

ShadowHealth

David Massias, CEO and co-founder of Shadow Health, left his life on Wall Street seven years ago to join his wife during her pediatric residency at Shands Hospital for Children. A self-proclaimed life-long student with the heart of an educator, Massias was inspired by Gainesville's dedication to innovation and after meeting with two UF inventors, Shadow Health became a reality. Shadow Health is a digital health care program that provides interactive training through the use of a virtual patient. After 10 months at the Florida Innovation Hub, Shadow Health will graduate into its own space in August.

1. How has Shadow Health positively affected the medical field?

As the need for more medical professionals rises with our aging population and with universities having fewer resources, Shadow Health provides the cost-effective, high-fidelity simulation experiences necessary to train proficient medical professionals.

2. How has Shadow Health been received by medical schools?

Our first product, virtual patient Tina Jones, has generated a lot of enthusiasm, not just from medical schools, but from other nationally based allied health institutions as well. Our current focus is on graduate nursing education. Schools recognize that there is a great need for dynamic, highly sophisticated virtual patient simulations in all branches of education for health professions.

3. Can Shadow Health replace human interaction?

Of course, there is no real substitute for human interaction, and there are many different types of hands-on skills necessary to effectively train a medical professional. However, Shadow Health can help to meet the increasingly critical need for safe, authentic,



cost-effective simulations. One of the most important skills any health professional needs is that of communication and clinical reasoning, and Shadow Health can help educators develop this skill within their students.

4. How has Shadow Health's time at UF Innovation Square impacted its future?

Shadow Health has greatly benefited from our time in the UF Innovation Square. The high-energy, creative environment has fostered relationships with other tenants, the resources here have provided us with support, and the facilities have allowed us to focus on the development of our product, rather than on administrative issues.



5. What's next for Shadow Health?

Shadow Health is expanding rapidly, both in number of employees and in scope as we build partnerships with universities across the country. We envision expanding to develop products across all areas of allied health care. ●

THE FLORIDA INNOVATION HUB AT THE UNIVERSITY OF FLORIDA CULTIVATES STARTUP COMPANIES THAT HAVE TECHNOLOGY ORIGINATING FROM UF LABORATORIES AND THROUGHOUT FLORIDA. ITS MISSION IS TO PROVIDE THEM WITH THE INFRASTRUCTURE, LOGISTICS AND RESOURCES NEEDED TO GET UP AND RUNNING EFFECTIVELY AND EFFICIENTLY.