

Catalyst by Wellstar hosts Think Tank Session on Customer Experience with Health Tech Start-ups

The team heard from up-and-coming startups looking to break into the healthcare space, and learned about new technologies being developed by startup partner Spatial

Marietta, GA — Sept 12, 2022 — This month the Catalyst by Wellstar team hosted a Think Tank session led by Industry Discovery and Research Manager, Stefanie Diaz, to learn from Catalyst partners Howard Rose, head of health and wellness at [Spatial](#) and Darrell Rodriguez, COO at Spatial, about their latest immersive sound therapy technology. The team also heard from new startup founders Patricia Kelly Marsh, MD, co-founder of [Ask Me Your MD](#), Inc, and Noelle Acosta, founder & CEO of [Noula Health](#), about how they are both seeking to advance digital health technology and provide optimal customer experiences through digital healthcare platforms.

Spatial is an award-winning immersive audio platform that uses immersive sound technology in corporate, retail, theme parks, museums, hotels, estate entertainment and more. Wellstar Health System has partnered with Spatial to create [Wellness Rooms](#) in their hospitals. The Wellness Rooms feature Spatial's sound therapy technology to provide frontline workers with a tranquil environment where they can unwind and take a break from the stresses of their day. So far there have been 70,195 total badge swipes into the rooms, with 63% of users returning to the Wellness Rooms, and 95% of users reporting a positive impact on their mental well-being. During the Think Tank session, they gave attendees an inside look at the new technology they're building to treat PTSD patients. They shared their latest portable speaker technology and gave attendees a live demo of the PTSD exposure sound therapy.

Noelle Acosta of Noula Health and Patricia Kelly Marsh, MD of Ask Me Your MD each presented their online healthcare platforms and shared personal stories about how they aim to deliver real-time, personalized care to people who seek more support and answers beyond the doctor's visit. They then opened the floor to questions and feedback from the audience and asked Think Tank attendees to engage with them in conversations about how healthcare can become more customized and catered to each individual patient using innovative technology. Catalyst team members, Wellstar doctors, startup CEOs, and others engaged in a spirited conversation about ideas for disrupting the future of healthcare. This Think Tank is part of a series aimed at promoting dialogue with industry and Wellstar thought leaders around six focus areas of Catalyst by Wellstar. The next Think Tank session is scheduled for Dec. 7th and the overall focus will be sustainability.

About Catalyst by Wellstar

Catalyst by Wellstar is the first-of-its-kind global digital health and innovation center. Catalyst is partnering with consumers, along with the best and brightest across industries, to re-think, reimagine, re-whatever-needs-re-ing to create big, bold leaps in delivering better healthcare. Visit [Catalyst.wellstar.org](https://catalyst.wellstar.org) to learn more.

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