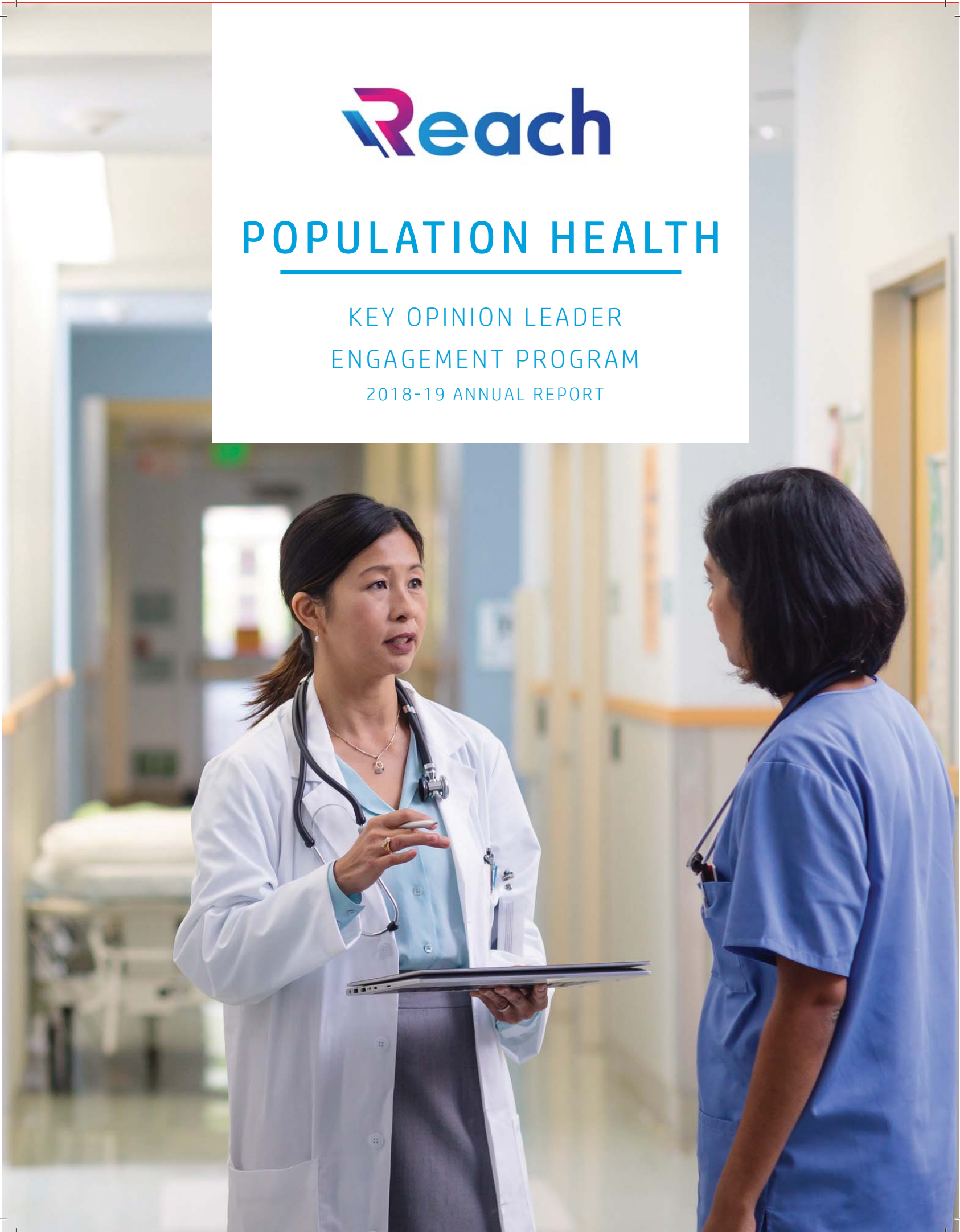




# POPULATION HEALTH

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KEY OPINION LEADER  
ENGAGEMENT PROGRAM  
2018-19 ANNUAL REPORT



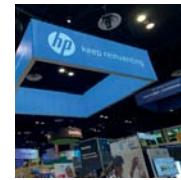
## Achievements

**10**  
Conferences  
Attended



**12**  
Speaking  
Engagements

**4500+**  
Session  
Attendees



**5**  
Sought-after  
Guest Speakers



**4** Webinars with  
Global Reach

**800+**  
Viewership

**7** Articles written,  
with KOL input

Readership  
**20,000+**

**4** Point-of-View  
Videos

**250+**  
Views

**4** Strategic  
Research  
Surveys

**80%**  
Completion  
Rate in 3 days

**4** Quarterly  
KOL Meetings

**90%**  
Attendance

## Impact of the KOL Engagement Program

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"There are real gaps between the perspectives (and sometimes the objectives) of healthcare administrators, the realities of front line care delivery, and the expectations of patients. As the demographics continue to change, shortages in staff rise, and new innovations get introduced that radically change the familiar model of care, the gaps are only getting bigger. Clinicians are caught in the middle.

Our emphasis for this program is to put a spotlight on these controversial factors and build the confidence of physicians, pointing to practical approaches to producing positive change and desirable care outcomes."



**Frances A.  
Ayalasomayajula**  
President, Reach

Thank you to our  
2018-19 Sponsor





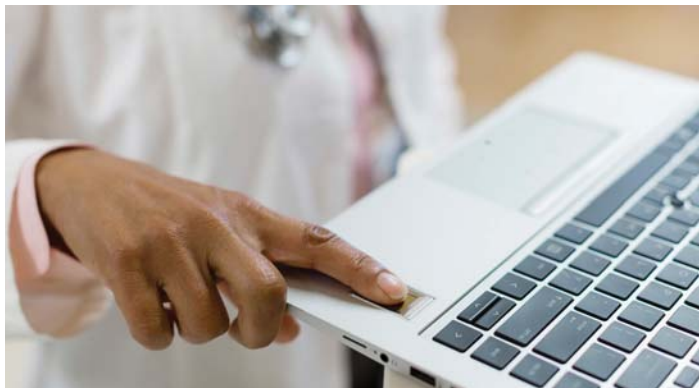
## Outcomes & Business Impact

The KOL community allows us to maintain a regular, fresh perspective on the challenges of meeting the demands of 21st century healthcare in daily practice, enabling continuous insight into experiences in clinical practices, and the drivers and barriers to incorporate new technology solutions. To date, insights generated and outcomes achieved are informing strategic moves and providing inputs for published articles and white papers:



### Alleviating physician burn out

80% of this KOL community believe burnout to be a major problem and believe that there are not enough tools to mitigate its risk. Electronic medical records are playing a significant role in preventing future digital tools from becoming embedded, and the group explored ways this can be overcome.



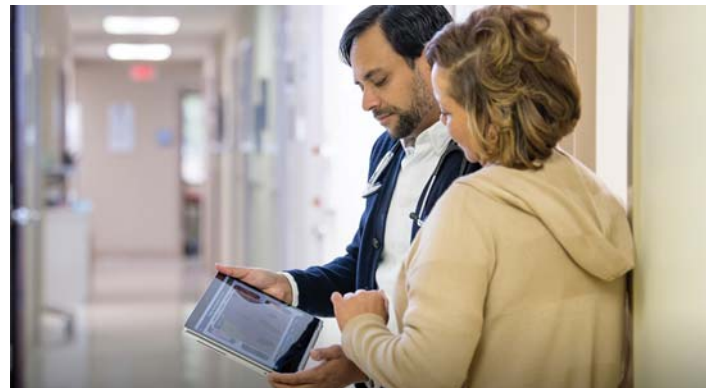
### Privacy & security

Consistent with their peers, 100% of this KOL community viewed security as a top priority, emphasizing the importance of connected health devices having optimal security and the risk posed by Bring Your Own Device vs. serviced devices on the medical centers' systems.



### Improving digital training and resources

There is a need for a better digital workforce, training tools and resources that can help equip frontline HCPs. 100% of this KOL community believe that adoption of telehealth is NOT where it should be, citing training as an area of opportunity. The KOLs have evaluated several concepts and tools which can better educate frontline clinicians and contribute to documents being published by HP for clinician education.



### Scaling connected health programs

Senior clinical buy-in is viewed as vital to scaling a connected health product. One KOL from this community shared their step-by-step journey to scaling a product and shares with aspiring entrepreneurs ways they can work with hospitals to embed a product and what the "watch-outs" are.

# The power of a forum

A forum dedicated to these subjects has enabled Reach to positively influence a wide group of peers via multiple initiatives and HP sponsored platforms including the following.

## Educational papers on top industry subjects:

- Privacy and security
- Scaling digital health programs
- Population health management adoption
- Digital health tools for cardiologists
- Digital health tools for OB/GYNs
- Maternal mortality prevention
- Physician burn out



## Inspiring initiatives to raise awareness and educate practices:



Authentic video interviews shared publicly on new technologies tested by Clinicians. Short, high quality video, created via self-filmed tasks, with clinicians discussing how they implement technology into their practice and lessons for scaling a tech solution.



## Creation of four webinars with global reach:

1. Healthcare 3.0: Connected health fuelling the power of AI
2. Dispelling myths about ageing and technology
3. Putting connected health technologies into practice: A frontline discussion on the case of cardiac care
4. Real world examples of connected health applications in maternal care: A frontline discussion on the case of obstetric and gynaecologic care



8 KOLs representing 6 countries, 4 continents and 4 medical specialties



Recipient of the 2018 Green Electronics Council Catalyst Award (Advancing Human Wellness Through IT) in Boston for its PHIT WONDER Project

### 8 KOLS with 12 speaking platforms at world renowned conferences, including:

- **Connected Health Conference** – Panel talk and Start-up Standout presentation
- **Consumer Electronic Show (CES)** – Connections summit talk
- **WSIS Forum** – Moderator and panellist
- **AIMED Cardiology meeting** – Presentation
- **HIMSS Annual Conference** – Presentation and panel talk
- **Larissa LIVE2019** – Social media and presentation
- **Parks Associates conference**
- **WHO Conference**



“The KOL program provides a unique opportunity to connect with leaders from across the global connected health eco-system and explore collaborative efforts to scale digital technology based solutions that can improve health and promote the wellbeing of all.”



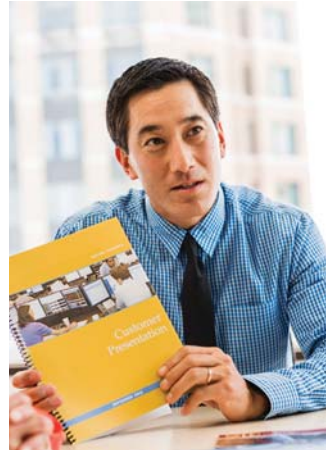
**Dr Chris Gibbons,**  
Chief Health  
Innovation Officer,  
FCC



# Looking forward

## Plan for 2019-20 KOLEP program year

The upcoming KOL Engagement Program will build on the foundations of year one. The majority of the clinicians in the current faculty will remain with us, and a fresh group will also be invited to participate for year two. The strategic goals for year two will be focused on activation and creation of new tools and assets.



## 3. Additional thought pieces

External marketing in the form of new webinars and white papers using KOLEP informed content

## Outcomes for 2020



## 1. New channels

A focus on social media and new channels



## 4. Conference opportunities

New partnerships and platforms via KOL conference attendance. Insights from talks and feedback from the event is fed back to Reach's future plans



## 2. More audio & video content

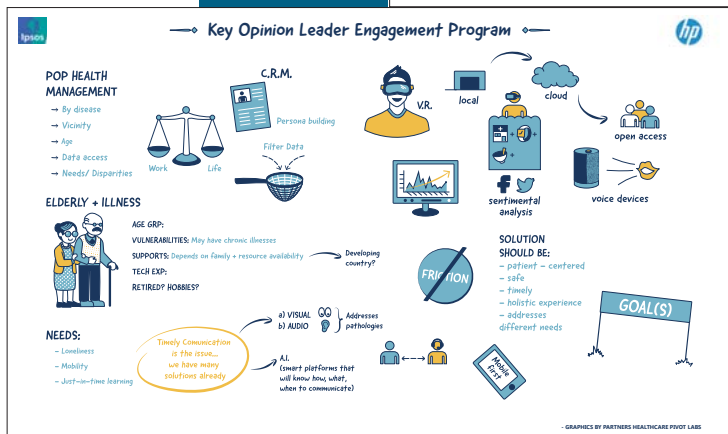
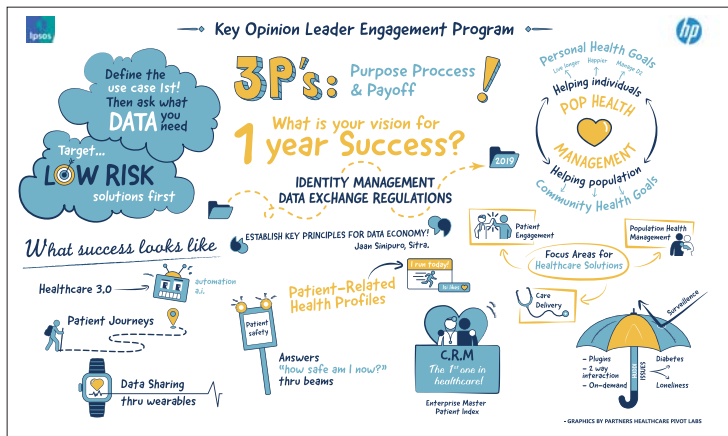
Production of more professional KOL videos and podcasts that will be used externally



## 5. Industry accredited tools

Creation of industry accredited educational content driving a snowball effect on awareness and clinical behaviour change

# Population Health Co-Creation Outputs from the 2018 Annual Workshop



“Attending the Connected Health Conference with the KOLEP was fantastic. It was great to meet and share learnings with my KOLEP colleagues, HP and Ipsos teams.”



**Dr Setu Vora,**  
 Internist & Chief Medical Officer,  
 Mashantucket Perquot Tribal Nation



## KOL Faculty of 2018-2019



**Dr Chris Gibbons,**  
Public Health Physician & CEO,  
The Greystone Group, Inc

Dr Gibbons holds many titles, including Chief Health Innovation Advisor for the Federal Communications Commission's Connect2Health task force, Founder and CEO of The Greystone Group (a digital health innovation, strategy and consulting company) and Asst. Professor (Adj) for Health Science Informatics and Medicine at Johns Hopkins University of Medicine.

Further to this, Dr Gibbons has authored over 75 research manuscripts, books and technical reports. Dr Gibbons gained his medical degree from the University of Alabama. He then completed his residency training in Preventative Medicine and a Master of Public Health degree all from Johns Hopkins.



**Dr Jacques Kpodonu,**  
Cardiac Surgeon & Faculty,  
Beth Israel Deaconess

Dr Kpodonu is a cardiovascular surgeon, visionary clinician and scientist. He's authored and edited four medical textbooks. Recently he held the title Surgical Director of the Hybrid Cardiac Surgery Program at Jeffrey Milton Heart and Vascular Institute of Hoag Hospital, but he currently holds a faculty position at Harvard Medical School. He has previously held a clinical associate professorship of surgery at the University of California Irvine (UCI).

During this tenure, Dr Kpodonu was involved in fund raising activities with over \$40 million raised during this time. He led the development and construction of a \$6.7 million advanced cardiac hybrid operating room, thought to be one of the most complex and advanced robotic operating rooms in the world.



**Dr Narmadha Kuppaswami,**  
OB/GYN & CEO,  
WONDER

Dr Kuppaswami is an obstetrician and gynaecologist with over 40 years' experience delivering care in the US and India. She is the founder of WONDER, a not-for-profit organisation focused on the prevention of maternal mortality.

Dr Kuppaswami is currently affiliated with Advocate Samaritan Hospital, after receiving her medical degree from Stanley Medical College SMC. She focuses on maternal and women's health, working with various committees and evaluations to help prevent maternal mortality.



**Dr Sean Matheiken,**  
Vascular Surgeon & Director,  
East Lancashire Hospitals NHS Trust

Dr Matheiken has over five years of experience as a consultant vascular surgeon, with special interest and expertise in modern lower limb revascularisation and care of diabetic foot complications. He is keen to educate new doctors, as such he has completed successful tenures as a lead teaching and training physician at the Royal College of Surgeons of England and at the European Society for Vascular Surgery.

Dr Matheiken hopes to apply his information technology knowledge to the NHS to produce innovative clinical solutions.



**Dr Seth Martin,**  
Cardiologist & Director,  
Johns Hopkins Ciccarone Center for the  
Prevention of Cardiovascular Disease

Dr Martin received a Bachelor of Science degree from Washington and Lee University, before earning his medical degree from the University of Pennsylvania, and training in internal medicine at Duke University. He completed a cardiology fellowship at John Hopkins University School of Medicine and obtained a Master of Health Science during this time. He was awarded the Howard S. Silverman Research Award for his originality and creativity in medical research and was recognized as an Up and Coming Future Star of Cardiology by the American College of Cardiology.

Dr Martin has published more than 170 articles in leading cardiology and medicine journals and 15 book chapters. He is a dedicated clinician and clinical educator at the Hopkins Bedside Medicine Faculty. He also serves as Firm Faculty Clinical Coach and Educator with Janeway Firm of the Osler Medical Residency.



**Dr Naila Siddiqui,**  
OB/GYN & Director,  
London North West University NHS Trust

Dr Siddiqui Kamal is a Fellow of the Royal College of Obstetricians & Gynaecologists. She gained her medical education from Imperial School of Medicine before moving on to gain a certificate in patient safety, quality, informatics and leadership from Harvard. She has held senior positions including Associate Dean at London Deanery, National Lead RCOG, and Co-opt Member of AoMRC Education committee. She is currently Associate Director of Medical Education for the London North West University Healthcare NHS Trust and Senior (Hon) Lecturer at Imperial School of Medicine.

She holds inventor status at Imperial School of Medicine for her work developing interactive learning resources using animations and has won several awards for her teaching. She has led challenging Change Management projects where disruptive technologies have been introduced to improve patient care and physician workload.



**Dr Nick Patel,**  
Internist, Chief Digital Officer  
& Medical Director,  
Prisma Health

Dr Nick Patel has been a practicing internist for the past 13 years at Prima Health, formerly Palmetto Health; the largest, locally owned non-profit hospital system in South Carolina. He is also the Executive Medical Director of Informatics at Palmetto-Health USC Medical Group. Dr Patel also holds a clinical faculty position at the USC School of Medicine.

He spearheaded the largest, first of its kind Microsoft Surface pilot in the US, aimed at improving physician workflow. Its findings were later published in the International Journal of Medical Informatics. He is the Senior Clinical Strategist at HP Health.



**Dr Setu Vora**  
Internist & Chief Medical Officer,  
Mashantucket Perquot Tribal Nation

Dr Vora is ABIM Board Certified in internal medicine, pulmonary diseases, critical care medicine and sleep medicine. He trained in India and afterwards at UConn and New York Hospital Weill Cornell Medical Center. He holds a leadership role at Hartford Health.

Now working with a tribal nation, he aims to help improve the 3Cs: Clinical Care, Community Health and Company Growth, with the Foundation of Culture of Innovation and Resilience. Dr Vora's goal is to help communities improve their population health through social entrepreneurship.

For more information, contact:  
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**[info@reachtl.org](mailto:info@reachtl.org)**

