



# DR. G

GEETA NAYYAR, MD, MBA

## EXPERT & TRANSPARENT HEALTHCARE OPINIONS THAT EMPOWER

*“When healthcare organizations fail to meet people’s reasonable expectations for accessible, culturally relevant health information, people turn to accessible, culturally relevant misinformation instead. That’s not an individual failure. It’s the byproduct of a healthcare system where “talk to your doctor,” isn’t always realistic advice.”*

## MEET DR. GEETA NAYYAR



## PHYSICIAN EXECUTIVE | HEALTH TECH & BUSINESS LEADER

**Dr. Geeta Nayyar** is a physician-executive and a nationally-recognized leader in health technology that bridges the divides between clinical medicine, the business sector and digital health. Dr. G. is a sought-after thought leader, speaker and media contributor on topics such as emerging health tech, AI, digital health and the current and future business of healthcare. In her new book, *Dead Wrong*, Dr. G. presents an insightful blueprint for diagnosing and treating healthcare’s misinformation crisis. Throughout her career, she has led in critical roles, most recently as the Chief Medical Officer of Salesforce and AT&T.

In *Dead Wrong*, Dr. G. merges her deep commitment to reliable, relatable public health messaging and her executive and boardroom experience to make the case that building trust and health literacy at scale requires healthcare leaders to take responsibility for the problems and their solutions. Dr. G. consults for some of the nation’s most influential medical organizations and businesses such as the American Medical Association and ZocDoc and is a Board Member of the American Telemedicine Association and the University of Miami Miller School of Medicine Alumni Association. She speaks at national and global conferences and is regularly featured on CNBC and Yahoo! Finance to illuminate some of healthcare’s most urgent issues.

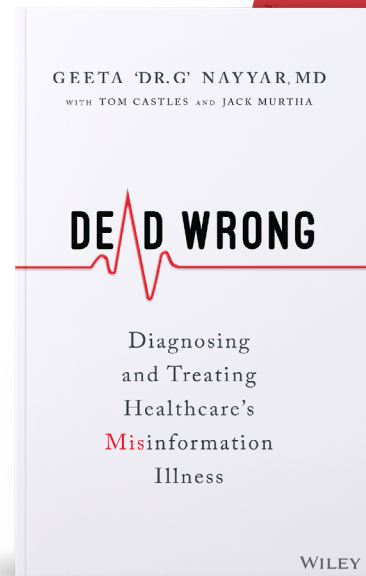
- HealthTech Magazine: [30 Healthcare IT Influencers Worth a Follow in 2021](#)
- HIMSS 2020 [Most Influential Women in Health IT](#)
- Fierce Healthcare’s 2019 [Women of Influence Award](#)
- Becker’s Hospital Review: [Movers and Shakers](#)
- Health Data Management: [The Most Powerful Women in Healthcare IT for 2017](#)
- Furst Group: [Modern Healthcare’s Top 25 Minority Executives in Healthcare](#)
- Former Chief Medical Officer at Salesforce
- Board Member of the American Telemedicine Association and the University of Miami Miller School of Medicine Alumni Association
- Regular contributor on CNBC and Yahoo Finance
- Medical Doctor and Bachelor of Science degrees from the University of Miami
- Master of Business Administration from George Washington University

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# DR. G'S NEW BOOK DEAD WRONG

**Dead Wrong** is a map spanning the broken information ecosystem and healthcare organizations' path to progress. Readers will gain an understanding of the challenges, strategies to fight for the truth as an individual and from within a healthcare organization, and invaluable lessons from real-world stories. Unlike books that examine the problem from the ivory tower, **Dead Wrong** uses a physician's firsthand insights, interviews with healthcare leaders on the frontlines of the COVID fight, and academic research to deliver accessible information through captivating storytelling.

It's a story designed to empower everyone—from healthcare administrators and clinicians to technologists and information advocates—to understand our predicament and to take steps toward restoring truth. Because we have already endured too many consequences of inaction.



## PRAISE FOR DEAD WRONG

"It is increasingly clear that misinformation poses a threat to every pillar of society, but the stakes are especially high in medicine. With refreshing clarity, *Dead Wrong* spotlights the challenges of separating fact from fiction when it comes to our healthcare. Dr. Geeta Nayyar isn't satisfied with simply defining the problem. She merges her clinical experience and boardroom expertise along with her team's journalistic skills to offer practical solutions and chart a better path forward. Healthcare and policy leaders would be wise to take note."

— **DR. SANJAY GUPTA**, Chief Medical Correspondent, CNN

"Misinformation, or downright lies, are undermining so many important conversations we need to be having in this country about how to make policy decisions that are critical to our quality of life. Nowhere is there more harmful than in healthcare where lives are quite literally at stake, particularly in our most vulnerable communities. Fight disinformation by being informed—start with this great book that gets inside how myths and lies cause harm and give us the facts we need to fight back."

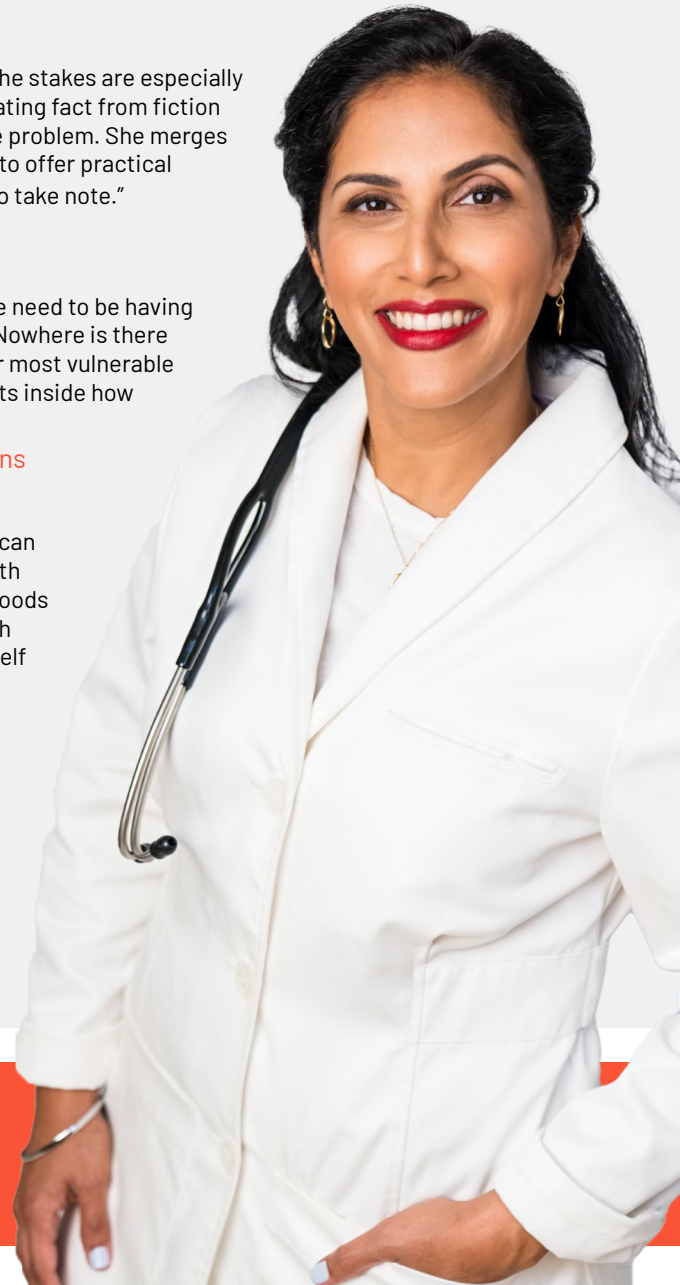
— **SOLEDAD O'BRIEN**, Broadcast journalist; Founder, Soledad O'Brien Productions

"Finally, a no-nonsense wake-up call to combat the epidemic of misinformation in American healthcare. In *Dead Wrong*, Dr. Geeta Nayyar fearlessly tackles this pervasive problem with unapologetic fervor and characteristic grace, exposing the devastating impact of falsehoods on our well-being. This book is an urgent rallying cry for us all to take control of our health and dismantle the web of deceit that has entangled healthcare for decades. Brace yourself for a heavy dose of truth and an honest look in the mirror."

— **ANA NAVARRO**, Political Commentator and Strategist

"In *Dead Wrong*, Dr. Geeta Nayyar takes an intimate and moving look at misinformation, disinformation, and their striking effects on the U.S. healthcare system. She also points to solutions, which are too often absent from the conversation. This must-read book is an urgent call to action for everyone who works in healthcare or cares about the future our children will inherit."

— **ARIANNA HUFFINGTON**, Founder & CEO, Thrive Global



Over 52.5k followers across these social platforms





# KEYNOTE SPEAKER & PANELIST



- How Medical Misinformation is Keeping America Sick
- Medical Distrust: Why Does it Exist and How is it Impacting Your Community?
- When a Health Crisis Hits, Do You Know Who You Can Trust? Best Practices to Ensure that You Aren't Falling Victim to Misinformation
- Should Your Doctor Look Like You? Examining the Impact of Shared Lived Experiences on the Doctor-Patient Relationship
- Burnt Out and Buried in Paperwork: How to Protect Your Family in the Midst of Mass Medical Industry Change and Doctor Burnout
- Taking Control of Your Health: How to Protect Yourself Against Misdiagnosis and Medical Mistakes
- Paging Dr. Google: The Dangers of Using Search Engines & Social Media to Self-Diagnose