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## 7 Innovative Healthcare CEOs in the Middle M

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With continually evolving regulations and an aging population, the healthcare s most important and most closely watched sectors today. Various factors, includ volume- to value-based care, improvements in technology, and new laws and r driving the [traditionally fragmented healthcare industry as a whole toward con:](#)

Innovation in the sector is also on the rise. Here are seven CEOs building upon other developments in the industry to solve unique challenges.

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## Chris Welch, CEO of ZenoLink

A biomedical engineer by trade, Chris Welch has spent over 25 years in the industry capacities. After having spent some time on the research side of the business, Chris saw an opportunity for a business model of his own. His first concept, Welch Tech evolved into ZenoLink in 2011.

ZenoLink provides information on functional movement through its innovative technology. While they specialize in sports performance assessments but also look into worker compensation. Using a 3D motion capture process they can analyze human movement and offer injury prevention.

“What’s unique is that we’re not selling hardware, which is what some companies do,” says Chris. “We provide our information from a solutions perspective.” Chris developed a unique process for creating 3D data from standard video (as opposed to marker-based motion capture which is how many of his competitors operate).

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