Jo Masterson
Chief Operating Office & Co-founder

Jo Masterson is the Co-founder of 2Morrow, a digital therapeutic company focused on the behaviors that affect chronic disease. Masterson leads the research and program development efforts at 2Morrow where she is focused on using technology to deliver evidence-based programs that work for both participants and the healthcare system. Jo is an RN with an MBA, and training in ACT/CBT and corporate wellness.

The Digital Therapeutics & Digital Medicine industry is attracting more attention now than ever before - why do you think that is?

Digital Health and Digital Therapeutics are hitting their stride because of two key factors that have overlapped to drive growth:

Digital technology has advanced to the place where it is reliable and secure enough to be used in a healthcare setting. Companies like 2Morrow and others have published early clinical trials showing efficacy and have real-world implementations that have proven valuable.

In addition, an exciting wealth of emerging technologies such as AI and augmented reality offer huge opportunities that can drive both value and efficacy. The healthcare world is starting to see the value of programs and services delivered digitally. They are becoming confident that it can be done safely and effectively. In addition, early adopters see promising ROIs and are figuring out how, when, and where digital solutions can fit into the existing workflow - increasing access, improving outcomes and reducing costs.

What opportunities do these technologies offer? How will they benefit both patients and providers?

One of the largest opportunities that Digital Health/Digital Therapeutics provide is increasing access to quality healthcare in an affordable way. Digital Therapeutics offers the promise of personalized Healthcare that lives in your pocket and is uniquely tailored to you. The benefits to patients include private, convenient access to their data, remote monitoring, personalized information, program access and 24/7 access to health providers.

For providers, digital technology offers a way to serve more patients, with a more personalized experience, without increasing the workload. By setting guide rails, providers can manage by exception, spending most of their time with patients who need direct contact or customized help.

In your opinion, how are pharma, payers, and providers viewing the clinical validation models being produced?

The challenge of how to validate digital health is a real one. Traditionally we've used randomized control trials to validate new medications and medical devices. At this point, those are considered the gold standard however, they are slow and expensive. This old model has credibility but slows the process and makes it more expensive.

Currently, most of the organizations we've talked to still value those traditional models, however, we are seeing discussions on how to do this in a more agile way that does not stifle innovation or raise costs. It is an exciting time to be in healthcare.

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What conversations need to happen now, for the Digital Therapeutics & Digital Medicine industry to move forward?

There are some great conversations happening around what role Digital Therapeutics and Digital Medicine can and should play. Everything from how we validate these programs, to how we assure safeguards, to how we innovate quickly and stay relevant while protecting the patient.

The opportunity for Digital Technologies to revolutionize Healthcare is huge. We hear interest from groups about using these Technologies in almost all areas of Health Care including administration and data collection to remote monitoring and improving patient care. The real conversations are not about what challenges we can address using digital therapeutics, but where should we start.

It's inspiring and important to create greater diversity in the field of biotech. What advice would you give to people considering making a career in your sector?

This industry needs a variety of viewpoints that reflect the differing needs of unique populations. I'd encourage anyone who is passionate about caring for others and/or improving our healthcare system to consider a career in the Biotech - Digital Health Industry. Right now, we have a unique opportunity in time to truly transform what Healthcare looks like in America. With technology's help, we can recreate a system that is more available, affordable, inclusive and personalized.

What would you say to you if you could go back 20 years?

My co-founder and I met in college. He was a computer science major and I was in nursing school with seemingly unrelated interests. I never imagined the way software would change Healthcare...nor could I imagine I would be running a digital health company. However some things never really change!

I am still looking for ways to increase access to healthcare, lower costs and reduce suffering. Done right, technology will allow us to do that faster and more successfully than we ever imagined.

What do you plan to take away from the DTxDM East Summit?

I am super excited for the upcoming Summit! This sort of event is a celebration of healthcare researchers, innovators and early adopters who are unwilling to stop when they hit "good enough." Just being around people and companies that are saying "I know we can do better" is inspirational. I expect to be inspired, challenged, and energized.

Jo will be sharing more of her perspectives at the DTxDM East Summit 2018 on Sept 25th-26th in Boston, MA.

Jo will presenting at the 'Clinical Evidence Showcase' at 1:50 on September 25th. Following this, Brandon Masterson (CEO, 2Morrow) will be joining a panel discussion with Brent Vaughan (Cognoa, inc.) and Konstantin Mehl (Kaia Health), discussing the clinical validation models surrounding digital health.