



Advancing healthcare systems by connecting service providers with entrepreneurs and facilitating real-world pilot projects.

Next *Open Innovation* Virtual Event
October 13, 1:00 pm AKDT

[New Open Innovation Zoom Link](#)

Desire Wellness

by Marty Sanchez, Doctor of Physical Therapy

After arriving in Alaska in 2015, I saw a need for better access to physical therapy and have now launched [Desire Wellness](#). Alaska's 2021 population was 732,000 and of those 232,000 resided in rural areas

([Alaska office of Rural Health](#)) and often they lack easy access to health services. With Desire Wellness, rural residents don't have to travel to Anchorage, Fairbanks, or Juneau to receive care and relief through physical therapy. Virtual and telehealth care have increased exponentially due to the ongoing Covid pandemic. In 2021 a [study](#) by the U.S. Department of Health and Human Services shows a 63-Fold increase in Medicare Telehealth Utilization during the pandemic, illustrating the changes and capabilities of the older demographic who are Desire Wellness's target customers.



Our vision is to bring personalized physical restoration programs designed by our team of rehabilitation doctors to qualifying patients. There are circumstances which warrant clinical visits, in-person exams, tests, and radiology but a large majority of care and recommendations are standard and routine. Our team works closely with primary care providers and general practitioners and who often recommend a basic exercise program which can easily be delivered virtually and remotely bypassing the need to schedule in-person visits with a physical therapist which can be very difficult to schedule and require copays, deductibles, transportation and time.

Through Desire Wellness, any American seeking professional physical restoration exercise programs, and other wellness services to be offered as we continue to grow, will have this opportunity. Our business model will allow thousands of people to participate with our programs any time of the day or night. We use an affordable monthly subscription model that can be accessed on any device with internet service. According to the U.S. Department of Agriculture 2021, as of June 2019, more than 90% of people living in the United States had moderate or high speed internet access.

Desire Wellness started with seeing the need for more accessible physical therapy but has grown into a wellness site which will professionally guide physical restoration programs designed by a team of rehabilitation doctors. Working with Anchorage-based

psychologists and mental health experts, Desire Wellness plans to add mental health services for clients from ages 3 to 100 and will have both mental health education and classes. In the future, Desire Wellness plans to also add programs covering nutrition and dietetics.

Although the Desire Wellness platform is newly launched, our team is growing and have three staff physical therapists, two paid interns, and we've just engaged WSI for our marketing and outreach efforts. Please join my Health TIE Open Innovation presentation on October 13th or contact me at msanchez@desirewellness.com My clinical expertise in the field of physical rehabilitation and exercise is a small part of growing this endeavor and I am open to having others join us.

>>ACCELERATEALASKA

November 18 | Anchorage Museum of History and Art

Accelerate Alaska is a one day conference focused on the cultural, business, and academic opportunities in Alaska and the global north. We focus not on high-level trends, but real case studies, bringing together leaders who have proven experience in building new ventures. Accelerate Alaska is one of our state's premier networking events, and the perfect place to find inspiration for yourself and your business. You can buy tickets at AccelerateAK.com.

Alaska End of Life Alliance Event

October 25, 2022 | 6:30 pm - 7:30 pm

Anchorage Museum SEED Lab
111 West 6th Avenue, Anchorage

Formed to assist Alaskans at the end of their lives, the Alaska End-of-Life Alliance is a community of professionals and advocates who of are creating a community space for sharing information, care, and resources around topics about death and end-of-life services and considerations. This inaugural event is an opportunity to meet members and to learn more about the needs they are meeting in the community.

[Alaska End of Life Alliance](#)

Health TIE Zoom Links

Health TIE *Open Innovation* schedule is a bit out of sync with most modern digital scheduling calendars. Those calendars cope well with regular meetings happening every day, every week, or every month. A meeting that happening

every other week is simply too out-of-the-box. We've had to be more creative.



Health TIE Work-Around

The Health TIE work-around is to offer two once-a-month meeting links. Please click on each link to add the first and then the second monthly Health TIE meetings.

Register for Open Innovation #1 - second Thursday each month at 1:00 pm

Register for Open Innovation # 2- fourth Thursday each month at 1:00 pm

Health TIE By the Numbers

273

People on the Mailing List

83

Innovation Thursday Calls

922

Participants in Events

Upcoming Innovation Calls

2nd & 4th Thursdays | 1-1:30 pm

Health TIE Open Innovation Thursdays are an opportunity to listen, learn, and find connections.

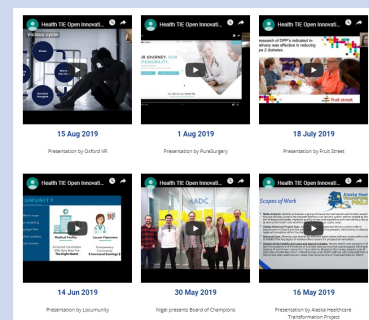
Oct. 13 - Desire Wellness - with Marty Sanchez

Oct. 27 - MediQuip LLC- with Haken Yilmaz

Did you miss the last Health TIE *Open Innovation*?

No Worries!

We record the *Open Innovation* presentations and they are available on the [Health TIE YouTube channel](#).





For more information about Health TIE,
view the [Welcome to Health TIE video](#) or
email Jacqueline Summers, jacqueline@healthtie.org

[Visit our webpage!](#)

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