

Health Informatics & Technology Conference

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Pioneering disruptive technologies in health into new consumer markets, global enterprises and strategic partners from scratch

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There is an explosion of new health tech innovations across a number of categories including digital health, wearable technologies, patient engagement and disease monitoring, behavioral analytics, 3D printing, etc.

Major challenges in pioneering disruptive technologies include:

- Introducing a new disruptive technology/solution most never knew existed
- Typically, there are few, if any, inbound leads interested in the technology
- No known value proposition across B2C or B2B business models
- To be successful with a B2B model, you must take a proactive approach and target C-Suite executives for initial qualification and sponsorship
- Budgets for this technology/solution have not been established

Throughout his career, the author has repeatedly overcome these challenges and will share his strategy and insights as to how disruptive technology providers in health can quickly establish new market share across B2C and B2B markets. Many companies providing disruptive technologies in health will never meet their full potential or even fail all together. This is because they are too focused on the product and technology and have the mindset of “if we build it, they will come”. This all too common “logical” mindset will be counterbalanced by Robert’s experiences that rely also on an “emotional” strategy to connect with these new markets, customers and partners.

Biography

Robert Di Loreto is CEO for Chasm Innovations, a business development and strategic consulting firm. He has over 20 years building new major markets for disruptive technologies in the US and internationally.

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