

SCOOTER PLOWMAN



Physician Lead – Clinical Strategy and Innovation, Verily Life Sciences

- Thought leader and medical expert in digital healthcare
- Medical Director, Digital Medicine, Amgen; Exec. Medical Director, Head of Clinical Strategy & Thought Leadership, Proteus Digital Health
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*“Smart Medicines are one type of tool that can enable the Quadruple Aim, helping all stakeholders win together.”*

Scooter Plowman is a physician, clinical strategist, digital healthcare design and innovation executive, and a thought leader in digital medicine and combining technology solutions with high-touch care models to optimize clinical outcomes at lower costs.

Mr. Plowman is currently the Physician Lead – Clinical Strategy and Innovation for Verily Life Sciences, an Alphabet company. He also serves on the affiliate faculty at Stanford University School of Medicine.

*What inspired you to professionally focus on digital health?*

I believe the single greatest healthcare tool of the next decade is already in the hands of almost all patients and clinicians, in the form of personal mobile devices for (1) optimizing preventative care, (2) improving speed and accuracy of diagnosis, and (3) establishing enduring and engaging care plans.

*What do you find most interesting/promising about Smart Medicine tools and technologies?*

All of us are wired for reward-based motivation and engagement. Behavioral psychology teaches us that such rewards need to be tied to accurate, specific, personalized, and real-time adjudication metrics in order to be effective. I believe that Smart Medicine tools are one way to provide such metrics to enable engaging and enduring behavioral economics for optimal prescribing.

*Why will the healthcare ecosystem embrace Smart Medicines as a digital solution?*

The current system is not working. There is bountiful evidence to demonstrate the ineffectiveness of the status quo. It is inevitable that we migrate to a more value-based and cost-effective care delivery system, we can not simply push financial risk from payers to providers, it will continue to get pushed onto patients. Smart Medicines are one type of tool that can enable the Quadruple Aim, helping all stakeholders win together.