

LEADERSHIP SPOTLIGHT

Austin Winberg

DIRECTOR OF CLINICAL OUTCOMES

- Master of Arts in Psychology (MA)
- Health Research
- Clinical Strategy
- Data Analysis



What is your role at SONIFI Health?

As the Director of Clinical Outcomes, I lead SONIFI Health's corporate clinical strategy. This involves staying aware of factors & policy changes impacting care facilities as well as researching the value & outcomes that SONIFI Health's technology provides. In addition, I implement study methodologies, data collection, & publications to advance the evidence supporting our technology. I am also actively engaged with the reporting & analytics available with our technologies.

What do you enjoy doing in your spare time?

Spending time with my wife, Jenna, & our 2 young children. Mountain biking, particularly in the Black Hills of South Dakota. Watching Twins Baseball & Notre Dame football.

Tell us a little about your experience working in healthcare/research.

I previously worked with research at the University of South Dakota Sanford School of Medicine mainly related to health disparities & birth defects. I also ran the South Dakota State Deaf-Blind program which provides supporting services to children & their families, where the child has combined vision & hearing loss.

How is technology changing clinical care?

We are in an era where patients are now at the center of their care. Technology helps patients to better manage this role, to be their own advocate & receive education on managing their conditions. This creates a focus on the voice of the patient changing how communication between patients & care providers occurs.

Why do clients choose SONIFI Health?

I think clients select SONIFI Health because we understand technology needs the human element to be successful. Our tools are designed with the patient & care provider interaction as the key driver of our technology.

What is your favorite part of your job?

I enjoy the collaborations with innovating hospitals and health systems on new models of care to help make patient lives better.

What do you see as the big challenges facing hospitals & care providers?

One concern is a patient's access to services based on location, social determinants of health, or through insurance coverage. Solutions mindful of these concerns have the ability to improve patients' lives and reduce staff burnout.

SONIFI Health delivers interactive technology proven to increase patient satisfaction, health outcomes and hospital productivity.