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(국문/영문)강연제목: 디지털 헬스케어 스타트업에 도전하다/ Starting a digital health startup

Abstract(영문):

With an increasing importance of continuous self-care and health management, the Ministry of Health and Welfare (MOHW, South Korea) launched a home care pilot program in 2019. The target patient for the program has expanded to peritoneal dialysis, type 1 diabetes mellitus, home ventilator, cardiac disease, rehabilitation, colorectal cancer, etc. During the effectiveness study of the pilot program, our team found patients' and medical staffs' unmet needs related to the operation of home care program. mDoc was then founded to suggest better ways to fulfill their unmet needs using our digital technologies. With a skyrocketing demand and value of digital health during COVID-19, the pandemic accelerated the emergence of digital health startups. In this session, let me share our startup story and strategies to survive in the competitive market.

Brief Biosketch (간단한 이력, 연구/대외활동 소개, 국문/영문)

KyungYi Kim, a founder and CEO of mDoc, is currently in a Ph.D. course at the department of medical device engineering and management at Yonsei University since 2020. Kim received her B.S. from Yonsei University majored in biomedical engineering and her M.S. in dept. of medical engineering and management. During the master's and doctoral course, she focused especially on the research related to the economic evaluation of medical device, healthcare management and digital healthcare strategies & marketing. With a strong academic background and experience in medical device industry, she dreamed of innovating healthcare system with digital technology and established mDoc, a digital healthcare startup, in 2021.