Stanford



Ruth Ann Crystal

Adjunct Clinical Instructor, Obstetrics & Gynecology

Bio

BIO

Dr. Crystal is a board certified, Stanford trained Ob/Gyn physician entrepreneur with interests in healthcare innovation and human centered design.

Dr. Crystal has worked with over a dozen healthcare start ups advising them on business development, social media strategy, product development and discovery of the unmet needs of physicians and patients. In addition, as a mentor for incubators including Stanford Start X, Philips Healthworks and for Backstage Capital, Dr. Crystal has coached companies in AI and digital health, medical devices and biotech. At StartX, Dr. Crystal has been a neighborhood lead for biotechnology, digital IT and product strategy and customer development. She is also helping female founders with networking and mentorship.

Dr. Crystal is a thought leader on healthcare innovation and has over 10,000 followers on Twitter at @CatchTheBaby. She has been a clinical instructor at Healthcare Design classes at the Stanford d.school every since 2013.

Recently, Dr. Crystal made an online handbook on Coronavirus (COVID19) in which she has crowd sourced pertinent information from doctors around the world via the handbook, a WhatsApp group and a Slack group with 1000 doctors from many different countries who are helping each other to fight this new disease.