



THOUGHT LEADERSHIP THROUGH INNOVATION

FACT SHEET

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OVERVIEW

Though healthcare technology and research have improved exponentially, the industry lags behind. The gaps between patients, doctors, and administration are glaring. Patients don't get the care or attention they need. Doctors are burnt out, and administration relies on old systems. Reach is a not-for-profit global social impact organization. Our vision is to create a community of public health professionals who are never satisfied with the status quo. Together, we're always reaching beyond the current state to innovate new approaches, improve the quality of care, and increase access to care for all people.

Founded

Established in 2016, Reach is the dba of I-Belong, a 501(c)(3)

Mission Statement

To create better healthcare experiences for both providers and patients. Reach is focused on sustainable, large scale improvements in the delivery of care and in the health journey of all people

SERVICES

Reach actively researches, develops and deploys new methods, tools, and technology-enabled solutions to address areas of persistent challenge to the healthcare system, such as clinician burnout, health equity, clinical empathy, and digital health technology adoption. We publish our findings and solutions publicly to move the industry forward. In addition we produce a variety of referenceable material including webinars, podcasts, documentaries, whitepapers, and indexes.

LEADERSHIP TEAM

Fran Ayalasomayajula, MPH, PMP is Founder and President, Public health professional and technologist with 25+ years as a corporate executive, board member, author, and international speaker

Pamela Tarr, Corporate Director, 15+ years in Life Sciences with clinical systems management expertise

Robert Strickland, Treasurer, 20+ years of financing and tax auditing for public and private sector

Pallavi Kondapalli, Corporate Senior Advisor, 10+ years of legal and patent domain experience

Reena Sangar, Research Director, 15+ years leading large global health and life science market research

CONTACTS

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