The Entrepreneurial Experience
(ENTP 6398/SYSM 6315) Fall 2017

Digital Solutions for Data Sharing Across Healthcare Silos
Wednesdays, 7 – 9:45 p.m.

Working with AT&T, students in ENTP 6398/SYSM 6315 will explore how established, successful and often large companies leverage their core competencies to expand into new product and service areas. If you are looking for real-world experience in how to identify and develop potential business opportunities for companies, this class is for you!
Private and secure data collection, transmission and sharing across healthcare silos is a major challenge in healthcare. AT&T is a global Internet of Things (IoT) and Information, Computing and Telecommunication (ICT) leader and uniquely positioned to deliver in the healthcare space.

Using AT&T as a real-world example, you will have the opportunity to learn more about the Healthcare ecosystem with a focus on these five verticals.

You will have the opportunity to work within these verticals to:
- Select an ecosystem above and identify IoT products/solutions that would serve to benefit such ecosystem
- Document relevant data points from industry-accepted organizations (Gartner, Forrester, Machina, industry players)

Dive into the different potential verticals and better understand each individual vertical dynamic to gain insight into:
- What is the current solution for the vertical?
- What is a go to market strategy for the IoT solution for the vertical?
- What’s the potential savings a vertical could see?
- What funding or resources does a vertical have to help initiate an IoT solution for this vertical?

The research and data you produce during this course will provide insight into how the telecommunications industry can benefit from innovation in the area of healthcare. The findings and recommendations of your team could be the next Healthcare IoT growth area.

For more information, contact
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