

Jerry Kolosky

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Digital Health Innovator

Guiding digital health innovation from concept to scale

Experience in virtual health, sub-acute & eldercare, Artificial Intelligence (AI), clinical decision support systems, medical devices, software as a medical device, biologics. Focus on strategy, business development, policy and venture capital

- Development of internet, mobile & data solutions for Population Health
- Policy & Advocacy: Member of Connected Health Initiative (CHI)
- Professional Associations: HIMSS, HFMA, American Telemedicine Association, LeadingAge / CAST

Professional Experience**NexCubed**

San Francisco, CA / La Jolla, CA / www.nex3.com

Strategic Advisor, Nex Cubed Digital Health 2019 – Present

Nex Cubed is a leader in early stage innovation and startup acceleration - we invest in, accelerate, and scale frontier tech companies

Nex Cubed portfolio companies have an aggregate value of over \$500M

Digital Health Innovation

Brooklyn, NY 11238

Independent Consultant 2010 – Present

Visionary digital health consultant specializing in go-to-market & growth strategy, product, policy, FDA guidance, investor strategy, business development & strategic partnerships

Panasonic

Newark, NJ / Cupertino, CA / Osaka, JP / www.panasonic.com

Senior Healthcare Advisor, Office of the CTO 2011 – 2017

- Lead advisor for global health strategy, policy, business partnerships & innovation
- Guided creation and launch of new Panasonic Health & Wellness Solutions division
- Lead spokesperson on Congressional & Senate Policy Initiatives
- Lead on strategic partnership development with clinical organizations and payers

3M Health Information Systems

Salt Lake City, UT / www.3mhis.com

Vice President; Member 3M Division Operating Committee 2005 – 2009

- Business Unit P&L responsibility and functional direct reports in strategy, development, client services, production, QA, operations, marketing, and sales
- Oversight of integration of Info-X company acquisition
- New market development: strategic alliances within physician practice, hospital and payer markets
- Drove adoption of technology via industry-wide enterprise system integration

SigmaCare (SigmaCare acquired by ResMed)
New York, NY / www.sigmacare.com

Director, Product Management 2003 – 2005

Marketing of innovative solutions to Long Term Care facilities including mobile electronic medical records, point-of-care decision support & coding & reimbursement applications plus robust interoperability capabilities

Responsibilities

- Redesigned / repositioned core eRX application as EMR for Long Term Care
- Managed integrated product development, marketing, and deployment efforts
- Developed Marketing Communications strategies & tactics

PharMerica

Tampa, FL / www.pharmerica.com

A leading provider of pharmacy services to US long-term care facilities and hospitals

Business Development Consultant 2003

- Managed primary R&D effort for co-venture between PharMerica & Epocrates
- Lead on pilot operations and outcomes analysis
- Integrated primary market research into new product lifecycle process

Physicians' Telecom

Hawthorne, NY

Director of Development 2000 – 2002

Vport Technologies utilized an Internet-based communications platform to provide integrated voice, data, and messaging services to physician practices

- Managed development of web-based physician/patient communications portal
- Negotiated investor relationships
- Managed vendor relationships including technology and marketing agencies
- Managed trademark and patent attorney relationships

WebMD (Physicians' Online acquired by WebMD)

New York, NY / www.webmd.com

Director, Product Management 1995 – 2000

Medscape is the leading provider of integrated medical information and transactional tools

- Developed strategy for shift to Web at early stage of Internet commercialization
- Managed strategic partnerships
- Ran innovative pharmaceutical marketing programs and PBM compliance programs
- Lead for new application and market development initiatives

Achievements

- Physicians' Online became world's leading virtual physician community
- Managed first physician email, secure consultation, and compliance solutions
- Assisted with \$180 MM acquisition of company in 1999
- Managed co-ventures with Merck Medco, Intel, Quintiles, Pfizer