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DigiHealthDay-2023

GLOBAL DIGITAL HEALTH - TODAY TOMORROW AND BEYOND

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ABSTRACT

Ms. Pilar Fernandez Hermida
(UK & UAE)

Cash or Crash: An Entrepreneur's Journey in Digital Health

**Never has it been easier to launch a digital health business.
Never more difficult to succeed commercially.**

With thousands of health tech products in the market, a company's biggest differentiator is no longer the product but how they execute their go-to-market strategy.

Is your solution even needed? How will you be able to monetise and build a viable business?

Getting this right is hard-especially in healthcare. Why?

Product-focused methodologies, cloned business models and lean approaches do not translate well in healthcare where adoption, regulatory and reimbursement pathways vary per country.

Inevitably, many commercial plans will crash.

How can you de-risk your business journey and stack up the odds in your favour?

The way you achieve that is by building a robust Go-to-Market Strategy. During this session, Pilar Fernandez-Hermida will share some tips, traps and tools to help entrepreneurs validate their choices and translate their product into a viable business.





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After all: A product only becomes a business once it monetizes. A founder only becomes an entrepreneur once they build a business. And a business will only deliver impact if it is viable in the long term.

Road to cash or road to crash?

Up to you.

Join us in this session and let's get you on the right path!

(Keynote inspired by upcoming book: Cash or Crash- How to launch a digital health business. Successfully)

