

# Digital Health Leadership for Life Science and Healthcare Executives





Reformulate Health is training a new-generation of digital-first life sciences' and healthcare industry leaders. Our world-first digital health leadership program is preparing pharma, biotech, and medtech leaders and entrepreneurs to lead the transformation of the life sciences industry.



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## INTRODUCTION

Traditionally pharma's value proposition to society has been two dimensional - offering innovative medicines and (more recently) developing novel contracts to expand access to those medicines. As new technological paradigms (e.g. AI/ML, IoT, Digital Medicines/Therapeutics, Digital Biomarkers) mature they are becoming integral to the value proposition of life science companies. These technologies are adding a third dimension to pharma's value proposition by transforming the medicine into an integrated solution which enables improved drug efficacy, better access, and enhanced care delivery.

Augmenting well-established life sciences product development and commercialization strength with digital technology is far more difficult than had been anticipated. At Reformulate we work at the intersection of unconventional and obvious to help leaders bridge the gap between the established and the new to derive disproportional competitive advantages for your organization. Often technology is not the key issue, but rather the people, solution design, implementation approach and business model. Our Digital Health Leadership Program aims to bridge this gap by enabling life science leaders,

medtech, digital health companies, and investors to identify digital health revenue growth opportunities, and put in place the people, culture, strategy and capabilities that effectively manage innovation risk and accelerate the go-to-market timelines for a validated scalable solution.

# Interactive Program Delivery

Our tailored 9-module executive curriculum leverages a mix of personalized coaching, peer-to-peer learning, and real-world experimentation. The program can be delivered over a 2-3 day period in person, or alternatively across 9 weeks virtually. It is led by instructors who are biopharma, medtech, and digital health industry builders, market shapers, investors, and thought leaders. Upon completion of this program, you will also join an exclusive global peer network with the necessary expertise, insights, and perspectives to thrive in the digital health transformation of life sciences.

## CORE CURRICULUM

The core curriculum aims to ensure the organizational change readiness and commercial success for your digital health roadmap and investments, and covers the following:

- 1 Understand what digital health means for life sciences and medical device organizations, and by extension your organization and team. Together we refine your organization's digital health vision.
- 2 Understand the global trends underpinning the development of a robust digital health strategy to recognize emerging business opportunities enabled by digital health.
- 3 Learn how to decode your organization's digital health maturity and identify where in your business digital health can create new revenue opportunities.
- 4 Learn to navigate an evolving digital health regulatory and policy landscape for optimum business decision making.
- 5 Learn how to de-risk your digital health innovation investments, by taking a systems approach, frontloading investments towards achieving product-market fit, and driving capital-efficient market shaping efforts.
- 6 Develop scalable business models by learning life sciences and healthcare digital health commercialization and go-to-market strategies. We also cover case studies on digital health successes and failures to evidence this approach.
- 7 Learn the art of effective decision making for digital health investments, partnerships, and acquisitions – not all that glitters is gold so you'll also learn when to walk away.
- 8 Learn to re-tell your organization's digital health story for organizational alignment, senior leadership support, and market success. You will learn how to transition away from piecemeal, fragmented digital health experimentation towards building globally scalable solutions.
- 9 Learn how to hire, train, promote, and retain a digital-first workforce to successfully deliver on the vision. We will also show you how to measure the ROI of your digital health investments.



## LEAD INSTRUCTOR Dr Ramin Rafiei

Dr Ramin Rafiei is a senior executive and entrepreneur in healthcare and life sciences, specializing in profitable top-line growth and digital transformation. Ramin has led the creation of new businesses and business units globally across diverse sectors including medical devices, healthcare services, biopharmaceuticals, photonics and high-tech manufacturing. Ramin also serves as a Chairman and Board member for US-based VC & Private Equity backed healthcare and technology companies.

Dr Rafiei is a trusted advisor to Big Tech and Life Sciences companies and serves as a Faculty member at UC San Diego, California. Ramin co-founded Reformulate Health, as the first scalability-by-design digital health platform for life sciences companies. Ramin holds a Ph.D. in Experimental Nuclear Physics from The Australian National University, with acute understanding of data science, measurement science and machine learning (deep learning) methods.

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## About Reformulate Health

Reformulate Health offers the first scalability-by-design digital health platform for life sciences companies. Reformulate's portfolio approach combines the culture, people, strategy, go-to-market capabilities, and partnerships required to focus on the solution design, implementation approach, and capital efficient business models, in lieu of the technology alone. Fortune 1000 companies, healthcare startups, and investors collaborate with us to identify, develop and scale the best top-line revenue growth opportunities enabled by converging technological paradigms. Our customers today work with us across drug discovery, drug-product commercialization, drug-product life cycle management, drug supply chain management, and beyond the molecule initiatives.

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**Reformulating innovative medicines as integrated solutions to derive disproportional competitive advantages for biopharma, biotech, medical devices, & digital health companies.**