Brian de Francesca

Brian de Francesca is a Johns Hopkins educated authority on the use of digitalization and connectivity to improve *healthcare quality*, *access* and *efficiency*. Most specifically, in the use of *platform technologies* to increase, optimize and improve healthcare human resources. This has broad implications on healthcare staffing and facility design, development, number, location and the scope of healthcare services to be offered. The future of medicine is digital, and Brian de Francesca is a thought leader in this important area.

Brian was first exposed to the tremendous potential of "digitalization and connectivity" in 1993, with the success of the world's first tele-radiology program in his hometown of Baltimore, Maryland at the Veterans Administration Medical Center. Brian has been a "super-user" of digitalization and connectivity (telemedicine) ever since. He was deeply involved with the U.S. Chamber of Commerce e-commerce IBEX (International Business Exchange) project and conducted the some of the first global pilots of Digital Pathology. His company participated in the "Whole System Demonstrator Project" in the U.K., which was the largest randomized control trial of telehealth and telecare in the world and demonstrated the significant benefits of telemedicine. His company also remotely monitored over 35,000 patients in Europe for post discharge and chronic disease management. Brian has won awards for his TeleStroke program in Asia, Tele-medical education programs in Africa, and the Frost and Sullivan 2018 "Telemedicine Leadership Award." Brian received the 2018 International Life Sciences Awards for 'Best Healthcare Staffing Solutions Provider," for the services provided by Ver2 in human resource capacity building, optimizing and quality improvement. Ver2 also received the 2020 International Health Sciences award for "Best Digital Health Services Platform. Brian maintains a full roster of international speaking and writing engagements, covering a wide array of healthcare topics from quantum computing to artificial intelligence.

Brian has over 20 years international healthcare experience. He lived in Thailand for over a decade, where in addition to founding the region's first biomedical engineering company – Asia Bio Systems; he worked with Bangkok Hospital and Bumrungrad Hospital – both of which receive large numbers of medical tourists each year that benefited from his innovative use of telemedicine to support inbound and outbound medical travel. He later worked for Johns Hopkins in Abu Dhabi, where he was responsible for a wide network of healthcare facilities. It was during this period that he refined his vision for a *Virtual Healthcare Service Platform*, which eventually became Ver2. He was the lead advisor to IRYO – a European company that developed one of the first cloud-based electronic health records, incorporating a full Blockchain technology foundation. He is an advocate for the formation of global research collaborative exchanges – to include not only humans, but synthetic intelligence (A.I.) as well. Brian is also an active member of The World Future Society.

In 2015, Brian founded Ver2 – an innovative telemedicine services platform, that received the Expo2020 Global Innovator's Award for its "Connecting Minds" medical education work in Africa. Ver2 was the first company in the world to successfully use Blockchain to support tele-medical education; and they are in the process of incorporating various artificial intelligence models into their diagnostics platform modules. One of Brian's personal goals is to connect 700 refugee camps to healthcare and education resources over the Ver2 Platform.

Brian is a graduate of Johns Hopkins and Loyola Universities, a Fellow of The Advisory Board Company and holds a *Certificate in Company Direction* from "The Institute of Directors" (IOD). Brian presently resides in Dubai, UAE.

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