

# LEADERSHIP SPOTLIGHT

## Brad Storm

**VICE PRESIDENT OF  
TECHNOLOGY & INTEGRATIONS**  
17 Years at SONIFI Health

- Product Development
- Technology Architecture
- Design Integrations
- Business Growth Strategies



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

### **What is your role at SONIFI Health?**

I'm the Vice President of Technology & Integrations for SONIFI Health. I architect & design technology-based solutions for the healthcare space. I focus on engineering out hardware & developing solutions that are already integrated.

### **What do you enjoy doing in your spare time?**

Being a dad. I have 3 kids, a girl (7) & two boys (5 & 3). I love to camp & play guitar.

### **What are the most common questions and concerns from clients?**

Biggest pain points for hospital systems are around the clinical integrations. They are very concerned about the amount of time & cost of building system-wide integrations. We work to assure customers it is not going to be a tremendous & expensive burden.

### **What would you tell someone considering purchasing an integrated solution?**

Do your homework, investigate the vendors, & talk to references. Understand the problem you are trying to solve, & how you can use this technology to achieve your core mission.

### **Why do clients choose SONIFI Health?**

Our ability to design, develop, install, train, support, & maintain is unmatched in the competitive space today. We're dedicated to helping hospitals achieve their core missions. Our solution works, & at the end of the day we require little to no intervention or support from IT or nursing to implement.

### **What's been your favorite project?**

Five years ago, we developed & deployed our first mobile application for a health system in Texas. When they built their new hospital in Fort Worth, Texas, they wanted to have bedside televisions that patients can use. The customer believed in our ability to build that technology for them providing SONIFI Health our first dive into mobile development.

### **What's one technology trend hospitals should consider implementing today?**

Consider engaging with patients through the devices they already own. Bring your own device (BYOD) will continue to be more important for health systems to create meaningful education & entertainment opportunities.