



## **John Nosta—Digital Health Philosopher**

*"John Nosta combines passion with knowledge and delivers more than a speech, he provides an engaged conversation that informs and moves his audience. John's domain knowledge of medicine, technology and marketing make him a keen observer of digital health and only one of a handful of thought-leaders that can clearly articulate the importance of this movement in human history."*

### **-John Sculley, Former CEO, Apple and Pepsi**

*"John Nosta provides a comprehensive perspective on the digital health movement. With unique sensitivities to science, consumer engagement and brand marketing, he tells a story that helps drive mindshare and market share."*

### **-Eric Topol, MD, Cardiologist, Editor-in-Chief, Medscape, Scripps Health Chief Academic Officer**

First and foremost, John is a thinker. A thinker entrenched in the world of science, medicine and innovation. John is the founder of NOSTALAB—a digital health think tank. He's currently ranked as the #1 global influencer in digital health and generally regarded as one of the top global strategic and creative thinkers in this important and expanding area. He is also one the most popular speakers around the globe presenting his vibrant and insightful perspective on the future of health innovation. His focus is on guiding companies, NGOs, and governments through the dynamics of exponential change in the health / tech marketplaces.

Unwilling to accept the status quo, he's a contrarian with a focus the future of health and wellness. A leading voice in the convergence of technology and health, Nosta helps define, dissect and deliberate global trends in digital health. He is consistently ranked among the top names in almost every digital health list and has sustained that position for several years. Beyond simply an influencer, John is also defined as "most admired" to "top disruptor" in digital health, life sciences and the pharmaceutical industry. He is also a member of the Google Health Advisory Board, pens HEALTH CRITICAL for Forbes--a top global blog on health & technology and THE DIGITAL SELF for Psychology Today—a leading blog focused on the digital transformation of humanity. He is also on the faculty of Exponential Medicine.

John has an established reputation as a vocal advocate for strategic thinking and creativity. He has built his career on the "science of advertising," a process where strategy and creativity work together for superior marketing. He has also been recognized for his ability to translate difficult medical and scientific concepts into material that can be more easily communicated to consumers, clinicians and scientists. Additionally, John has distinguished himself as a scientific thinker. Earlier in his career, John was a research associate at Harvard Medical School and has co-authored several papers with global thought-leaders in the field of cardiovascular physiology with a focus on acute myocardial infarction, ventricular arrhythmias and sudden cardiac death.

John cut his teeth at the "big" agencies including Ogilvy CommonHealth, where he has held a series of positions including Chief Creative Officer, Chief Strategic Officer and unit President.

## Selected References and Videos.

Forbes: <https://www.forbes.com/sites/johnnosta>

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NostaLab: <https://www.NostaLab.com>

Speaking: <https://www.JohnNosta.com>

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The MM&M Top 40 Healthcare Transformers: 2015 <http://www.mmm-online.com/top-40-transformers/john-nosta-top-40-healthcare-transformers/article/390946/>

How Digital Health is the Future! <https://www.youtube.com/watch?v=ruSFaA-Z0f0>

The Future is NOW—How Today is a Multi-Factorial Inflection in Human History [https://www.youtube.com/watch?v=Z7wy\\_jJo1tA](https://www.youtube.com/watch?v=Z7wy_jJo1tA)

Digital Health—We're Lucky to be Alive! <https://www.youtube.com/watch?v=ruSFaA-Z0f0>

Digital Health's Renaissance Man: <http://nuviun.com/content/entropy-be-gone-enter-john-nosta-renaissance-man>

How Digital Health Will Transform Medicine and Our Lives. <https://www.youtube.com/watch?v=77APLKUOUCg&feature=youtu.be>

From Digital Health to Digital Life! <https://www.youtube.com/watch?v=ZFYoCehi1VY&feature=youtu.be>

Digital Health and NostaLab <https://www.youtube.com/watch?v=IRmzLAjwfKo>

John Nosta—Digital Health Guru. Top 10 Twitter List. <http://www.techrepublic.com/article/10-twitter-accounts-that-will-keep-you-up-to-date-with-digital-health/>

Thoughts from a Digital Health Philosopher <https://www.youtube.com/watch?v=B82UoqDP85s>

Failure: An Essential Aspect of Success! <https://www.youtube.com/watch?v=W58w6M4hdPE>

TEDx Video: Genius is our birthright and mediocrity is self-imposed. <https://www.youtube.com/watch?v=lrldczkk1Nc>