

## New online hub fosters physician, tech entrepreneur collaboration

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The AMA is collaborating with RedCrow, a direct investment platform for health care innovation, to bring physicians and entrepreneurs together in a way that is designed to give physicians an opportunity to provide input at a critical time when new health care companies and health care innovations are in the beginning phases and seeking funding. The goal of the early guidance is to help ensure the end product aligns with what physicians and patients want and need.

The new RedCrow Hub on the AMA Physician Innovation Network (PIN) creates the opportunity for the existing RedCrow community to better connect and grow. Physicians, entrepreneurs and health care companies interested in coming together in this way can register for free and gain full access to the AMA's PIN platform, which cultivates and connects the worlds of medicine and health care innovation to ensure solutions meet physician, care team and patient needs.

“Overlooking physician requirements is one reason new medical technology may not live up to its promise,” said AMA CEO James L. Madara, MD. “The AMA believes when physicians and entrepreneurs are aligned on the challenges and opportunities in health care, we can expect meaningful advances from medical technology. The new collaboration brings together the expertise of physicians and the passion of entrepreneurs to develop cutting-edge technology that improves the way the health care system works.”

RedCrow Hub is the latest addition to the AMA's ongoing efforts in digital leadership. From the role of augmented intelligence (AI) in enhancing patient care to the use of health care apps and determining best practices for EHR adoption and usability, learn more about how the AMA is ensuring that the physician perspective is part of the design, selection, evaluation and implementation of new health care technologies.

Read about why physicians' use of digital health is on the rise.

## Joining like-minded forces

RedCrow shares the AMA's passion for creating technology that improves physicians and patients' lives.

The company was launched in 2016 by Jerry Harrison—previously famed as the keyboardist and guitarist for the Rock and Roll Hall of Fame band Talking Heads—and former Morgan Stanley adviser Brian Smith, who was inspired to find companies making changes in people's lives after a personal tragedy involving labor and delivery. RedCrow connects financial and human capital to health care startups and a community that shares knowledge, interest and passion for health care innovation.

"I'm hopeful that physicians will find many opportunities to share their expertise and, perhaps, join startups in areas in which they are passionate. The AMA shares our vision for fostering innovation through the inclusion of the medical community and we are very excited about this collaboration," said Orrin Ailloni-Charas, MD, RedCrow's managing director.

The RedCrow Hub provides a unique nexus point where health care startups can benefit from greater insight and expert involvement and physicians can play a greater role in driving which technologies get the opportunity for funding through RedCrow's crowdsourced approach.

"In the digital age, it has become extremely important to know who you are interacting with online," said Smith, RedCrow's CEO. "The AMA's PIN gives the RedCrow network the ability to share their expertise with not only our fundraising companies but with any company or individual seeking feedback or validation. Each user can create a robust profile which lends to the credibility and success of this community."

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