



How can cardiologists take the lead in moving AI forward?

2nd meeting of the ESC Cardiovascular Round Table (CRT) on AI

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EMEA Lead, Healthcare and Life Sciences Startups
Amazon Web Services



Hi, I'm Guy



Oz-raeli – now living in Amsterdam

Currently EMEA lead for Healthcare and Life Sciences Startups at AWS

Former VC, invested in early and late stage Healthcare and Life Sciences Startups

Lead of Entrepreneurship program at Weizmann Institute

Startup C-level and founder – medical devices, software

Formal training as a journalist and my first paid job was as aclown

Amazon Web Services

17+

Years as the world's most
comprehensive and broadly adopted
cloud platform

100,000+

Partners in the AWS Partner
Network

3,332

New significant services and
features launched in 2022

1,000,000+

Active customers

143

Security standards and compliance
certifications, more than any other
offering

129

Price reductions since 2006

AWS for Healthcare mission:

To enable access and delivery of **person-centered healthcare**, drive **improved outcomes** at a lower cost, and **accelerate the digitization and utilization** of healthcare data



Our goal is to help healthcare and life sciences organizations unlock the power of their own data, multi-modal data, and third-party data, to arrive at actionable insights and improve outcomes



Provide security,
compliance, and
data privacy



Enable data access
for all users with trusted
autonomy



Accelerate innovation
with the broadest and
deepest portfolio of
cloud-based services



Power the transition to
personalized health and
precision medicine

Our team:

CHIEF DIGITAL OFFICERS, PHYSICIANS, NURSES,
CHIEF MEDICAL OFFICERS, CLINICAL INFORMATICISTS, NEUROSCIENTISTS,
PHARMACOLOGISTS, PROFESSORS, BIOCHEMISTS, CHIEF EXECUTIVE
OFFICERS, POPULATION HEALTH EXPERTS, BIOINFORMATICISTS,
RADIOLOGISTS, RESEARCHERS, PRINCIPAL INVESTIGATORS, CHIEF
ARCHITECTS, SOLUTIONS ARCHITECTS

18+

Years of experience,
on average, for our team
leaders in the healthcare and
life sciences industry



We are accomplishing this mission by:



Accelerating healthcare transformation



Fueling innovation & unlocking insights



Enabling seamless care delivery



Enabling national & regional strategies

AWS: helping to address key healthcare trends

Modernizing the care infrastructure

Improving and accelerating diagnoses

Managing population health

Addressing gaps in care and health inequities

Leveraging the potential of Generative AI



AWS for Healthcare: making it easier

We have curated a collection of AWS and AWS partner solutions and services designed to help you migrate, protect, unify, and innovate by focusing on key use cases that will provide the most value to your organization and the patients you serve.



Clinical systems

- Electronic Health records
- Medical Imaging
- Clinical Genomics



Analytics & AI/ML

- Quality Metrics Reporting
- Disease Prevention
- Population Health
- Operational Optimization



Patient, clinician & member experience

- Patient Engagement
- Virtual Care
- Clinician Engagement



Medical research

- Medical Research



Finance & operations

- Enterprise Resource Planning
- Revenue and Claims Management



Core health IT

- Security & Regulatory
- Interoperability
- Disaster Recovery
- Migration
- Virtualization

Innovations like generative AI



Medical Research

Patient to trial matching

Multi-modal data analysis



Clinical Efficiency

Longitudinal patient records for full patient picture

Automate medical image interpretation



Operational Efficiency

Auto-generate referral letters, clinical coding, and prior authorization

Intelligent document processing



Patient Experience

Patient outcome prediction

Personalize patient discharge instructions and treatment plans



Digital Health

Patient care concierge

Remote care management

How is this going to work?

Design thinking principals

The big question

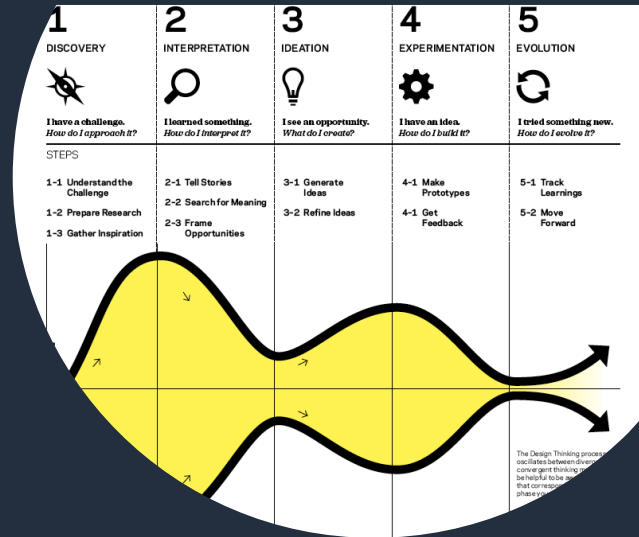
Breakout session 1: Brainstorming ideas - IdeaSlam

Breakout session 2: Iterating on the idea, History of the Future

Breakout session 3: Preparing the pitch

Design Thinking

Stanford d:School, IDEO Lab



Rules of Brainstorming

- Defer Judgment**
- Encourage Wild Ideas**
- Build on the Ideas of Others**
- Stay Focused on the Topic**
- One Conversation at a Time**
- Be Visual**
- Go for Quantity**

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THE BIG QUESTION

How can cardiologists take the lead in moving AI forward?



Working groups

Group 1

How can ESC accelerate the adoption of AI ?

Group 2

AI for empowering clinicians

Group 3

AI for empowering patients

Group 4

Collaboration between industry and clinicians

Let's reframe this as questions

Working groups

Group 1

What projects can the ESC launch to accelerate the adoption of AI ?

Group 2

What projects can the ESC launch to empower clinicians with AI?

Group 3

What projects can the ESC launch to empower patients with AI?

Group 4

What projects can the ESC launch to facilitate collaboration between industry and clinicians around the use of AI?

Some inspiration



BREAKOUT SESSION 1

Let's IdeaSlam



Drunken Brainstorm

Rule 1: No talking, as in.....silence

Tip 1: Don't over think it

How it works: It's a little complex...I will explain

10 MINUTES



Cloudstorm

Seatbelt sign is off: You can talk now

Tip: Don't be precious, turn down the ego

How it works:

- Lose the ideas without at least 3 comments – throw them away, yes rip them up
- Based on the remaining cards – write 5 ideas on sticky note, title only (5 words or less), present to the group
- IdeaCloud Formation

20 MINUTES



Rapid Venture Development

Find the cloud that ***MOVES*** you – create a team

What do you need to do?

Name for the project

Target audience

What does the project do? 1 or 2 lines!

What impact will it have? 3 tangible data points

3 things you can do now to get it going

20 MINUTES



BREAKOUT SESSION 2

Let's develop the idea

Create a vision – by answering these questions

Market context: What problem exists in the marketplace?

Target market: Who does the project serve?

Value proposition: What value does the project propose for its intended audience?

Outcome: What are the desired outcomes?

Mapping other players in the market

Who else is operating in this environment?

What do I need to know about specific players?

Can we partner/cooperate?

What can I learn from other players?

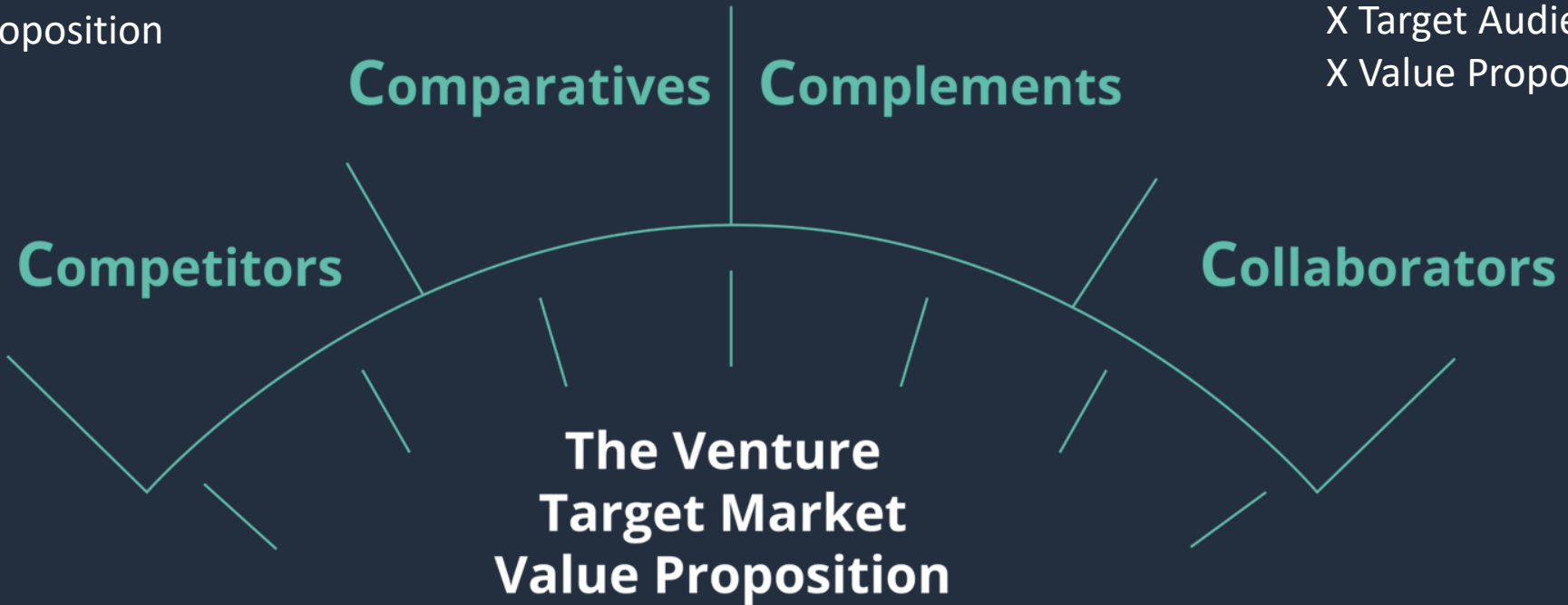
4C's

X Target Audience
= Value Proposition

= Target Audience
X Value Proposition

= Target Audience
= Value Proposition

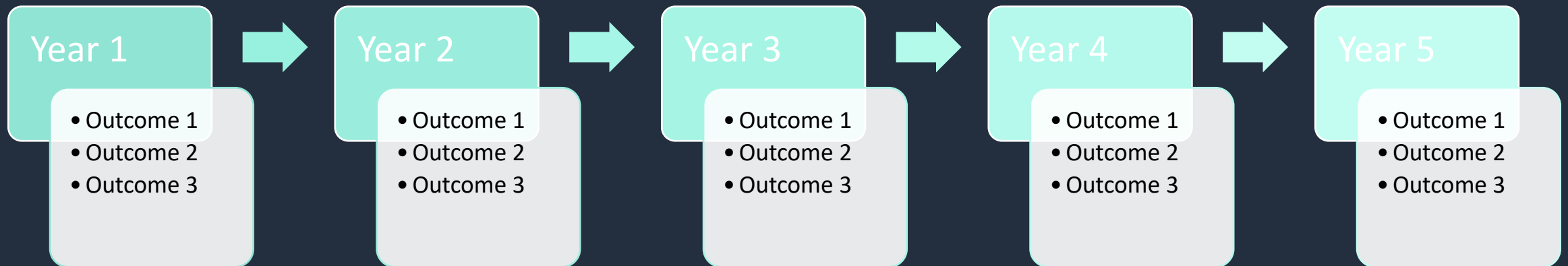
X Target Audience
X Value Proposition



History of the future

An outcome can be:

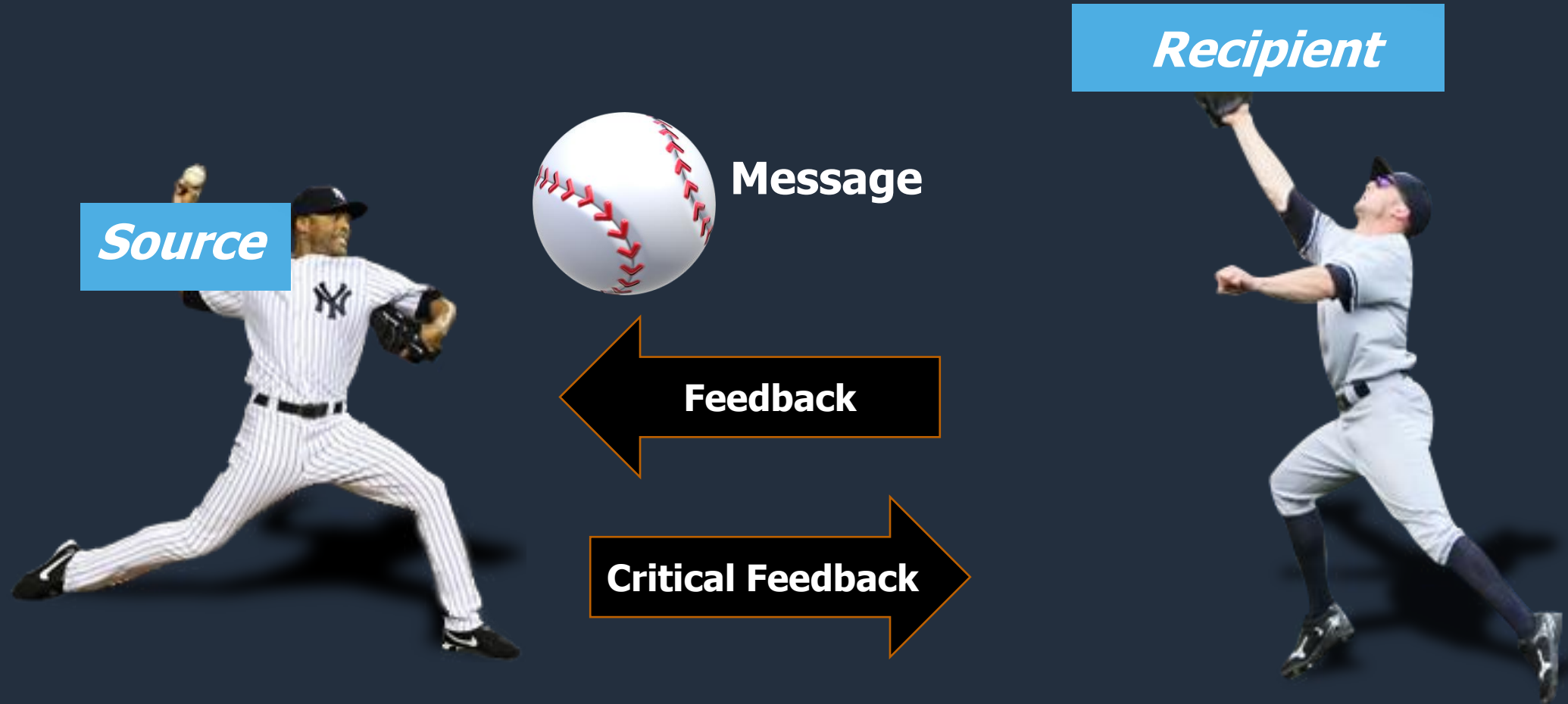
Number of clinicians engaged
Number of startups launched
Number of likes on our LinkedIn page
Number of hospitals onboarded
Number of lives improved
Number of.....



BREAKOUT SESSION 3

Get ready to pitch

What is a pitch?



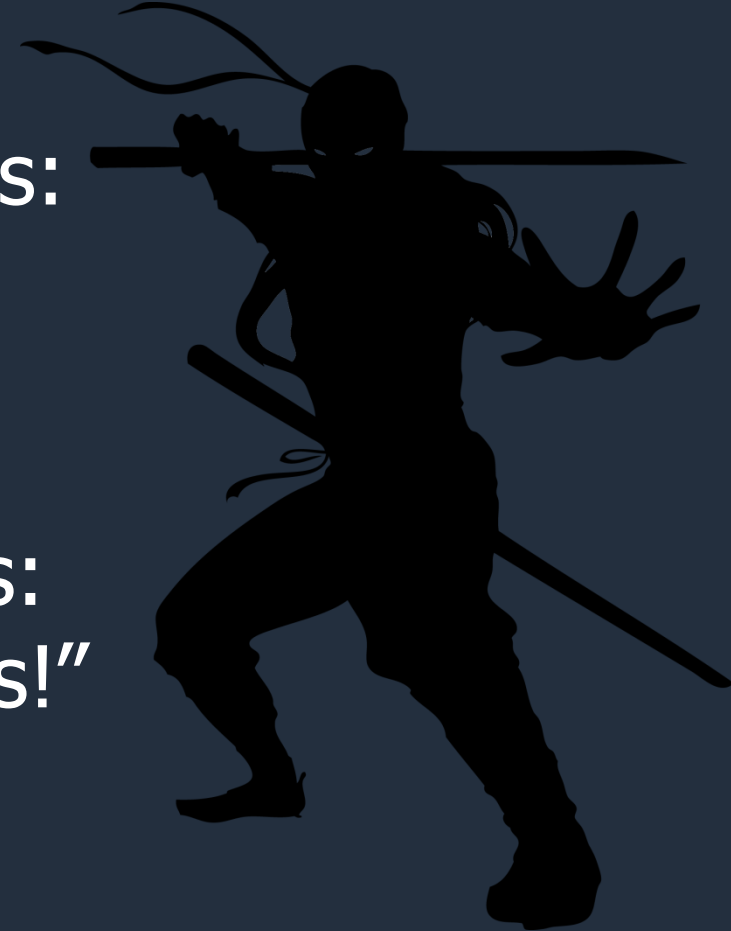
Content: Structure

- What is the **problem that you are trying to solve**? Can one easily identify with it?
- What is your **solution to this problem**? Can people easily understand it?
- What do you **need people to do** in order to help you? Can this action be done easily?

Content: Focus

An average entrepreneur asks:
“What will I get out of this?”

A ninja entrepreneur explains:
“What you will get out of this!”



Content: Call to Action

- Always comes at the end of the pitch
- The first call to action needs to be simple, easy, and according to the level of trust between you and the pitch audience.



Like



Meeting



Pro Bono work

Some tips for the road

- The pitch is a tool that can be used to distill and focus messages in a variety of settings, not just entrepreneurship
- Remember – how will I bring value to the person in front of me (and not just for myself)?
- Know what you are good at, and focus on this in your pitch

Create a 5 page PPT and prepare to pitch

Problem

Solution

Market

Traction/Status

The ASK