



REACH THOUGHT LEADERSHIP NEWSLETTER

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DIGITAL DOCTOR

Ipsos surveyed 1,450 Primary care physicians across the globe looking at the changes in behavior & attitudes compared to pre-COVID-19 and have published their findings.

REACH LIVE & RADIO

Reach's weekly podcast is still going strong, steadily growing an audience and producing some of our best content yet. Reach Live!, our monthly webcast where Reena interviews guests about trending topics in healthcare, is also on the rise.



SAVE MOMS

Thanks to the success of the MATCH Coalition and the HIMSS state briefing, big things have been happening for our Save Moms campaign. This includes new sponsors, increased resources, and finally distributing home blood pressure monitors.

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?
- Here's the link to the full survey results here:

The graphic features a dark blue background with a teal and purple diagonal stripe on the left. The title 'DIGITAL DOCTOR 2021' is in large white letters. To the right, the text 'INSPIRING BETTER HEALTHCARE' is in white, and 'DIGITAL & CONNECTED HEALTH' is in blue. Below are two columns of survey topics: 'Impact of COVID-19' (yellow header) and 'Connected health' (teal header).

DIGITAL DOCTOR 2021

INSPIRING BETTER HEALTHCARE
DIGITAL & CONNECTED HEALTH

Impact of COVID-19

- How HCPs feel about the post COVID-19 world
- The impact of COVID-19 on physicians and their patients
- Trended data – how telehealth and DTx usage has changed since last year
- The future of AI

Connected health

- Awareness and knowledge of different digital concepts in relation to healthcare
- Impact and outcomes of connected health usage for HCPs and their patients
- Concerns around the use of connected health devices
- Frequency of, and reasons for, connected health usage

REACH RADIO

Landmark Episodes

Advancing Black Women in Stem Industries With Kiwoba Allaire



In this episode, we sat down with Kiwoba Allaire, founder, and CEO of Girl STEM Stars. This nonprofit organization started with the purpose of advancing black girls and youth of color from underserved communities in STEM, tech, engineering, and math. After Kiwoba almost lost her life, she recalls being in her recovery bed realizing she had to be the change she wanted to see in the world. Kiwoba looks back on her work and how many excited parents have called her saying the organization changed their daughters' lives and showed them it is possible to achieve success in the tech industry.

Preventing Child Abuse During A Global Pandemic With Leslie S.



We had the honor of having Leslie Slingsby over on the podcast to talk about child abuse prevention and support. With Mission Kids, she wants to give every abused kid an opportunity for healing and justice. The programs designed at this organization are not only for kids but for their families too. They want to open the healing process to parents. All of their programs are accessible, and Leslie encourages everyone to join and make a change.

Upcoming Reach Radio Series



Though there are many amazing and fascinating advantages of being a woman, it also has its disadvantages. Monthly periods, heavy bleeding, and wearing contraceptives are just a few of the medical challenges women face. Not to mention the resulting mental health issues from said disadvantages.

Reach Radio going to be launching a mini-series this month titled: SDOH Series: Supporting the Needs of Women and Girls. We'll be speaking with women's right advocates all over the globe on how we as an organization can aid women everywhere. Stay tuned!

Have your organization support the podcast!
Visit: [Reach Radio Operations](#)

REACH LIVE

Reach Live: Diabetes Management: An Example of Digital Health Tech in Action



Digital technology is charting a new course for diabetes care management. In this session Reach Live, host Reena Sangar and guest Dr. Hemalee Patel discusses the impact of continuous glucose monitoring on patients and providers. Questions evolving around the value to be derived from the data. The dialogue dives into how digital health tools for glucose monitoring are being integrated with other lifestyle modification approaches, and how such technologies change the way diabetes care management teams and patients communicate.

Reach Live: How the American Heart Association™ is improving health outcomes with personalized digital tech



During this session, our host Reena Sangar explores a growing area of the American Heart Association, the Center for Health Technology and Innovation (the Center). Our guest, Dr. Patrick “Pat” Dunn, Program Director at the Center presents his organization’s perspective on the digital health landscape and areas of untapped opportunity with innovators and entrepreneurs in the digital health and digital therapeutics technology space.

SAVE MOMS



After a long-fought battle, we are proud to announce the availability of low-cost clinically validated blood pressure monitors through our partner A&D. We have officially set up the distributor channel on our website, savemoms.us.

We're also now able to enroll expectant mothers in the Maternal Mortality Prevention Rpm Demonstration Project. Through this project, we can provide remote patient monitoring and free accredited Online Continuing Education courses on telehealth for maternal health care professionals. We wouldn't have been able to achieve this without new sponsors coming on board such as the American Heart Association, American Medical Association, American Telemedicine Association, Visual Health Solutions, MedRet Healthcare Academy, the University of South Carolina, and Samsung.

Have your organization support the national campaign!
Click here: www.calendly.com/meetfran/60min

UPCOMING EVENTS

Reach Program Calendar
2020 - 2021

September	October	November	December
THEME BASED SURVEY	ANNUAL MEETING HLTH	PODCAST INTERVIEWS	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

FACULTY SPOTLIGHT

ASHA IMMANUELLE



Edu. Background: Master's Degree in Applied Sciences at John Hopkins Bloomberg School of Public Health

Occupation: MCH Program Coordinator at the Center for Black Women's Wellness, Inc.

The Best Part of the Job: Being able to help transform the healthcare landscape to advocate for the needs of everyone, but especially disenfranchised communities

Why You Chose to Work with Reach: Reach and I have the same mission of manifesting social care integration into reality by addressing community level factors.

Hobbies Outside of Work: Listening to music and relaxing

Future Plans: To become a program director that creates an equitable learning healthcare system for all