Why Samsung Bought Xealth and What Founders Should Learn with Mike McSherry Transcript

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Healthcare Growth Through Workflow Solutions

Most founders [music] think growth comes Most founders [music] think growth comes from louder marketing or one lucky from louder marketing or one lucky investor intro. [music] But in investor intro. [music] But in healthcare, the biggest wins often come healthcare, the biggest wins often come quietly by solving painful workflow quietly by solving painful workflow [music] problems so well that the market [music] problems so well that the market cannot ignore you. Today's guest, CEO of cannot ignore you.

Introducing Mike Mishary and Zelse

Welcome to The Providers' Edge

Today's guest, CEO of Zelse, [music] Zelse, [music] Mike Mishary, did exactly that, building Mike Mishary, did exactly that, building a platform trusted [music] by leading a platform trusted [music] by leading healthcare system and ultimately healthcare system and ultimately Healthcare entrepreneurs, are you ready Healthcare entrepreneurs, are you ready to rewrite the rules for your business to rewrite the rules for your business so you can have more time off, a great so you can have more time off, a great team, [music] and more income while team, [music] and more income while creating a positive social impact? Then creating a positive social impact? Then you are in the right place. [music] you are in the right place. [music] Welcome to The Providers' Edge. I'm your Welcome to The Providers' Edge. I'm your host, Sabrina Runbeck. I'm a provider, host, Sabrina Runbeck. I'm a provider, [music] an international peak [music] an international peak performance keynote speaker, and a performance keynote speaker, and a best-selling author. Let's open the best-selling author.

Healthcare Innovation and Collaboration

Let's open the gateway to profitability [music] gateway to profitability [music] for you today. My guest and I help for you today. My guest and I help healthcare [music] entrepreneurs and healthcare [music] entrepreneurs and startup founders like you break through startup founders like you break through barriers so you can control your barriers so you can control your business, control your life, and control business, control your life, and control [music] [music] [music] your future. This is your defining your future. This is your defining We held that every year we have all the We held that every year we have all the innovations, leaders, founders, innovations, leaders, founders, creators, and all the investments coming creators, and all the investments coming together to think about what can we together to think about what can we change, what can we collaborate on.

change, what can we collaborate on. There's so many things we can do, but There's so many things we can do, but there's only so much we can do together.

there's only so much we can do together. So let's be focused and then create and So let's be focused and then create and have fun have fun while we're in the process. So we have while we're in the process. So we have Michael here with us. What really Michael here with us. What really brought you to help this year?

brought you to help this year?

Zelse's Hospital Integrations and Samsung Acquisition

Well, we work with a number of hospital Well, we work with a number of hospital systems in the country and then we systems in the country and then we integrate third-party digital health integrate third-party digital health applications or remote patient applications or remote patient monitoring devices or even services such monitoring devices or even services such as like Uber rides or meal delivery as like Uber rides or meal delivery patient care.

So, we work with a broad patient care. So, we work with a broad range of partners in the ecosystem and range of partners in the ecosystem and this obviously is a great venue for this obviously is a great venue for that. I'm also excited that Samsung just that. I'm also excited that Samsung just bought our company and we announced it bought our company and we announced it on Friday of the completion and close of on Friday of the completion and close of the transaction. So, we roll straight the transaction. So, we roll straight into health and we get to see all of the into health and we get to see all of the partners and tell them about the vision partners and tell them about the vision of what Zocdoc and Samsung will be of what Zocdoc and Samsung will be creating together. Yeah, exactly. It's a creating together. Yeah, exactly. It's a I always That's the build-up, right?

I always That's the build-up, right? That's the moment that we build That's the moment that we build something, people really believe in it. something, people really believe in it.

Now, bigger companies are jumping on Now, bigger companies are jumping on because they see the vision of what because they see the vision of what could be, right? So, that being said, could be, right? So, that being said, what will the next year look like for what will the next year look like for you guys? So, thrilled by Samsung, you you guys? So, thrilled by Samsung, you know, global partner, global know, global partner, global aspirations, but for the next year, aspirations, but for the next year, Samsung's coming up to Seattle, that's Samsung's coming up to Seattle, that's where our headquarters are. They're where our headquarters are.

Samsung Partnership and Future Growth

They're flying in 20 people from Korea and flying in 20 people from Korea and around the US and then they're going to around the US and then they're going to present to all of our employees on what present to all of our employees on what their vision of how health care will their vision of how health care will change the world and Samsung's role, why change the world and Samsung's role, why they wanted to buy Zocdoc to complement they wanted to buy Zocdoc to complement that vision. And then we're having a that vision. And then we're having a party in a celebration, so you know, a party in a celebration, so you know, a little pause in the activity, but then little pause in the activity, but then it's going to blend into operational it's going to blend into operational planning and tech planning and strategy planning and tech planning and strategy and sales and marketing. So, you know, and sales and marketing. So, you know, it's going to be operational planning it's going to be operational planning for what we're going to accomplish. You for what we're going to accomplish. You know, again, what Zocdoc does is we let know, again, what Zocdoc does is we let clinicians prescribe relevant digital clinicians prescribe relevant digital health applications to patients. So, health applications to patients. So, we're deeply embedded in the medical we're deeply embedded in the medical record. So, instead of a patient, you record. So, instead of a patient, you know, receiving a med, they receive a know, receiving a med, they receive a suggestion that they should download suggestion that they should download this app that'll help them manage their this app that'll help them manage their pregnancy or their diabetes or this pregnancy or their diabetes or this mental health or this device will help mental health or this device will help remotely monitor their blood, their remotely monitor their blood, their blood pressure, their weight. And so, we blood pressure, their weight.

Remote Monitoring and Clinical Workflow

And so, we integrate all these different integrate all these different third-party applications and vendors and third-party applications and vendors and services that provide this asynchronous services that provide this asynchronous or remote care for the patients. And or remote care for the patients. And then we integrate all that data to come then we integrate all that data to come back into the medical records for back into the medical records for doctors and hospital systems to remotely doctors and hospital systems to remotely monitor and intervene. So, we will sign monitor and intervene. So, we will sign more hospital customers, we will launch more hospital customers, we will launch more partners. Why Samsung bought us is more partners. Why Samsung bought us is they see their watch, the ring, they see their watch, the ring, increasingly playing a role in clinical increasingly playing a role in clinical care. They're getting more and more FDA care. They're getting more and more FDA designations for AFib detection, sleep designations for AFib detection, sleep apnea detection, hypertension apnea detection, hypertension monitoring. And the more clinical these monitoring. And the more clinical these capabilities came, the more they capabilities came, the more they realized, "Hey, we're no longer just a realized, "Hey, we're no longer just a consumer company. We're a clinical consumer company. We're a clinical company.

We need someone, some partner company. We need someone, some partner to help us integrate to the medical to help us integrate to the medical records and the workflow and the records and the workflow and the hospital systems." So, they found Zelt, hospital systems." So, they found Zelt, we negotiated, and here we are today.

we negotiated, and here we are today.

Prescribing Digital Health in the EHR

So, very exciting. Yeah, I think that's So, very exciting. Yeah, I think that's the power of those amazing the power of those amazing collaboration. They are big company and collaboration. They are big company and they're about creating the right they're about creating the right devices, but the device, when we have an devices, but the device, when we have an implementation and indication how implementation and indication how patients are really using it, it's easy, patients are really using it, it's easy, convenient for them.

convenient for them. >> Right. And how do we then leverage these >> Right. And how do we then leverage these data that the healthcare workers care data that the healthcare workers care about? Yes, if we recommend a device, I about? Yes, if we recommend a device, I have been on those calls, too, calling have been on those calls, too, calling my patient to be, "Hey, we really think my patient to be, "Hey, we really think you should have a remote monitoring you should have a remote monitoring device at home, check your blood device at home, check your blood pressure, check your heart rhythm, and pressure, check your heart rhythm, and pulse ox." And then some people really pulse ox." And then some people really is that pushback is like, "Oh, you're is that pushback is like, "Oh, you're making me do work, right?" And versus making me do work, right?" And versus others like, "Oh, I would love that, others like, "Oh, I would love that, right? I want to know these data." right? I want to know these data." >> Right. So, we're really catering to now >> Right. So, we're really catering to now people who are already in that same people who are already in that same mindset without extra education. They're mindset without extra education. They're doing it anyway, why not give the right doing it anyway, why not give the right data back to them clinical team so they data back to them clinical team so they can help facilitate, especially that can help facilitate, especially that preventative side, right? Maybe one or preventative side, right? Maybe one or two times your heart rate goes up is not two times your heart rate goes up is not that big deal, but if you consistently that big deal, but if you consistently doing that, perhaps the SVT, perhaps the doing that, perhaps the SVT, perhaps the AFib, we then can help to trigger those AFib, we then can help to trigger those additional assessment and treatment.

additional assessment and treatment. Exactly. And also, one of the benefits Exactly. And also, one of the benefits that Zelt has is when we're we're that Zelt has is when we're we're prescribing workflow, we know why the prescribing workflow, we know why the clinician might want to care about clinician might want to care about someone's pregnancy, so you're only someone's pregnancy, so you're only monitoring the fetal or the blood monitoring the fetal or the blood pressure and scale weight. Or if pressure and scale weight. Or if someone's discharged from post-surgical someone's discharged from post-surgical recovery, you might need them to know recovery, you might need them to know about the number of steps they have to about the number of steps they have to do to stay on their PT regimen or do to stay on their PT regimen or protocol. So, when you're in the protocol. So, when you're in the prescribing, you already know what it is prescribing, you already know what it is you're trying to monitor on behalf of you're trying to monitor on behalf of that patient. So, then the fidelity of that patient.

Acuity, Escalation, and Patient Data

So, then the fidelity of the data that you're bringing back in the data that you're bringing back in the alerting mechanism is very, very the alerting mechanism is very, very pertinent to what that clinician wants pertinent to what that clinician wants to do in terms of remotely monitoring to do in terms of remotely monitoring that patient.

that patient. >> Yeah, it's definitely about not just the >> Yeah, it's definitely about not just the detection part. It's you already can detection part. It's you already can attach to these treatment workflow. I attach to these treatment workflow. I think that's many people's challenge is, think that's many people's challenge is, "Oh, we can create care plan, but who's "Oh, we can create care plan, but who's actually ensuring these things that actually ensuring these things that happen?" And now you guys have these happen?" And now you guys have these apps and

recommendations, so people can apps and recommendations, so people can be very specific in what they need to do be very specific in what they need to do >> Yep. for the next phase of treatment >> Yep. for the next phase of treatment without having to have additional without having to have additional nurses. I may have to call them at home, nurses. I may have to call them at home, check on them, and also potentially check on them, and also potentially decrease amount of calls clinicians take decrease amount of calls clinicians take when in the middle of the night if we when in the middle of the night if we didn't have any monitoring. You really didn't have any monitoring. You really don't know what is that acuity of the don't know what is that acuity of the state.

state. state. >> Exactly. So, again, some of the benefits >> Exactly. So, again, some of the benefits that Zelta has in the connectivity we that Zelta has in the connectivity we have to the medical record, we do a lot have to the medical record, we do a lot of depression screens of patients of depression screens of patients delivered through mental health apps.

delivered through mental health apps. And the PHQ-9, you know what that is, And the PHQ-9, you know what that is, like the, you know, questionnaire that like the, you know, questionnaire that asks patients. One of the questions is, asks patients. One of the questions is, "Are you feeling suicidal?" And that has "Are you feeling suicidal?" And that has a different escalation acuity than, you a different escalation acuity than, you know, "I'm not feeling well today" kind know, "I'm not feeling well today" kind of a question. So, again, we remotely of a question. So, again, we remotely monitor a variety of different monitor a variety of different patient-generated data, device-generated patient-generated data, device-generated data, and the acuity level of that can data, and the acuity level of that can trigger a a number of different trigger a a number of different escalation interventions depending upon escalation interventions depending upon the severity of that data coming back.

the severity of that data coming back. Yeah, that's amazing. So, seems like you Yeah, that's amazing.

Hospital Expansion and Ubiquitous Infrastructure

So, seems like you guys are already very interconnected guys are already very interconnected into the hospital system. Is that the into the hospital system. Is that the growth plan is getting into more growth plan is getting into more hospital or we're starting expanding hospital or we're starting expanding other channels?

other channels? >> Yeah, we work with dozens of hospital >> Yeah, we work with dozens of hospital systems and it's like Providence and systems and it's like Providence and UPMC and Advocate and Mass General UPMC and Advocate and Mass General Brigham and Banner and Duke and Brigham and Banner and Duke and Stanford. So, big big academics. We're Stanford. So, big big academics. We're working with a number of cancer care working with a number of cancer care centers, Dana Farber, City of Hope and centers, Dana Farber, City of Hope and even pediatric hospitals, so specialty even pediatric hospitals, so specialty hospitals. With Samsung, I hope to be hospitals. With Samsung, I hope to be ubiquitous. I would like to be default ubiquitous. I would like to be default infrastructure. I don't know if you're infrastructure. I don't know if you're familiar with SureScripts, the familiar with SureScripts, the e-prescribing platform for medications.

e-prescribing platform for medications. We would like to be as ubiquitous as We would like to be as ubiquitous as SureScripts, but for prescribing digital SureScripts, but for prescribing digital activity on behalf of hospital systems.

activity on behalf of hospital systems.

Digital Health Reimbursement and National ID

So, that's our ambition and that's our So, that's our ambition and that's our goal and Samsung is going to help propel goal and Samsung is going to help propel towards that. That's amazing. And so, I towards that. That's amazing. And so, I also like to ask a fun question. If we also like to ask a fun question. If we give you a magic wand and that magic give you a magic wand and that magic wand granted you three wishes to get you wand granted you three wishes to get you to that ambiguous everything digital to that ambiguous everything digital recommendation, how would you use those recommendation, how would you use those three wishes? Great question. One, I three wishes? Great question. One, I would love to see Medicaid and Medicare would love to see Medicaid and Medicare

reimbursed for digital health. I saw the reimbursed for digital health. I saw the stat that 95% of all Fortune 500 stat that 95% of all Fortune 500 companies have digital mental health companies have digital mental health applications available for their applications available for their employees. It's proving beneficial, it's employees. It's proving beneficial, it's proving economical, the immediacy versus proving economical, the immediacy versus trying to schedule a six-month out, you trying to schedule a six-month out, you know, mental health professional know, mental health professional appointment provides benefit. Yet, for appointment provides benefit. Yet, for your most vulnerable patients, your your most vulnerable patients, your Medicaid, you know, that might be Medicaid, you know, that might be transportation challenged or taking time transportation challenged or taking time off from work or physically challenged, off from work or physically challenged, Medicare, same challenges, different, Medicare, same challenges, different, you know, like implications. Why is it you know, like implications. Why is it that they don't have access to these that they don't have access to these mental health tools? Why is it they have mental health tools? Why is it they have scheduled a face-to-face visit? So, scheduled a face-to-face visit? So, reimbursement for Medicaid and Medicare.

reimbursement for Medicaid and Medicare. I truly think that a national healthcare I truly think that a national healthcare ID might simplify a lot of device ID might simplify a lot of device connectivity and app connectivity and connectivity and app connectivity and EHR connectivity and broker the data EHR connectivity and broker the data interoperability that would make a more interoperability that would make a more seamless healthcare experience more seamless healthcare experience more prevalent. And then lastly, if we prevalent. And then lastly, if we execute on vigilant Samsung, we're going execute on vigilant Samsung, we're going to achieve it ourselves. So, I'm to achieve it ourselves. So, I'm thrilled to be partnering with Samsung.

thrilled to be partnering with Samsung.

Samsung's Healthcare Vision

I was in the mobile industry for almost I was in the mobile industry for almost 20 years prior to this. Samsung was an 20 years prior to this. Samsung was an investor and on my board of my last investor and on my board of my last company, and our software is deployed company, and our software is deployed ubiquitously on every single Samsung ubiquitously on every single Samsung device globally. I would like to be part device globally. I would like to be part of Samsung's global healthcare footprint of Samsung's global healthcare footprint and achieve that level of scale with and achieve that level of scale with this new partnership and relationship this new partnership and relationship What Mike [music] just shared is a What Mike [music] just shared is a master class in building what healthcare master class in building what healthcare actually needs. Not just what sounds actually needs. Not just what sounds exciting in a pitch deck.

exciting in a pitch deck. Sales growth because [music] Sales growth because [music] they solved workflow friction, connected they solved workflow friction, connected real patient data back to the real patient data back to the clinicians, clinicians, clinicians, >> [music] >> [music] >> [music] >> and made digital care easier to use.

>> and made digital care easier to use. Founders listening right now, that's Founders listening right now, that's your reminder. [music] your reminder. [music] Adoption happens when innovation fits Adoption happens when innovation fits naturally into how [music] care is naturally into how [music] care is already delivered. Before we jump into already delivered.

Connected Devices and Ambient Listening

Before we jump into the second 2/3 of our conversation, the second 2/3 of our conversation, let's take a quick pause and share let's take a quick pause and share [music] something that might be very [music] something that might be very useful for many of you out there right useful for many of you out there right now. Those who has a great [music] idea now. Those who has a great [music] idea and then want to make sure that they're and then want to make sure that they're actually able to have a sellable actually able to have a sellable product, [music] product, [music] or those who are already fundraising and or those who are already fundraising and needing help to be in front of investors needing help to be in front of investors >> [music] >> [music] >> [music] >> and experts that can support them, come >> and experts that can support them, come to Pitch to Yes Live Diagnostic to Pitch to Yes

Live Diagnostic Workshop, where we have mix of founders, Workshop, where we have mix of founders, investors, and [music] operators in the investors, and [music] operators in the room to help you to see if your idea is room to help you to see if your idea is really hot or not, and we help you to really hot or not, and we help you to break down [music] the best pitches in break down [music] the best pitches in the 10-point scale and rewrite for you.

the 10-point scale and rewrite for you. Go to pitchtoyes.com [music] Go to pitchtoyes.com [music] to register for the next event. to register for the next event.

Yeah, that's exciting, right? It's Yeah, that's exciting, right? It's giving more access by tapping more into giving more access by tapping more into the Medicare Medicaid population. They the Medicare Medicaid population. They are already in the realm of wanting to are already in the realm of wanting to serve, right? With the reimbursement on serve, right?

The Future of Connected Healthcare

With the reimbursement on remote monitoring, what not, but also remote monitoring, what not, but also how do we expand that? Yeah. Right? how do we expand that? Yeah. Right?

Should be more accessible. And then the Should be more accessible. And then the second thing in terms of, you know, second thing in terms of, you know, leveraging Samsung, they will come in leveraging Samsung, they will come in with their whole team, right? Really with their whole team, right? Really thinking about what that 10-year vision thinking about what that 10-year vision five-year vision and then grow into the five-year vision and then grow into the omnipresence of the solution, right? And omnipresence of the solution, right? And the second thing you said, I forgot for the second thing you said, I forgot for a brief moment. National patient ID.

a brief moment. National patient ID. Yes, ID. Which I think it There are Yes, ID. Which I think it There are solutions nowadays, um, too many point solutions nowadays, um, too many point of care, right? That's the challenge. If of care, right? That's the challenge. If they build their own EHR system for they build their own EHR system for collecting these Yeah.

collecting these Yeah. but they don't necessarily but they don't necessarily sync into the EHR that's already sync into the EHR that's already existing. Right. So then it feels like existing. Right. So then it feels like us clinicians ourselves, I have to log us clinicians ourselves, I have to log into this portal, that portal just get into this portal, that portal just get data. Or they're like, "Oh yeah, we'll data. Or they're like, "Oh yeah, we'll just fax the data over." Then I'm like, just fax the data over." Then I'm like, "Oh my god, now you're creating more "Oh my god, now you're creating more work for them to scan it and put it in a work for them to scan it and put it in a special folder." It's not innate into special folder." It's not innate into the system about how we see trends, the system about how we see trends, right? Right. So I think if that for right? Right.

Founder Lessons from the Acquisition

So I think if that for sure with the national patient ID of not sure with the national patient ID of not just that Epic have the community where just that Epic have the community where now I can see different hospitals' now I can see different hospitals' record, but what if it's a soaring? What record, but what if it's a soaring? What if they have a completely different data if they have a completely different data of HCA hospital, completely different, of HCA hospital, completely different, right? So how do we get the right data right? So how do we get the right data no matter where patient are? And having no matter where patient are? And having them have the power of those data and to them have the power of those data and to even participate in other researches if even participate in other researches if they so desire to. Well, well said, yes.

they so desire to. Well, well said, yes. Absolutely agree. And And Samsung is Absolutely agree. And And Samsung is committed to a healthier, more connected committed to a healthier, more connected healthcare future. And over 70% of US healthcare future. And over 70% of US homes have a Samsung device, a TV, a homes have a Samsung device, a TV, a refrigerator, a washing machine, air refrigerator, a washing machine, air conditioner.

conditioner. conditioner. >> Samsung phone. >> Samsung phone. >> [laughter] >> [laughter] >> [laughter] >> And into that vision, Samsung is going >> And into that vision, Samsung is going to connect all those to relevant to connect all those to relevant healthcare experiences for fall risk healthcare experiences for fall risk detection or healthier eating or nudging detection or healthier eating or nudging guiding towards, you know, behaviors.

guiding towards, you know, behaviors. And so, I think Samsung is going to play And so, I think Samsung is going to play an increasingly pervasive role in an increasingly pervasive role in healthcare in our lives, and that's a healthcare in our lives, and that's a good thing from what I've seen on their good thing from what I've seen on their vision and commitment towards a vision and commitment towards a healthier ecosystem for all. Yeah, it's healthier ecosystem for all. Yeah, it's all about what's already existing. How all about what's already existing. How do we maximize the existing product and do we maximize the existing product and services and tap it back into what we services and tap it back into what we can build, right? Connecting all the can build, right? Connecting all the dots and vision together. So, it's no dots and vision together. So, it's no longer I'm building this. What does that longer I'm building this. What does that truly mean truly mean >> Right.

>> Right. >> Right. >> for the patient individual, right? And >> for the patient individual, right?

Closing Thoughts and Contact Information

And like a small things like when I have the like a small things like when I have the Samsung fridge where you can tap, you Samsung fridge where you can tap, you can now see everything in your fridge.

can now see everything in your fridge. >> Yeah. Instead of people opened up the >> Yeah. Instead of people opened up the fridge and staring at it for 10 minutes.

fridge and staring at it for 10 minutes. And then the fridge would beep at you, And then the fridge would beep at you, right? right? right? >> You You know what? Yes.

>> You You know what? Yes. >> Making those better healthy choices. So, >> Making those better healthy choices. So, it's exciting to be in that round of it's exciting to be in that round of creation and make things exciting. Now, creation and make things exciting. Now, my passion is always having more my passion is always having more clinicians, especially female, to take clinicians, especially female, to take those support roles, investment roles, those support roles, investment roles, because when we're engaged in the because when we're engaged in the forefront of creation, then we are forefront of creation, then we are easier to adapt because it's already easier to adapt because it's already embedded in how Right. workflow and how embedded in how Right. workflow and how they would recommend these they would recommend these recommendations for the patient, right?

recommendations for the patient, right? At the end of the day, they are always At the end of the day, they are always check with your providers, right?

check with your providers, right? >> [laughter] >> [laughter] >> [laughter] >> So, that's my personal mission. So, when >> So, that's my personal mission. So, when I'm always engaging with you guys who I'm always engaging with you guys who already build these things, we're always already build these things, we're always like, so what would be something you like, so what would be something you would ask about our medical community, would ask about our medical community, right? Those of us who truly believe in right? Those of us who truly believe in change, taking on the roles, how can we change, taking on the roles, how can we be more helpful? Open to change. There's be more helpful? Open to change. There's too much governance and process and too much governance and process and hesitancy, and the world is moving so hesitancy, and the world is moving so quickly in terms of AI. It may not be a quickly in terms of AI. It may not be a stretch. Samsung might not agree with me stretch. Samsung might not agree with me making forward leaning statements like making forward leaning statements like this, but the watch, the ring, the this, but the watch, the ring, the wearable, the patch, the phone in your wearable, the patch, the phone in your pocket, they're all going to pocket, they're all going to increasingly have a tell that something increasingly have a tell that something is not right with your health. And it's is not right with your health. And it's going to notify you to do something going to notify you to do something about that. And you're essentially going about that. And you're essentially going to have a doctor in your pocket that's to have a doctor in

your pocket that's going to have an AI chatbot that's kind going to have an AI chatbot that's kind of like trying triage. It might lead to of like trying triage. It might lead to an urgent care scenario. It might lead an urgent care scenario. It might lead to scheduling a specialist, you know, to scheduling a specialist, you know, visit. lead to telehealth kind of visit. lead to telehealth kind of offerings, but that world is coming and offerings, but that world is coming and providers need to embrace and providers need to embrace and incorporate that into their planning of incorporate that into their planning of how health care is going to be delivered how health care is going to be delivered in the future here in in this country in the future here in in this country and in the world. And I'm excited by and in the world. And I'm excited by that and I strongly believe in that.

that and I strongly believe in that. I've been always in my career tech I've been always in my career tech forward, tech optimist, and I think that forward, tech optimist, and I think that is going to improve lives and save is going to improve lives and save costs, and I would encourage providers costs, and I would encourage providers to think expansively on what this world to think expansively on what this world can do in care delivery and cost can do in care delivery and cost reductions. Yeah, I think that we reductions. Yeah, I think that we definitely have a large body of definitely have a large body of clinicians who believe in that. And then clinicians who believe in that. And then they do see is they're reducing amount they do see is they're reducing amount of of of work they want to do. They just don't work they want to do. They just don't have the time to do. And then therefore have the time to do. And then therefore it actually does increase the referral it actually does increase the referral back, right? Because if it's already back, right? Because if it's already triage, it's already recommended, that triage, it's already recommended, that means we can now see some of the patient means we can now see some of the patient that we might not even know they needed that we might not even know they needed that. And then that will reduce amount that. And then that will reduce amount of primary care burdens when it comes to of primary care burdens when it comes to they're so tapped out on amount of they're so tapped out on amount of patient that are already seeing, right?

patient that are already seeing, right? So, how do we help them to get through So, how do we help them to get through that process quicker to have the right that process quicker to have the right recommendation, treatment plans, and to recommendation, treatment plans, and to come back to the same system?

come back to the same system? >> Well, and I'm sure you're seeing the >> Well, and I'm sure you're seeing the ambient listening and, you know, the ambient listening and, you know, the capabilities and the burnout reduction capabilities and the burnout reduction that that's achieving for a lot of that that's achieving for a lot of providers and clinicians. And Samsung providers and clinicians. And Samsung makes a lot of those phones capturing makes a lot of those phones capturing that, you know, predict there'll be that, you know, predict there'll be glasses in the future that also play a glasses in the future that also play a role into that. And if you expand that role into that. And if you expand that ambient listening to camera detection ambient listening to camera detection and other ambient listening and other ambient listening capabilities. Samsung makes all of those capabilities. Samsung makes all of those devices. So, I think you're going to see devices. So, I think you're going to see Samsung playing an increasingly strong Samsung playing an increasingly strong role in ambient listening for both role in ambient listening for both in-patient scenarios and in-patient scenarios and doctor-clinician relationship, as well doctor-clinician relationship, as well as bridging into the home that has its as bridging into the home that has its own remote monitoring capabilities and own remote monitoring capabilities and can be guides towards wellness and can be guides towards wellness and healthier living, as well as healthier living, as well as notifications for increased clinical notifications for increased clinical interventions when needed for certain interventions when needed for certain patients.

patients. patients. >> [music] >> [music] >> [music] >> What I love about this part of our >> What I love about this part of our conversation is the bigger vision.

conversation is the bigger vision. Healthcare does not need more Healthcare does not need more disconnected tools. [music] It needs disconnected tools. [music] It needs connected experiences.

connected experiences. Mike shared how everyday devices, AI, Mike shared how everyday devices, AI, and smarter workflow can reduce burnout, and smarter workflow can reduce burnout, guide patient [music] earlier, and help guide patient [music] earlier, and help clinicians focus where they are needed clinicians focus where they are

needed most. For founders listening, the most. For founders listening, the opportunity here is simple. Build opportunity here is simple. Build technology that removes friction [music] technology that removes friction [music] and fit into the real life. Now, here is and fit into the real life. Now, here is another opportunity for all of you another opportunity for all of you listening. If you're already leading a listening. If you're already leading a company that's beyond series [music] A company that's beyond series [music] A or a large organization in the health, or a large organization in the health, dental, payer, employer sector, [music] dental, payer, employer sector, [music] we would love to hear from you because we would love to hear from you because this show got to top 100 under this show got to top 100 under entrepreneurship not because we [music] entrepreneurship not because we [music] are just creating content for the sake are just creating content for the sake of content, but having the right of content, but having the right conversation with the right leader in conversation with the right leader in our space. [music] our space. [music] Go to the providersedge.com Go to the providersedge.com to apply as a speaker, and we'd love to to apply as a speaker, and we'd love to share your knowledge [music] and share your knowledge [music] and insights.

insights. insights. Awesome. As we wrap up, we know people Awesome. As we wrap up, we know people is going to want us to have these is going to want us to have these conversation, whether they are in the conversation, whether they are in the hospital system or they are already hospital system or they are already thinking about, "Oh, my ACO or other thinking about, "Oh, my ACO or other entities can also adapt." What's the entities can also adapt." What's the best way for them to reach out to you?

best way for them to reach out to you? Well, zelpi.com. If you're a vendor Well, zelpi.com. If you're a vendor partner and want to integrate to be partner and want to integrate to be prescribed out to the customers or the prescribed out to the customers or the patients that our customer associated.

patients that our customer associated. We have a sandbox for APIs, but tell We have a sandbox for APIs, but tell that calm Mike McSherry, that calm Mike McSherry, Mike. McSherry@Zel.com.

Mike. McSherry@Zel.com. Mike. McSherry@Zel.com. Happy to engage and refer you to how we Happy to engage and refer you to how we can support the vendor ecosystem and our can support the vendor ecosystem and our provider partners to build a healthier provider partners to build a healthier life together. Amazing. So, everyone life together. Amazing. So, everyone both from the world side, individual both from the world side, individual clinical side of leaders as well as a clinical side of leaders as well as a vendor side that you can contribute into vendor side that you can contribute into the bigger healthcare ecosystem.

the bigger healthcare ecosystem. Leverage it almost like a market Leverage it almost like a market introduction and how do you play into introduction and how do you play into that space to help more access, more that space to help more access, more connectivity, better treatment, and connectivity, better treatment, and reach out to make. And whether you are reach out to make. And whether you are listening on our YouTube podcast or listening on our YouTube podcast or LinkedIn, make sure you comment below.

LinkedIn, make sure you comment below. What are something that you already been What are something that you already been contributing to this sphere contributing to this sphere of connectivity? And tag Mike, tag of connectivity? And tag Mike, tag myself. We love to continue those myself. We love to continue those conversation. Great. Thank you.

conversation. Great. Thank you. What a powerful conversation with Mike What a powerful conversation with Mike today. [music] If you've been listening today. [music] If you've been listening all the way through, here is your quick all the way through, here is your quick reminder. This episode wasn't just about reminder. This episode wasn't just about an acquisition. It was about what an acquisition. It was about what happens when years [music] of solving happens when years [music] of solving real problem finally meet the right real problem finally meet the right strategic opportunity. Mike gave us a strategic opportunity. Mike gave us a behind-the-scenes look on how founders behind-the-scenes look on how founders create lasting value by staying focused, create lasting value by staying focused, building trust, and designing solutions building trust, and designing solutions healthcare system [music] healthcare system [music] actually need. Here are the major actually need. Here are the major learning points. Number one, big exits learning points. Number one, big exits are built quietly before they are are built quietly

before they are announced publicly. Zel did [music] not announced publicly. Zel did [music] not get acquired because of hype. They built get acquired because of hype. They built relationship with multiple hospital relationship with multiple hospital system, integrate real workflow, and system, integrate real workflow, and solve painful operation problems. Means solve painful operation problems. Means [music] visibility matter, but [music] visibility matter, but usefulness wins. Number two, strategic usefulness wins. Number two, strategic buyers purchase a solution, not just buyers purchase a solution, not just product. [music] product. [music] Samsung didn't simply buy software. They Samsung didn't simply buy software. They bought a healthcare [music] distribution bought a healthcare [music] distribution bridge. Mike explained sales already bridge. Mike explained sales already connects our system, third-party digital connects our system, third-party digital health apps, RPM devices, service health apps, RPM devices, service [music] vendors like Uber driver, and [music] vendors like Uber driver, and meal delivery. That ecosystem has meal delivery. That ecosystem has leverage. Built what larger company leverage. Built what larger company would take years to replicate. Number would take years to replicate. Number three, healthcare winners reduce three, healthcare winners reduce friction [music] for clinicians. Mike friction [music] for clinicians. Mike repeatedly describes embedding into the repeatedly describes embedding into the medical records so clinicians [music] medical records so clinicians [music] can prescribe apps and devices as can prescribe apps and devices as actually as medication. That matters actually as medication. That matters because [music] adoption in healthcare because [music] adoption in healthcare depends on workflow fit. If doctors depends on workflow fit. If doctors >> [music] >> [music] >> [music] >> must change behavior dramatically, >> must change behavior dramatically, growth gets expensive. Number four, the growth gets expensive. Number four, the real work begins after the win. Many real work begins after the win. Many [music] founders think acquisition [music] founders think acquisition equals the finish line. Well, Mike next equals the finish line. Well, Mike next your vision immediately turn into your vision immediately turn into operational planning, tech planning, operational planning, tech planning, strategy, sales, marketing. Milestones strategy, sales, marketing. Milestones [music] create bigger responsibilities.

[music] create bigger responsibilities. Number five, founder energy matters Number five, founder energy matters during transition. Mike balances during transition. Mike balances celebration [music] with execution. That celebration [music] with execution. That emotional steadiness is leadership. Your emotional steadiness is leadership. Your team watches how you handle success just team watches how you handle success just as much as failure. So, let me ask you as much as failure. So, let me ask you this. Are you building features users this. Are you building features users like or infrastructure the market like or infrastructure the market [music] demands?

[music] demands? Thank you for listening. Remember, the Thank you for listening. Remember, the positive [music] change we're seeking positive [music] change we're seeking starts right here with me and you.

starts right here with me and you. >> [music] >> [music] >> [music] >> If you are a fan of the show or if you >> If you are a fan of the show or if you are just having struggles or success are just having struggles or success [music] that you're either experienced [music] that you're either experienced in the past or are experiencing now in in the past or are experiencing now in the healthcare industry, [music] these the healthcare industry, [music] these matter to all of us. I want to hear from matter to all of us. I want to hear from you. Visit sabrinarombach.com/connect you. Visit sabrinarombach.com/connect [music]