



Rockin' HIT Sales

Trailer Transcript

Rockin' HIT Sales Podcast Trailer

Host: David Hacker, Founder, Elevate HIT Sales

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Transcript edited lightly for clarity and readability.

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David Hacker (00:03)

If you're building Health IT and want your product to actually fit how providers purchase solutions, this podcast is for you.

I'm David Hacker, founder of Elevate HIT Sales and host of Rockin' HIT Sales, the short podcast where provider reality meets Health IT go-to-market. Each episode is a tight 20-minute conversation with rockstar guests from across the industry - people who actually sit in the room where it happens.

You'll hear from people like Dr. Barry Katzen, Chief Medical Innovation Officer at Baptist Health of South Florida; Steve Posnack from HHS and ONC; and Robin Damschroder, CFO at Henry Ford Health, just to give you a small sample of the headliners.

We talk about things like why promising pilots never scale, what has to be true before a system says yes, how the C-levels think about AI risk, workflow impact, and change management, and what it really takes to build a go-to-market motion that stands up to the hard questions that will get thrown at you.

No hype, no 60-minute monologues - just practical, candid conversations to help founders, GTM leaders, and investors close deals that actually land and stick inside provider organizations.

I'm David Hacker. Subscribe and follow Rockin' HIT Sales so you're not carrying the weight of Health IT by selling it yourself - and every deal feels more like playing with the band than facing that steering committee alone with stage fright.

Questions, comments, or guest suggestions? Email podcast@elevate-hit-sales.com.

Music is courtesy of Pennsylvania's finest, The Badlees.