



Before Disrupting Healthcare

By Pallav Sharda

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Healthcare is an industry unlike any other. It is a matter of life and death, and no field poses as much reward or as many challenges for tech entrepreneurs.

***Before Disrupting Healthcare* is a must-read for anyone working on, or investing in, health information products.** A Health IT veteran draws on a dozen years of real-world experience to bring you to the leading edge of health software innovation.

It combines an introduction of today's foundational ideas and products with a look into what emerging IT trends will rule the future. You'll learn why Electronic Health Records, Health Information Exchanges, Accountable Care Organizations, and Meaningful Use regulation matter so much today - and what will matter even more tomorrow. Outsiders can use this book to become insiders, and insiders can become experts.

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Editorial Review

Review

A useful book that provides a nice tour through the acronym jungle of Healthcare IT. Entrepreneurs will save a ton of time by having this 'map' in hand.

-- **Nigam Shah** MBBS, PhD, *Faculty, Stanford Biomedical Informatics*

Dr. Pallav "HITman" Sharda offers a straight-shooting and refreshingly blunt primer on Health Information Technology, its domains, what ails it, and what the path forward is.

However, do not assume that this is a book for just the novice - even healthcare's battle-scarred veterans will be amazed by the insights. With Ambrose Bierce-like irony combined with analogies that hit home (e.g. ICD10 use is akin to asking the neighborhood grocery store to deal with SKUs at the Walmart scale), Dr. Sharda has delivered an un-putdownable read for HIT enthusiasts!

-- **Siv Raman** MD, MS, *VP, Anthem*

Pallav's book is a great introduction to clinical workflow software, especially for readers new to healthcare. The module on EHRs is indispensable if you're trying to understand the scope of existing products and where they might fall short.

-- **Anurag Goel**, *Health Entrepreneur, @anuraggoel*

The single best source for current and future opportunities in healthcare delivery. Dr. Sharda has an uncanny ability to both summarize and dissect a very complicated Byzantine ecosystem that is ripe for true innovation using technology. If you want to be a part of the solution, I strongly encourage you to read this book.

--**Adam Schlifke** MD, MBA,*Kaiser Permanente Medical Group*

Before *Disrupting Healthcare* is must-read material for anyone new to the healthcare technology space. Using plain English and plenty of examples, Pallav breaks down segment after segment clearly and completely, creating a blueprint for entrepreneurs to navigate industry, policy, funding, mentorship, and more. This should be required reading for anyone seeking funding and starting a company.

--**Naveen Rao** Editor, *Medium.com/Tincture*

This is a great introduction to the Healthcare IT ecosystem from an expert who has lived through the industry's biggest growth era. The entrepreneurship section is essential reading for anyone trying to enter this extremely competitive market.

--**Michael Cantor** MD, MA, *Senior Director, Pfizer*

About the Author

After finishing medical school in 2001, Pallav veered into a technology-focused career that enabled him to work at medical device companies, health insurers, hospital systems, and startups.

His non-clinical career started with GE Healthcare, with roles in services, engineering, R&D, and marketing organizations of the *Electronic Health Record* (EHR) business. During that time, he also served as an Instructor for the graduate *Medical Informatics* program at Northwestern University in Illinois. Subsequently, he joined Kaiser Permanente to work on *Clinical Data Analytics and Population Health Management* technology initiatives. He then transitioned to UnitedHealth Group and led the Product Management team for *Health Information Exchange* (HIE) solutions. Before leaving the corporate world in

2014, he was the Director of *Health IT Interoperability* initiatives at Omnicell, Inc.

Pallav received his MBA from Northwestern University, a Masters in Medical Informatics from Columbia University, and a Bachelors of Medicine and Surgery (MBBS) from Delhi University, India. He currently lives in Menlo Park, California and continues to indulge in the Health IT entrepreneurship space.

Find out more about him on LinkedIn ([linkedin.com/in/pallav](https://www.linkedin.com/in/pallav)), Facebook ([facebook.com/pallavsharda](https://www.facebook.com/pallavsharda)), Twitter (twitter.com/pallavsharda), Quora ([quora.com/pallav-sharda](https://www.quora.com/pallav-sharda)), or his personal websites pallav.shardas.com and multiplyd.com.

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