

Product Management for Healthcare Technology



The healthcare industry presents many challenges (opportunities). This is an chance to get together and discuss what makes product development and implementation tough in healthcare and strategies for addressing these challenges (opportunities).
Examples: business models (reimbursement); regulations; safety & efficacy; culture.





Opportunities

- Medical Devices
- Revenue Cycle
- Genomics
- Pharmaceuticals
- Digital health
 - Electronic Health Records
 - Mobile Apps
 - Remote monitoring
 - Telehealth

*1/6th of US
GDP is in
Healthcare*

- Wearables
- Analytics
- Cybersecurity



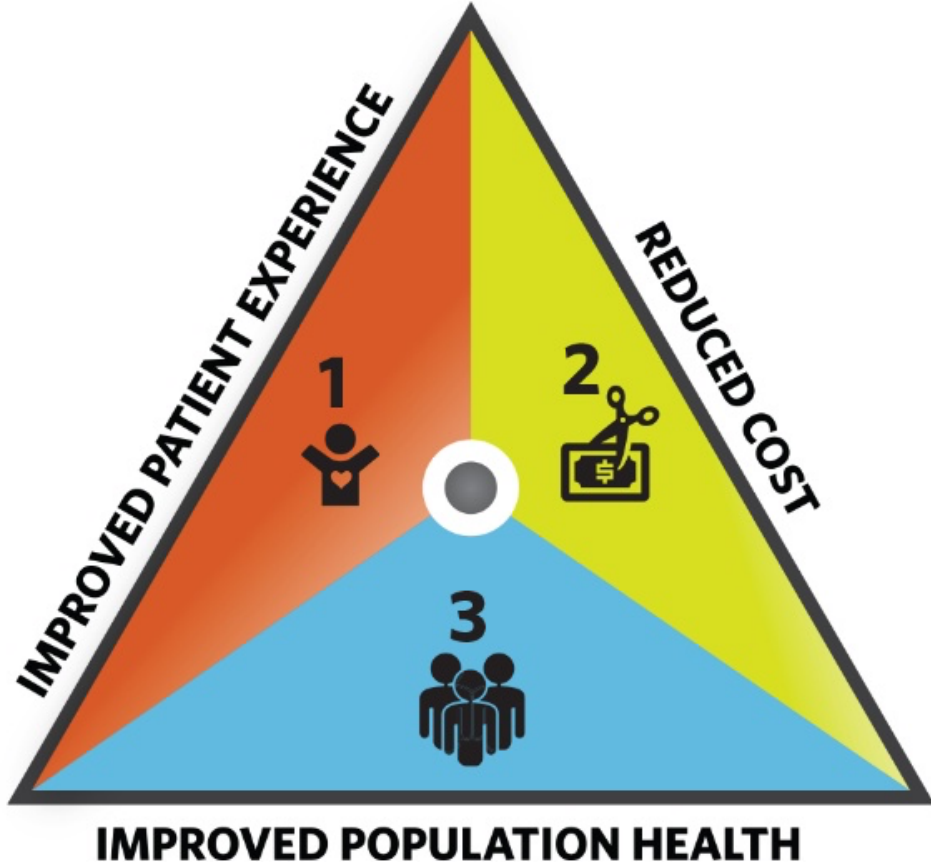


Challenges

- Business models are complex
 - Third-party payer model
 - Medicare, Insurers, Charity care
- Heavily regulated
 - Food & Drug Administration
 - Center for Medicare & Medicaid Services
 - Office of National Coordinator for Health Information Technology
 - Agency for Healthcare Research and Quality



Triple Aim





**Business
Models**

Technologies

Customers

Regulations

Discussion



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The logo for HIMSS Northern California Chapter, featuring the acronym "HimSS" in a stylized white font.

Northern California *Chapter*

A scenic view of the Golden Gate Bridge in San Francisco, California, spanning across the water under a clear sky.

transforming healthcare through IT™

Northern California HIMSS Health Tech Innovation Showcase

San Jose, CA

March 31, 2015

11:30 AM – 6:00 PM

Details at:

<http://tinyurl.com/NorcalHIMSS31March>

norcal.himsschapter.org