GLOBAL
HealthCare
AUGUST 2025 MAGAZINE

The 10 Most IMPACTFUL **HEALTHCARE IT LEADERS** in 2025

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The Creative Advantage CEOs Don't Talk About — But Use Relentlessly

Monique FRUITIER
STEM MBA, PMP

The Strategic Architect Re-Engineering Healthcare's Digital Heartbeat

Licensed Behavior Analyst Therapy, PLLC

Behaviors of NYC

Providing ABA 1-to-1 therapy in your home

- Offering social skills training and groups
- Supplying community-based training
- Supplying prevocational training at an early age
- Providing parents and family members with training, too

EDITOR'S LETTER

IT'S NOT JUST ABOUT THE TECH. IT'S ABOUT THE TRANSLATION

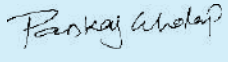
Dear Readers,

In healthcare, technology is no longer just a supporting tool; it is the central nervous system of modern care delivery. Yet, for every brilliant innovation, there's the monumental challenge of implementation—making it work seamlessly, securely, and intuitively for the clinicians and patients it's meant to serve. The most impactful leaders in this space are not just tech visionaries; they are master architects and translators, capable of building robust frameworks and bridging the gap between complex systems and human needs. It is this critical leadership that we explore in our annual issue, **"The 10 Most Impactful Healthcare IT Leaders to Watch in 2025."**

Our cover story, **Monique Fruitier**, CEO of EHR Management and PMO Chair at PMI-SVC, exemplifies this role perfectly. She is an architect of process. In the high-stakes world of healthcare IT, where projects can easily derail, Monique builds the strategic and operational infrastructure that ensures success. Her unique talent lies in her ability to translate—deciphering client needs for technical teams and explaining complex solutions to stakeholders—to achieve buy-in and drive transformative change. Her work ensures that technology isn't just implemented, but is thoughtfully integrated to enhance workflows, improve efficiency, and ultimately, elevate patient care. She sees both the granular details and the big picture, a dual vision essential for navigating the sector's constant evolution.

This edition also highlights a diverse group of other innovators who are making their mark on the digital health landscape. We feature the work of **Joseph Pomianowski**, who is reimagining care delivery as the CEO and Founder of Orchid; **Erez Druk** and **Fernando Cowan**, whose AI platforms, Freed.ai and DeepCura AI respectively, are tackling clinical burnout and administrative burdens; and **Roni and Oren Frank**, the pioneering founders of Talkspace, who brought mental healthcare into the digital age.

The leaders in these pages demonstrate that the future of healthcare IT isn't just about code or data. It's about communication, strategy, and a relentless focus on creating systems that empower people. They are not just building software; they are building a more connected and efficient future for healthcare.



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Monique D. Fruitier

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Monique FRUITIER

STEM MBA, PMP

The Strategic Architect Re-Engineering Healthcare's Digital Heartbeat

In the complex world of healthcare information technology, a landscape filled with data streams, regulatory mazes, and high-stakes projects, some leaders merely manage. **Monique Fruitier,STEM MBA, PMP.**, however, does something different. She architects. Like a master planner designing a city, she builds the infrastructure, the pathways, and the frameworks that allow healthcare organizations not just to function, but to thrive. From her early days explaining complex software to her current role as **CEO** of **EHR Management** and **PMO Chair** at **PMI-SVC**, Monique has become one of the most vital voices in a sector undergoing constant transformation. Her work is about the strategic, human-centered logic that makes technology serve its ultimate purpose: higher quality patient care.

The Unintentionally Intentional Expert

Every great career has a starting point, and Monique's was not in a high-powered boardroom but in the trenches of technical training. Her journey into the heart of healthcare IT began in 1997 when she fell in love with computing technology.

"I entered the healthcare IT industry as a technical writer and trainer, training physicians and clinicians on various aspects of electronic health record (EHR) software modules," she recalls. After this, she honed her skills as a software trainer for SkillPath Seminars and government entities seeking workforce development. This foundation proved invaluable.

Her knack for making the complex understandable, a rare and essential skill, did not go unnoticed. *"My background in technical training, combined with some education in computer science, helped me secure a consulting position with Aurora Healthcare in my home state of Wisconsin. This is where it all started for me."* Monique says.

While developing training materials for doctors and clinicians, she gained a deep, ground-level understanding of how healthcare IT systems truly worked. This expertise soon led her to a new opportunity with Southwest Medical Associates in Las Vegas, where she moved from a Business Analyst role into the world of project management. It was here that she evolved with the industry itself, learning to lead everything from IT infrastructure overhauls to critical software migrations and interface implementations.

Cover Story
CEO of EHR Management
PMO Chair at PMI-SVC

A Company Born from Change

Then, in 2009, the entire healthcare landscape shifted. The United States government passed the **HITECH Act**, a landmark piece of legislation designed to accelerate the adoption of electronic health records. The act created a powerful set of incentives for healthcare providers to go digital and, just as importantly, penalties for those who failed to comply by 2014.

For Monique, this was a pivotal moment. *"Due to the HITECH Act of 2009, my skillset was niche and in high demand,"* she explains. The new rules covered everything from electronic prescribing to revenue cycle management, all while strengthening patient privacy under HIPAA. *"These healthcare requirements opened many doors for consulting work and contract opportunities in healthcare,"*she notes. Recognizing the urgent need for expert guidance, she founded EHR Management (https://www.ehrmanagement.com) that same year.

Today, with over two decades of experience and an MBA in Strategy, her firm is expanding its vision. While project management remains a core service, EHR Management is moving into broader strategic territory. The company is now adding strategic business consulting that utilizes statistical analysis and an AI MBA framework for market entry projects, risk management, and process improvement to help organizations achieve operational excellence.

The Challenge of a Seamless System

Even with widespread EHR adoption, the dream of a fully integrated healthcare system remains just over the horizon. *"Healthcare IT organizations still face significant challenges in achieving true integration and seamless data flow,"* Monique states. The industry is moving forward, but major hurdles persist. *"Some of the biggest challenges include interoperability, data privacy, and security issues. Regulatory and compliance issues related to data sharing and a lack of standardization is also a concern for organizations."*

How does her company help clients navigate this maze? Monique's approach is direct and effective. She focuses on *"leading high-performing, cross-functional teams, and rolling out centralized, cloud-based and hosted solutions."* By bringing together the right people and implementing modern, flexible technology, she helps break down the silos that have long kept crucial patient data locked away.

This leadership extends beyond her company. As a volunteer chairperson for the **PMI SVC PMO Forum**, she fosters a community of learning for project managers. *"My overall professional desire is to help bring people together to network from a social, professional, and lifelong learning approach,""* she says. Her past role as **Co-President** of the **UC Davis Graduate School of Management Healthcare Council** further highlights this commitment, where she helped showcase diverse healthcare professions and technologies.

The Secret to High-Stakes Success

Managing a large-scale EHR rollout is a monumental task. The stakes are incredibly high, and failure can impact everything from stakeholder satisfaction to hospital revenue to patient safety. So, what is Monique's secret to not only succeeding in these projects but also ensuring clients are satisfied for years to come?

The answer lies in the management of innovation and strategic alignment. *"My secret is through leading and supporting organizations to execute projects, programs, and portfolios that align with their strategic goals and objectives, while empowering my teams to be curious and creative in their ability to develop effective technical solutions that solve problems,"* she reveals. These are simple concepts with powerful implications. When project stakeholders have the freedom and flexibility to create something new that builds on previous knowledge and experience, it almost always leads to increased productivity and ingenuity. A project aligned with a clear and comprehensible business objective ensures that every decision is made with greater focus and purpose. *"Aligning with clearly defined and articulated objectives makes it easier to deliver, maintain, and support specific project requirements and assess their efficacy through the utilization of OKRs, KPIs, and total quality management."*

This strategic rigor, however, is only half of the equation. Monique pairs it with a leadership style that puts people first. *"I try to balance technical project management (PMP) rigor with servant leadership,"* Monique explains.

Stephane and Monique Fruitier

Lake Tahoe, CA

My goal is to consistently follow principles of guidance, accountability, and stewardship in my life, while guiding others on their journey of self-awareness and success.

Étretat-Normandy, France

University of California Robert M Smiley Leadership Award June 2025

This philosophy acknowledges a fundamental truth of complex projects. *"Project Management comes with positional power, but our teams are the experts who need the proper tools and support to accomplish these business initiatives."* Achieving an optimal balance between authoritative leadership and a coaching approach to managing people necessitates self-assurance and confidence in team members' ability to fulfil their responsibilities effectively.

Monique believes that genuine leadership is not about commanding but about supporting. *"The only authentic way to be an effective and transformational leader is by empowering our teams through our example of empathy and high ethical standards."* This human-centered approach is her key to navigating inevitable challenges. When a project hits a roadblock, her response is not to assign blame, but to seek understanding and resolution. *"I've found that effective communication is the best way forward,"* she says. *"It's good to get to the root cause of the issue and provide the clarity and resources needed to help people move forward."*

A Future Forged by AI and Guided by Faith

Monique's forward-looking mindset has recently earned her significant recognition. She was honored with a leadership award by the **UC Davis Graduate School of Management** for her exemplary leadership. *"This was an immensely proud moment for me,"* she shares.

Now, she is looking toward the next frontier: artificial intelligence. *"As I'm looking for many ways to utilize AI technology in my business and for my clients. I recently received certifications on an AI MBA platform that consists of both project management and MBA workflows that will make the implementation of my client projects more efficient and effective,"* she says. She is excited to use these new tools to help clients with corporate vision, competitive analysis, and performance management in both operations and project management.

Amidst these professional pursuits, Monique is intentional about maintaining balance. *"I travel as much as possible and take regular breaks for rest and relaxation,"* she says. *"Having an excellent work/life balance is key to being able to be healthy in mind, soul, body, and spirit."*

Underpinning her entire professional and personal life is a deep sense of purpose. For Monique, leadership is a calling that goes beyond titles and projects. *"As a co-vocational professional, my faith in God and His plan for my life is what continues to propel me forward in leadership opportunities in healthcare, technology, and other business sectors,"* she shares.

This guiding principle shapes her vision of leadership. *"I believe that through allowing the wisdom and knowledge of God to govern my life, it has established me in the areas of wisdom, strength, and transparency in leadership. I would not be where I am today without my relationship with God, and I look forward to all that He has in store for me and for those I serve!"* It is a humble yet powerful foundation for a leader who continues to build the future of healthcare, one strategic block at a time.

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The 10 Most Impactful Healthcare IT Leaders to Watch in 2025

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Chief Executive Officer | Trauma Counseling & Training of Tucson

www.multichanneleyemovementintegration.com

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CEO & Co-founder | Freed.ai

www.getfreed.ai

Fernando Cowan

Founder | DeepCura AI

www.deepcura.com

Howard Rosen

CEO | Nova Insights

www.novapix.com

Jennifer Pinasco

CEO | Yosemite Pathology

www.ypmg.com

Joseph Pomianowski

CEO and Founder | Orchid

www.orchid.health

Michael Rasche

CEO | Diadem SpA

www.diademdx.com

Monique Fruitier

CEO | EHR Management and PMO Chair | PMI-SVC

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EREZ DRUK

Tackling Clinician Burnout with Freed.ai

A critical issue pervades modern medicine, often unseen by patients but deeply felt by practitioners: the overwhelming burden of administrative work. Clinicians dedicate their careers to healing, yet find themselves increasingly mired in documentation. Studies report physicians spend nearly nine hours, some estimate up to nineteen hours, each week solely on paperwork. This relentless demand contributes significantly to burnout, a condition reported by half of all physicians. It drives experienced professionals to consider leaving the field altogether, exacerbating a projected shortage of tens of thousands of doctors in the coming decade. This is the challenging landscape **Erez Druk (CEO & Co-founder)**, a software engineer by training, chose to enter with his company, **Freed.ai**.

A Problem Observed Firsthand: The Engineer Sees His Wife's Struggle

Druk's motivation stems not from market analysis alone, but from direct, personal experience. His wife, Dr. Gabi Meckler, practices medicine at a community clinic. Druk witnessed firsthand the reality behind the statistics. He saw Dr. Meckler, after long days with patients, spent evenings and weekends consumed by the need to update medical records and complete related documents. The phrase "I have notes to do" became a constant refrain in their household over seven years. This intimate view of the clinician's struggle provided Druk with a profound understanding of the problem's impact. The genesis of Freed.ai crystallized in a simple exchange: Druk asked his wife what tool he could build to help her. Her direct reply, "Do my notes for me," became his directive.

Lessons from Tech and Trials: Forging a User-Centric Approach

Druk's background prepared him for this undertaking. He spent nearly four years as a software engineer at Facebook, absorbing the pace and practices of a major technology company. Following Facebook, he founded UrbanLeap, a startup focused on software for public procurement. While UrbanLeap ultimately ceased operations, Druk extracted a crucial lesson from the experience: the importance of building a product for a user one understands intimately and cares deeply about. This principle became central to his leadership philosophy and directly informed his approach to building Freed.ai. He possessed the technical skill; his wife's experience provided the necessary user empathy.

The Mission Defined: To Free Clinicians from the Tyranny of Paperwork

Armed with technical expertise and a clear understanding of the user's pain point, Druk defined Freed.ai's mission. The company exists to give clinicians back their time. He teamed up with Andrey Bannikov, another former Facebook engineer with a decade of experience, who serves as Freed's Chief Technology Officer. Together, they set out to address the documentation overload head-on. Freed.ai emerged as an AI-powered scribe, designed specifically to automate the tedious process of clinical note-taking and alleviate the administrative friction contributing to burnout.

Engineering Relief: Crafting the Freed AI Assistant

Freed.ai functions as an AI scribe. With patient consent, it records the conversation during a clinical visit. In real-time, the AI processes the dialogue, identifies medically relevant information, and drafts clinical notes. The system aims to produce an accurate, well-structured first draft that the clinician can quickly review, edit if necessary, and finalize.

CEO & Co-founder I Freed.ai

This automation targets one of the most time-consuming administrative tasks physicians face. The goal is not to replace the clinician's judgment but to significantly reduce the manual effort involved in documentation, freeing the clinician to focus on the patient during the visit and saving hours of charting time afterward.

Navigating Complexity: Ensuring Accuracy and Security in Medical AI

Developing such a tool presents substantial challenges, which Druk and his team actively address. Transcribing and summarizing complex medical conversations requires high accuracy. The AI must distinguish between speakers, understand evolving medical terminology, maintain consistency, identify crucial information while omitting extraneous details, and avoid generating inaccurate statements ("hallucinations"). Freed tackles these technical hurdles through continuous learning. The system processes over two million patient visits monthly (as of early 2025, extrapolating from Feb 2024 data), collecting quantitative and qualitative feedback on generated notes. This data fuels rapid iteration and improvement. Druk emphasizes a systematic approach: identifying errors leads to developing systems to prevent and detect similar issues in the future. Crucially, the clinician always remains in control, reviewing and approving the note before it enters the official record.

Security and compliance constitute another core leadership responsibility. Handling sensitive patient health information demands rigorous protocols. Freed follows industry best practices, employs security experts, and has obtained third-party SOC 2 and HIPAA certifications through audits. Druk highlights additional measures, such as not storing patient recordings long-term and automatically deleting notes after 30 days, demonstrating a commitment to data privacy that extends beyond baseline requirements.

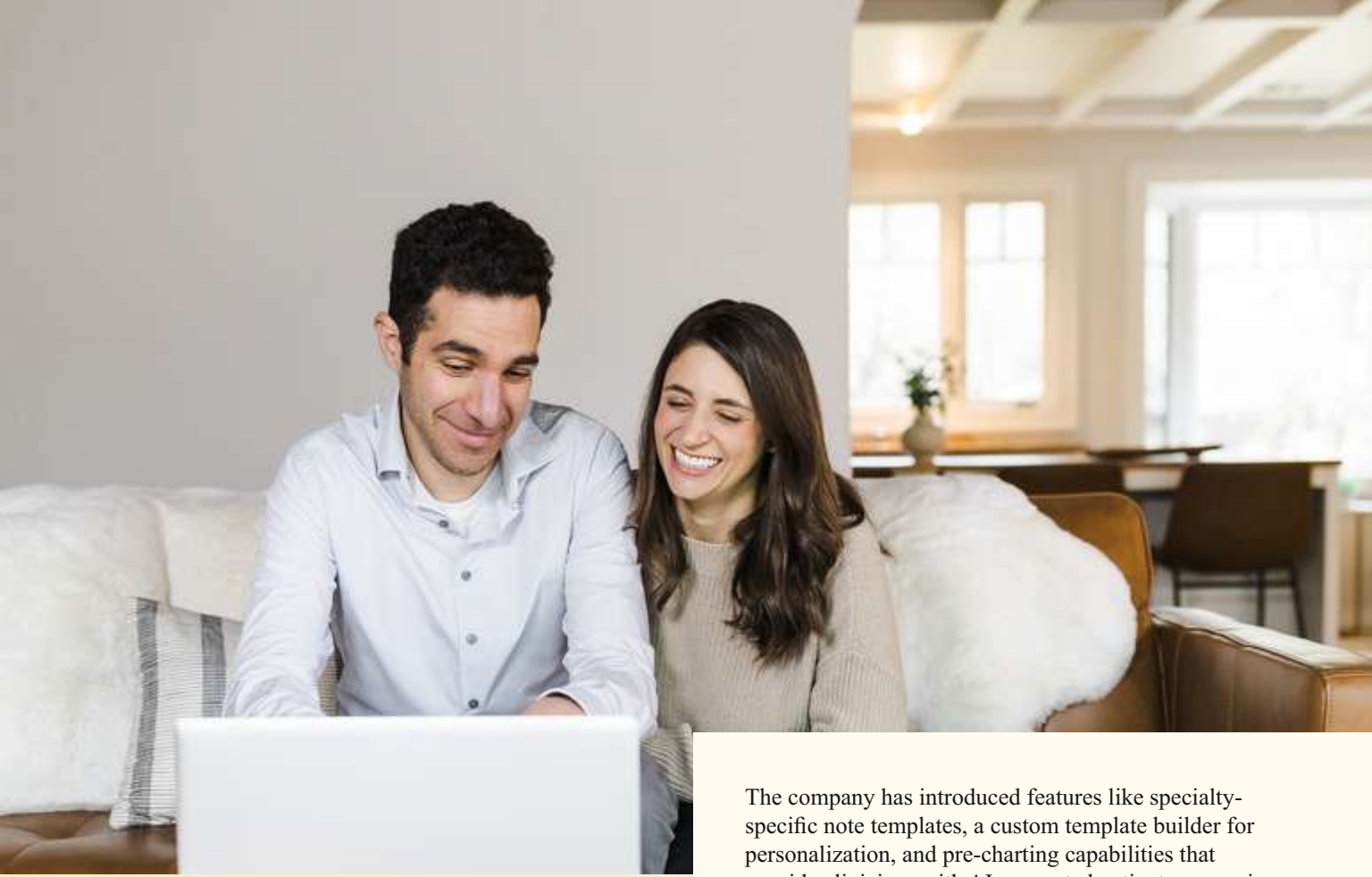
A Direct Approach: Reaching Clinicians Where They Work

Freed.ai employed a distinct go-to-market strategy that proved highly effective. Instead of focusing solely on large hospital systems with lengthy procurement cycles, Freed offered its AI scribe directly to individual clinicians for a monthly subscription fee ($99 at the time of their Series A). This direct-to-clinician model allowed for rapid adoption. Practitioners experiencing the pain of documentation daily could access a solution quickly and affordably, often paying out-of-pocket. This approach fueled remarkable growth, attracting significant venture capital attention. In early 2024, Freed announced a $30 million Series A funding round led by Sequoia Capital, bringing its total funding to $34 million – a substantial validation for a young company targeting a specific user need.

Validation through Adoption: Evidence of Impact from the Front Lines

The market responded positively to Freed's offering. By early 2024, over 17,000 paying clinicians across numerous specialties were using the platform. The company reported saving clinicians a cumulative total of over 2.5 million hours since its launch in 2023, translating to roughly two hours saved per clinician per day. This rapid uptake, characterized by 4x year-over-year ARR growth, reflects genuine product-market fit.

Testimonials underscore the tangible impact. Natalie Desseyn, a nurse practitioner, credits Freed with enabling her to continue practicing psychiatry on a large scale. She emphasizes the improved patient interaction ("people feel really heard" because she isn't focused on writing) and states that Freed "literally changed my life." Dr. Meckler, Druk's wife,



and Freed's first user, describes the tool as "magic," reducing tasks that once took fifteen minutes down to about two. These accounts illustrate Freed's effectiveness in delivering on its core promise: reducing the documentation burden.

Standing Apart: Freed's Focus in a Competitive Arena

The market for AI scribing tools has become crowded, with technology giants like Microsoft and well-funded startups like Abridge and Suki offering similar solutions. Druk differentiates Freed through its relentless focus on the individual clinician. Josephine Chen, the Sequoia Capital partner who led Freed's funding round, noted this unique approach targeting smaller, independent offices initially. Freed aims to be the simplest, most clinically accurate, and affordable option, positioning itself as a tool built out of empathy – a "love letter to clinicians," as Druk describes it. Users like Desseyn, who tried other tools, validate this focus, citing Freed's precision and ability to stick to factual reporting.

Evolving the Assistant: Expanding Freed's Capabilities

With significant funding secured, Druk leads Freed in expanding its product portfolio beyond basic note-taking. The company has introduced features like specialty-specific note templates, a custom template builder for personalization, and pre-charting capabilities that provide clinicians with AI-generated patient summaries before visits. Critically, Freed is developing deeper EHR integration via a browser extension (currently in beta testing) to eliminate the friction of copy-pasting notes – a major pain point clinicians identified. Future plans include automating coding and other billing cycle functions and moving Freed closer to becoming a comprehensive AI assistant for clinicians.

The End Goal: A Future Free from Administrative Friction

Druk's long-term vision remains grounded in his original motivation. He aspires for Freed to become the indispensable assistant for every clinician – intuitive, knowledgeable about each patient, and capable of handling nearly all administrative tasks. The ultimate goal is to fundamentally change the clinician's workday, eliminating administrative drudgery entirely. He envisions a future where his wife, and all clinicians, can leave work when their last patient leaves, unburdened by hours of subsequent charting. Druk views this work as profoundly meaningful, stating, "It's truly the most fulfilling and the most important work I've ever done, and probably will ever do."

Freed

FROM "SECRETARY" TO CEO

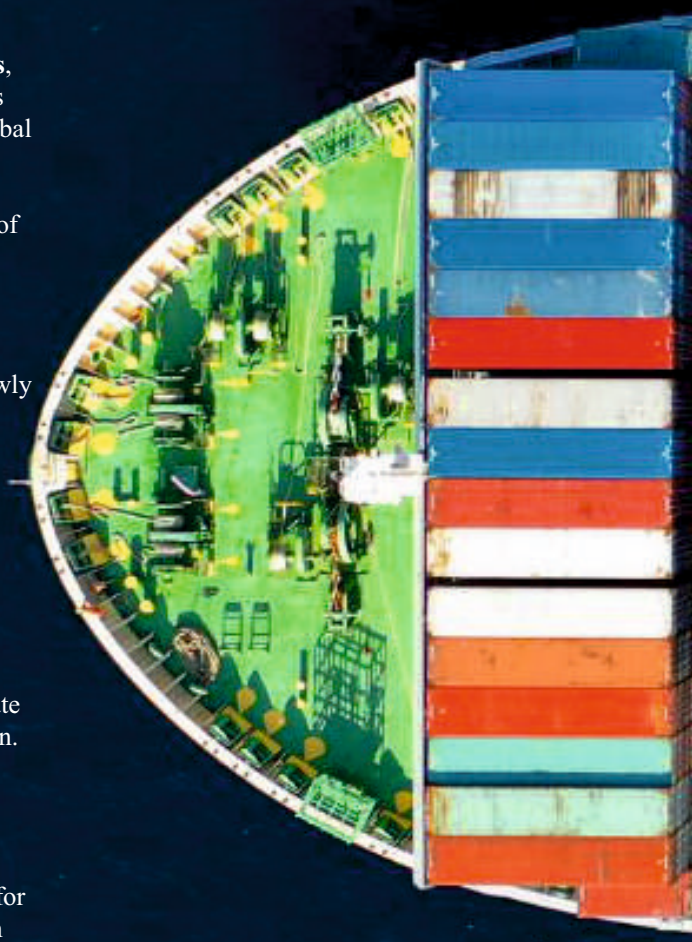
The Freight Boss Who Rewrote the Rules

You don't stumble into a leadership role in a male-heavy industry. You take it.

And when you take it, you don't ask for permission — you build your own platform, set your own rules, and make sure no one can ever shrink your title again.

That's exactly what Diana did. Today, she runs **Texas Global Services**, a freight forwarding powerhouse out of Houston. The company moves goods across oceans, skies, and borders — and does it so well that global players trust them with projects too complex for anyone else to touch.

But here's the part people miss: her business didn't start from a place of strategy and capital. It started from survival.



The Job She Took Just to Pay the Bills

Diana wasn't looking for a "career move" 23 years ago. She was a newly divorced mom with two kids, no work history, and no safety net.

She needed a job. Any job.

A friend pulled her into a small, woman-owned freight forwarding company. She didn't know what a freight forwarder was — and if you don't either, here's the quick version:

Freight forwarders are the backstage crew of global trade. They move goods from Point A to Point B across land, sea, and air. They coordinate the trucks, ships, planes, warehouses, and all the paperwork in between.

It's messy. It's high stakes. And if you screw it up, someone's million-dollar shipment can vanish into thin air.

That first job didn't just teach her the ropes. It handed her a blueprint for survival in a male-dominated industry. She learned how to speak up in rooms where her voice wasn't expected. She learned how to negotiate without blinking. She learned that confidence isn't about how loud you are — it's about knowing your worth and refusing to undersell it.

The Move That Almost Broke Her

Years later, Diana joined a former colleague — someone she had mentored — at his new freight forwarding company. She worked on commission and crushed it.

But the commute was brutal. Two hours each way, every day. Health problems started piling up. She knew she couldn't keep up that pace forever.

Her husband, who had an IT and bookkeeping background, kept saying, *"Start your own company. You can do this."*

She kept saying no.

Why? Because like most people standing at the edge of entrepreneurship, she saw the cliff, not the runway. She didn't know accounting. She worried about capital. She wasn't ready to gamble her stability on a hunch.

Then came the moment that flipped the switch.

The Title That Lit a Fire

At a business event, that same colleague — the one she had taught everything — introduced her as his *secretary*.

Not his partner. Not his right-hand. Not even "head of operations."

Secretary.

It wasn't just inaccurate. It was dismissive. It was the kind of public undercutting that either breaks you or forces you to build something so undeniable they can never box you in again.

Diana went home and told her husband she was ready.

Texas Global Services Was Born

Starting wasn't glamorous. It took months to secure the Federal Maritime Commission license. Her husband built the first website and handled SEO so clients could actually find them.

Cash flow was a nightmare. You can't move big freight without big money, and banks aren't exactly eager to fund a small, woman-owned startup in a male-heavy industry. She hustled. She reinvested every cent. She fought through lost cargo, botched supplier deals, and rates that cut margins razor-thin.

Most people quit in the early years.

She didn't.

The Five-Year Rule

Here's the truth nobody wants to tell you: most businesses don't hit real stability until year five.

By then, Texas Global could fund its own shipments without begging for outside financing. They got better rates. Clients came back and referred others. The phone started ringing without her having to chase every lead.

For the last three years, the company hasn't just been stable — it's been strong.

The Lessons That Turn Employees into Owners

If you're sitting where Diana sat years ago — underpaid, undervalued, and overworked — here's her no-fluff playbook:

Trucking

- **See the opportunity inside the job you hate.**
  That first job you think is "beneath" you? Treat it like paid training. Learn the industry inside out so no one can tell you you're not qualified later.

- **Watch how the best operators move.**
  Diana learned from women who didn't apologize for their expertise. Study how they talk, how they negotiate, and how they handle conflict. You'll need those tools.

- **Don't wait for perfect conditions.**
  If you're waiting for "the right time," you're going to be waiting forever. Diana started with no accounting skills, no capital cushion, and no roadmap.

- **Use disrespect as fuel.**
  The "secretary" comment could have been a gut punch that knocked her out. Instead, it became her launch button.

- **Survive long enough to get good rates.**
  Freight forwarding is a game of margins. It's the same in many industries — your leverage increases with time and proven reliability. Stay alive long enough to get that leverage.

Why Her Story Hits Different

Plenty of people start companies because they see a market gap or smell a big payday. That's not Diana's origin story.

She started because she refused to let someone else write her title for her.

And because of that decision, her company now moves projects that most people in the industry don't have the stomach for. High-stakes, high-complexity, high-responsibility shipments — and she's built a team that thrives on making the impossible happen.

If You're Thinking About Starting Your Own Thing

You don't need to be ready. You need to be willing.

Willing to take the first uncomfortable step.
Willing to stay in the game when the early years test you.
Willing to learn everything you don't know and admit when you screw up.

Most of all, you need to be willing to bet on yourself before anyone else will.

Diana did. And she's proof that the person they underestimate today might just be the one they answer to tomorrow.

Ocean Freight

Air Freight

Founder | DeepCura AI

FERNANDO COWAN

Engineering Intelligence into Clinical Workflow

Healthcare delivery faces immense pressure. Clinicians grapple with increasing patient loads while simultaneously navigating complex administrative requirements. This operational friction consumes valuable time, detracts from patient care, and contributes to professional burnout. Addressing this inefficiency is not merely desirable; it is essential for a sustainable healthcare system. **Fernando Cowan**, **Founder** of **DeepCura AI**, recognized this need. He leads a company dedicated to developing and deploying sophisticated Artificial Intelligence (AI) solutions that automate clinical tasks and enhance operational efficiency within medical practices.

Guiding the Profession through Technological Change

Cowan positions himself not just as a technology provider, but as an informed guide for the medical community navigating the complexities of AI adoption. His insights, often shared through articles and derived from frequent conversations with dozens of medical providers daily, reveal a deep understanding of the practical challenges and requirements clinicians face. He actively shapes the conversation around selecting effective AI tools, particularly medical scribes and establishing criteria for evaluation. This educational stance underscores his leadership role – understanding the market's needs and helping providers make informed decisions about technology crucial to their practice.

Defining Excellence: The Pillars of Effective AI Clinical Assistance

Through his experience and interactions, Cowan articulates a clear standard for high-performing AI clinical automation tools, implicitly setting the bar for DeepCura's own offerings. He argues that effective solutions require more than simple voice-to-text capabilities. Several key pillars define this standard:

- **The Foundation: Intelligent AI and Longitudinal Understanding:** Cowan emphasizes the importance of the underlying AI model. He points to the capabilities of advanced AI reasoning models, which can process information in a structured, step-by-step manner similar to human experts. This allows the AI scribe to handle complex clinical information accurately. Furthermore, he stresses the need for longitudinal context – the ability of the AI to access and utilize relevant information from a patient's past encounters. This creates a holistic view, improves note accuracy, and supports better clinical decision-making by maintaining continuity of care.

- **Precision and Teamwork: Speaker Separation and Collaboration:** Accuracy demands clear identification of who said what during a patient encounter. Cowan highlights the necessity for effective speaker separation technology to produce clean, unambiguous transcripts and notes, ensuring accountability. Recognizing that healthcare involves multiple professionals, he also advocates for multi-user collaboration features. A shared workspace allows nurses, physicians, medical assistants, and administrative staff to access and contribute to the same clinical notes, streamlining communication and reducing redundant data entry across the care team.

- **Adaptability and Connection: Customization and Integration:** Medical specialties have distinct documentation needs. Cowan argues for hyper-customization, allowing clinicians to tailor note structures, and headers, and even invoke macros, potentially using simple voice commands. This adaptability saves time and helps align documentation with specific regulatory or payer requirements. Equally critical are robust integrations. An AI scribe must connect seamlessly with existing systems like Electronic Health Records (EHRs), billing software, and productivity suites (e.g., Google Workspace) via Application Programming Interfaces (APIs) and webhooks. This connectivity enables the automation of subsequent tasks, such as sending referral letters or scheduling follow-ups, further reducing manual effort.

From Blueprint to Reality: DeepCura's Market Integration and Acceptance

Cowan's leadership extends beyond defining standards to delivering solutions that meet them. DeepCura demonstrates significant market traction, serving prestigious medical groups across the United States. The company achieved deep integration with major EHR platforms, earning listings in their official marketplaces. Notably, DeepCura secured exclusive partnerships with certain EHR providers. These partners prioritize DeepCura's system due to positive feedback from their own user base when compared to competing platforms. This market validation speaks directly to Cowan's success in translating his vision for high-quality AI automation into a product that delivers tangible value and earns the trust of both clinicians and established healthcare technology players. This achievement reflects the effective execution of product development, partnership strategy, and focus on user satisfaction.

Confronting the Nursing Crisis: A New Application for AI Automation

Identifying and responding to emergent healthcare challenges is a core leadership responsibility. Cowan directed DeepCura's capabilities toward a pressing issue: the critical nursing shortage in the US. This shortage, driven by factors like an aging population, workforce retirements, and educational bottlenecks, strains healthcare facilities and compromises patient care. Recognizing the potential for AI to alleviate some of this pressure, Cowan spearheaded the development and launch of DeepCura's "AI Nurse" feature. This represents a strategic application of DeepCura's underlying AI technology to address a specific, system-wide crisis.

The AI Nurse: Functionality and Workflow Enhancement

The DeepCura AI Nurse functions as an intelligent assistant designed to handle specific nursing-related tasks, thereby freeing up human nurses for more complex, direct patient care. It offers a personalized pre-charting routine, interacting with patients before their visit to gather essential information. This interaction can occur in multiple languages, enhancing accessibility. The AI Nurse can create tailored instructions for individual patients, facilitate communication, provide information, and even help coordinate telehealth sessions. By automating these preparatory and follow-up tasks, the AI Nurse streamlines workflows, optimizes workload distribution among staff, and aims to improve the overall patient experience through timely and accurate communication. It acts as a technological support mechanism within the strained nursing environment.

Leadership Responsibility: Identifying Needs, Directing Innovation

Leading DeepCura involves continuously identifying unmet needs in the healthcare market – from the general requirement for better documentation tools to acute system stresses like the nursing shortage. Cowan assumes the responsibility for interpreting these needs and directing DeepCura's technological development efforts toward creating effective solutions. This requires not only technological foresight but also navigating the complexities of healthcare compliance (maintaining HIPAA standards and potentially other certifications across all features) and ensuring seamless integration within existing clinical environments. The launch of the AI Nurse showcases this leadership in action: perceiving a critical problem and marshaling resources to innovate a targeted solution.

The Broader Vision: System-Wide Efficiency through Intelligent Automation

Fernando Cowan's work with DeepCura points toward a broader vision for the future of healthcare delivery. The successful implementation of sophisticated AI scribes and specialized tools like the AI Nurse suggests a pathway toward significant system-wide efficiency gains. By automating routine administrative and communication tasks, DeepCura aims to reduce clinician burnout, improve the accuracy and completeness of medical records, enhance care team collaboration, and ultimately allow healthcare professionals to dedicate more focus to direct patient care. The emphasis on robust integrations and high standards for AI performance indicates an ambition to embed intelligent automation deeply within the fabric of healthcare operations.

Conclusion: Fernando Cowan and the Intelligent Future of Healthcare Delivery

Fernando Cowan demonstrates leadership by setting high standards for AI automation in the demanding healthcare sector. He guides the market through education while simultaneously building DeepCura to meet those exacting criteria. The company's success, marked by deep EHR integrations and exclusive partnerships driven by positive user feedback, validates his approach. Cowan further exhibits strategic leadership by identifying critical system-level problems, such as the nursing shortage, and directing DeepCura's innovation toward tangible solutions like the AI Nurse. His focus on intelligent AI models, customization, collaboration, and seamless integration positions DeepCura not merely as a vendor, but as a key architect shaping a more efficient, technologically empowered future for healthcare delivery. Cowan's efforts underscore the potential for thoughtful leadership and advanced technology to address some of medicine's most pressing operational challenges.

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Stop Hunting for Your Audience.

Start Building Your Corner of the Internet »»

The Hard Truth: The People You Need Are Already Online. They're Just Not Looking for You Yet.

I've spent two decades watching brilliant entrepreneurs burn themselves out chasing people who don't care. They jump from platform to platform, hoping to find "the one" that will finally put them on the map.

That's not a strategy. That's a scavenger hunt.

The people you need to connect with — the ones who'll support your work, buy from you, and tell others about you — already exist. They're just busy living their lives. Your job is not to chase them down but to create a space so magnetic they can't help but wander in.

This is where most entrepreneurs get stuck. They think they need to "go viral" or have a "perfect strategy" before they start. The truth? You need neither. You need to commit to showing up in one space and treating it like your home.

And right now, like it or not, one of the best spaces to do that is TikTok.

Why TikTok Deserves a Place in Your Strategy — Even if You Swore You'd Never Touch It

When I say "TikTok," I don't mean you have to dance, lip-sync, or point to floating text bubbles like a discount magician. I mean you have to leverage the *mechanics* of TikTok — short-form, high-engagement video — to tell your story and showcase your work.

You may not love the platform, but you can't ignore its numbers:

- **1.2 billion monthly users.**
- An algorithm that rewards *discovery*, not just existing followers.
- Communities for everything from competitive knitting to mushroom farming.

If you run a business in 2025, TikTok is less about "being trendy" and more about controlling your own distribution channel. Done right, it's not a social network. It's a lead-generation and trust-building machine.

The Shift: From Passive Browsing to Intentional Presence

Let's say you're sitting at home, scrolling. A woman pops up in your feed — calm, confident, talking about her business like she's chatting with a friend. Her comment section is full of people who feel connected to her. You think: *I could do that.*

Then the "what ifs" arrive.

- *What if I'm not interesting enough?*
- *What if no one watches?*
- *What if I embarrass myself?*

Let me level with you: those "what ifs" aren't predictions. They're excuses dressed up as caution. Every single creator you admire started with zero followers and the same nervous energy you're feeling right now. The difference is they posted anyway.

Here's the Game Plan

You don't need to master every platform. You don't need a perfect content calendar. You need one clear system for showing up, building trust, and converting attention into action.

I call it the **6 Moves to Build a Real Online Community**.

Move 1: Claim Your Digital Real Estate

Don't treat your TikTok profile like an afterthought. Your bio is a storefront window. Make it short, clear, and direct.

- Tell people who you are.
- Tell them what you do.
- Give them a reason to stay.

If you want traffic to your website, switch to a business account so you can add a clickable link. Yes, you'll have fewer trending songs to use. No, it won't matter. Your customers care about your content, not your background music.

Move 2: Seed Your Network

The algorithm rewards interaction. Follow creators who inspire you, brands you respect, and potential customers. Engage with their content in a way that's real, not spammy. Your goal isn't to "get noticed" — it's to start positioning yourself inside the ecosystem you want to be part of.

Think of it as joining a neighborhood. You can't expect people to knock on your door if you've never walked down the street.

Move 3: Make Your First Post a Handshake, Not a Sales Pitch

Your first post should introduce you and your work in a way that feels human. Show your face. Speak to the camera like you're talking to one person. Share why you do what you do.

This isn't about showing your "best" self; it's about showing your *real* self. People connect to people, not perfection.

Move 4: Learn the Visibility Formula

TikTok uses hashtags and keywords to decide who sees your content. You don't need to use 30 hashtags — 4 to 5 targeted ones are enough. Mix trending tags with niche-specific ones.

Example: If you sell handmade jewelry, don't just use #jewelry. Use #handmadejewelry, #smallbusinesscheck, and a trending tag relevant to your video's theme.

Move 5: Post, Watch, Adjust

Post consistently — but don't confuse consistency with volume. You're not here to churn out content until you burn out. You're here to test, learn, and adapt.

Post. See what resonates. Adjust. Repeat.

And for the love of your own sanity, stop refreshing your view count every ten minutes. Growth happens in weeks and months, not minutes.

Move 6: Turn Viewers into a Community

Anyone can get views. The win comes from turning strangers into regulars. That means:

- Replying to comments.
- Asking questions in your videos.
- Showing up live when you can.
- Giving your audience a reason to keep coming back.

Communities don't form by accident. They form when you create an environment where people feel seen, heard, and welcome.

The Long Game: Why Patience Pays Off

You will have days where nothing seems to land. You'll post something you love, and it will get 200 views. You'll wonder if you're wasting your time.

This is where most people quit.

But here's what they miss: every post you make is a seed. Most won't sprout right away. But one day, one post will hit at the right time for the right people — and the growth will compound.

Your Edge: Authenticity as a Business Asset

Here's the biggest trap: trying to copy someone else's style because it "works for them." That's a fast track to burnout.

If you sell felted animals, don't pretend you're a lifestyle influencer. If you're a business coach, don't try to become a comedian. You can learn from others, but you have to lead with your own identity.

Authenticity isn't a buzzword. It's a business moat. The more your audience feels they know *you*, the harder it is for a competitor to replace you.

Bottom Line

Your online community isn't going to appear overnight. It's going to grow because you decided to stop chasing people and start building something worth finding.

The platform is just the stage. The algorithm is just the lighting. The connection comes from you.

So stop waiting for the "right time." Plant your flag. Claim your corner of the internet. Build the room you want to be in — and then open the door.

Joseph Pomianowski

Applying Clear Thinking to Mental Healthcare's Crippling Paperwork Problem

One observes a persistent paradox in modern healthcare, particularly within the vital field of mental wellness. Demand escalates, yet access remains frustratingly constrained. Patients seek help; clinicians possess the skills. The impediment often lies not in a lack of will or expertise, but in a morass of administrative tasks that consume valuable time and energy. **Joseph Pomianowski (CEO and Founder, of Orchid)**, a man whose career path defies easy categorization, identified this critical inefficiency. He then applied focused intelligence to devise a solution: Orchid, an **Electronic Health Record (EHR)** platform built with artificial intelligence.

Joseph Pomianowski: The Analyst Forged for Complex Problems

Pomianowski brings a unique arsenal to this challenge. His foundation rests on a Juris Doctor from Yale Law School. This legal training instills rigorous analysis and a structured approach to complex problems. Following law school, he joined Palantir Technologies as a deployment strategist. There, he honed skills in dissecting the operational needs of large organizations, Fortune 100 companies among them, and implementing data-driven solutions. His intellectual curiosity extends further; he founded The State Gun Law Project, a non-profit backed by Schmidt Futures, applying data analytics to intricate legal questions.

He possesses experience as a mathematician and historian, indicating a mind comfortable with diverse frameworks and deep investigation. This background is not merely a collection of credentials; it represents a distinct capability for identifying systemic issues and engineering practical remedies.

Diagnosing the True Illness: Clinician Administrative Overload

The genesis of Orchid stemmed from a direct, personal observation. Pomianowski witnessed friends struggle to secure appointments with mental health professionals. These were individuals needing essential care, yet they faced closed doors or lengthy waiting lists. His analytical mind prompted the investigation. Why the bottleneck? Conversations with clinicians revealed the stark reality. These highly trained professionals dedicated significant portions of their workweek—often entire days—not to patient care, but to administrative duties: charting, billing, scheduling, and navigating insurance requirements. Traditional EHR systems, ostensibly designed to help, were frequently built on outdated technology, offering little relief and sometimes adding complexity.

CEO and Founder I Orchid

From Personal Observation to Professional Mission

Pomianowski grasped the core issue: the system burdened clinicians to the point where they could not meet patient demand. He recognized that improving access for patients like his friends required, first and foremost, alleviating the administrative load on the providers themselves.
This became his central mission, the driving force behind Orchid's creation. His responsibility as a leader, therefore, began with accurately diagnosing the true problem hindering the system.

The Foundation of Action: Building What Clinicians Demand

He approached the task methodically. Adhering to a principle championed by the Y Combinator accelerator program, which later backed Orchid, Pomianowski and his team set out to "build something your customers want." This demanded direct engagement.

They conducted numerous interviews with mental health clinicians. They listened intently to understand the daily frustrations and workflow impediments. A recurring, major burden emerged: the time and mental energy consumed by clinical note-taking. While other administrative tasks contributed to the overload, documentation stood out as a primary pain point, ripe for innovation.

Orchid Emerges: AI Applied to Alleviate the Burden

This research formed the bedrock upon which Orchid was built. Pomianowski led the development of an EHR platform designed specifically for the needs of independent mental health professionals. The platform integrates core administrative functions, streamlines clinical processes, and, crucially, automates manual workflows. The centerpiece of this automation is Orchid's AI-powered clinical notes solution.

Here lies a key leadership achievement: translating a complex need into a functional, effective tool. With patient and clinician permission, Orchid's AI can assist with the documentation process. It can learn a specific clinician's preferred note structure and writing style, drawing on past notes to draft new ones that maintain consistency and continuity of care. If recording a session is declined, clinicians can dictate or type brief notes, and the AI can expand these into comprehensive documentation following established formats like SOAP or DAP, or a custom template provided by the clinician.

Beyond note generation, the AI assists with summarizing patient histories, suggesting appropriate billing codes and diagnoses based on session content, and creating after-visit summaries for patients. This comprehensive approach targets multiple administrative friction points simultaneously.

Quantifiable Results: Reclaiming Time, Restoring Capacity

The results validate Pomianowski's approach. Clinicians using Orchid report significant time reclamation. The company estimates practitioners save upwards of five hours per week, potentially freeing over 500 hours annually per clinician. Dr. David Halpern, a board-certified psychiatrist who provided feedback during Orchid's development, offers concrete evidence. He explains how the AI learns his specific SOAP note format, accurately populating sections like the mental status exam and medication changes based on the patient conversation. What previously took considerable time now requires only a minute or two for review. Dr. Halpern states, "It really cuts down a good five minutes per patient... that can save you hours of time. It helps me see a lot more patients."

This outcome directly addresses Pomianowski's initial objective. By reducing the administrative burden, Orchid empowers clinicians to expand their capacity. More available appointment slots mean improved access for patients – including, one presumes, individuals like the friends whose struggles first alerted Pomianowski to the problem. He confirms, "I've definitely helped my friends by introducing them to clinicians on Orchid, so my original goal has been met." This personal connection underscores the purpose-driven nature of his leadership.

Growth, Governance, and Groundwork: Building a Trusted Platform

Growth followed a practical, organic path. Starting in the New York and Philadelphia regions, Pomianowski leveraged personal and professional networks. Clinicians involved in the design process spread the word to colleagues. This peer-to-peer referral system continues to drive expansion, suggesting the product genuinely meets a felt need within the professional community. Thousands of clinicians now utilize the platform.

Pomianowski demonstrates responsible leadership in handling sensitive patient information. Orchid prioritizes compliance, adhering to HIPAA and SOC 2 Type II standards, employing robust encryption (AES-256) for data both in transit and at rest, and implementing strict access controls. Importantly, the AI training occurs on a clinician-by-clinician basis to safeguard privacy, and clinicians retain full control over their data, including the ability to delete recordings promptly after note generation.

Challenges undoubtedly exist. The healthcare technology landscape includes large, established EHR vendors also exploring AI applications. Furthermore, the mental health sector historically lagged in digital transformation. Pomianowski navigates this environment by maintaining a sharp focus on the specific needs of independent mental health practitioners. He emphasizes Orchid's role in reducing burnout by giving professionals back their time.

Expanding the Prescription: Future Plans and Systemic Ambitions

Looking ahead, Pomianowski plans further enhancements, including the addition of e-prescribing capabilities expected later this year (2025). His overarching vision extends beyond individual practices. He speaks of tackling the estimated $1 trillion administrative burden weighing down the entire US healthcare system. Orchid represents a targeted strike against this inefficiency within the mental health domain. His commitment remains firm: supporting clinicians to ultimately improve patient outcomes and broaden access to care. Dr. Halpern envisions a future where technology like Orchid's operates seamlessly, allowing the clinical encounter to return to its core: a conversation between patient and provider. Orchid facilitates this return.

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THE CREATIVE ADVANTAGE CEOS DON'T TALK ABOUT— BUT USE RELENTLESSLY

Most leaders spend their entire careers squeezing creativity into calendars, productivity hacks, and performance metrics.The irony? The most sustainable, explosive creativity doesn't come from doing more. It comes from aligning with the same cycles that have driven nature, agriculture, and ancient trade for thousands of years.

You've already seen it work in markets — boom and correction. You've seen it in sports — training and recovery. You've seen it in economies, fashion, and even politics — growth, plateau, decline, renewal.

The question is: **Why don't you run your creative output the same way?**

I'll show you how to use seasonal and lunar cycles as levers — not as feel-good "nature wisdom," but as practical, ROI-driven tools to sharpen your creative decision-making, product launches, and brand momentum.

The Seasonal Model of Creative Output

Think of your year like a four-quarter business plan — except instead of revenue goals, you're optimizing creative intensity.

Spring: Seeding and Market Entry

- **Primary Objective:** Idea generation and positioning
- **Action:** Launch pilot projects, test concepts, prototype marketing campaigns
- **Why It Works:** Consumer psychology peaks in spring toward optimism and openness to "new." Your internal energy mirrors this — neurological studies show increased dopamine with more daylight and warmer weather, which enhances divergent thinking (the kind you need for big ideas)

- **CEO Move:** Use spring to introduce new messaging, products, or initiatives when audiences are primed for fresh starts. This is when you run *controlled* experiments — not when you scale.

Summer: Expansion and Bold Plays

- **Primary Objective:** Maximize reach and capitalize on momentum
- **Action:** Scale what worked in spring. Push into bigger markets. Execute high-visibility campaigns.
- **Why It Works:** Summer triggers higher social interaction rates and purchase intent in many markets. Your own energy tends to sustain longer work bursts.
- **CEO Move:** This is not the time to "try" something. This is execution season. Deploy budgets, activate partnerships, and get visible.

Autumn: Refinement and Harvest

- **Primary Objective:** Consolidate gains and prepare for transitions
- **Action:** Review KPIs from spring/summer projects, cut non-performers, optimize winners.
- **Why It Works:** Consumers start narrowing focus ahead of year-end. Your own cognition shifts toward analytical thinking with shorter daylight — great for editing, restructuring, and cutting waste.
- **CEO Move:** Use autumn to reposition, improve operational efficiency, and invest in systems that will sustain your next growth phase.

Winter: Strategic Retreat

- **Primary Objective:** Regroup, reflect, and design your next growth arc
- **Action:** Step back. Deep-dive data analysis. Read. Research. Network selectively.
- **Why It Works:** Winter forces slower energy. The brain responds well to periods of lower stimulation — this is when problem-solving capacity improves for complex, long-horizon challenges.
- **CEO Move:** Protect this time fiercely. The payoff isn't instant — but the ideas, strategies, and pivots seeded in winter will drive your next spring's breakthroughs.

The Lunar Cycle as a Micro-Cycle Accelerator

Seasons give you the *macro* rhythm. The moon gives you the *micro*. Each month carries a built-in creative wave you can ride — or ignore at your cost.

New Moon: Initiation

- **CEO Application:** This is your monthly reset. Launch small-scale initiatives, set goals for a sprint cycle, and map deliverables.
- **Best Use:** Announce internally, not externally. Focus on alignment and intention.

Waxing Moon: Acceleration

- **CEO Application:** Push production, hit milestones, and engage teams in forward momentum.
- **Best Use:** Marketing pushes, investor updates, hiring announcements.

Full Moon: Peak Visibility

- **CEO Application:** Release major announcements, host key events, present to stakeholders.
- **Best Use:** Leverage heightened attention — but only for polished, high-impact outputs.

Waning Moon: Consolidation

- **CEO Application:** Audit performance, complete deliverables, close deals quietly.
- **Best Use:** Tidy pipelines, resolve bottlenecks, release underperforming assets.

Why This Works for High-Level Leaders

- **It Stops Burnout Before It Starts**
  CEOs and founders often mistake sustained output for strength. Nature proves otherwise — nothing blooms year-round without dying.
  This approach embeds rest and reflection into your workflow without losing productivity.

- **It Sharpens Timing — Your Hidden Multiplier**
  Creativity is not just what you produce, but *when* you release it. Seasonal and lunar timing is the difference between launching a product into an audience ready to buy… versus one still asleep.

- **It Forces Resource Allocation Discipline**
If you follow these cycles, you naturally budget high-intensity resources for peak phases and conserve them during low-intensity ones. It's creative cash flow management.

- **It Increases Strategic Patience**
  Most leaders kill ideas too early or push them too late. This model trains you to let initiatives mature — no premature scaling, no stale launches.

Implementation: The 90-Day Seasonal Sprint Framework

If you want to operationalize this without overhauling your entire planning process:

- **Pick Your Anchor Date**
  Decide when your "creative spring" starts. This could be January (calendar year), April (fiscal year), or aligned with industry events.
- **Assign One Core Creative Goal Per Season**
  No stacking. One macro objective per quarter — e.g., spring = launch, summer = scale, autumn = optimize, winter = design.
- **Overlay the Lunar Cycle**
  Use the new moon for goal-setting and sprint launches, full moon for high-visibility outputs, and waning phases for cleanup.

- **Integrate Metrics**

- Spring: idea-to-test ratio

- Summer: engagement/ROI growth

- Autumn: cost-per-output improvement

- Winter: strategic readiness score

- **Review Annually**
  Treat this like a capital investment — analyze returns, adjust for your market, and refine.

Case Example: A Creative Agency CEO

I worked with a creative agency founder who struggled with feast-or-famine cycles.
We aligned her team's workflow to seasonal/lunar timing:

- Spring: Rolled out bold campaigns for emerging clients

- Summer: Pushed those campaigns into new geographies

- Autumn: Cut two unprofitable service lines, refined core offers

- Winter: Built a new thought leadership platform behind the scenes

Within 18 months, revenue stabilized, creative burnout dropped, and her launch success rate doubled.
She didn't work more. She worked *in season*.

The Strategic Edge Most Will Miss

Most leaders will skim this and think, *"Interesting, but not urgent."*
They'll keep forcing Q4 launches that die in the market, draining teams in summer when attention is elsewhere, and producing flat campaigns year-round.

But the ones who integrate this? They'll time product cycles with natural market readiness.
They'll protect their peak creative energy instead of bleeding it out.
They'll execute *when it matters most* — and stay invisible when it's strategically right.

Your Next Move

Look at your next 12 months.

- Where can you pull back without losing ground?

- Where can you plant seeds instead of forcing growth?

- Where can you double your presence when energy is naturally high?

Run your creativity like a crop. Plant in spring. Expand in summer. Refine in autumn. Rest in winter.
Overlay the lunar micro-cycles, and you have a creative operating system that's older than capitalism and sharper than any productivity app.

The leaders who master this will own the timing game.
And in business, timing isn't everything — it's the only thing.

Roni and Oren Frank
Founders | Talkspace

Are Millions Suffering Needlessly?

RONI AND OREN FRANK

Offer Therapy for All

Stop accepting needless suffering. Start demanding accessible help. Millions endure mental health struggles in silence. Do you know someone who battles anxiety, depression, and isolation? **Roni and Oren Frank**, the **founders** of **Talkspace**, understand this silent epidemic. They do not just talk about solutions; they deliver them. Talkspace, the company they built, provides a direct path to therapy, accessible to anyone, anytime, anywhere. They are not just running a business; they are leading a revolution in mental healthcare.

Is the old model of therapy failing millions? Are appointment wait times too long? Are costs prohibitive? Is stigma keeping people from seeking help? The answer, for too many, is yes. Roni and Oren Frank saw this broken system. They did more than complain; they acted. They built Talkspace to dismantle these barriers and make quality therapy available to the masses. This is not just about convenience; it is about fundamental human needs.

From Personal Crisis to Universal Solution: A Marriage Saved, Millions Helped

The Talkspace story begins not in a boardroom, but in a therapist's office. Roni and Oren Frank faced a marital crisis. Couples therapy saved their marriage. This was not just a personal victory; it was a revelation. Psychotherapy, they discovered, possessed transformative power. For Roni Frank, the experience ignited a passion. She pursued a master's degree in psychoanalysis and psychotherapy, driven by a desire to share this life-changing benefit with others.

Their personal experience exposed a stark reality: therapy, though powerful, remained inaccessible to millions. Costs were high. Stigma was strong. Access was limited, especially for those in underserved areas. Roni and Oren Frank saw an opportunity to leverage technology to bridge this gap. They did not just see a business opportunity; they saw a moral imperative.

In 2012, Talkspace emerged. It began as a simple idea: online therapy, available via website and mobile app. They did not initially envision text-based therapy. They launched with live video sessions. But they listened to their users. They observed a preference for messaging, for the flexibility and convenience of asynchronous communication. They pivoted. They innovated. In 2014, Talkspace pioneered Unlimited Messaging Therapy. This was not just an adjustment; it was a revolution in access.

Text messaging provided immediate access to a therapist. No appointments are needed. Users could reach out anytime, anywhere. This removed a major barrier: scheduling. Talkspace expanded. They added couples therapy in 2015. They incorporated real-time voice and video calls in 2016, offering multiple communication modalities to suit diverse needs and preferences.

Fueling Growth, Expanding Access: Investment in a Vital Mission

Talkspace's innovative approach attracted significant investment. In May 2015, Spark Capital and SoftBank invested $9.5 million. In June 2016, Norwest Venture Partners added $15 million more. This was not just financial backing; it was validation. Investors recognized the potential, urgent need for Talkspace's services.

The 2016 presidential election triggered a surge in demand. Therapy requests tripled. While increases occurred across all demographics, minorities experienced particularly high spikes. A study with Boston Children's Hospital's HealthMap revealed a quarter of Talkspace users reported feeling "very stressed." This was not just a business trend; it was a societal cry for help.

In 2017, Qumra Capital led a Series C round, investing $31 million. In 2019, a Series D funding round of $50 million followed, alongside a crucial partnership with Optum. Then, the COVID-19 pandemic struck. Demand for Talkspace exploded. The pandemic's emotional toll, combined with lockdowns and restrictions, created a perfect storm. Talkspace responded. They offered free therapy to frontline medical workers. This was not just a marketing tactic; it was a genuine commitment to service during a crisis. Cigna, a major insurer, integrated Talkspace into its telehealth offerings in May 2020. This was not just corporate adoption; it was mainstream validation of online therapy's critical role.

Talkspace grew to serve over 1.5 million clients, with therapists licensed in all 50 states. They used machine learning and AI, not to replace human therapists, but to improve service, enhance matching, to analyze anonymized data for better outcomes. HIPAA compliance and encryption secured user privacy. Therapist screening included background checks, technical training, and rigorous clinical interviews. This was not just about scaling up; it was about maintaining quality and trust.

Leaders in Destigmatization: Openness, Education, Action

Roni and Oren Frank recognized that access was only one part of the battle. Stigma remained a formidable barrier. They understood that technology alone could not erase centuries of societal bias. They made destigmatization a core mission of Talkspace.

"If we all shared the fact that we struggle from time to time, we would help create more visibility for these issues," Roni Frank declared. This is not just a statement; it is a call to action. They believe openness is the key. They champion open conversations about mental health, aiming to normalize seeking help, to dismantle the shame and silence.

They partnered with Michael Phelps, the world champion swimmer, an icon of strength and achievement. Phelps shared his personal battle with anxiety and depression, and his reliance on therapy. This was not just a celebrity endorsement; it was a powerful message: mental health struggles do not discriminate. They affect everyone, even the seemingly invincible. Phelps' story, amplified by Talkspace, became a catalyst, prompting countless individuals to seek help and to open up about their own struggles.

Talkspace actively combats stigma through content creation, social media engagement, and public events. They are not just providing a service; they are fostering a movement, creating safe spaces for open dialogue, and promoting education and understanding. They address the roots of stigma: ignorance, fear, and outdated societal views.

"Mental illnesses are just like any other conditions," Oren Frank asserts. "If my foot is broken, I'll see a physician, and if my heart is broken, I need to see a therapist." This matter-of-fact approach is deliberate. They normalize mental healthcare, equating it with physical healthcare, removing the unnecessary shame and fear. Their focus is clear: get everyone who needs help into therapy, with the right therapist, for the full course of treatment. They understand that those who experience the positive impact of therapy become the most powerful advocates, the most compelling ambassadors for mental wellness. This is not just about treating individuals; it is about transforming societal perception.

Strategies for Wellbeing: Leading by Example, Prioritizing Mental Health

Roni and Oren Frank do not just preach mental wellness; they practice it. They understand the pressures of leadership, and the demands of entrepreneurship. They prioritize their own mental health, recognizing it as essential not just for personal wellbeing, but for effective leadership.

Roni Frank emphasizes self-awareness and self-care. Early in Talkspace's growth, she admits, she became consumed by work, neglecting her own needs. She learned a crucial lesson: acknowledge stress, anxiety, and depression, and proactively address them. This is not a weakness; it is a strength. Yoga became a key practice, a tool for decompression and stress management. Saying "no," and setting boundaries – became essential skills to prevent burnout. Accepting the struggle, and reframing failure as learning – these are not just coping mechanisms; they are growth strategies.

Oren Frank champions moderation, balance, and fundamental self-care. Sleep, he stresses, is paramount. Seven hours a night, he believes, is essential for resilience. Prioritizing friends and family, reading, vacations, and open communication – these are not luxuries; they are necessities for mental wellness. Kindness, both to oneself and to others, is a guiding principle. And, crucially, "whenever in doubt, see your therapist." This is not just advice; it is a personal endorsement, a powerful example set by the CEO of a therapy company.

A Call to Action: Join the Revolution in Mental Healthcare

Roni and Oren Frank are not just building a company; they are building a movement. They are not just offering therapy; they are democratizing access to mental wellness. They are leaders in a critical societal shift, dismantling stigma, and making help accessible to millions.

Are you ready to join them? Are you ready to demand better mental healthcare for yourself, for your loved ones, for your community? Talkspace offers a solution, a proven path to mental wellbeing. Roni and Oren Frank offer leadership, vision, and a relentless commitment to a world where mental healthcare is not a privilege, but a right, available to all who need it. This is not just good business; it is a moral imperative. The time for silent suffering is over. The time for accessible, effective mental healthcare is now. Talkspace, led by Roni and Oren Frank, is leading the way.

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