

Ashish Atreja

Ashish Atreja, M.D., M.P.H., F.A.C.P., A.G.A.F.

Physician Executive and AI Innovation Leader | Former CIO and CDHO, UC Davis Health | Professor of Medicine, Stanford University, School of Medicine and Co-founder, GenServe.AI

Dr. Ashish Atreja, widely known as “The App Doctor,” is a nationally recognized physician executive, intrapreneur, and founder of GenServe.AI. He coined the term “evidence-based digital medicine (EBDM)” and is considered one of the leading voices in healthcare transformation through AI Centers of Excellence.

As a healthcare executive, Dr. Atreja most recently served as Chief Information Officer and the inaugural Chief Digital Health Officer at UC Davis Health, where he unified and transformed enterprise IT as Innovation Technology, established revenue-generating centers of excellence, and led the institution to become the first in California to achieve Level 10 Most Wired status for both inpatient and ambulatory care in 2023.

Previously, he served as Chief Innovation Officer for Medicine at Mount Sinai Health System, where he founded one of the first academic innovation hubs, AppLab, and pioneered the creation of an EHR-integrated digital health platform in 2015 that enabled clinicians for the first time to prescribe mobile apps and AI bots very much they would prescribe medications or recommend surgery. This work was featured in NPR and earned him two patents and the nickname “The App Doctor.”

At the Cleveland Clinic, where he began his leadership journey, Dr. Atreja served as Associate Program Director for the Informatics Fellowship, led inpatient electronic health record implementation, and developed one of the first virtual pager and messaging systems—successfully adopted and licensed.

As a digital health intrapreneur and entrepreneur, Dr. Atreja has received multiple innovation awards, successfully licensed technologies, and founded companies originating from academic medical centers. He was the founding CEO of Rx.Health, a venture-backed spinout from Mount Sinai that automated digital care delivery for major organizations including UnitedHealthcare and five of the top ten health systems in the U.S., ultimately impacting over 90 million patient lives before its successful acquisition. As a co-founder of [GenServe.AI](#), he is helping democratize access to Generative AI and autonomous care for healthcare organizations.

Dr. Atreja holds a medical degree and a Master of Public Health, and he is a fellow of the American College of Physicians (ACP) and the American Gastroenterological Association (AGA). He has served in advisory and leadership roles for numerous national bodies and Fortune 100 companies, including the Centers for Disease Control and Prevention (CDC), the California State Health Department, the American College of Cardiology, and leading life science companies. He

has served on the executive board of the Office of the National Coordinator for Health IT (ONC) and the HL7 FHIR at Scale (FAST) Accelerator, and is a board member of NODE.Health, a nonprofit organization dedicated to sharing best practices in evidence-based digital medicine across health systems, payers, and industry.

Dr. Atreja has been recognized with numerous national honors, including being named one of the Top Digital Health Officers by Becker's, a Top 40 Healthcare Transformer in 2017, a Top 50 Healthcare Leader by HIMSS in 2021, a Top 30 Health IT Influencer by Health Tech Magazine in 2022, a Top 150 Business Transformer Across global industries by Constellation Research and a top 35 Digital Health officer by Beckers in 2023.

He has authored over 105 peer-reviewed publications, has received continuous NIH research funding since 2014, and is a highly sought-after keynote speaker on open innovation, the future of AI in medicine, and the scientific journey from Innovation to Transformation.