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Titolo	Digital Health Entrepreneurship // edited by Sharon Wulfovich, Arlen Meyers
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Descrizione fisica	1 online resource (VIII, 226 p. 19 illus., 15 illus. in color.)
Collana	Health Informatics, , 1431-1917
Disciplina	502.85 610.285
Soggetti	Medical informatics Medical economics Health administration Health Informatics Health Economics Health Administration
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Overview of digital health technologies and applications -- Digital health startup overview -- Regulatory affairs -- Protecting your digital health intellectual property -- Financing your digital health venture -- Digital health business models -- Legal environment of digital health -- Overcoming the barriers to dissemination and implementation -- Digital health cybersecurity -- Summary. .
Sommario/riassunto	This book presents a hands on approach to the digital health innovation and entrepreneurship roadmap for digital health entrepreneurs and medical professionals who are dissatisfied with the existing literature on or are contemplating getting involved in digital health entrepreneurship. Topics covered include regulatory affairs featuring detailed guidance on the legal environment, protecting digital health intellectual property in software, hardware and business processes, financing a digital health start up, cybersecurity best practice, and digital health business model testing for desirability,

feasibility, and viability. Digital Health Entrepreneurship is directed to clinicians and other digital health entrepreneurs and stresses an interdisciplinary approach to product development, deployment, dissemination and implementation. It therefore provides an ideal resource for medical professionals across a broad range of disciplines seeking a greater understanding of digital health innovation and entrepreneurship. .
