



Home

Magazines

**Women in
Business**

Podcasts

Brands

Industry

Articles

News

About Us



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Dr. Natanya Wachtel: A Mental Health Clinician, Behavioral-Science Powered Marketer and Philanthropist with a Passion for Improving Access to Care

Dr. Natanya Wachtel is a seasoned customer science-driven marketing strategist who has a background in life sciences and wellness innovation. After leaving the corporate world, she sought out projects with organizations dedicated to making the world a better place. With extensive experience in the healthcare industry, particularly with big healthcare brands, Dr. Wachtel writes and speaks on topics related to wellness, HealthTech, EdTech and customer insights.

As the **Founder** of the **New Solutions Network** (<https://newsolutionsnetwork.com/>), Dr. Wachtel leads a socially conscious, cause-driven collective of companies committed to improving the world. She works directly with The Chopra Foundation Institute to promote the integration of holistic and functional medicine into mainstream western science and to raise awareness of the Chopra Library among younger generations.

Redefining Business with Human-Centric Values and Philanthropy

New Solutions Network is a group of innovative for profit and nonprofit companies dedicated to making the world a better place. They prioritize creating businesses that put people at the center and prioritize philanthropy, which marks a significant change in traditional business models. The company provides specialized services for behavioral science informed commercialization and marketing, including cutting-edge customer-centric and science-driven marketing and commercialization solutions.

The New Solutions Network is committed to keeping up with cutting-edge technologies and digital tools to improve impact, growth, efficiency and provide innovative and meaningful solutions to customers. They help companies build stronger customer relationships and deliver seamless customer experiences.

Operating as a collective of like-minded leaders, New Solutions Network partners with companies to drive positive impact for individuals, organizations, and communities on a large scale. The New Solutions Network is devoted to building businesses and growing revenue while prioritizing human-centric values.

Work Experiences

Dr. Wachtel is an experienced mental health advocate who has been working with families and executives for over a decade. Along with her clinical work, she is also a health educator and marketing strategist with expertise in behavioral science. Dr. Wachtel has spent more than 20 years in the pharma and biotech industry, working on major healthcare brands, before and after founding New Solutions Network. In 2019, she left the corporate world to focus on creating meaningful impact in people's lives. This led her to transition to nonprofit work, philanthropy, and working with start-ups in the wellness and MedTech space. (<https://wa.me/16144670951?text=Hi%2C+I+want+to+enquire+about+your+services.>)

Apart from her professional work, Dr. Wachtel is also a writer and speaker who has dedicated herself to addressing the healthcare disparities faced by marginalized communities. She is particularly passionate about improving access to care, education, and healthy food. Dr. Wachtel is the host of the popular podcast 'Insights Out' on an established health network hosted by The Outcomes Rocket Network. Through this platform, she interviews leaders in customer-centricity in the health and wellness industry about trends, best practices, and watchouts. She is also a frequent guest on podcasts, television, and radio, speaking about wellness, customer science, transformation, and mental health.

From Corporate to Entrepreneurship

Dr. Wachtel considers leaving the corporate world to start The New Solutions Network as the greatest risk she has taken in her career. The decision was not an easy one, and required months of careful consideration and planning, given the uncertainties involved in starting a new venture.

Despite the challenges, Dr. Wachtel believes that the journey has been worth it. It has taught her valuable lessons, brought personal and professional satisfaction, and has tremendous growth potential both personally and professionally.

Empowering Women of Color and Promoting Diversity in Leadership

Dr. Wachtel is actively involved in Women Who Create, a mentorship and scholarship program for women of color, where she serves as Board Chair. Through this program, she is able to directly impact the career trajectories of young women and strengthen her own leadership skills. She also co-founded evrmore, an Empathy AI™ powered mental wellness app for GenZ, from whom she learns a lot about the changing dynamics and culture across generations.

Dr. Wachtel believes that diversity and representation are crucial to the success of any organization. She celebrates the different cultures, gender identities, and other affiliations that make up the world and strives to ensure that they are well-represented at all levels of the organizations she partners with.

As a leader, Dr. Wachtel believes in being open and transparent about her struggles and journey throughout her life and career history. She understands that self-doubt is a common issue among many leaders, leading them to underestimate their abilities and shy away from taking risks. She believes that building resilience is crucial in the face of setbacks and failures, which are inevitable in leadership roles. She utilizes various tools such as journaling, self-affirmations, and reading to promote mental wellness and self-confidence.

Addressing Societal, Tech, and Personal Wellness Issues

Dr. Wachtel has identified three areas in society that she would like to improve. Her first goal is to reduce the wealth gap and improve access to basic needs such as food, education, and healthcare, which are currently a struggle for millions of people.  <https://wa.me/16144670951?text=Hi%2C+I+want+to+enquire+about+your+services.>

Secondly, Dr. Wachtel wants to raise awareness about ways to use technology for good, particularly in regard to the mental health of young people. She aims to prioritize the development of technologies that enhance our well-being, rather than contributing to its decline. Given that social media use has been linked to higher rates of depression, anxiety, and loneliness, Dr. Wachtel is involved in several projects, such as evrmore and REJU that seek to improve the way we interact with technology to enable better health outcomes for all.

In her work as Director of Education for the Women 40+ Wellness company THOR (The House of Rose), she facilitates the curriculum centered on personal transformation and healthy habits and behavior change in both nutrition and fitness so women can realize their ideal self and live the life that makes them the happiest and filled with purpose.

Finally, Dr. Wachtel is committed to improving people's self-perception, particularly regarding confidence and self-esteem and possibility development. She aims to inspire and motivate others to realize their potential, unlock hidden talents, and pursue their dreams. Ultimately, Dr. Wachtel believes by unlocking the superhero within us, individuals can accomplish great things. This is also the focus of her upcoming book, based on years of successful workshops based on the same.

Inside the Day-to-Day Workflow

As the Founder of NSN, Dr. Wachtel is responsible for a variety of tasks throughout her day. These responsibilities include overseeing the hiring of staff, leading teams to develop effective strategies, and providing her expertise as a strategic advisor to various companies. She attends or gives talks at conferences and seminars about a variety of topics, where she is able to meet and collaborate with industry leaders and then bring back those learning to her clients and teams. She serves as a bridge between the science and the marketing for emerging and established brands and helps forge strategic partnerships that enable exponential growth.

Despite the many responsibilities, Dr. Wachtel finds the most joy in helping brands launch and grow. This is the happiest part of her workflow, as she derives great satisfaction from using her skills and experience to assist companies in achieving their goals.

Emphasis on Collaboration and Continuous Learning

Dr. Wachtel seeks candidates who possess several key qualities. Firstly, she values flexibility and open-mindedness, recognizing that these traits are essential for collaborating effectively with others. Secondly, she seeks individuals who are eager to expand their knowledge and skills, and who are willing to take on new roles or tasks quickly. Given that NSN operates in a fast-paced environment, the ability to adapt and keep pace is highly valued.

Additionally, Dr. Wachtel looks for candidates who can contribute to the growth of the team by bringing unique perspectives and experiences. She recognizes that everyone has something valuable to offer, and that a diverse and inclusive team is essential for achieving success.

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Ultimately, Dr. Wachtel seeks individuals who are willing and able to work collaboratively, continuously learn, and help each other grow.

Impact of Technology on Healthcare

Dr. Wachtel recognizes technology as one of the most significant changes in the healthcare industry. The emergence of electronic health records (EHRs), telehealth, DTx, wearable technology, and most significantly, AI, have transformed healthcare delivery, improved patient access, care coordination, and patient outcomes. With these technological advancements, the healthcare industry is continually evolving in a major way. Dr. Wachtel is excited for what is next to come and anticipates that future technological developments will bring even more benefits to patients and healthcare providers alike.

Promoting Health Awareness and Accessible Care

One of the core areas of wellness and education that Dr. Wachtel champions is nutrition, and the gut-brain connections. As strategic advisor to the gut health optimization app called Better Meal ai, she is able to help promote education about the need to focus on gut health, the value of personalized medicine that is affordable and beneficial for disease management, mental wellness and overall health.

Dr. Wachtel's long-term goal for her company is to promote a greater awareness of the impact of small interventions and daily habits on one's health, leading to an improved quality of life and increased longevity. New Solutions Network is already collaborating with partners in various countries, including the UK and India, to provide accessible education, care, and tools for better health to a wider audience. She aims to expand these efforts even further on a global scale. Ultimately, she hopes to create a world where everyone has access to the resources they need to live a healthier, happier life.

Written by Steve Sanchez.

Fresh stories

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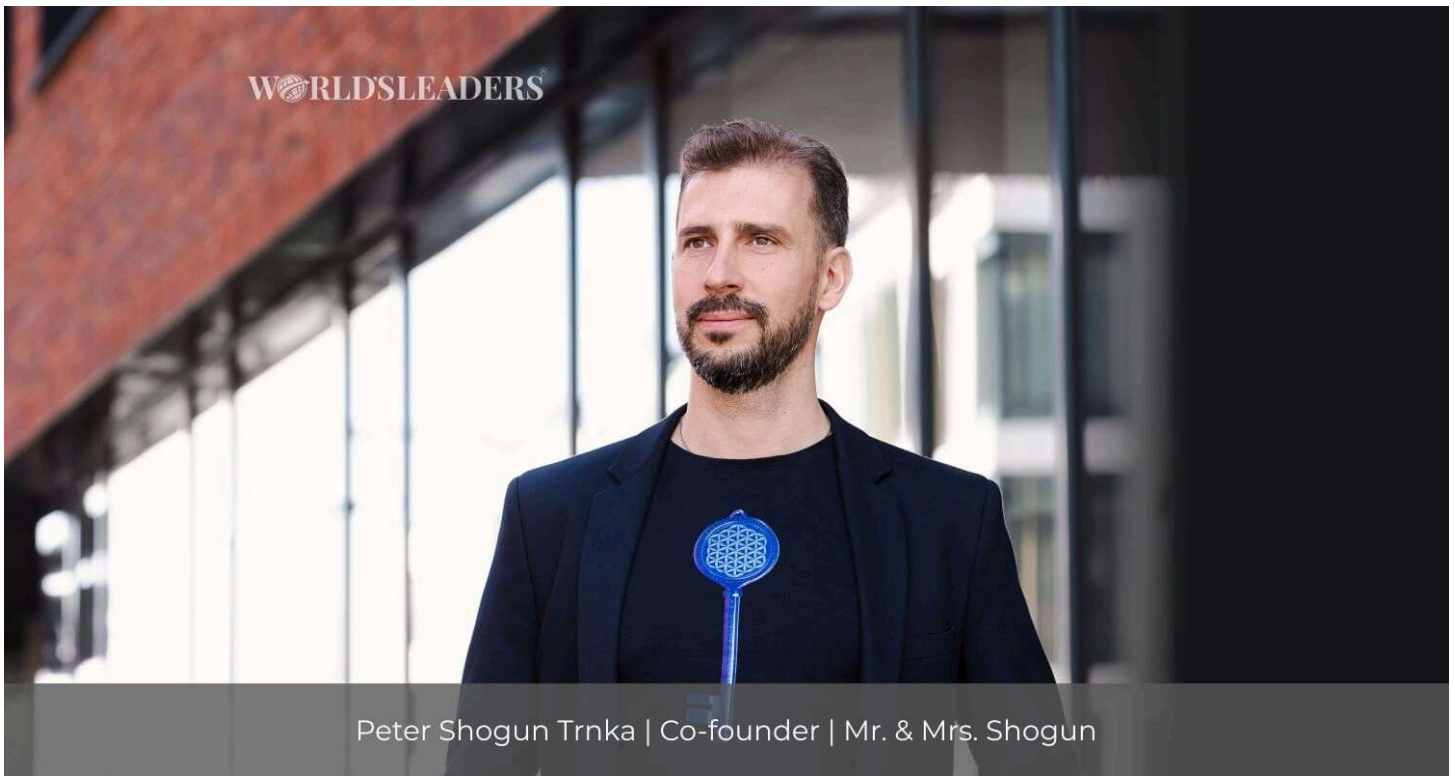
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With over 17 years at the forefront of brand storytelling and media mastery, Kristin Marquet has become a driving force

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