



REACH THOUGHT LEADERSHIP NEWSLETTER

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REACH LIVE!

Thanks to the success of our podcast, Reach Radio, we've decided to venture out to a new monthly webcast! Aptly titled Reach Live, Reena has a one-on-one sit down with various thought leaders to discuss the role of digital health and data science in our daily lives.

SAVE MOMS

A growing social media presence, a new coalition, and meetings with the legislature regarding the adoption of digital health technologies as a measure addressing maternal mortality spells an amazing road ahead for the Save Moms campaign as we enter into Phase II of the campaign.



MATCH COALITION

We've been busy educating both the Senate and the House about maternal mortality. Through our efforts, a breakthrough has been made in Congress, and now the MATCH Coalition is sponsoring a Virtual Hill Briefing with speakers including Sen. Bill Cassidy and Dr. Rebecca Rieck, Obstetrician at UVA Health.

REACH LIVE



As you all know, back in January, we launched a new series called "Reach Live!". Reach Live is a once a month, one-on-one conversation between our Rock Star Host, Reena Sangar, and Reach Facility, Associates, and other medical professionals. These are short, yet in depth, discussions on hot topics in healthcare.

Our first videocast was with Dr. Setu Vora, discussing data science in caring for the needs of tribal communities. Vora gave great insight into how provider organizations are counting on technology's ability to address health equity around the world.



We had our most recent videocast on February 26, with Dr. Stan Shepherd discussing the need for Global Personal Health Records that are portable and easily accessible for patients.



Stan dropped an amazing gem imploring patients to advocate for access to their records: "We have a lifelong history of our finances, but we don't have lifelong records for health. Is it truly health over wealth?" Such a refreshing perspective.

REACH RADIO UPDATE



Speaking of webcasts, we are about to release the 20th episode of our Reach Radio podcast, which means that, despite challenges brought on by the pandemic, we've been going strong for six months!

We've released some landmark episodes this past month such as "Serving the African-American Community Needs" for Black History Month with guest Dr. Jennifer Warren, the Chief Executive officer of Pro Strato Health and Executive Director of the Center for African-American Health Disparities, Education and Research. Be sure to check out that episode, along with our latest one "It Wasn't Just the Flu" with guest Allison Bones, President of TEAM 4 Travis, on your preferred podcast platform below:



**SERVICING THE DIVERSE NEEDS
OF THE AFRICAN AMERICAN
COMMUNITY-Jennifer Warren**

[LISTEN NOW](#)



**IT WASN'T JUST THE FLU- Allison
Bones**

[LISTEN NOW](#)

SAVE MOMS UPDATE

We have been working the Save Moms campaign into Phase II by introducing the Visual Health Solutions videograms and the Momnibus initiative to our social media.

Here's some of the content we've put out for the last couple of months:



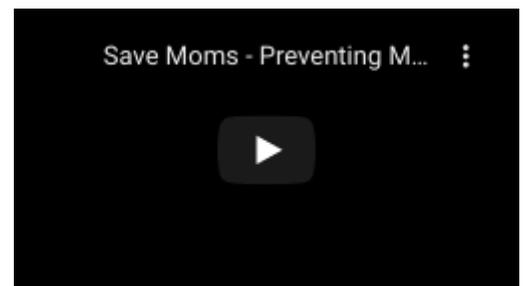
Momnibus Video



March of Dimes

We are still coordinating meetings with AT&T on boosting our social media channels through getting their employees to share our media kits, and we are still collaborating with Every Mother Counts and Shades of Blue on Save Moms campaign ideas.

In the meantime, we are urging Reach faculty to continue supporting the Save Moms campaign by following, commenting, and engaging with our social media. The growth (especially on Instagram) has been great, but your support goes a long way. Follow our socials (click on the icons below for the direct link):



Have your organization endorse the national campaign.

Visit: www.savemoms.us

MATCH COALITION



Join us on March 17 at 12:00pm Eastern Time for MATCH Coalition's inaugural Virtual Hill Briefing: Combatting Maternal Mortality in the Age of Digital Health.

In the U.S., nearly 70,000 women are injured or die each year due to pregnancy related complications. Studies show the clinical benefits of technology in preventing such tragedies. MATCH advocates for policies that enable the safe and equitable adoption of digital health solutions for maternal health and wellbeing.

During this 90-minute program, we will hear from thought leaders as they discuss advancements in policies and regulations to support the health and wellbeing of pregnant women. At the end of this program you will be able to:

- List key legislation priorities and considerations for advancing maternal health related policies
- Describe the role of digital health technology in maternal health
- Recall the perspectives and experiences of patients and their support communities
- Identify best practices and lessons learned from leading institutions' adoption of digital health technology for the maternal healthcare management. Register here: [Virtual Hill Briefing](#).

Through the Save Moms campaign, Reach will be taking similar stance on the state level. Reach is collaborating with HIMSS on a state briefing for leveraging health information and technology to address the current policy research and technology adoption for the purposes of securing the health and safety of women during the prenatal and postpartum periods. This meeting will also seek to raise awareness about the National Save Moms Campaign and the National Remote Maternal Health Monitoring Demonstration Project, which supports the efforts of those states that are willing to adopt digital health technology to improve maternal health and wellness. You can register here: [HIMSS State Briefing](#).

Score Board Item: The Digital Doctor

Digital Doctor 2021: Pre- and Post- COVID-19 comparison

14 country global survey among 1,450 Primary care physicians, looking at the changes in behaviour & attitudes compared to pre-COVID-19, answering the following questions:

- Which digital channels are Doctors engaging with, and where should future investments be focused?
- How many Doctors are actively using telehealth solutions and/or recommending digital solutions to patients?
- Do Doctors have an understanding of digital therapeutics (DTx) and are they willing to prescribe them?
- What outcomes are expected of digital & connected health?



Comprehensive overview of digital behaviour and future trends among primary care practitioners; with a pre/during COVID-19 lens



Important insights into what doctors really think about digital channels/activities, as well as their awareness and usage; has this changed since pre-COVID-19?



Thorough understanding of the latest developments in digital and connected health, including patient-generated health data, telehealth medicine and digital therapeutics



Significant logistical benefits – the investment is cost-effective and quick (no need to design and execute an ad-hoc study), non-therapy area specific (therefore providing a broad generalizable overview)

The 14 countries included in Digital Doctor 2021:

Europe: UK, France, Italy, Spain, Germany, Russia, Turkey

North America: USA

LATAM: Brazil

APAC: China, South Korea, India, Japan, Australia

ATTENTION KOLS: Schedule to interview with Fran for the digital health book. Click here: www.calendly.com/meetfran/60min

UPCOMING EVENTS

Reach Program Calendar
2020 - 2021

September THEME BASED SURVEY	October ANNUAL MEETING HLTH	November PODCAST INTERVIEWS	December THEME BASED SURVEY
January QUARTERLY MEETING	February INNOVATION DEEP DIVES	March THEME BASED SURVEY	April QUARTERLY MEETING
May INNOVATION DEEP DIVES	June 2021-22 APPLICATION SEASON BEGINS	July THEME BASED SURVEY	August END YEAR MEETING

MARCH

March 12- Digital Health Book Deadlines

March 18- MATCH Virtual Hill Briefing

March 26- Reach Live: Hermalee Patel

April 9- Quarterly Meeting

April 16- Data Science Innovation Working Group

FACULTY SPOTLIGHT



JACQUES KPODONU



Edu. Background: My medical school was in University of Ghana my residency training included Johns Hopkins Hospital, Loma Linda University Medical Center, Toronto general Hospital to name a few

Occupation: Cardiac surgeon

The Best Part of the Job: Being able to help patients address their cardiovascular health leveraging new technology without open heart surgery.

Why You Chose to Work with Reach: Organization committed to using its platform to address health care equity with a focus on addressing health disparities particularly in underserved communities.

Hobbies Outside of Work: Listening to music, tennis, international travel with family (curtailed by COVID19 pandemic)

Future Plans: Editing a textbook on global cardiovascular surgery with a focus on capacity building in emerging countries and also establishing an innovative cardiovascular research hub in Ghana that leverages North/South collaboration with the Boston Ecosystem.