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InStep Health Ignites a New Era of Digital Innovation: Welcoming Ryan Waterhouse

With a storied journey through the digital domain, Ryan is set to spearhead transformative digital sales strategies and collaborations.

Chicago, IL — InStep Health proudly announces the appointment of Ryan Waterhouse as Senior Vice President of Digital Solutions. With a remarkable 20+ year track record pioneering digital media sales at leading media companies and technology platforms, Ryan's arrival heralds an exciting new chapter for InStep Health.

Ryan's excitement about his new role is infectious. "The digital landscape in healthcare is brimming with potential, and I'm thrilled to be leading the charge with InStep Health. Together, we'll unlock new levels of engagement and value for our clients," he shared, echoing the sentiment from his internal team announcement.

Echoing this excitement, Chief Product Officer Dan Wilmer remarked, "Ryan's vast experience and expertise in digital health media is an immediate force multiplier for InStep Health. Under his leadership, we're set to make monumental strides."

Chief Client Officer Mike Byrnes emphasized the strategic significance of Ryan's appointment. "Ryan's arrival is a strategic move towards nurturing our digital ecosystem. His proven ability to drive sales through innovation is precisely what we need to advance our client solutions," he said.

At the heart of Ryan's role will be leading the K2 POD and digital sales initiatives, aiming to integrate InStep Health's digital and tactile solutions seamlessly. His strategic vision is to leverage emerging digital opportunities to enhance clients' value and solidify InStep Health's market leadership.

As Ryan enters his role, the entire team is invigorated to embark on this transformative journey. His commitment to innovation, collaboration, and customer-centricity heralds a new era for InStep Health, promising to deliver unparalleled digital solutions in healthcare.

About InStep Health

InStep Health is the most advanced healthcare communications network, delivering vital information to patients and providers everywhere at critical moments of the healthcare journey. We offer pharmaceutical, OTC, and other healthcare marketers a fully integrated messaging platform that combines the power of tactile and digital media activation with access to more than 1M HCPs working in over 140k medical offices and exclusive programs in 40k pharmacy locations nationwide. To learn more about InStep Health, visit www.instephealth.com.

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