



# Stanford eCorner

## Seeing Competition Differently

Ron Gutman, *HealthTap*

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Video URL: <http://ecorner.stanford.edu/videos/3512/Seeing-Competition-Differently>

HealthTap Founder and CEO Ron Gutman describes how his business strategy is not fueled by competition, but is instead focused on user experience and advancing innovation. He says he thinks about how competitors could be potential business partners that could be empowered through HealthTap's resources.



### Transcript

Yeah, I think that we are very focused in looking forward, right? I mean I think that my philosophy is wear the yellow jersey, right? So be innovative, do the new things, push the envelope, right, try to do the new things and then you have - obviously you have followers if you go in the right direction. I mean we started with our philosophy and what we are doing right now with virtual care about five years ago. Before it was very cool to do digital health and all these kind of things and now it's became very cool. But we started way before that, right? And now we have a lot of people that are trying to do what we are doing which is great. I mean it's a validation to what we are doing. But I don't spend a ton of time looking at what other people are doing. I am really focused on the user. I am really focused on the experience. I really focus about what problems we are trying to solve and really figure out how to provide most value in this environment. I think that the interesting thing about the stage of where we are as a company right now is - we are trying to think about - rather than think about other players in the industry as competition, trying to think about them as potential partners.

And how can we empower them with what we have to do what they are doing better because even if we can't solve all the use cases, we have a lot of underlying assets that we can provide to partners to help them do what they are doing better so they can focus on use cases that we are not focusing and make the entire ecosystem better when everyone benefits from it, right? So this is the kind of thing that we are thinking about right now.