

# New Telehealth Players

First in a series of virtual forums: September 15, 2021



*Partnership for a Connected Illinois*  
**broadbandillinois.org**

The Illinois Telehealth Initiative (ITI) is a project of the nonprofit Partnership for a Connected Illinois (PCI). Over the last five years, ITI organized Law and Policy Forums examining the telehealth landscape in Illinois and the broader Midwest. The Forums feature interactive panel discussions on the current legal and regulatory environment for telehealth, reimbursement trends and opportunities, and telemedicine delivery and business models. <http://www.broadbandillinois.org/index.html>

**H**ealthcare delivery is being transformed by new players, including consumer product giants that are rapidly expanding into innovative virtual healthcare modalities such as telehealth and remote patient monitoring. This virtual series will include three Forums exploring emerging players and related product and service delivery models:

- ★ Emerging Digital Health Players and Healthcare Delivery Models—Sept 15
- ★ Digital Device and eHealth Innovations Now and Coming in the Near Future—Oct 13
- ★ Health Payment Methods & Challenges for Innovative Digital Health Delivery—Nov 10

## Forum 1—Emerging Digital Health Players & Healthcare Delivery Models

Our panel of industry experts will share insights on emerging digital health players and their new and upcoming innovative healthcare product and service delivery models.

Sustaining Partner:



**McDermott  
Will & Emery**

# Speakers

**Megan Zweig**, COO of Rock Health

As Chief Operating Officer, Megan leads the Rock Health Membership, research, and operations teams. Through thought partnership, the power of community, and market-leading research, her teams support enterprise clients advancing their digital health strategies via the startup innovation ecosystem.



**Stacie Ruth**, Senior VP Virtual Care of Best Buy Health

Stacie Ruth joined Best Buy Health in 2020 to lead their emerging Virtual Care business. She brings over two decades of Fortune 500 leadership experience in the healthcare and telecommunications industries. She's served as a Senior Executive in both commercial and operational roles for Philips Healthcare. She will speak on Enabling Virtual Care Services in the Home..

**Fran Ayalasomayajula**, MPH, MSMIS, PMP; Head of Digital Health Strategies, Worldwide Healthcare, HP

For over 25 years, Fran Ayalasomayajula has been dedicated to serving the health needs around the world. Prior to HP, Fran worked for major healthcare institutions, including WHO & the CDC. She will speak on Pitfalls of Telehealth Expansion and Why Digital Health Equity Matters



## Date

Wednesday, September 15, Noon to 1:00 pm CT

Online

Host: **McDonald Hopkins**  
A business advisory and advocacy law firm®

**Register for Forum Here**