

9:45 SESSION 1

INTEGRATING INTO THE HEALTHCARE ECOSYSTEM

Dive into the complexities and challenges associated with selling digital health solutions into points of care across the healthcare system.

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**TRUDY BUCKINGHAM,
MSPH**

Executive Director, Patient-
Focused Implementation Science
Gilead Sciences Inc.

Gilead Sciences, Inc. is a biopharmaceutical company that has pursued and achieved breakthroughs in medicine for more than three decades, with the goal of creating a healthier world for all people.

Gilead Sciences, Inc. is committed to advancing innovative medicines to prevent and treat life-threatening diseases, including HIV, viral hepatitis, COVID-19, and cancer.

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moderator



**TRUDY BUCKINGHAM,
MSPH**

Executive Director, Patient-
Focused Implementation
Science

Gilead Sciences Inc.

panelists



**SPENCER DORN, MD,
MPH, MHA**

Vice Chair & Professor
of Medicine

UNC-Chapel Hill



**JENNIFER
MCCAFFERTY-
FERNANDEZ, PHD**

Senior Vice President, External
Affairs, Chief of Staff to CEO
**Nicklaus Children's Health
System**



**MICHAEL VACCARO,
DNP, RN, BSN,
MHA/MBA, CENP**

Senior Vice President of Acute
Inpatient Nursing
Novant Health

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MUST HAVES

- › Know the **PROBLEM** you're solving
- › Know **WHO** you're solving for and why
- › Know how you **FIT** into the system

RED FLAGS

- › Trying to solve **too many** problems
- › ROI is **too far** into the distance
- › Technology **in search** of a problem

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MUST HAVES

- › Know the **regulatory path** needed
- › Know the **funds flow** mapping
- › Know whether to **partner or sell**

RED FLAGS

- › Proof of Concept **looking** for validation
- › Value story is **undefined**
- › **Confusion** as to what type of relationship you are seeking.

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MUST HAVES

- › A solution built for the **End User**
- › A solution that integrates into the **EHR**
- › A solution that delivers **cost reduction** to the system

RED FLAGS

- › A solution with **limited** end user engagement
- › A **standalone** solution that requires duplicative workflows
- › A solution that drives revenue but **does not** adjust cost