

What if the future of healthcare is already here..

but you hadn't noticed it yet?

The Shift uncovers how emerging technologies will revolutionize patient care, to rethink your approach and challenge the status quo to shape the future of healthcare.

What you'll discover in *The Shift*

- Gain insights into how digital innovations are transforming patient care and reshaping the future of gastroenterology and healthcare.
- Explore how exponential models can disrupt traditional healthcare structures and deliver significant business benefits.
- Learn from trailblazers navigating this transformation and discover the mindset shifts needed for success.
- Access practical strategies for leading in a rapidly evolving healthcare landscape.

The Shift is a call to action—a prompt for all in healthcare to engage deeply with the forces of change and thrive in this era of the second derivative.

Lawrence Kosinski, MD
Gastroenterologist, Founder of SonarMD

“Praveen's vision for a future where exponential advancements in AI and digital health revolutionize gastroenterology is both inspiring and practical.”

Daniel Kraft, MD
Founder of NextMed Health and Digital.Health

“This book is a bold and honest conversation about the industry shifts that will continue to be transformative to all our careers.”

Treta Purohit, MD
Gastroenterologist, Digital Gastroenterology Consultant

Meet Praveen

Praveen Suthrum is an entrepreneur and healthcare futurist. He cofounded [NextServices](#), a company that helps healthcare organizations stay competitive by integrating AI, automation, and improving care delivery. Additionally, he runs a leadership program called the [GI Mastermind](#) and hosts a popular podcast called [The Scope Forward Show](#).

Praveen has been featured in Forbes, Inc., The Economic Times, The Detroit News, STAT News, Fortune, and Gastroenterology & Endoscopy News, among other publications. He is the author of *Private Equity in Gastroenterology* and *Scope Forward* – books that have transformed the gastroenterology space. He has served as faculty at major gastroenterology societies, including the American College of Gastroenterology, the Digestive Health Physicians Association, and the American Society for Gastrointestinal Endoscopy.

He holds an engineering degree from Manipal Institute of Technology and an MBA from the University of Michigan’s Ross School of Business. He also completed advanced yoga teacher training and yoga for cancer programs at The Yoga Institute.

Previously, he served as the Chairman of the Michigan Ross Alumni Board of Governors and on the board of Dr. Mohan’s Diabetes Centre.


Praveen’s initiatives in GI and Healthcare:

NextServices ↗	GI Mastermind ↗	Scope Forward ↗
<ul style="list-style-type: none">• Boost efficiency by automating your revenue cycle• Build apps using a digital health studio• Experience a refreshingly simple endo-writer without the bells and whistles	<ul style="list-style-type: none">• A leadership program that gives you a front row seat to the future of gastroenterology	<ul style="list-style-type: none">• AI + human curated newsletter to stay relevant in a rapidly changing GI world

Suggested interview questions:

- What inspired you to write this book?
- Who is this book for?
- What does "The Shift" mean?
- What is the one insight you hope readers take away from this book?
- Which is your favorite section of the book?
- How does your book educate readers on how digital innovation is irreversibly transforming gastroenterology and healthcare?
- What makes your book different than other books on this topic?
- How will you define success for this book?
- If you had a blank slate for your readers, what single word or phrase would you write for them?
- How can people get in touch with you?



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