

## An Interview with MEDgle CEO Ash Damle



Ash Damle

MEDgle seeks to provide health care transparency by guiding consumers through a personalized medical search. MEDgle is powered by its unique expert system cross connecting 7000 symptoms, 2000 diagnoses, ages, gender, lifestyles and more. The system is reviewed and receives input from accredited physicians which ensures that the content is medically accurate. MEDgle connects and guides consumers to relevant symptoms, diagnoses, physicians and services. It also facilitates dialog between patients and physicians using personalized search results and secure "documentable" email.

**Tell us something about yourself as a CEO. What is your leadership style? What excites you about your business?**

As a CEO I try to focus on two things: clarity of focus and execution. As to leadership, instead of micro-managing, I work to empower everybody on the team. It is critical in a startup that team members are hyper-efficient and self motivated. At MEDgle we are excited about the opportunity to make a positive health impact on individuals globally. News that we have positively helped even a single individual understand his/her health need is a great motivational boost that is hard to equal.

**What is the role of the CEO in your company? How do you drive the organization?**

In a startup, the role of the CEO is about balance. On one hand, I need to make sure that we maintain focus and execute as efficiently as possible. On the other, it is imperative to be aware of the business ecology and adapt as necessary. When starting a company, one has to create the momentum. The only way to drive the organization is to ensure that every team member is committed and focused.

**What is the source of your optimism in this field? What do you see as the innovation drivers and what are the growth obstacles?**

Healthcare is poised to change. There is a pent-up demand for transparency and clarity in consumer knowledge and strong financial drivers for change. The web has increased the ability to truly empower the consumer to access relevant knowledge and seek out health care services in a cost efficient fashion. The growth obstacles are the difficulties in changing inherent attitudes in providers and consumers that health care knowledge and services are the domain of the provider to a system whereby health care is viewed as a partnership between the two.

**How is your business model scalable / compatible to an ever changing economic environment? How do you define opportunity?**

With health care costs rising, there is an opportunity to find ways to bring more efficiency to the health care market place. Consumers want to connect with health services that can help them in their search for a better health. Health professionals, services and vendors are looking to connect with consumers. We, at MEDgle, have the means to empower both sides to connect with each other in a simple but very relevant manner. We can scale by optimizing the market place via our expert system that cross connects the different facets of medicine. We are relevant now and will be in the future as our users (consumers and health professionals, services and vendors) will continue to define the MEDgle marketplace.

**What are the greatest assets of your organization?**

Our greatest asset is the people who work at MEDgle. The multidisciplinary team comprises of people from consumer Internet, practical artificial intelligence, medicine, and healthcare all working together to provide the means to a better health.

**How will you keep evolving your structure?**

We will keep evolving our structure by focusing on the needs of consumers and health professionals and continuing to provide the services that connect them to each other and to the larger marketplace.

**How do you create an environment of success? Share with us a client story that shows how you benchmark success.**

Success for us is matching a consumer with the appropriately relevant diagnoses, physicians and health services leading to the consumer's better health. Being able to provide this service at a low cost to consumers creates for us an environment with millions of opportunities to be successful.

Over the last year, we've received many stories about consumers being able to get better healthcare as a result of using MEDgle. As an example, a MEDgle user searched his symptoms, and realized that hypothyroidism was a potential cause. Due to a family history of hypothyroidism, this was definitely of interest and concern. He discussed this issue with his physician, and is now getting treatment. This is an example of moving a passive individual who was rather confused about his symptoms, into an active consumer who has now found better health.