

Ahmed Albaiti describes pharma's push into digital health on HealthBiz Podcast

Medullan CEO compares current state of pharmaceutical industry to second year at Hogwarts

BOSTON, MASSACHUSETTS, UNITED STATES, October 16, 2020

/EINPresswire.com/ -- [Medullan](#) CEO Ahmed Albaiti shares the secrets of success and failure in digital health in the latest edition of the HealthBiz podcast, available on [Apple Podcasts](#), [Spotify](#) and elsewhere.

"It's like the second year of Hogwarts," Albaiti told HealthBiz host and Health Business Group President, David E. Williams. "The mythology and rules have been introduced. Some mishaps have occurred, but a lot of foundational learning has been achieved. In the second year, everyone needs to find their wand; the biopharma companies must figure out what really works for them."

Albaiti and Williams also discuss the COVID-19 pandemic and its outsized impact on digital health, the concept of software as a medical device, and the integrated future of pharmaceutical companies, payers, providers and patients. Medullan, a digital health consulting firm has been at the forefront of these innovations.

"Ahmed has always impressed me with his keen insights into digital health and an ability to get beyond the hype to actually make things happen," said Williams. "It's not easy to bridge the worlds of conservative big pharma and fast-paced digital health companies."

HealthBiz with David E. Williams is a weekly podcast that presents interviews with healthcare



business and policy leaders. Williams' unique interview style fuses deep healthcare insight with engaging humor.

Recent episodes have featured Shahir Kassam-Adams (entrepreneur and Datavant executive), Dr. Surya Singh (entrepreneur and CVS executive), Daniel Kivatinos (DrChrono co-founder), and Dave Terry (Archway Health CEO).

HealthBiz is an outgrowth of the Health Business Blog, where Williams has written thousands of posts about healthcare business and policy and conducted more than 100 podcast interviews since 2005.

About the Health Business Group

Health Business Group is a leading strategy consulting firm advising companies, investors, and non-profits in healthcare technology, healthcare services, and pharmaceutical services. Client service professionals average more than 20 years of healthcare consulting, industry and start-up experience. Visit www.healthbusinessgroup.com for more information.



It's like the second year of Hogwarts. The mythology and rules have been introduced. Everyone needs to find their wand; the biopharma companies must figure out what really works for them."

Ahmed Albaiti, CEO of Medullan



Ahmed Albaiti, CEO of Medullan

David E. Williams is president of Health Business Group and an independent director of Clerio Vision, Home Care Delivered, and Vericred. He is chair of Medullan's advisory board. Previously he worked at Boston Consulting and LEK Consulting. He holds an MBA from Harvard Business School and a BA in Economics from Wesleyan University. Follow David on Twitter @HealthBizBlog

Dafna Williams
Health Business Group
+1 857-361-8804

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/528508098>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.