

# Colorado's Cutting Edge Approach to Digital Health

## Six Tips from Executives of Digital Health Companies on How to Foster Innovation in Healthcare



**Kevin M. Smith**

*President/CEO, Colorado Institute for Drug, Device and Diagnostic Development*

1

Do not underestimate the market uptake time. Health professionals are slow to adopt new technology, especially when it changes the way they practice medicine. The ultimate purchasing decision will likely include non-medical personnel – IT, finance, compliance, HIPAA – who often are very reluctant to jump into new areas.



**Chris Saxman**

*Chief Operating Officer, CirrusMD*

2

Have a doctor (preferably still practicing) on your team, especially if you are planning to sell anything to payers or providers.



**Josh Fotheringham**

*CEO & Co-Founder, Caring in Place*

3

You have to understand who pays for what and target the right organizations based on the payment models. Also, there are a lot of “poser” healthcare organizations that see and feel a need to be innovative. But there are few companies (payers, providers, health plans etc) that truly are innovative. When you find one, latch on! They are good for it!



**Kevin Fredrick**

*Co-Founder, OneReach Health*

4

Partnerships are a great way to find success in digital health because they lend credibility.



**Kevin W. Riddleberger**

*Senior Director of Clinical Solutions, iTriage*

5

It's important to fail fast and continue to iterate. In addition, listen and be very responsive to your market, which includes patients, providers, and payers.



**Andrew Altorfer**

*Co-Founder, CirrusMD*

6

You need to spend as much time with doctors (or ideally have one as a co-founder) as possible. They can help you validate assumptions and dig down to what really matters.

