

Develop Your Gentry Panelist 60-90 Second Intro

Guiding Principles/framework for conceptual order, organization, and messaging on values.

Answering for various audience members in this order:

1. Your Why
2. What you do
3. How you do it

Instructions:

- 1) Fill out answers to 5 questions below
- 2) Time yourself and keep adapting to make sure it's concise under 90 seconds
- 3) Best practice is to practice 20+ times aloud

Opening Intro Start here by answering these following #5 questions briefly:

Question 1) what is your passion that you're combining?

Question 2) State your name and top 2-3 titles:

Question 3) what I do that's unique to me

Question 4) what I love doing

Question 5) why am I excited about my journey

Sherri's example below:

Sherri's values: teamwork, integrity, innovation

Question 1) what is your passion that you're combining?

Someone dies every 9 minutes because of a delay in information and that is not OK!
We've designed the Medigram platform to work when no other MOBILE healthcare apps will, supporting physicians and leveraging their insights wherever they are while ALSO dramatically improving health system finances and saving lives.

Question 2) State your name and top 2-3 titles:

My name is Sherri Douville; since I became CEO at Medigram, we've been featured and quoted more than a dozen times by leading IT and healthcare management publications. I've been a member of the Board of Fellows for Santa Clara University for 8 years, and advise a number of organizations on their general business and technical strategies.

Question 3) what I do that's/ or how I am unique

I became CEO at Medigram 4.5 years ago. I have a biophysics degree and a decade long prior career in BioPharma and medical devices including with Johnson & Johnson before becoming a medtech consultant just prior to my current role. I drove the development of organizational values and code of conduct for my professional association board and have developed continuing education credits in mobile computing for ISC2, the top security accreditation body. I completed some post graduate work through MIT, and was just appointed to the Global Panel for the MIT Technology Review. I'm proud of the incredible bench of executive, expert, and gifted talent that we've attracted and continue to cultivate at Medigram.

Question 4) what I love doing

Today, I get to work with many of the world's top thought leaders and professionals and together, we're having a real impact on the industry.

Question 5) why am I excited about my journey

I get to combine past leadership training, experience, work in BioPharma, Medical devices, studies in Biophysics, Electrical engineering, computer science, and health policy. These experiences serve to build a new kind of modern, yet mature company in Medigram to tackle some of the biggest challenges in medicine through software and services. I am instrumental in designing these systems both directly and through creating the teams that build them and for this opportunity, I'm grateful and thrilled.