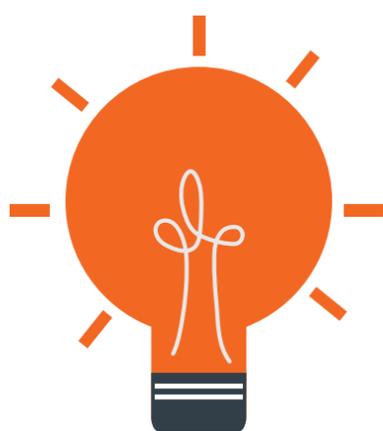


4 TIPS FOR BRIDGING THE GAP BETWEEN YOUR EXPERTISE AND YOUR PASSION

Credit for concepts to Dr. Piali De, CEO and founder of Sensico Systems



DON'T BE AFRAID OF NEW IDEAS – EVEN IF OTHER PEOPLE ARE

When Sensico first brought its product to the market, medical professionals didn't understand the need for it. They felt they were managing chronic care management for patients perfectly fine on their own and they didn't see why patients would want to use a platform like Ibis™ if it meant taking on more responsibility themselves.

CREATE SMART PARTNERSHIPS

Bringing your ideas, inventions, and products to the communities who need them most might require support from other people and organizations. That's where smart partnerships come in.

"We're really just partnering to make sure anybody who could use this extra level of support actually gets it," Piali says.



LOOK FOR OPPORTUNITIES TO CREATE NEW ROLES

Being an innovative brand is about more than just creating new products. Sometimes, it's about creating new jobs to help you effectively carry out your mission. Sensico has done this on a large scale.

"We're creating a new class of jobs called member advocates," Piali says. "This is an HR professional who will become a key member of a health care team."



KEEP YOUR PURPOSE AT THE CORE OF YOUR WORK

In the end, for mission-led teams like Sensico, it's the value of service that keeps things moving forward.

"I really see an opportunity here to keep people safe, helping them take better care of themselves and supporting the loved ones to be watchful and attentive and helpful," Piali says.



WANT TO LEARN MORE?
LISTEN TO EPISODE 99 OF THE PR MAVEN® PODCAST.

