

BrightInsight Names Biopharmaceutical and Digital Health Expert Brad Gescheider to Advisory Council

Health Tech and Biopharma Leader Brings Over a Decade of Business and Technology Experience

SAN JOSE, Calif., – September 26, 2022 – [BrightInsight, Inc.](#), provider of the leading global platform for biopharma and medtech regulated digital health solutions, announced today the appointment of [Brad Gescheider](#), Chief Commercial Officer of Woebot Health, to the BrightInsight Advisory Council. Gescheider's experience rounds out this group of industry experts, who work with BrightInsight leadership to advance the company's vision to transform patient outcomes globally through the power of digital technology.

Gescheider joins the advisory council as BrightInsight continues solidifying its position as the de facto digital health platform for medtech and biopharma. To date in 2022, the company has announced new biopharma partnerships for digital health solutions with bioMérieux and Sanofi joining its list of customers that includes CSL Behring, Roche, Novo Nordisk and others. The company also recently launched the BrightInsight Ecosystem for partner collaboration to advance digital health, the BrightInsight Connected Diagnostics Platform for in vitro diagnostics and its Digital Disease Management Solution.

"We are delighted to have Brad join our Advisory Council, providing insights based on his experience with innovating digital therapeutics, health tech and patient support models," said Kal Patel, M.D., CEO and Co-Founder for BrightInsight. "Our team and client partners will benefit from his guidance as we continue growing current and new markets and expanding our portfolio of digital health solutions."

"Software as a Medical Device (SaMD) offers tremendous potential to advance patient care," said Brad Gescheider, Chief Commercial Officer, Woebot Health. "Through its compliant platform, BrightInsight is reducing the challenges many life sciences companies face in bringing regulated digital health solutions to market to drive value for their therapies. I'm excited to join the BrightInsight Advisory Council and help the team advance the industry's adoption of digital solutions."

Gescheider recently joined Woebot Health to lead initiatives that align with its mission to create new ways to deliver mental health care. Previously, he served as Vice President & Global Head of Digital Innovation & Patient Services, Immunology for Sanofi, and earlier in his career was Vice President of Business Development and Market Intelligence with Constant Therapy Health. Gescheider has also been an Advisory Council Member for the Office of the National Coordinator for Health Information Technology (ONC) and Blue Cross Blue Shield Association.

BrightInsight and its clients completed seven key Software as a Medical Device (SaMD) projects in 2021. The company is expanding its footprint around the world with team members located across United States, Europe and India.

About the BrightInsight Advisory Council

[The BrightInsight Advisory Council](#) includes some of the world's most accomplished healthcare, technology and business thought leaders including Mark T. Bertolini, Karl Hick, Tamara Elias, MD, Scott Huennekens, Stephen Oesterle, MD, Donald Jones, Jeffrey Leiden, M.D., Ph.D., Diana McKenzie, Kim Powell, Brent Saunders, Meinhard F. Schmidt, Jagjot (JJ) Singh, Bradley Stock, Elisabethann Wright and Hemant Taneja.

About BrightInsight, Inc.

BrightInsight provides the leading global platform for biopharma and medtech regulated digital health solutions. When speed matters, we help companies accelerate time to market for regulated digital health offerings across therapeutic areas, including apps, algorithms, medical devices, connected combination products, diagnostics, and Software as a Medical Device (SaMD). BrightInsight replaces the need for lengthy and complex 'build from scratch' implementations by offering configurable software solutions and a proven platform built under a Quality Management System to support global security, privacy, and regulatory requirements. When building digital health products on the BrightInsight Platform, compliance is future-proofed as intended use changes scale across geographies.

For more information, visit BrightInsight's [website](#), [Blog](#), [Twitter](#), and [LinkedIn](#) pages.

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