



ceocfointerviews.com
© All rights reserved
Issue: September 14, 2020

Oakbloc helping Healthcare Industry to accelerate adoption of new technologies in Virtual Clinical Trials and Telehealth

Ritu Rana
Co-Founder

Oakbloc Technologies, Inc.

Contact:
CEOCFO Magazine
570-851-1745

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Ms. Rana, the first thing I see on the Oakbloc Technologies, Inc site is, "Reimagining clinical trials in healthcare with emerging technology adoption." What is your strategy for doing that?

Ms. Rana: Our company is a technology company that is focused on virtual clinical trials and telehealth. Our objective is to accelerate adoption of emerging technologies for clinical research in healthcare. We are specialized in analytics, artificial intelligence, machine learning, natural language processing, Blockchain and smart medical device integration. These are our differentiators which will make a big difference in clinical research trials and healthcare.

CEOCFO: What are some of the newer technologies?

Ms. Rana: Artificial intelligence, machine learning, natural language processing, deep learning; these are our new technologies and smart medical device (IoT) integration.

CEOCFO: Would you give us an example of what would be different if someone was using your technologies in a clinical trial?

Ms. Rana: We recently launched our Kalehdoo clinical analytics platform built using open-source data analytics technologies (R, Shiny) on July 4th and we have three apps in it; the first is Clinical Trial Site Finder (<https://kalehdoo.shinyapps.io/app02/>), and the second is Clinical Intelligence App (<https://kalehdoo.shinyapps.io/app01/>). Our Clinical Site Finder will be beneficial for patients and physicians to search recruiting clinical trials across the globe through user friendly, intuitive and interactive app. Our Clinical Intelligence App will be beneficial for pharma and CROs to explore collaboration opportunities and recruit sites. The third app is our Patient Monitoring App, which will be beneficial for patients and physicians.

The initial response has been very exciting, as our Clinical Site Finder App has four thousand plus users in the first month. We are also working on other platforms and solutions, such as a Mobile Clinic platform, and smart medical device integration framework, for which we are in the development stage.

CEOCFO: Are many companies trying to develop advanced technologies in this area or is this fairly new? What is the competitive landscape for Oakbloc?

Ms. Rana: This year, we are focused on platform development, as I discussed. We have three platforms and we are doing proof of concept with our key customers. Therefore, the customers will be pharma companies and clinical research organizations and these technologies are fairly new to Health care Industry.

CEOCFO: *What is the eNurse platform?*

Ms. Rana: This is a virtual eNurse platform. It will do virtual health checks and assessments of patients. In this, we are using machine learning, deep learning, natural language processing and artificial intelligence techniques. For COVID patients it will be very beneficial, because patients do not have to go physically to the physician. Through our eNurse platform, they can get a virtual health check. It will create a preliminary assessment report for a physician.

CEOCFO: *What is deep learning? How does that differ from machine learning or AI?*

Ms. Rana: This is more technical but deep learning is part of AI/ML. These are new technologies, so our technical team is working on it. These are new techniques and technologies which are coming in virtual eNurse platforms and our technical team is working on how it is going to work.

CEOCFO: *What does deep learning provide in the assessment of the patient?*

Ms. Rana: Deep learning is a technique which will help to analyze patient data (Video/audio) and patient measurements like oxygen level and heart rate to create assessment report for a Physician.

CEOCFO: *Where are you in the process of development and bringing your eNurse platform to the market?*

Ms. Rana: We will launch eNurse platform by January or February of next year, 2021. We are working on that.

"Pharma and CRO's are looking for ways to implement Virtual and Telehealth methods in clinical trials to minimize disruptions caused by COVID like situation. Technologies like AI/ML, IoT, Data Analytics have a big role to play" Ritu Rana

CEOCFO: *With so much focus on telehealth today, have you found increased interest for Oakbloc? How do you take advantage of the opportunity that is available now?*

Ms. Rana: I think this is a very good opportunity due to the COVID situation. Pharma and CRO's are looking for ways to implement Virtual and Telehealth methods in clinical trials to minimize disruptions caused by COVID like situation. Technologies like AI/ML, IoT, Data Analytics have a big role to play. Therefore, our platforms, like mobile clinic, Clinical analytics, virtual eNurse, and smart medical device integration have a big scope.

CEOCFO: *How do you reach out? How are you letting people know what you have developed?*

Ms. Rana: We are mainly using digital media channels like social media and industry references, contacts and direct sales for reaching out to our customers.

CEOCFO: *Where are you seeing the most interest? Is it from individual physicians' groups, nonprofit organizations or governments? Who is paying attention right now?*

Ms. Rana: Right now, clinical research organizations (CROs) and pharma companies are more interested in our products and solutions. Our Clinical site finder has generated more interest by individual physicians and small clinical sites.

CEOCFO: *Are you seeking funding, partnerships and investments as you move forward?*

Ms. Rana: We have three co-founders, so investment is by our three founding members. However, we may look for funding in 2022 to expand in Europe and Asia markets.

CEOCFO: *Do advances in technology make it easier for potential customers or does it add to the complexity?*

Ms. Rana: In short term it definitely adds some complexity however the ROI is evident by gaining operational efficiencies in longer run. At present, we are just focusing on acquiring our key customers in pharma companies and to increase our clinical industry knowledge to understand their requirements in both cases. We are also talking to industry experts to potentially add them as technical advisors.

CEOCFO: *Why is Oakbloc an important company?*

Ms. Rana: It is an important company because we are using emerging technologies to help the healthcare industry to solve the challenges of high drug costs, long drug development lead time and low clinical trial success rate by adopting new technologies like this.

CEOCFO: *What might people miss about Oakbloc Technologies?*

Ms. Rana: Our customers would like to have in person product demonstrations and discussion however due to COVID situation we all are missing that.