10:45   **SESSION 2**

INNOVATING THE BUSINESS MODEL

An analysis from health tech investors on what business models drive success and how innovators can focus their efforts in a competitive marketplace.

INNOVATING THE BUSINESS MODEL

Microsoft
for Startups

SALLY ANN FRANK, MS, MBA

Worldwide Lead, Health and Life Sciences
Microsoft for Startups

Build the future

Microsoft for Startups Founders Hub helps startups radically accelerate innovation by providing access to industry-leading AI services, expert guidance, and the essential technology needed to build a future-proofed startup.

SESSION 2

INNOVATING THE BUSINESS MODEL

moderator

panelists

SALLY ANN FRANK, MS, MBA

Worldwide Lead, Health and Life Sciences
Microsoft for Startups

ELENA BRONDOLO, MPH, MBA, EDD

Director, Future of Healthcare Founder Residency
Northeastern University

LINDSAY DENEAULT, MBA

AVP, Partnership Development
Atrium Health

CLAIRE ELIZABETH SMITH

Principal
SpringTide Ventures

INNOVATING THE BUSINESS MODEL

CLAIRE ELIZABETH SMITH

Principal
SpringTide Ventures

KEYS TO SUCCESS

› Know the difference between "Nice to" vs "Need to" Haves

› Know the sales cycle of your customer

› Have an answer for integration into workflows

RED FLAGS

› Flexing what the solution can do and not what benefit it delivers

› Short on cash and long on runway

› Expects the system to adopt vs. built for the system

INNOVATING THE BUSINESS MODEL

CASE STUDY
MOTHER OF FACT

Integrated nutrition therapy for fertility, pregnancy + postpartum patients

ELENA BRONDOLO, MPH, MBA, EDD
Director, Future of Healthcare
Founder Residency
Northeastern University

Business Model

› Digital nutrition care by credentialed RDs

› New revenue stream

› Interoperability

› Covered by commercial + Medicaid

ELENA BRONDOLO, MPH, MBA, EDD
Director, Future of Healthcare Founder Residency
Northeastern University

CASE STUDY
THE PROBLEM WITH PLATFORMS

Platform tech company to streamline provider onboarding

Business Model

› Upfront implementation fee

› Annual subscription

› Customer ROI based on efficiency gains + digitalization

SESSION 2
INNOVATING THE BUSINESS MODEL

THE FUTURE OF HEALTH FOUNDATION PILLARS

› Build for patients, physicians and clinicians

› Design with an equity lens

› Recenter care around the patient-physician relationship

› Improve and adopt payment models that incentivize high-value care

› Create technologies and policies that reduce fragmentation

› Scale evidence-based models quickly

LINDSAY DENEAULT, MBA
AVP, Partnership Development
Atrium Health

ENVIRONMENTAL VARIABLES

› Payment arrangement

› SDOH of patient population

› Clinical use case

› Virtual care modality

VALUE STREAM

› Clinical outcomes, quality and safety

› Access to care

› Patient, family and caregiver experience

› Clinician experience

› Financial and operational impact

› Health equity