

Key Note Speaker's Abstract:

Speaker: Dr. J. Sairamesh (Ramesh), Managing Director, Advisory Board Company, and ex-CEO, 360Fresh, Inc.

Title: Disruption through Untamed Data Driven Innovation

Abstract: In this talk I will present a journey we took from a solution driven innovation in a large Fortune 100 company to a selective, untamed, data and services led innovation in a startup to address the needs of the hospital industry in the US. The talk will focus on seizing opportunities at the right time in automating data driven analysis for the healthcare services industry to cut costs while improving quality of care to needy patient populations. In late 2007, in the height of an economic collapse due to the housing market bust, we felt that there was never a better time, and bootstrapped with a minimal budget a silicon-valley startup to focus on patient-provider relationship and improving care through personalized medical records. However we quickly realized that a vast majority of important data and valuable insight were locked away in the medical records managed by Hospitals and Care Providers in the US. Similar to a majority of startups we changed course within months of starting to partner with hospitals interested in unlocking the potential of their electronic medical record data to help improve patient care and drive interventions in a timely manner to improve outcomes such as reducing patient non-adherence to treatment, unplanned ED visits and hospitalizations. This talk will focus on the complexities and challenges to break through a complex healthcare services market with minimal finances and a small team. To engage we invested our own personal funds, reinvested through product sales and raised federal government grants to operate an effective small company before we merged with a long-term partner in 2012 for growth and enabling the next generation of products.