

CEO SPOTLIGHT: VIRTUAL HEALTH PARTNERS



Q&A with **Jillian Bridgette Cohen**

Q How did you get your start in the health and fitness industry? My passion for being active and healthy started at a very early age in large part due to my parents, who had me playing sports every afternoon. I started my career in corporate finance working for a Fortune 500 company, but I wanted to do something that made a difference in people's lives. I made the jump to the medical device industry, working for Johnson & Johnson, and found myself aiding surgeons with devices that were lifesaving in the operating room. My passion continued to grow for helping people and fighting obesity. I made the leap to work for a start-up company and fortunately got to work with world-renowned physicians in the weight loss space. However, I realized there was a key element missing — easily accessible nutrition, fitness and lifestyle modification. Finally, thanks to the support and mutual vision of my co-founder, I started Virtual Health Partners (VHP).

Q What's the biggest challenge you've had to overcome and how did you overcome it? When launching VHP, we decided to start working on the app around five months after we began working on the web platform. It was a tremendous feat for our small team at the time to get the app launched and caught up to the web platform, which we successfully did by June 2016. We now see over 80 percent of our users using the app.

Q What are the keys to your company's success? In an early stage company, I think it's imperative to work with all team members at different levels to solicit their ideas as well as the voice of the customer. Combining feedback from both groups together into a large brainstorming session will lead to constant

innovation and solutions. Additionally, being agile and ensuring VHP is treatment agnostic has been a key factor in allowing VHP to continue to win business.

Q How does your company differentiate from competitors in the industry? VHP offers a new way of conquering health goals through live support, anywhere at any time. VHP is only available to consumers through participating partners, making us a business-to-business-to-consumer (B2B2C) model, with the goal of giving our partners a strategic advantage to be able to customize the offering to their own clients. Some of the core services we staff and offer are live one-on-one nutritionist appointments, unlimited messaging with wellness specialists, lifestyle modification and nutrition classes — plus we give our partners the ability to staff their own fitness classes and live virtual fitness training. We are a wellness concierge service at your clients' fingertips. We are not just an app, we are a privacy/HIPAA-compliant SAAS platform that can be monetized and customized by our partners, enabling our partners to engage new clients and grow their business.

Q What is your vision for your company's future? As the CEO and co-founder, it's important to keep developing, dreaming and growing. Since expanding to eight verticals, our secret sauce to growth and innovation is continuing this great momentum and expanding into even more verticals in this coming year. My goal is to continue building our great team both internally and our team of wellness experts and related resources externally, and continue to innovate, while maintaining our position as the leader in tech space.

DETAILS

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