



HIT Consultant Releases New Innovative HIT Stories Campaign with Endomondo

HIT Consultant starts new interview podcast campaign, HIT Innovative Founder Stories, this month to highlight the start-up companies within the healthcare IT industries.

March 19, 2012 - [PRLog](#) -- With an effort to shed light on the emerging communities of digital health entrepreneurs, HIT Consultant has initiated a new podcast series called *HIT Innovative Founder Stories*. This new podcast series will feature a new digital health founder each month with stories of his or hers digital healthcare entrepreneurial journey from inception to launch, obstacles and challenges, and lessons learned. Fred Pennic, Founder of HIT Consultant, shares his passion to bring these stories to the healthcare IT community.

“I created *HIT Innovative Founder Stories* to highlight the growing community of digital healthcare startups that is leveraging technology to transform healthcare,” said Pennic. “The healthcare IT industry is built on creative and interesting ways to get healthcare information to as many patients and professionals as possible and these successful individuals have managed to digitize their healthcare information successfully. This new podcast series will let other professionals know about their stories and hopefully energize the industry to do more in the digital world”.

The first podcast in the *HIT Innovative Founder Stories* series features Jakob Nordenhof Jønck, Co-Founder of Endomondo, a social fitness company that created an application that turns mobile phones into full-fledged personal trainers. Jakob shares his story of how three former McKinsey & Co. management consultants (all former semi or professional athletes) took their passion for active healthy lifestyle and created Endomondo. HIT Consultant chose Endomondo as its first *HIT Innovative Founder Stories* podcast because it is a great example of how technology can be utilized as a tool to provide consumers with the means to manage and monitor their own health and promote an active, healthy lifestyle.

About Endomondo: Launched in September 2008, Endomondo Sports Tracker turns the mobile phone into a full-fledged personal trainer and a social training partner. The app can be used for running, cycling, walking and all other distance-based outdoor sports. Using GPS, the app tracks route, distance, duration, split times, calorie consumption and more while providing audio feedback on performance. The app offers a full history of workouts, as well as social features that allow users to compete with friends without giving up flexibility. The app also supports heart rate monitors on most handsets. Endomondo.com incorporates the social community where users can challenge friends and share results. Endomondo Sports Tracker has seven million users with exponential growth. For more information, please visit:

<http://www.endomondo.com> and follow @Endomondo on Twitter.

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HIT Consultant is an online social community dedicated exclusively to HIT professionals with the sole mission of empowering our readers with the foresight to successfully navigate the dynamic landscape of the healthcare IT industry.

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