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| Nota di contenuto | Introduction to Digital Health Entrepreneurship -- Digital Health Intrapreneurship -- Medical practice digital health entrepreneurship -- The Role of Artificial Intelligence in Digital Health -- Applying Blockchain and Artificial Intelligence to Digital Health -- Digital Health Trends -- Future Entrepreneurship in Digital Health -- Digital Health Business Models -- Value Propositions and Business Models -- Financing Your Digital Health Venture -- Protecting Your Digital Health Intellectual Property: Fundamentals of Intellectual Property and How It Applies to Software, Hardware and Business Processes -- FDA and Digital Health -- Legal Environment of Digital Health: Rules, Regulations and Laws That Govern Digital Health Business Design and Ownership -- Getting Reimbursed for Digital Health -- Digital Health Entrepreneurial Finance -- Digital health pilots and integration -- Go to market strategy and sales -- Overcoming the Barriers to Dissemination and Implementation -- Growth Hacking Health: Scaling YourVenture -- Digital health exit strategies -- Digital health ethics. . |
| Sommario/riassunto | This extensively revised book is an essential hands-on resource for all involved in digital health innovation and presents an entrepreneurship |

roadmap for digital health entrepreneurs and medical professionals who are contemplating getting involved. It represents a key resource to maximize the reader's knowledge when investing in this area. 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 towards 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. .