



UNIVERSITY OF PITTSBURGH  
**CENTER FOR**  
Behavioral Health +  
Smart Technology

# The HealthTech Weekly

February 2, 2018

## Spotlight on: Rasu Shrestha, MD, MBA



UPMC  
Enterprises

Chief Innovation Officer of UPMC and Executive Vice President of UPMC Enterprises,

Dr. Rasu Shrestha is at the industry's front lines of innovation, commercialization, and implementation. A radiologist by training, Dr. Shrestha's role has transformed, and he is

now charged with "building bridges," as he explains, "between what we've known healthcare to be in the past, and what we know healthcare needs to be as we look into

the future.”

Below, read a preview of Center Associate Director Julia Holber's interview with Dr. Shrestha. Visit our website to read the full [interview here!](#)

**Julia: As you know, health care technology is always changing and obsolescence is the rule, not the exception. How do you stay on top of new trends and developments?**

Rasu: Here at UPMC and UPMC Enterprises, we're challenging the status quo. We're saying, look, if it's not working, if it's not doing what needs to be done, if it's not producing the outcomes that we need, we have to move away from these strategies. We're in many ways leading the charge. We as a team are creating and instigating the change. How I try and stay on top of new ideas is by, first, asking those hard questions. I rely on my colleagues across the living lab that is UPMC. By living lab, I refer to the rest of UPMC: the health services group, UPMC Health Plan, and UPMC international. I look at UPMC as a servant-leadership model, so I learn from them and work hand-in-hand to understand where those pain points are, and with that lens focus on emerging technologies and capabilities. What we try to bring to the table is a level of academic and scientific rigor and a discipline to marry up those unmet clinical and operational needs with these emerging technologies and capabilities.

**Julia: Where would you like to see UPMC Enterprises in five years?**

Rasu: We're fairly ambitious at UPMC Enterprises because our goal is to reimagine the future of healthcare. Most people know UPMC today as a provider organization or as a health plan. But, very few people know of UPMC as a company that's birthing startups and investing in companies and technologies. We're creating some of the most interesting companies in the space of healthcare IT. I hope in the next five years, UPMC Enterprises will be seen more as a software company than as a healthcare company. I hope we will continue to meet the front on behalf of the rest of UPMC, and perhaps even the industry, in creating these new companies that we would not just be utilizing at UPMC but commercializing at scale and impacting change across the industry.

Follow Dr. Shrestha on Twitter [@RasuShrestha](#) for more of his wise advice and updates on UPMC Enterprises!



**Rasu Shrestha MD MBA**

[@RasuShrestha](#)

Physician, informatician, pragmatic futurist. Chief [#Innovation](#) Officer, UPMC. In pursuit of value-based intelligent healthcare. [#HITsm](#) [#hcldr](#) [#UPMCinnovates](#)



Follow us on Twitter [@HealthTechPitt](https://twitter.com/HealthTechPitt)

and check out our website

[www.healthtech.pitt.edu](http://www.healthtech.pitt.edu) !

We hope you are enjoying our Center's

Newsletter. Please send us (email

[healthtechpitt@upmc.edu](mailto:healthtechpitt@upmc.edu)) relevant articles, events,



videos, and projects you are working on for us to  
include in upcoming issues!

—Dr. Bruce Rollman & the HealthTechPitt Team

---

*Copyright © 2017 \*Center, Behavioral Health and Smart Technology, All rights reserved.*

**Our mailing address is:**  
230 McKee Place, Suite 600  
Pittsburgh, PA 15213

**Questions? Comments? Suggestions?**

Email us at [healthtechpitt@upmc.edu](mailto:healthtechpitt@upmc.edu) or call us at **412-586-9851**  
Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

---

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

University of Pittsburgh Center for Behavioral Health and Smart Technology · 230 McKee Pl Ste 600 · Pittsburgh, PA 15213-3903 · USA

MailChimp.