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Baptist Health South Florida Names Mark Coticchia VP for Innovation

September 12, 2019 – Baptist Health South Florida announced the appointment of venture development leader Mark Coticchia as corporate vice president for innovation, a role that will build on three decades of medical innovation at the largest not-for-profit healthcare organization in South Florida.

In the newly created role, Coticchia will report to Joe Natoli, executive vice president and chief administrative officer, and Barry T. Katzen, M.D., founder and medical director of Miami Cardiac & Vascular Institute. Dr. Katzen led

the launch of Innovation Institute Miami two years ago as a resource for the entrepreneurial spirit and intellectual talent at Baptist Health. 

“Mark brings 35 years of experience in early-stage venture development – sourcing, vetting and investing in new technologies and companies through an international network of talent, capital and technology. His efforts have helped generate new revenues in the hundreds of millions of dollars and added to the reputations of organizations as great places for smart and creative people to work,” Natoli said.

“So many great medical ideas never leave the room because most people neither have the know-how nor the resources to bring their ideas to fruition. Mark Coticchia will be instrumental in helping us to drive improvements in patient health by following through on the process of innovation, from concept to clinical trial to a final product. It’s our goal to turn ideas into technological advancements that allow physicians and surgeons to treat patients with the latest tools, devices and protocols available,” Dr. Katzen said.

Coticchia arrives from Henry Ford Health System in Detroit, where he was vice president and chief innovation officer, responsible for driving intellectual and clinical assets through new ventures, corporate partnerships, product development and technology commercialization. He oversaw the Henry Ford Innovation Institute, the Davidson Center for Digital Health, and Henry Ford’s global programs.

Previously, Coticchia had leading roles in institutional, venture development, and technology-based economic development with Case Western Reserve University and Carnegie Mellon University. His venture development experiences include serving as chief executive officer at Redwind Innovations and senior director at Redleaf Group, an early-stage venture firm.

Coticchia received his Master of Science in industrial engineering and Bachelor of Science in civil engineering from the University of Pittsburgh. He is an author, speaker and

guest lecturer at conferences and universities worldwide.

Coticchia and Dr. Katzen will work together to further develop Innovation Institute Miami and identify and create venture-ready opportunities. Dr. Katzen has long been a leader in innovation from early efforts interventional radiology more than 30 years ago, when he pioneered minimally invasive procedures at Miami Cardiac & Vascular Institute.

About Baptist Health South Florida

Baptist Health South Florida is the largest healthcare organization in the region, with 11 hospitals, nearly 23,000 employees, more than 4,000 physicians and more than 100 outpatient centers, urgent care facilities and physician practices spanning across Miami-Dade, Monroe, Broward and Palm Beach counties. Baptist Health has internationally renowned centers of excellence in cancer, cardiovascular care, orthopedics and sports medicine, and neurosciences. In addition, it includes Baptist Health Medical Group; Baptist Health Quality Network; and Baptist Health Care On Demand, a virtual health platform. A not-for-profit organization supported by philanthropy and committed to our faith-based charitable mission of medical excellence, Baptist Health has been recognized by Fortune as one of the 100 Best Companies to Work For in America and by Ethisphere as one of the World's Most Ethical Companies. For more information, visit BaptistHealth.net/Newsroom and connect with us on Facebook, Instagram, Twitter and LinkedIn.

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