

## Top tier talent joins Health2047's advisory board

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Two physician executives and a seasoned hospital operations and information technology leader are adding their voices and experiences to the Health2047 advisory board. The Silicon Valley-based subsidiary of the AMA is helping transform U.S. health care at the system level.

“With a focus on operating at the intersection of healthcare and technology, we rely on our advisers to provide powerful ideas and connections to industry partners who are ready to address systemic healthcare transformation,” said Health2047 CEO Lawrence K. Cohen, PhD.

He said the three new additions will “provide invaluable perspectives and the deep domain experience required to challenge convention and execute on impactful innovations.”

Here are the three additions to the advisory board.

**Cheryl Rucker-Whitaker**, MD, MPH, the founder of Complete Care Management Partners LLC., a company that provides urban-based Medicaid-focused delegate care management services to Fortune 100 payors. She is also the co-founder of NextLevel Health Partners, Inc., the nation's only African American-owned Medicaid managed company. Dr. Rucker-Whitaker is an entrepreneur-in-residence at Health2047 and works with the investment team on new and existing portfolio companies.

**Francis J. (Jay) Crosson**, MD, who has 35 years of clinical and executive experience with Kaiser Permanente and is the founding executive director of The Permanente Federation—the national leadership and consulting organization for the eight Permanente medical groups.

His experience gives him the essential physician's perspective to the intricate process of transforming healthcare. Dr. Crosson is also a past group vice president of the AMA and immediate past chairman of the Medicare Payment Advisory Commission (MedPAC), an independent congressional agency.

**Eric Yablonka**, a practiced IT executive with more than 30 years' experience in leading hospital operations and information systems management functions. He was the chief information officer at

Stanford Health Care and the Stanford School of Medicine, managing all information technology functions, information security, and biomedical engineering. Before that, Yablonka was the director of TeraMedica Inc.

Yablonka and Drs. Rucker-Whitaker and Crosson have experience that complements the 10 existing Health2047 advisory board members, Cohen said.

“With deep expertise and diverse backgrounds ranging from artificial intelligence to market adoption strategies, information technology, public health, and hospital operations, our executives and advisors are dedicated to creating companies that rethink how physicians and patients interact to create best-in-class healthcare system solutions,” he said.

## New companies changing health care

Health2047’s mission is to find, form and scale the companies needed to transform U.S. health care at the system level so that the U.S. leads in all major health care metrics by 2047.

By the end of 2021, Health2047 leaders had helped spin out nine companies that aim to provide system-level solutions in data, chronic care and radical productivity.

**Phenomix Sciences**, which physician-scientist Andres Acosta, MD, PhD, and colleagues founded to change how society tackles obesity. Learn from Dr. Acosta about how new blood testing could help doctors better treat obesity.

**Emergence Healthcare Group** offers physicians a “turnkey practice” solution that allows them to focus on practicing medicine.

**SiteBridge Research** aims to make clinical trials more accessible to community-based physician practices through a “trial-in-a-box” platform that provides access to clinical research training, resources and support throughout the trial process.

**RecoverX** uses evidence-based medicine augmented intelligence (AI) technologies support and enrich physicians’ decision-making.

These four ventures joined five earlier Health2047 spinouts:

- Real-time data access innovator Medcurio. Find out more about this new way to get the most from your health care data.
- Tech-enabled managed care provider for chronically underserved populations Zing Health.
- Chronic disease prevention pioneer First Mile Care. Learn more about how this startup brings connectivity, convenience to diabetes prevention.

- Secure private network-as-a-service provider Akiri.
- Secure health data exchange developer HXSquare.

Health2047 leaders last year also launched a monthly podcast, “So You Want to Transform Healthcare.”