

# A Look Back On 2023

## Reshaping the Healthcare Industry



**GIBSON**  
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## Real World Evidence Can Make Drugs More Affordable

By Jennifer Stacey, SVP of Clinical Sciences & Operations, TriNetX



It should be no surprise that profitability is the primary goal for pharmaceutical companies, as it allows them to continue to fund research and development (R&D) of new drugs, pay dividends to shareholders, and support their business operations. The truthful way to... [Read more](#)

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February 2023

## Every Company in Healthcare Should Have a 'Code Red' Team for AI

By Geoff Halstead, Fraction CPO and Digital Business Strategist



For the last year, experts across the entire breadth of the technology industry – business and technical leaders, entrepreneurs, observers and venture capitalists alike – have been proclaiming that we have crossed over a critical threshold or 'tipping point' in the... [Read more](#)

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March 2023

## The Opportunity of Rising Behavioral Health Utilization

By Michael Shepherd, MD, CPA, MBA



Since the beginning of the COVID-19 pandemic, rates of patients experiencing anxiety or depression symptoms have increased 25%, behavioral health care providers have seen increasing requests for behavioral health services exacerbating pre-covid access issues and, emergency rooms have seen an increasing number of pediatric patients seeking... [Read more](#)



## I Learned How To Sell On-The-Job. Yikes!

By Neng Bing Doh, Board Member and Digital Health Entrepreneur



Yup. I learned how to sell on-the-job. Pretty scary, but it was the only choice. In fact, prior to founding my company, I had never sold anything and knew very little about healthcare in the US. Bless the souls who funded us!...

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May 2023

## For HIT Vendors, Good is Often the Enemy of Great

By Taylor Davis, Advisor, HIT Peak Advisors



I am a child of the 80's and early 90's. I was promised a flying car. Well, not exactly promised but it was strongly implied. They were on the back of cereal boxes, in the Jetsons and in Back to the Future. It felt inevitable... [Read](#)

[more](#)

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June 2023

## How I Moved from Operating Executive at a Fortune 50 Payer to a Board Member and Angel Advisor/Investor Driving Health Care Transformation

By Nancy Coccozza, Advisor and Board Member



By just about any measure, I've been fortunate to have had a long, thoroughly enjoyable (sometimes arduous) career, building and turning around Medicare health plan businesses for large payers over the past two decades. The bigger the business, the more complex the challenges and often... [Read more](#)



## Oh No, Please Not Another Article about AI!

By Lisa Suennen, CEO, Venture Valkyrie



Yesterday I was chatting with an interesting person who works closely with young companies and who himself is considering whether he should further his own education in health tech. He asked me this question: What are the biggest challenges in the adoption of AI in healthcare... [Read more](#)

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August 2023

## Why LinkedIn Should Be Your New (Old) Favorite Social Media Platform

By Jodi Amendola, CEO and Co-Founder, Amendola Communications



For a long time, owning a corporate LinkedIn account was the equivalent of having a business card. Obligatory, more or less, but not something that was going to do much for the bottom line. Not anymore. LinkedIn has added features and reinforced its business-friendly... [Read more](#)

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September 2023

## Don't Call Us, We'll Call You: Charging Patients for Reaching Out Sends a Bad Message

By Kimball Wilkins, VP of Digital Experience, Blue Shield of California



During the pandemic, the message volume on patient portals rose by an estimated 157%.[1] For overstretched physicians, the increase is contributing to burnout. As the chair of one university medical system put it, “[W]e turned on 24/7/365 access for patients (who... [Read more](#)



## Authentically Human: Enduring Skill Sets in the Era of Advanced Technology

By Todd Fisher, Chairman and Founder, Intraprise



In his Law of Accelerating Returns[1] Kurzweil suggests that the rate of technological progress – notably AI – is increasing and accelerating exponentially. Think about it this way: by the time my three-year-old granddaughter turns 13, she will experience a year’s worth of progress in... [Read more](#)

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November 2023

## “But We’ve Always Done it That Way” By Kathy McGrath, President, KR Consulting Corp.



Benjamin Franklin has often been attributed as saying, “When you are finished changing, you’re finished.” Never has that been truer than the past few years in the healthcare industry. Contributing factors include changing CMS regulations, the advancement of AI, increased adoption of telehealth modalities, ongoing... [Read more](#)

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December 2023

## Burden in Healthcare: Death by Clicks Can Interoperability Really Help?

By Susheel Ladwa, CEO, Onyx Health



Ask any doctor or nurse what part of the day they dislike the most, and the answer is unanimous – the burden of paperwork. According to an AMA study, physicians spend 27 percent of their total time on direct clinical face time with patients, while a... [Read more](#)

