Why Samsung Bought Xealth and What Founders Should Learn Transcript

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Introduction and guest welcome

Most founders think growth comes from Most founders think growth comes from louder marketing or one lucky investor louder marketing or one lucky investor intro. But in healthcare, the biggest intro. But in healthcare, the biggest wins often come quietly by solving wins often come quietly by solving painful workflow problems so well that painful workflow problems so well that the market cannot ignore you. Today's the market cannot ignore you. Today's guest, CEO of Zels, Mike Masheri did guest, CEO of Zels, Mike Masheri did exactly that, building a platform exactly that, building a platform trusted by leading healthcare system and trusted by leading healthcare system and ultimately acquired by Samsung.

ultimately acquired by Samsung. 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, and more income while creating a team, and more income while creating a positive social impact? Then you are in positive social impact? Then you are in the right place. Welcome to the the right place. Welcome to the provider's edge. I'm your host, Sabrina provider's edge. I'm your host, Sabrina Rambach. I'm a provider, an Rambach. I'm a provider, an international peak performance keynote international peak performance keynote speaker, and a best-selling author.

speaker, and a best-selling author.

Zels and Samsung acquisition

Let's open the gateway to profitability Let's open the gateway to profitability for you. Today, my guests and I helps for you. Today, my guests and I helps healthcare entrepreneurs and startup healthcare entrepreneurs and startup founders like you break through barriers founders like you break through barriers so you can control your business, so you can control your business, control your life, and control your control your life, and control your future. This is your defining moment to future. This is your defining moment to I held that every year we have all the I 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 while we're in a process. So, have fun while we're in a process. So, we have Michael here with us. What we have Michael here with us. What really brought you to help this year?

really brought you to help this year? 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 for as like Uber rides or meal delivery for 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 the into health and we get to see all the partners and tell them about the vision partners and tell them about the vision of what Zelt and Samsung will be of what Zelt and Samsung will be creating together.

creating together. >> Yeah, exactly. It's always that's the >> Yeah, exactly. It's always that's the buildup, right? That's the moment that buildup, right? That's the moment that we build something, people really we build something, people really believe in it, not bigger companies believe in it, not bigger companies jumping on because they see the vision jumping on because they see the vision of what could be, right? So that being of what could be, right? So that being said, what would the next year look like said, what would the next year look like for you guys? So thrilled by Samsung, for you guys? So thrilled by Samsung, you know, global partner, global you 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. 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 healthcare will their vision of how healthcare will change the world and Samsung's role, why change the world and Samsung's role, why they wanted to buy Zelt to complement they wanted to buy Zelt to complement that vision. And then we're having a that vision. And then we're having a party and a celebration. So, you know, a party and 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. Now, for what we're going to accomplish. Now, again, what Zelt does is we let again, what Zelt 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 manage their pregnancy or this app that manage their pregnancy or their diabetes or their mental health or their diabetes or their mental health or this device will help remotely monitor this device will help remotely monitor their blood, their blood pressure, their their blood, their blood pressure, their weight. And so we integrate all these weight.

Remote monitoring and clinical workflows

And so we integrate all these different third-party applications and different third-party applications and vendors and services that provide this vendors and services that provide this asynchronous or remote care for the asynchronous or remote care for the patients. And then we integrate all that patients. And then we integrate all that data to come back into the medical data to come back into the medical records for doctors and hospital systems records for doctors and hospital systems to remotely monitor and intervene. So we to remotely monitor and intervene. So we will sign more hospital customers. We will sign more hospital customers. We will launch more partners. Why Samsung will launch more partners. Why Samsung bought us is they see their watch the bought us is they see their watch the ring increasingly playing a role in ring increasingly playing a role in clinical care. They're getting more and clinical care. They're getting more and more FDA designations for AIB detection, more FDA designations for AIB detection, sleep apnea detection, hypertension sleep 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, we hospital systems. So they found Zelt, we negotiated and here we are today. So negotiated and here we are today. So very excited.

very excited. >> Yeah, I think that's the power of those >> Yeah, I think that's the power of those amazing collaboration. And they are a amazing collaboration. And they are a big company and they're about creating big company and they're about creating the right devices. But the device when the right devices. But the device when we have the implementation and the we have the implementation and the indication how patients are really using indication how patients are really using it, it's easy convenient for them. And it, it's easy convenient for them. And how do we then leverage these data that how do we then leverage these data that the health care workers care about? Yes.

the health care workers care about? Yes. If we recommend a device, I have been on If we recommend a device, I

have been on those calls too, calling my patient to those calls too, calling my patient to be, hey, we really think you should have be, hey, we really think you should have a remote monitoring device at home.

a remote monitoring device at home. Check your blood pressure. check some Check your blood pressure. check some algorithm and pull socks and then some algorithm and pull socks and then some people really is that push back is like people really is that push back is like oh you're making me do work right and oh you're making me do work right and versus others like oh I would love that versus others like oh I would love that right I want to know these data point so right I want to know these data point so we're really catering to now people who we're really catering to now people who are already in that same mindset without are already in that same mindset without extra education they're doing it anyway extra education they're doing it anyway why not give the right data back to the why not give the right data back to the clinical team so they can help clinical team so they can help facilitate especially that preventative facilitate especially that preventative side right maybe one or two times your side right maybe one or two times your heart goes up, it's not that big deal.

heart goes up, it's not that big deal. But if you consistently doing that, But if you consistently doing that, perhaps the SVT, perhaps the AIB, we perhaps the SVT, perhaps the AIB, we then can help to trigger those then can help to trigger those additional assessment and treatment additional assessment and treatment plan.

plan. plan. >> Exactly. And also one of the benefits >> Exactly. And also one of the benefits that Zelt has is when we're in the that Zelt has is when we're in the prescribing workflow, we know why the prescribing workflow, we know why the clinician might pregnancy. So you're clinician might pregnancy. So you're only monitoring the want to care about only monitoring the want to care about someone's fetal or the blood pressure someone's fetal or the blood pressure and scale weight. or if someone's and scale weight. or if someone's discharged from postsurgical recovery, discharged from postsurgical recovery, you might need them to know about the you might need them to know about the number of steps they have to do to stay number of steps they have to do to stay on their PT regimen or protocol. So when on their PT regimen or protocol. So when you're in the prescribing, you already you're in the prescribing, you already know what it is you're trying to monitor know what it is you're trying to monitor on behalf of that patient. So then the on behalf of that patient. So then the fidelity of the data that you're fidelity of the data that you're bringing back and the alerting mechanism bringing back and the alerting mechanism is very very pertinent to what that is very very pertinent to what that clinician wants to do in terms of clinician wants to do in terms of remotely monitoring that patient. Yeah, remotely monitoring that patient. Yeah, it's definitely about not just the it's definitely about not just the detection part is you already can attach detection part is you already can attach to these treatment workflow. I think to these treatment workflow.

Hospital expansion and digital prescribing vision

I think that's many people's challenge is oh we that's many people's challenge is oh we can create a care plan but who's can create a care plan but who's actually ensuring these things that actually ensuring these things that happen and now you guys have these apps happen and now you guys have these apps and recommendations so people can be and recommendations so people can be very specific in what they need to do very specific in what they need to do >> for the next phase of treatment without >> for the next phase of treatment without having to have additional nurses mas having to have additional nurses mas have to call them at home check on them have to call them at home check on them and also potentially decrease the amount and also potentially decrease the amount of calls clinicians take when the middle of calls clinicians take when the middle of the night if We didn't have any of the night if We didn't have any monitoring, you really don't know what monitoring, you really don't know what is that acuity of the state.

is that acuity of the state. >> Exactly. So again, some of the benefits >> Exactly. So again, some of the benefits that Zelt has and the connectivity we that Zelt has and the connectivity we have to the medical record. We do a lot have to the medical record. We do a lot of depression screens with patients of depression screens with patients delivered through mental health apps and delivered through mental health apps and the PHQ9 you know what that is like the the PHQ9 you know what that is like the you know questionnaire that asks the you know questionnaire that asks the patient one of the questions is are you patient one of the questions is are you feeling suicidal and that has a feeling suicidal and that has a different escalation acuity than you different escalation acuity than you know I'm not feeling well today kind of know I'm not feeling well today kind of like question. So again, we remotely like

question. So again, we remotely monitor a variety of different patient monitor a variety of different patient generated data, device generated data, generated data, device generated data, and the acuity level of that can trigger and the acuity level of that can trigger a number of different escalation a number of different escalation interventions depending upon the interventions depending upon the severity of that data coming back.

severity of that data coming back. >> Yeah, that's amazing. So it seems like >> Yeah, that's amazing. So it seems like you guys are already very interconnected you 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 where we're start expanding hospital where we're start expanding other channels? Yeah, we work with other channels? Yeah, we work with dozens of hospital systems and it's like dozens of hospital systems and it's like Providence and UPMC and Advocate and Providence and UPMC and Advocate and Mastian Bighgam and Banner and Duke Mastian Bighgam and Banner and Duke 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 Sher Scripts, the familiar with Sher Scripts, the e-rescribing platform for medications.

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

activity on behalf of hospital systems. 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.

towards that. >> That's amazing. And so I also like to >> That's amazing. And so I also like to ask a fun question. If we give you a ask a fun question.

Reimbursement, interoperability, and national patient ID

If we give you a magic wand and the magic wand grant you magic wand and the magic wand grant you three wishes to get you to that three wishes to get you to that ambiguous everything digital ambiguous everything digital recommendation, how would you use those recommendation, how would you use those three wishes?

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

thrilled to achieve it ourselves. So I'm thrilled to be partnered with Samsung. I was in to be partnered with Samsung. I was in the mobile industry for almost 20 years the mobile industry for almost 20 years prior to this. Samsung was investor and prior to this. Samsung was investor and on my board of my last company and our on my board of my last company and our software was deployed ubiquitously on software was deployed ubiquitously on every single Samsung device globally. I every single Samsung device globally. I would like to be part of Samsung's would like to be part of Samsung's global healthcare footprint and achieve global healthcare footprint and achieve that level of scale with this new that level of scale with this new partnership and relationship with partnership and relationship with Samsung.

Samsung. Samsung. >> 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?

Samsung's healthcare future and ambient listening

with the reimbursement on remote monitoring whatnot but also how remote monitoring whatnot but also how do we expand that right to be more do we expand that right to be more accessible and then the second thing in accessible and then the second thing in terms of you know leveraging Samsung terms of you know leveraging Samsung they will come in with their whole team they will come in with their whole team right really thinking about what that 10 right really thinking about what that 10 year vision five year vision and then year vision five year vision and then grow into the omniresent of a solution grow into the omniresent of a solution right and the second thing you said I right and the second thing you said I forgot for break forgot for break >> national patient ID Yes, ID which I >> national patient ID Yes, ID which I think there are solutions nowadays um think there are solutions nowadays um too many point of care right that's the too many point of care right that's the challenge is they build their own EHR challenge is they build their own EHR system for collecting these data but system for collecting these data but they don't necessarily sync into the EHR they don't necessarily sync into the EHR that's already existing so then it feels that's already existing so then it feels like as clinician myself I have to log like as clinician myself 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 just data or they're like oh yeah we'll just fax the data over then I'm like oh my fax the data over then I'm like oh my god now you're creating more work for god now you're creating more work for them to scan it I'm putting special them to scan it I'm putting special folder it's not innate into the system folder it's not innate into the system that how we see trends right so I think that how we see trends right so I think that for sure with the national patient that for sure with the national patient idea of not just the epic have the idea of not just the epic have the community where now I can see different community where now I can see different hospitals record but what if it's a hospitals record but what if it's a soaring what is they have a completely soaring what is they have a completely different thing of HCA hospital different thing of HCA hospital completely different right so how do we completely different right so how do we get the right data no matter where get the right data no matter where patient are and having them have the patient are and having them have the power of those data and to even power of those data and to even participate in other researchers if they participate in other researchers if they so desire to.

so desire to. >> Well, well said. Yes, absolutely agree. >> Well, well said. Yes, absolutely agree. And Samsung is committed to a healthier, And Samsung is committed to a healthier, more connected healthcare future. And more connected healthcare future. And over 70% of US homes have a Samsung over 70% of US homes have a Samsung device, a TV, a refrigerator, a washing device, a TV, a refrigerator, a washing machine, air, my Samsung phone. And into machine, air, my Samsung phone. And into that vision, Samsung is going to connect that vision, Samsung is going to connect all those to relevant healthcare all those to relevant healthcare experiences for fall risk detection or experiences for fall risk detection or healthier eating or nudging and guiding healthier eating or nudging and guiding towards, you know, behaviors. And so I towards, you know, behaviors. And so I think Samsung is going to play an think Samsung is going to play an increasingly pervasive role in 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 healthier vision and commitment towards healthier ecosystem for all.

ecosystem for all. >> Yeah, it's all about what's already >> Yeah, it's all about what's already existing. How do we

maximize the existing. How do we maximize the existing product and services and tap it existing product and services and tap it back into what we can build, right?

back into what we can build, right? Connecting all the dots and vision Connecting all the dots and vision together. So it's no longer I'm building together. So it's no longer I'm building this. What does that truly mean for the this. What does that truly mean for the patient individual? Right? Like small patient individual? Right? Like small things like when they have the Samsung things like when they have the Samsung fridge where you can tap, you can now fridge where you can tap, you can now see everything in your fridge instead of see everything in your fridge instead of people open up the fridge and staring at people open up the fridge and staring at it for 10 minutes and then the fridge it for 10 minutes and then the fridge beep at you, right?

beep at you, right? >> You know it. making those better healthy >> You know it. making those better healthy choices. So it's exciting to be in that choices. So it's exciting to be in that round of creation and make things round of creation and make things exciting. Now my passion is always exciting. Now my passion is always having more clinicians especially female having more clinicians especially female to take those four roles investment to take those four roles investment roles because when we are engaged in the roles because when we are engaged in the forefront of creation then we are easier forefront of creation then we are easier to adapt because it's already embedded to adapt because it's already embedded in how they think about workflow and how in how they think about workflow and how they would recommend this recommendation they would recommend this recommendation for the patient. Right? at the end of for the patient. Right? at the end of the day and they always check with your the day and they always check with your providers right so that's my personal providers right so that's my personal mission so when I'm always engaging with mission so when I'm always engaging with you guys who already build these things you guys who already build these things we're always like so what would be we're always like so what would be something you will ask about our medical something you will ask about our medical community right those of us who truly community right those of us who truly believe in change taking on the roles believe in change taking on the roles how can we be more helpful how can we be more helpful >> open to change there's too much >> open to change there's too much governance and process and hesitancy and governance and process and hesitancy and the world is moving so quickly with in the world is moving so quickly with in terms of AI It may not be a stretch.

terms of AI It may not be a stretch. Samsung might not agree with me making Samsung might not agree with me making forward lame statements like this, but forward lame statements like this, but the watch, the ring, the wearable, the the watch, the ring, the wearable, the patch, the phone in your pocket, they're patch, the phone in your pocket, they're all going to increasingly have a tell all going to increasingly have a tell that something is not right with your that something is not right with your health and it's going to notify you to health and it's going to notify you to do something about that. And you're do something about that. And you're essentially going to have a doctor in essentially going to have a doctor in your pocket that's going to have an AI your pocket that's going to have an AI chatbot that's going to like try and chatbot that's going to like try and triage. It might lead to an urgent care triage. It might lead to an urgent care scenario. It might lead to scheduling a scenario. It might lead to scheduling a specialist, you know, visit. It might specialist, you know, visit. It might lead to teleaalth kind of offerings but lead to teleaalth kind of offerings but that world is coming and providers need that world is coming and providers need to embrace and incorporate that into to embrace and incorporate that into their planning of how healthcare is their planning of how healthcare is going to be delivered in the future here going to be delivered in the future here in in this country and in the world and in in this country and in the world and I'm excited by that and I strongly I'm excited by that and I strongly believe in that. I've been always in my believe in that. I've been always in my career tech forward tech optimist and I career tech forward tech optimist and I think that it's going to improve lives think that it's going to improve lives and save costs and I would encourage and save costs and I would encourage providers to think expansively on what providers to think expansively on what this world can do in care delivery and this world can do in care delivery and cost reductions. Yeah, I think we cost reductions. Yeah, I think 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 work they want to do, they just don't of 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 it and then that will reduce the amount it and then that will reduce the amount of primary care burdens when it comes to of primary care burdens when it comes to they are so tapped out on amount of they are so tapped out on amount of patient they're already seeing right so patient they're already seeing right so how do we help them to get through that how do we help them to get through that process quicker to have the right 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 inpatient scenarios and doctor clinician inpatient scenarios and doctor clinician relationship as well as bridging into relationship as well as bridging into the home that has its own remote the home that has its own remote monitoring capabilities and can be monitoring capabilities and can be guides towards wellness and healthier guides towards wellness and healthier living as well as notifications for living as well as notifications for increased clinical interventions when increased clinical interventions when needed for certain patients.

needed for certain patients. >> Awesome. As we wrap up, we know people's >> Awesome. As we wrap up, we know people's gonna wanted to have these conversation gonna wanted to have these conversation whether they are in the hospital system whether they are in the hospital system or they already thinking about oh my or they already thinking about oh my acco or other entities can also adapt.

acco or other entities can also adapt. What's the best way for them to reach What's the best way for them to reach out to you? out to you? >> zelp.com if you're a vendor partner and >> zelp.com if you're a vendor partner and want to integrate to be prescribed out want to integrate to be prescribed out to the customers or the patients that to the customers or the patients that are customer associated. We have a are customer associated. We have a sandbox for APIs but zelt.com Mike sandbox for APIs but zelt.

Closing remarks and contact info

com Mike McSherry Mike. atzel.com happy to engage McSherry Mike. atzel.com happy to engage and refer you to how we can support the and refer you to how we can support the vendor ecosystem and our provider vendor ecosystem and our provider partners to build a healthier life partners to build a healthier life together.

together. together. >> Amazing. So everyone both from the >> Amazing. So everyone both from the growth side, individual clinical side of growth side, individual clinical side of leaders as well as the vendor side that leaders as well as the vendor side that you can contribute into the bigger you can contribute into the bigger healthcare ecosystem leveraging almost healthcare ecosystem leveraging almost like a market introduction and how do like a market introduction and how do you play into that space to help more you play into that space to help more access more connectivity better access more connectivity better treatment and reach out to Mike and treatment and reach out to Mike and whether you're listening on our YouTube whether you're listening on our YouTube podcast or LinkedIn make sure you podcast or LinkedIn make sure you comment below what are something that comment below what are something that you already been contributing to this you already been contributing to this sphere of connectivity and tag Mike, tag sphere of connectivity and tag Mike, tag myself. We would love to continue those myself. We would love to continue those conversation.

conversation. conversation. >> Great. Thank you. >> Great. Thank you. >> 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