

THERE'S AN APP FOR THAT! WHO WANTS IT?

FRIDAY, 11/14 12:00–1:00PM

Trent Hall, Room 040



Panelists:

Hayden B. Bosworth, PhD, Associate Director, Center for Health Services Research in Primary Care, Durham Veterans Affairs Medical Center; Research Professor, Duke Medicine

Katie Donohue McMillan, MPH, Digital Health Technology Strategist, Smashing Boxes LLC

Ed Holzwarth, President, Little Green Software; Founder, Pattern Health Technologies

Alden Zecha, CFO & Strategist, Sproxil, Inc.

Discussion moderated by **Bernard Fuemmeler, PhD, MPH**, Associate Professor, DUMC; Director, mHealth@Duke

Topics for discussion include:

Who are the best testers for your app? Should you pay for testers? When do you know if your app is ready for market? How do you identify the most impactful or profitable market for your app? How do you get consumers to pay for their health?

A light lunch will be served

Trent Hall is at 310 Trent Drive, on the corner of Erwin Road and Trent Drive



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