

Josh Troop, CHC

The Parallels & Peculiarities of Selling
Clinical AI Into Hospitals



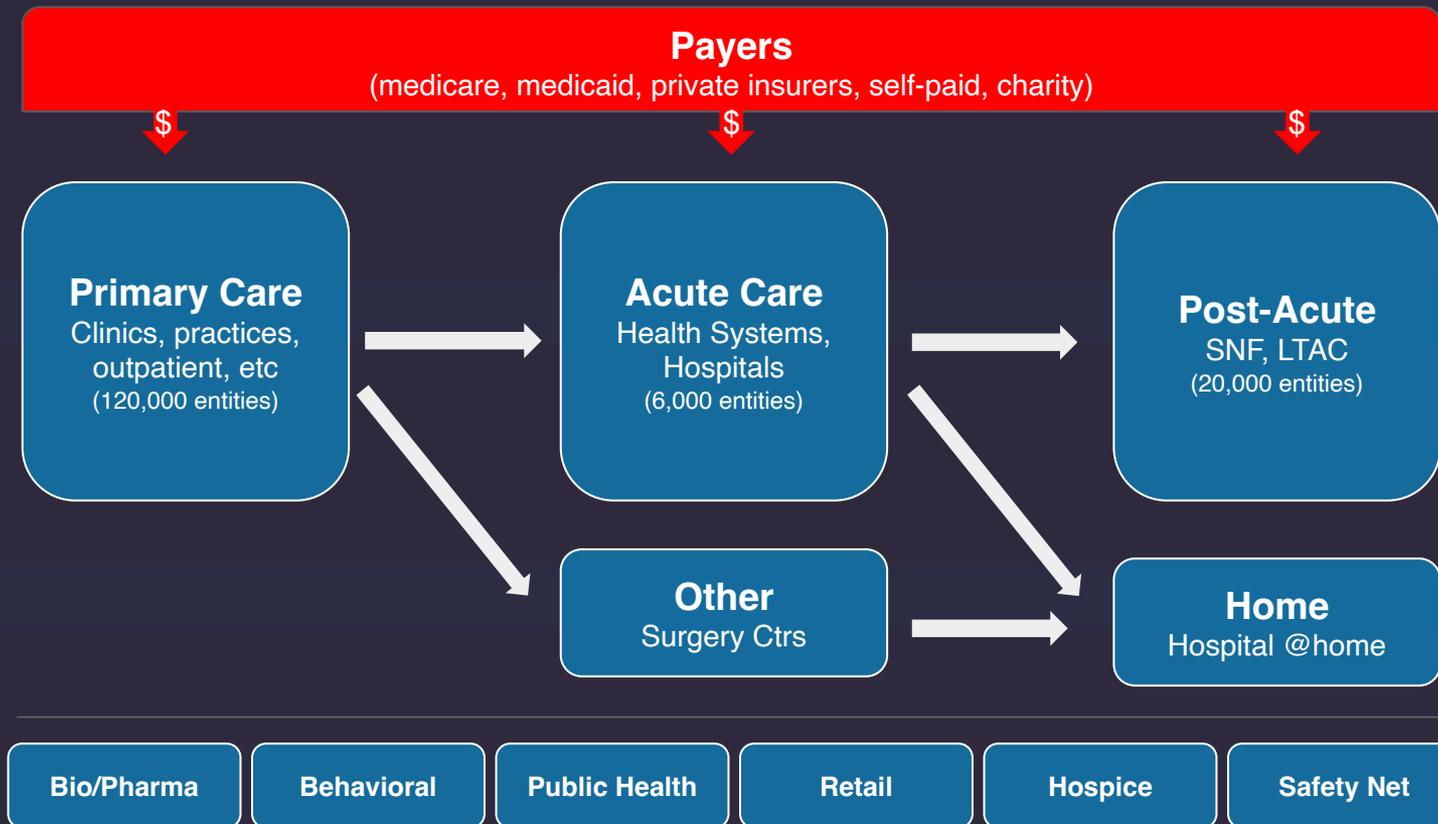
Josh Troop, CHC



- 25+ years of marketing & sales leadership in SaMD, clinical workflow, healthAI & compliance
- Held management positions at [SAI Global](#), [TractManager](#), [Critical Alert](#), [TigerConnect](#) & [Bayesian Health](#)



US Healthcare Market



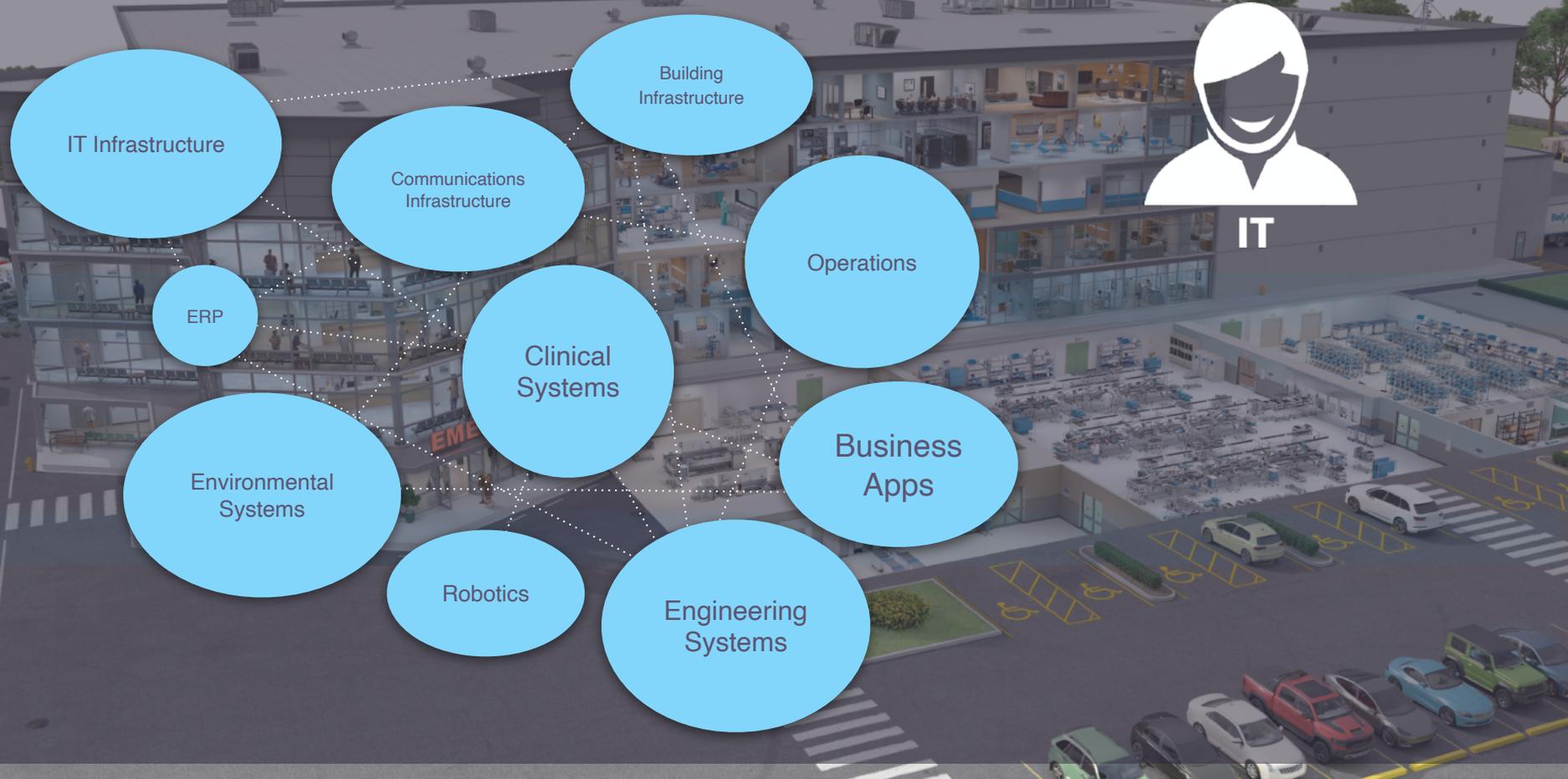
Economic Impact & Market Potential

- 17.3% of the GDP - \$4.5 trillion annually
- Annualized spend by PE & Venture: \$52.3 billion
- Employing 22.5 million - 14% of all employment
- First in the world in scientific advancement



- **Most expensive in the world**
- **43% inadequately insured**
- **Data breaches**
- **Inflation impact**
- **Labor shortages**
- **High operational costs**
- **Medical errors**

Hospitals are Sophisticated



Unique Personnel - Unique SME



- Clinician-Scientists (MD/PhD)
- Clinician-Engineers (workflow)
- Statisticians - Demographers - Data Scientists
- Social/Behavioral Specialists
- Engineering/Tech Teams
- **Informaticists**
- Strategy/Innovation Teams
- SMEs (finance, M&A, operations, process improvement)

Medical Device



Health IT



Mobile Tech



Categories of Deployed Technology

FRONT-END

Check-In
Registration

Appt.
Scheduling

Benefits
Verification

Payment
Processing

Portals

Chat



Narrow, NLPs, ML

CLINICAL

EHR

Decision
Support

Imaging

Medical
Device

Lab/Pharm

Comms.
Collab.



NLP, ML, DL, RL

BACK-END

HIS

Supply
Chain

Financial
Management

IT
Infrastructure

HR

Analytics



NLP, ML

Regulatory Oversight

FRONT-END

Check-In
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Narrow, NLPs, ML

HIPAA

FTC

FCC

PCI

CLINICAL

EHR

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Collab.



NLP, ML, DL, RL

FDA

CHAI

HL7

IMDRF

NIH

BACK-END

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Infrastructure

HR

Analytics



NLP, ML

OSHA

CMS

NIST

EEOC

IRS

Clinical AI in Healthcare

Augmentation

- Personalized Healthcare Plans (ML, DL)
- Transcription physician-patient (NLP)

Imaging

- Radiological Image Interpretation (DL)
- Diagnosing Skin Cancers (DL)

Diagnostics

- Cardiac Arrest Detection (ML)
- Deterioration Early-Warning (ML)

Predictive Analytics

- Load Balancing (PA, NLP)
- Operational Efficiency (PA, ML)



Peculiarities

Sales Cycle/Deal Mechanics



Clinical
Communications

Clinical
Surveillance

Clinical
Workflow

Alarm
Management

Mobile
Computing

Software as a
Medical Device

INTEROPERABILITY

Medical
Device

Patient
Engagement &
Experience

Population
Health

RPM &
Telehealth

Wearables

Health AI

Is It Worth It?

Q&A