



From startups to large corporations, equity is on the minds of healthcare tech leaders

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In the last few years, health equity has become the focus for many organizations, from startups to large corporations. And while there is no one single answer to addressing health equity, the renewed attention on it is bringing forth new insights and innovations.

SameSky Health Founder and CEO Abner Mason was recently joined by alvee Founder and CEO, Nicole Cook and Salesforce Chief Medical Officer, Dr. Geeta Nayyar for a session of our LinkedIn Live Series, Under the Same Sky. Together, they talked about how technology can be leveraged to help move the dial on health equity.

A health equity tech startup, alvee uses artificial intelligence and machine learning to identify and address health disparities. They do this by integrating directly with electronic health record and customer relationship management systems to provide real-time patient analytics and notifications.

“Health equity is everyone’s job,” says Nicole Cook. “We should take every opportunity to address it.”

Meanwhile, as a large organization, Salesforce has the unique perspective of both investing in and serving healthcare companies, providing the scalability that is needed to help advance health equity.

“We are proud of the work we are doing with our customers, and we continue to strive for bigger and better,” said Dr. Geeta Nayyar.

Big or small, both Nicole and Dr. G agree that advancing health equity goes beyond technology. It’s also about strategy, culture, and most importantly, people. Representation in both the healthcare and technology fields is critical.

Hear more from Nicole and Dr. G on the role of technology in advancing health equity as well as their perspectives on being female leaders in IT by watching the recording above.