



INTERVIEWS

Podcast/Video Interviews by Stephen Ibaraki

A Chat with Kent E. Dicks: Serial Entrepreneur; Visionary Technologist; Leader in Connected / Virtual Care Innovation and AI Driven Data Orchestration; Founder, CEO of Life365

This week, Stephen Ibaraki has an exclusive interview with Kent E. Dicks.



Kent E. Dicks is a serial entrepreneur and visionary technologist whose career spans over four decades, with 20 years dedicated to transforming digital health. As a leader in remote patient monitoring (RPM) and virtual care innovation, Dicks has built a reputation for creating scalable, patient-centric solutions that improve healthcare efficiency and quality, especially for underserved and rural populations.

At the forefront of this innovation is Life365, the virtual-first care platform Dicks founded in 2015. As CEO, he leads Life365 in its mission to revolutionize virtual care through an intelligent digital health platform. Life365 integrates with over 550 connected medical devices and partners with Microsoft Cloud for Healthcare, offering the potential to link to more than 1,000 health systems and hospitals nationwide. The company's focus on RPM and intelligent digital therapeutics enables healthcare providers to deliver personalized, cost-effective care outside traditional clinical settings. Life365's transformative power was further cemented by being selected in 2023 for an eight-year subcontract agreement to provide RPM services to the U.S. Department of Veterans Affairs. This partnership underscores Dicks' commitment to improving healthcare accessibility for veterans, particularly those living in remote areas where in-person care is often difficult to obtain.

Dicks' contributions to advancing healthcare technology extend beyond entrepreneurship. He has played an influential role in shaping healthcare policy and practice. He testified before the U.S. House Subcommittee on Veterans Affairs, addressing rural veterans' critical healthcare needs and advocating for expanding remote monitoring and digital health solutions a decade before the COVID-19 public health emergency popularized the care delivery concepts. His insights into the transformative potential of virtual care models were also shared on national platforms, including a live interview and demonstration in 2013 on C-SPAN from the first annual mHealth Innovation Expo at the Federal Communications Commission. Dicks participated in influential industry discussions, serving on panels organized by the Food and Drug Administration (FDA), the Federal Trade Commission (FTC), and other healthcare and technology agencies, where he has contributed to conversations about innovation, regulation, and patient data security.

Dicks' journey into digital health was deeply personal. Inspired by his parents' desire to manage chronic conditions while remaining independent in rural Iowa, he recognized the urgent need for accessible, technology-driven healthcare solutions. This motivation led him to found MedApps in 2006, a groundbreaking company that developed cloud-connected health monitoring devices and platforms designed to empower patients and providers alike. Under his leadership, MedApps achieved four FDA clearances and CE Marks, milestones that validated the safety and efficacy of its innovative solutions. In 2012, MedApps was acquired by Alere Inc., a global leader in health information technology.

At Alere, Dicks served as CEO of the Connected Health division, where he led the integration of MedApps' technologies into Alere's broader digital health offerings. His tenure there helped solidify his reputation as an innovator in virtual care, emphasizing proactive, patient-centered models of care that reduce costs and improve outcomes.

In addition to leading Life365, Dicks is an active contributor to thought leadership in digital health. He hosts "The New Normal" podcast, where he engages healthcare industry leaders in discussions about the future of virtual care, artificial intelligence, and healthcare delivery innovation. Through his speaking engagements, publications, and public advocacy, Dicks promotes the integration of AI and machine learning technologies to create more personalized and predictive healthcare experiences.

His pioneering work has been recognized with multiple accolades, including three Healthcare Innovator of the Year awards from Arizona Business Magazine and two Governor's Awards for Innovation. Dicks' leadership extends to advising digital health startups and collaborating with major healthcare stakeholders to develop best practices for implementing virtual care solutions on a national scale.

Dicks' early career provided a solid foundation for his entrepreneurial success. He studied computer information systems at Arizona State University and business at Phoenix College, combining technical expertise with sharp business acumen. Before entering the healthcare technology sector, Dicks worked in information technology roles within the aerospace and defense industries, gaining experience in highly regulated and cutting-edge environments that demanded precision, security, and innovation.

Throughout his career, Dicks has maintained a clear vision: healthcare should be accessible, efficient, and patient-centered. He has consistently worked to bridge the gap between patients and providers, whether by creating user-friendly, highly automated virtual care technologies or advocating for policies that support safe and effective RPM expansion. His leadership at Life365, advocacy before policymakers, participation in key regulatory panels, and national media appearances reflect his dedication to transforming the healthcare landscape for the better.

Today, Dicks remains a driving force in digital health innovation. His work continues to exemplify a commitment to leveraging technology in clinically effective ways, but also empathetic to the real-world needs of patients, caregivers, and healthcare professionals. Through Life365 and his broader influence in the industry, Dicks is helping to create a connected, responsive, and human-centered healthcare system for future generations.

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