you can say oh I already have thousands you can say oh I already have thousands of patients and doing it in this way and of patients and doing it in this way and collecting data and then put it back to collecting data and then put it back to the FDA and then all the clinical trials the FDA and then all the clinical trials that require R&D in the US right and I that require R&D in the US right and I think that's even one of the strategy we think that's even one of the strategy we talked to a lot of early stage founders talked to a lot of early stage founders the US when you're doing these things it the US when you're doing these things it can be a lot more costly if you have can be a lot more costly if you have some data point outside a country then some data point outside a country then come back it's much easier so what is come back it's much easier so what is next for you guys right like it's next for you guys right like it's exciting for you guys to expand to build exciting for you guys to expand to build what's the next 3 to six months it looks what's the next 3 to six months it looks like like like >> first of all I want to say you're very >> first of all I want to say you're very right it really it's so different in right it really it's so different in each country the regulations business each country the regulations business model in many countries there is still model in many countries there is still B2C option for our device but not in the B2C option for our device but not in the US B2C would not really work here US B2C would not really work here because of the system and how it's because of the system and how it's structured so our next big challenge is structured so our next big challenge is FDA clearance as you rightfully FDA clearance as you rightfully mentioned we need to get cleared before mentioned we need to get cleared before we start selling. And this is probably we start selling. And this is probably like the biggest challenge, not like the biggest challenge, not challenge, but the next phase for us on challenge, but the next phase for us on our road map. Once we're done with that, our road map.

Business Model, B2B2C Strategy, and Reimbursement

Once we're done with that, we're good to go and start actually we're good to go and start actually selling device. And I do think even selling device. And I do think even though you're right, there are a lot of though you're right, there are a lot of competitors in the market. But I do competitors in the market. But I do think our business model is different think our business model is different from others and I think it's beneficial from others and I think it's beneficial for many healthcare providers to use our for many healthcare providers to use our business model. So I'm very optimistic business model. So I'm very optimistic and once we get update cleared I think and once we get update cleared I think it's gonna go really fast for us.

it's gonna go really fast for us. >> Perfect. So tell us a little bit more >> Perfect. So tell us a little bit more about your business models and how you about your business models and how you think it's a competitive edge.

think it's a competitive edge. >> Sure. So the business model is super >> Sure. So the business model is super simple and sometimes people think they simple and sometimes people think they over complicate things. We are going to over complicate things. We are going to be in the device business. No be in the device business. No

subscriptions, no recurring fees or subscriptions, no recurring fees or anything as most of our competitors do.

anything as most of our competitors do. And for a device that some people, And for a device that some people, especially the one that do not have especially the one that do not have chronic condition, they just want to chronic condition, they just want to have a primary care visit virtually have a primary care visit virtually instead of going to the R, they're just instead of going to the R, they're just going to buy the device and have it at going to buy the device and have it at home. Like I said, like all of us have a home. Like I said, like all of us have a thermometer or pulse in the pandemic.

thermometer or pulse in the pandemic. Now they would have our device and they Now they would have our device and they can literally call their doctor, connect can literally call their doctor, connect a device and get more accurate diagnosis a device and get more accurate diagnosis and recommendation from the doctor. So, and recommendation from the doctor. So, I've talked to multiple chief medical I've talked to multiple chief medical officers and they think the business officers and they think the business model is very compelling and that's why model is very compelling and that's why I'm very hopeful that it's going to take I'm very hopeful that it's going to take off.

off. off. >> Are you trying to focus more on the B2B >> Are you trying to focus more on the B2B TOC model? So, because we're attached to TOC model? So, because we're attached to different clinics, organizations and different clinics, organizations and when they are heavily promoting when they are heavily promoting teleaalth, their patients will need to teleaalth, their patients will need to have a device. So that's the is that a have a device. So that's the is that a more of a reimbursement model through more of a reimbursement model through health insurance plans. How do you health insurance plans. How do you proceed or is it even just a cash play proceed or is it even just a cash play because people say hey I do want to because people say hey I do want to monitor at home anyway right like you're monitor at home anyway right like you're saying what's the best way that you saying what's the best way that you proceed to move forward proceed to move forward >> very good question and the short answer >> very good question and the short answer is depends obviously on who is on the is depends obviously on who is on the other side of B2B model so you're right other side of B2B model so you're right at the end of the day it's B2B T2C so at the end of the day it's B2B T2C so the consumers the patients are the users the consumers the patients are the users of the product they need to have the of the product they need to have the device at home but we've talked to device at home but we've talked to multiple organizations and they are multiple organizations and they are going to decide how they gonna charge or going to decide how they gonna charge or not charge their clients, their patients not charge their clients, their patients for this device. So, we literally had for this device.

Community Building, Fundraising, and Pitch2

So, we literally had some discussion. They say, "Hey, we're some discussion. They say, "Hey, we're already providing them devices. So, already providing them devices. So, we're just going to use your device as we're just going to use your device as one multimodal kit and send it to them one multimodal kit and send it to them >> Alex's journey reminds us that the >> Alex's journey reminds us that the strongest companies don't begin with strongest companies don't begin with chasing the biggest opportunity. They chasing the biggest opportunity. They begin with a deep understanding of a begin with a deep understanding of a problem worth solving. We talked about problem worth solving. We talked about how his early experience shaped his how his early experience shaped his commitment to healthcare while finding commitment to healthcare while finding you unique niche matters more than you unique niche matters more than trying to fix everything and how purpose trying to fix everything and how purpose becomes the foundation for building becomes the foundation for building trust, meaningful partnership, and trust, meaningful partnership, and lasting impact. Before we jump into the lasting impact. Before we jump into the second half of today's conversation, second half of today's conversation, let's take a quick pause and honor you let's take a quick pause and honor you as our listeners and many of you really as our listeners and many of you really do have amazing story, amazing work that do have amazing story, amazing work that you are doing as a category leader. So you are doing as a category leader. So we wanted to hear from you whether you we wanted to hear from you whether you are a founder that has built a health are a founder that has built a health dental wellness solution or you are a dental wellness solution or you are a operator leader within a health system.

operator leader within a health system. apply to be a speaker on our podcast. apply to be a speaker on our

podcast. Thank you for all of you for making this Thank you for all of you for making this podcast the top 100 ranked under podcast the top 100 ranked under entrepreneurship. Go to entrepreneurship. Go to theprovidersedge.com theprovidersedge.com theprovidersedge.com to apply. All right, let's get back to to apply. All right, let's get back to the second half of our show.

the second half of our show. Some would consider charging them for Some would consider charging them for that device separately and then there that device separately and then there are also a combination of different are also a combination of different business model on their side when they business model on their side when they might buy it from me by charge for some might buy it from me by charge for some like like rent fee from their patients.

like like rent fee from their patients. So that's why I'm sort of outsourcing So that's why I'm sort of outsourcing that decision on the business side that that decision on the business side that we're going to partner with instead of we're going to partner with instead of just making decision on my side.

just making decision on my side. >> Yeah, exactly. I think that's a great >> Yeah, exactly. I think that's a great insight. It's about asking the right insight. It's about asking the right question with your stakeholders. What do question with your stakeholders. What do they really see value? What do they they really see value? What do they want? And then how do you create a plan want? And then how do you create a plan that makes sense for them and you so it that makes sense for them and you so it become a woman situation? So now I'm become a woman situation? So now I'm curious for all the people who has been curious for all the people who has been super excited about adapting you guys as super excited about adapting you guys as a solution for these diagnostic device.

a solution for these diagnostic device. What are something that they've been What are something that they've been telling you to say why they believe in telling you to say why they believe in this? Everybody wants to make Tellah this? Everybody wants to make Tellah health more efficient. After the health more efficient. After the pandemic, everybody thought okay pandemic, everybody thought okay tellahalth is a new norm. But tellahalth is a new norm. But surprisingly the statistics tells us surprisingly the statistics tells us that the usage rate of tellah health that the usage rate of tellah health basically went back to the same numbers basically went back to the same numbers as pre- pandemic which nobody really as pre- pandemic which nobody really expected and the main reason as I've expected and the main reason as I've said people want to have to provide as said people want to have to provide as much data to doctors as possible. So much data to doctors as possible. So when we're saying the doctors are still when we're saying the doctors are still doing tellahalth and that's one of their doing tellahalth and that's one of their services, they want to do that service services, they want to do that service more effectively and have more data more effectively and have more data about the patient instead of just having about the patient instead of just having a 10-minute conversation with the a 10-minute conversation with the patient. So I feel like there is a patient. So I feel like there is a demand people want to make to improve demand people want to make to improve the tele health and in many cases it's the tele health and in many cases it's just a necessity and I'll give you an just a necessity and I'll give you an example from my personal life since I example from my personal life since I moved to the US. I've been to VR moved to the US. I've been to VR unfortunately seven times either for unfortunately seven times either for myself or my family or my friends and myself or my family or my friends and not a single visit lasted less than five not a single visit lasted less than five hours. That's a lot of time spending in hours. That's a lot of time spending in the ER and I'm pretty sure at least four the ER and I'm pretty sure at least four out of those seven visits could be out of those seven visits could be easily replaced with teleaalth with my easily replaced with teleaalth with my device. So I think there is a huge device. So I think there is a huge opportunity in the market and especially opportunity in the market and especially for payers who are paying for those ER for payers who are paying for those ER visits that are expensive to save some visits that are expensive to save some cost as well. So yeah, like I said, cost as well. So yeah, like I said, super optimistic about this.

super optimistic about this. >> Yeah, it's about cutting down the >> Yeah, it's about cutting down the unnecessary cost in the healthcare space unnecessary cost in the healthcare space when we're already tapped out, right?

when we're already tapped out, right? And even urgent care nowadays is And even urgent care nowadays is sometimes you still wait for hours and sometimes you still wait for hours and you can sign online to have a wait list you can sign online to have a wait list to bring a place, but it still just to bring a place, but it still just depend on how

many people in front of depend on how many people in front of you, right? And do you have everything?

you, right? And do you have everything? and some urgent care really couldn't and some urgent care really couldn't support the type of care a true ER can support the type of care a true ER can do. Right? So having these early stage do. Right?

Founder Lessons: Focus, Purpose, Visibility, and Speed

So having these early stage triage from a tele health perspective triage from a tele health perspective can reduce both the payers burden on can reduce both the payers burden on housing insurance as well as just the housing insurance as well as just the burden of urgent care erage burden of urgent care erage the people who are on four and five that the people who are on four and five that is not too urgent that really should be is not too urgent that really should be a tele medicine. So then the more a tele medicine. So then the more critical patient can be looked after and critical patient can be looked after and uh we also seen plenty of time right ER uh we also seen plenty of time right ER they're so overflow they are in a they're so overflow they are in a hallway patient sitting there and now hallway patient sitting there and now being seen and I actually back in my day being seen and I actually back in my day I worked I realized I was always a I worked I realized I was always a surgical people not medicine people when surgical people not medicine people when I work in hospitalist and I'm like oh my I work in hospitalist and I'm like oh my god I have to admit five patient this god I have to admit five patient this hour and then you have no patient for hour and then you have no patient for the next two hours and you're like Oh my the next two hours and you're like Oh my gosh, how do you quickly get people in, gosh, how do you quickly get people in, right? So they're not waiting in AR for right? So they're not waiting in AR for all that. You really start thinking all that. You really start thinking about their acute and chronic things about their acute and chronic things that once they go into the hospital. But that once they go into the hospital. But then this admission is also a hospital then this admission is also a hospital burden especially for those people who burden especially for those people who has chronic disease, right? Heart has chronic disease, right? Heart failure, kidney disease, diialysis failure, kidney disease, diialysis patients or any recent surgery because patients or any recent surgery because that dings on the program. So definitely that dings on the program. So definitely a great movement that you guys are a great movement that you guys are pursuing. We're so excited and then we pursuing. We're so excited and then we know you're actively fundraising and one know you're actively fundraising and one of the reason that people went to of the reason that people went to showdown we have we're excited to start showdown we have we're excited to start replaying some the showdowns replay for replaying some the showdowns replay for people to hear from the investors who we people to hear from the investors who we did a reverse Q&A and then we got Alex did a reverse Q&A and then we got Alex and five other founders that are the and five other founders that are the winner of their category be able to winner of their category be able to pitch the group and those are about pitch the group and those are about having people who truly believe in this having people who truly believe in this movement to get that off the ground movement to get that off the ground right you guys have user case now it's right you guys have user case now it's how do we uh get the right funding so how do we uh get the right funding so you can have the people helping you to you can have the people helping you to get FDA approval once that that's the get FDA approval once that that's the case we already simultaneously talking case we already simultaneously talking to clinics to about launching that next to clinics to about launching that next rounds of pilot right so all these rounds of pilot right so all these movements converging into this movements converging into this excitement so anybody who are excited excitement so anybody who are excited about creating investment passive income about creating investment passive income and legacy into healthare care by having and legacy into healthare care by having better diagnostic better experience in better diagnostic better experience in tele medicine and perhaps you already tele medicine and perhaps you already experience similar ways contact Alex or experience similar ways contact Alex or contact us we'll make sure you guys are contact us we'll make sure you guys are putting into the right place so putting into the right place so everything in how we experience care how everything in how we experience care how quickly we can get to care becomes that quickly we can get to care becomes that much easier now Alex I also know the much easier now Alex I also know the whole reason we created the impact award whole reason we created the impact award is also helping people to see step by is also helping people to see step by step right Like a step one impact war step right Like a step one impact war was like, "Hey, just show us your deck.

was like, "Hey, just show us your deck. How are you're making impact?" And then How are you're making impact?" And then we're like, "Hey, we know all of you we're like, "Hey, we know all of you guys needed to be the face of the

guys needed to be the face of the company and be the promoter, the company and be the promoter, the champion of your company." So, we asked champion of your company." So, we asked you guys to send the two-minute video.

you guys to send the two-minute video. And then we say, "Hey, then you also And then we say, "Hey, then you also have to practice, right? Be prepared to have to practice, right? Be prepared to take the stage." So, you become a face take the stage." So, you become a face to face. Then we ask you if you don't to face. Then we ask you if you don't have social capital it's really hard to have social capital it's really hard to sell anything right then we get public sell anything right then we get public to vote. Then finally we give you all to vote. Then finally we give you all the reports to say now this is what all the reports to say now this is what all the investors are telling about you.

the investors are telling about you. This is how we analyze your pitch by 10 This is how we analyze your pitch by 10 point scale how we rewrote it. What you point scale how we rewrote it. What you improvement need to be pitch deck and improvement need to be pitch deck and next for us for you particularly being next for us for you particularly being grand prize. We're going to dive deeper grand prize. We're going to dive deeper into the right people that need this.

into the right people that need this. How do you talk to them? So tell us How do you talk to them? So tell us about this overall experience. There's a about this overall experience. There's a lot of different steps, right? Like some lot of different steps, right? Like some a worry just like oh just a pitch fest, a worry just like oh just a pitch fest, right? And then be done with it and then right? And then be done with it and then maybe you meet some investor. For us, it maybe you meet some investor. For us, it become this mini boot camp through this become this mini boot camp through this whole thing. What was the best whole thing. What was the best experience that you felt through this experience that you felt through this journey of getting on stage getting all journey of getting on stage getting all these little videos or get asking people these little videos or get asking people to vote for you that you learned through to vote for you that you learned through this journey on how you will reflect this journey on how you will reflect back on how to build your company also?

back on how to build your company also? >> Great question. I really appreciate you >> Great question. I really appreciate you organizing this award. I do think it was organizing this award. I do think it was really well thought and all the steps really well thought and all the steps that you mentioned they actually really that you mentioned they actually really helped because sometimes like yeah you helped because sometimes like yeah you pitch your startup like almost every day pitch your startup like almost every day but then somebody asks you like hey but then somebody asks you like hey record a video two-minute video I'm like record a video two-minute video I'm like hm interesting what should I exactly put hm interesting what should I exactly put in those two in those two minutes in those two in those two minutes because that's not a lot of time it's because that's not a lot of time it's pretty close to elevator pitch and you pretty close to elevator pitch and you need to practice those as well but yeah need to practice those as well but yeah every time you provided specific steps every time you provided specific steps and instructions that was super helpful and instructions that was super helpful and of Of course then the final event and of Of course then the final event where there were so many investors and where there were so many investors and there's a huge audience of people who there's a huge audience of people who came just to support and listen that was came just to support and listen that was also like super impressive to just pitch also like super impressive to just pitch in front of that huge audience with so in front of that huge audience with so much experience. So no and now all the much experience. So no and now all the materials that I get and all the materials that I get and all the insights lots of great recommendation insights lots of great recommendation advice from judges. I'm super super advice from judges. I'm super super thankful and really appreciate all the thankful and really appreciate all the work that you've done and yeah I feel work that you've done and yeah I feel super honored to win the award.

super honored to win the award. >> Amazing. What would you tell people who >> Amazing. What would you tell people who are kind of hesitate when they go apply are kind of hesitate when they go apply to a war and that they really should do to a war and that they really should do it? H if you were in their shoes, what it? H if you were in their shoes, what would you tell them?

would you tell them? >> First of all, if you're a startup >> First of all, if you're a startup founder, forget the word hesitant. You founder, forget the word hesitant. You just don't really don't really think too just don't really don't really

think too much. Just apply and you're going to much. Just apply and you're going to definitely get as much benefit as I did.

definitely get as much benefit as I did. And yeah, just don't overthink it and And yeah, just don't overthink it and over complicate it. just apply, go over complicate it. just apply, go through all the steps, and if your through all the steps, and if your solution deserves the award, then that's solution deserves the award, then that's your day. So, yeah, definitely recommend your day. So, yeah, definitely recommend it.

it. it. >> Perfect. And we're so excited for all >> Perfect. And we're so excited for all the movements that coming out for you. the movements that coming out for you.

Looking forward to see the press release Looking forward to see the press release that we're about to launch, see all the that we're about to launch, see all the places, the other news and media that's places, the other news and media that's get picked up. Right. We all know as get picked up. Right. We all know as you're building a media platform is that you're building a media platform is that we need the right eyeballs to start we need the right eyeballs to start reading to start engaging into what reading to start engaging into what you're up to and then that will lead to you're up to and then that will lead to contract that will lead to investor contract that will lead to investor conversation and also we're excited to conversation and also we're excited to go down the rabbit hole with you to see go down the rabbit hole with you to see behind the scene and how to optimize behind the scene and how to optimize everything that you and your co-founder everything that you and your co-founder have built so far and then making sure have built so far and then making sure even more investors are getting even more investors are getting connected for anybody body else. Exactly connected for anybody body else. Exactly what Alex is saying. Don't be hesitating what Alex is saying. Don't be hesitating because it's all about the speed of because it's all about the speed of action and execution. That's at the end action and execution. That's at the end of the day what will make your idea into of the day what will make your idea into a true impact and not just idea on paper a true impact and not just idea on paper that you got a lot of people excited that you got a lot of people excited about. We really want you guys to about. We really want you guys to flourish and have a tangible impact. Any flourish and have a tangible impact. Any last words that you like to share with last words that you like to share with the audience?

the audience? >> I'd like everybody to remember the name >> I'd like everybody to remember the name of the company. It's yod which is the of the company. It's yod which is the abbreviation for your online doctor abbreviation for your online doctor diagnostics. I really hope most of you diagnostics. I really hope most of you are going to have a chance to have that are going to have a chance to have that device at home very very soon and that's device at home very very soon and that's going to improve your whole healthcare going to improve your whole healthcare experience and healthcare delivery. I do experience and healthcare delivery. I do think that remote work is now a new think that remote work is now a new norm. I'm sure remote health is going to norm. I'm sure remote health is going to be the next new norm and we already see be the next new norm and we already see lots of trends happening in home health.

lots of trends happening in home health. So yeah, looking forward to learn what's So yeah, looking forward to learn what's next in the industry over overall and of next in the industry over overall and of course hoping to get my device to market course hoping to get my device to market as soon as possible.

as soon as possible. >> Now this last part of our conversation >> Now this last part of our conversation shifted from having a great idea to shifted from having a great idea to building a company people genuinely want building a company people genuinely want to support. Alex shared why community to support. Alex shared why community visibility and authentic relationship visibility and authentic relationship create opportunity that code outreach create opportunity that code outreach rarely can. If you're building a health rarely can. If you're building a health care company, remember that trust isn't care company, remember that trust isn't built overnight. It is earned through built overnight. It is earned through consistently showing up, sharing your consistently showing up, sharing your mission, and creating value long before mission, and creating value long before you ask for funding or partnership.

you ask for funding or partnership. For all the visionaries out there who For all the visionaries out there who have an idea, startup, or innovation have an idea, startup, or innovation that could change healthcare, dental, that could change healthcare, dental, and the wellness space, bring it to hot and the wellness space, bring it to hot or not. You

get to just two minutes to or not. You get to just two minutes to pitch your company in front of pitch your company in front of investors, clinicians, operators, and investors, clinicians, operators, and other industry experts. Then the other industry experts. Then the audience waits in. It's hot a solution audience waits in. It's hot a solution that the marker want or not. A concept that the marker want or not. A concept that needs more validation formerly that needs more validation formerly known as pitch to yes. So then you can known as pitch to yes. So then you can actually submit your pitch early to actually submit your pitch early to pitch to yes and we will do the analysis pitch to yes and we will do the analysis for you. This is your opportunity to for you. This is your opportunity to pressure test your message to get real pressure test your message to get real feedback and potentially connect with feedback and potentially connect with partners, customers, and investors.

partners, customers, and investors. Submit your pitch at pitch2.com Submit your pitch at pitch2.com and join us at this event because great and join us at this event because great Perfect. If you are a practitioner and Perfect. If you are a practitioner and investor like to engage with a product investor like to engage with a product like what Alex have check the show now like what Alex have check the show now either submit your investor thesis or either submit your investor thesis or preference or you're like hey I wanted preference or you're like hey I wanted to help I have a kind of open doors then to help I have a kind of open doors then we would love to have a conversation we would love to have a conversation with you and to make sure that the with you and to make sure that the meaningful movements of all of you guys meaningful movements of all of you guys each one of us have something amazing to each one of us have something amazing to give in the health wellness and dental give in the health wellness and dental face. So let's all champion together and face. So let's all champion together and making tellah health the next new norm.

making tellah health the next new norm. Until next time. Thanks guys. Until next time. Thanks guys. >> Thank you so much. >> Thank you so much. >> This conversation remind us that >> This conversation remind us that building a successful healthcare building a successful healthcare technology company isn't about solving technology company isn't about solving every problem in healthcare. It is about every problem in healthcare. It is about solving one meaningful problem solving one meaningful problem exceptionally well. Alex's journey exceptionally well. Alex's journey showed how purposefocused showed how purposefocused execution and building the right execution and building the right relationship can create momentum that relationship can create momentum that opens doors to greater impact. And then opens doors to greater impact. And then we're so proud for him to be one of our we're so proud for him to be one of our impact award winners. Every year impact award winners. Every year application opens toward the end of the application opens toward the end of the year around October and we are looking year around October and we are looking forward to see all the new cohort of the forward to see all the new cohort of the next wave of innovation companies coming next wave of innovation companies coming out. Now here are the six founder out. Now here are the six founder lessons you can apply as you continue lessons you can apply as you continue grow your company. Number one, grow your company. Number one, healthcare is too broad. Great founders healthcare is too broad. Great founders define a narrow wedge. One of the define a narrow wedge. One of the strongest theme early in the interview strongest theme early in the interview is that everyone wants to improve health is that everyone wants to improve health care but broad mission do not build care but broad mission do not build companies. Instead, successful founders companies. Instead, successful founders identify a specific problem where they identify a specific problem where they can create measurable change before can create measurable change before expanding. That message resonates with expanding. That message resonates with founders struggling to explain the value founders struggling to explain the value proposition. Number two, purpose creates proposition. Number two, purpose creates endurance. Alex didn't choose a endurance. Alex didn't choose a healthcare because it was the easiest healthcare because it was the easiest market. His career began working on HIV market. His career began working on HIV AIDS awareness campaign in Ukraine where AIDS awareness campaign in Ukraine where he saw firsthand how communication could he saw firsthand how communication could improve patient outcome. That experience improve patient outcome. That experience shaped every business decision shaped every business decision afterward. For founders, this is an afterward. For founders, this is an important reminder. Mission isn't your important reminder. Mission isn't your marketing. Mission is what keeps your marketing. Mission is what keeps your building when fundraising becomes building when fundraising becomes difficult. Number three, visibility is difficult. Number three, visibility is part of building the company. One of the part of building the company. One of the recurrent themes is that founders must recurrent themes is that founders must become the face of their company. The become the face of their company. The health tech impact awards aren't health tech impact awards aren't simply about submitting a pitch deck.

about submitting a pitch deck. Applicants had to create videos to talk Applicants had to create videos to talk about their mission, their process, about their mission, their process, their product, present publicly, build their product, present publicly, build social capital to get buy in, receive social capital to get buy in, receive public validation, and receive investor public validation, and receive investor feedback. This entire process reinforce feedback. This entire process reinforce a message that your ICP already believes a message that your ICP already believes build a better company isn't enough.

build a better company isn't enough. People have to know that you exist and People have to know that you exist and support you. Number four, community support you. Number four, community crease opportunities that code outreach crease opportunities that code outreach rarely does. Alex has intentionally rarely does. Alex has intentionally built relationship among founders, built relationship among founders, clinicians, investors, and innovators. I clinicians, investors, and innovators. I emphasize that the goal is connecting emphasize that the goal is connecting the right people with the right the right people with the right solutions, not simply increasing the solutions, not simply increasing the number of connections. that becomes a number of connections. that becomes a excellent lesson for founders trying to excellent lesson for founders trying to shortcut relationship building. Number shortcut relationship building. Number five, speed of execution separates five, speed of execution separates founders from dreamers. Near the close founders from dreamers. Near the close of the episode, we shifted from of the episode, we shifted from inspiration to execution. The emphasize inspiration to execution. The emphasize isn't simply having a good idea. It is isn't simply having a good idea. It is moving quickly enough that the idea moving quickly enough that the idea becomes reality. That message will becomes reality. That message will resonate particularly well with resonate particularly well with innovators between seed and series A who innovators between seed and series A who are waiting for the perfect time. Now are waiting for the perfect time. Now let me ask you this. If someone let me ask you this. If someone researched your company today, would researched your company today, would they find enough evidence to trust you they find enough evidence to trust you or are you still relying only on your or are you still relying only on your product to sell your story?

product to sell your story? Thank you for listening. Remember, the Thank you for listening. Remember, the positive change we're seeking starts positive change we're seeking starts right here with me and you. If you're a right here with me and you. If you're a fan of the show or if you are just fan of the show or if you are just having struggles or success that you're having struggles or success that you're either experienced in the past or are either experienced in the past or are experiencing now in the healthcare experiencing now in the healthcare industry, these matter to all of us. I industry, these matter to all of us. I want to hear from you. Visit want to hear from you. Visit sabrinarach.com/connect