

2017 Global Educator Network for Health Innovation Education (GENiE) Conference

“Educating the Global Health Innovator”

**Harvard Business School (HBS)
Boston, Massachusetts**

October 3–8, 2017

Confidential

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October 6–7

**GLOBAL EDUCATORS NETWORK FOR HEALTH INNOVATION EDUCATION
(GENiE) CONFERENCE**

EDUCATING THE GLOBAL HEALTH CARE INNOVATOR

Links to cases, journal articles, MOOC and book websites included



Fri., Oct. 6th

1:00-2:00 **Arrival & Registration (Poster Area open)**
Williams Room (within the Spangler Building)

2:00-2:30 **Welcome & Opening**
Aldrich 112
Chair

- *Regina Herzlinger*, Prof., Harvard Business School; Chair, GENiE

2:30-3:45 **GENiE: Aligning Forces & Objectives Across the Globe**
Aldrich 112
Moderator

- *Stephen Bonner*, Entrepreneur in Residence, Harvard Business School
Former CEO, Cancer Treatment Centers of America; Vice President of Individual Insurance Services, Prudential Insurance Company
 - Primary drivers: Benchmarking performance in health care innovation education
 - Benchmark vote

Panelists

- **Sylvie Bove**, CEO, EIT Health
Former Vice President of Global Marketing, Coloplast; Chief Innovation Officer, Lund University
- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE
- **Ana Maria Malik**, Prof., Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas
Health Program Coordinator, FGV Professional Master's in Competitiveness; Fellow, International Health, Johns Hopkins School of Public Health; former Director of Hospitals, State Department of Health Sao Paulo; President, Latin Association for the Analysis of Health Systems

3:45-4:15 Break

4:15-5:30 Innovation Education for Providers: Degree Students, Executives, and Professionals

Aldrich 112

Moderator

- **J.B. Silvers**, Prof., Case Western Reserve University
Former CEO, QualChoice Health Plan; Director, Joint Commission on Accreditation of Healthcare Organizations; Commissioner, Prospective Payment Assessment Commission, U.S. Congress
– Benchmark vote

Sector Innovators

- **Alberto De Rosa**, CEO, Ribera Salud
Former Managing Director, Hospital Universitario de La Ribera; President, Public Private Partnership Commission of the Valencian Business Confederation
[La Ribera Health Department](#), HBS Case No. 315-006, Rev. April 2017 (Boston: Harvard Business School Publishing, 2014)
- **Dr. Claudio Lottenberg**, CEO, UnitedHealth Group Brazil
Former President, Albert Einstein Hospital; President, Coalition Health Institute
[Amil and the Health Care System in Brazil](#), HBS Case No. 312-029, Rev. April 2017 (Boston: Harvard Business School Publishing, 2014)
- **Kaushik Sen**, CEO & Co-Founder, Health Spring
Former Principle in Bain & Co. India. Kaushik is a Salzburg Global Fellow and was selected by the Economic Times as one of India's top 40 Young Business Leaders in 2017.
- **Claudio Terra**, Director of Innovation and Knowledge Management, Albert Einstein Hospital
Former CEO and Founder, TerraForum; Director, Cengage Learning

Educational Innovators

- **James Barlow**, Prof., Imperial College
Co-founder, Innovation Studies Centre; Director, Health and Care Infrastructure Research and Innovation Centre, and member, Centre for Health Economics and Policy Innovation
[*Managing Innovation in Healthcare*](#), World Scientific, 2017
- **Carl Kester**, Prof., Harvard Business School
*Former chair, HBS MBA Program, and co-author, [*Case Problems in Finance*](#); member, Council on Foreign Relations and American Finance Association*
- **Joseph Restuccia**, Prof., Health Care and Operations Management, and Dean's Research Scholar, Boston University Questrom School of Business
Noted expert in health care quality measurement and improvement, cost containment, information technology, system transformation, and effectiveness of health care delivery
- **Jaume Ribera**, Prof., IESE
Fulbright Fellow and former Deputy Dean, IESE Business School; President, European Operations Management Association, and editorial board member, Harvard Business Review China.

5:30-6:00 **Welcome Networking (Poster Area open)**
Williams Room (within the Spangler Building)

6:00-7:30 **Dinner and Speaker**
Williams Room (within the Spangler Building)

- **Governor Charlie Baker: *The Role of Academia in Creating Health Care Innovation in Massachusetts***

Sat., Oct. 7th

8:00-8:30 **Reception & Breakfast (Poster Area open)**
Williams Room (within the Spangler Building)

8:30-9:45 **Innovation Education for Payors: Degree Students, Executives, and Professionals**

Aldrich 112

Moderator

- **Tony Miller**, Managing Partner, Lemhi Ventures
Founder and former CEO, Definity Health and Carol Corporation (now an Optum Health business); Director, Digital Reasoning, PlanSource, and Sandlot Solutions
– Benchmark vote

Sector Innovators

- **Bruce Gottlieb**, General Counsel and SVP of Strategic Partnerships, Oscar Health Care
Former General Counsel, The Atlantic; Chief Counsel Federal Communications Commission
[Anthem](#), HBS Case No. 307-051, Rev. 2016 (Boston: Harvard Business School Publishing, 2006)
- **Dr. Roshini Naidoo**, General Manager, Discovery Healthcare
Former executive, First National Bank of South Africa and special advisor, Oxfam America; graduate of Mandela School of Medicine, Harvard Chan School of Public Health, and Harvard Business School
[The Vitality Group: Paying for Self-Care](#), HBS Case No. 310-071, Rev. March 2017 (Boston: Harvard Business School Publishing, 2010)
- **Randal Zanetti**, Founder, OdontoPrev
Former CEO, Bradesco Seguros; Director, Fenasaúde and CNSeg – National Insurance Board; member, Câmara de Saúde Suplementar of ANS- Health National Agency; Director, Europe Assistance Brasil, IRB – Brazilian Reinsurance Institute; Director, Sinog – Dental Plans National Union; Assistant Professor of Prosthetic Dentistry, Cidade de São Paulo University
[OdontoPrev](#), HBS Case No. 314-038, Rev. May 2017 (Boston: Harvard Business School Publishing, 2013)

Educational Innovators

- **Michael Tanner**, Senior Fellow, Cato Institute
Co-author, [Healthy Competition: What's Holding Back Health Care and How to Free It](#); noted expert in health care economics, policy analysis, and government regulation

9:45-10:15 Break

10:15-11:30 Innovation Education for Life Sciences: Degree Students, Executives, and Professionals

Aldrich 112

Moderator

- **Dr. Kevin Schulman**, Prof., Duke University School of Medicine
Director, Duke Clinical Research Institute; former Director, Health Sector Management program, Duke Fuqua School of Business; Fellow, American College of Physicians; member, Medicare Evidence Development and Coverage Advisory Committee
– Benchmark vote

Sector Innovators

- **Dr. Nneka Mobisson**, Co-founder and CEO, mDoc
Former Vice President of Community Health, Connecticut Hospital Association; consultant, McKinsey & Company; pediatric physician specializing in pediatric HIV

- **Duke Rohlen**, CEO, Spirox and Advanced Cardiac Therapeutics
Founder and former CEO, CV Ingenuity (a division of Medtronic), and FoxHollow Technologies; Entrepreneur in Residence, Harvard Business School
[CV Ingenuity](#) (A), HBS Case No. 315-045, Rev. December 2017 (Boston: Harvard Business School Publishing, 2015)
[CV Ingenuity](#) (B), HBS Case No. 315-087, Rev. December 2017 (Boston: Harvard Business School Publishing, 2015)
- **Dr. Bruce Rosengard**, Chief Science and Technology Officer, Johnson and Johnson
Former Vice President of New Business Ventures, The Medicines Company; Surgical Director of Cardiac Transplantation, Massachusetts General Hospital

Educational Innovators

- **Mikolaj Gurdala**, InnoStars Education Director, EIT Health
Founder and former CEO, Flavopharma; Director of Research, Strategies, and Development, Medical University of Lodz
- **Will Mitchell**, Prof., Duke University Fuqua School of Business
Director, Collaborative for Health Sector Strategy; Co-editor, Health Management Policy and Innovation, and Strategic Management Journal, [Health Management Policy and Innovation](#)

11:30-12:45 Lunch: Speaker – Inspiring Entrepreneur

Williams Room (within the Spangler Building)

Chair

Regina Herzlinger, Prof., Harvard Business School; Chair, GENiE

Speaker

Dr. See Leng Tan, CEO, Parkway Pantai

[Acibadem](#), HBS Case No. 315-120, Rev. December 2015 (Boston: Harvard Business School Publishing, 2015)

12:45-2:00 Innovation Education for Investors and Policymakers: Degree Students, Executives, and Professionals

Aldrich 112

Moderator

- **Francois Maisonrouge**, Senior Managing Director, Evercore Partners
Former Managing Director and Chairman of Life Sciences, Credit Suisse

Sector Innovators

- **Vishal Bali**, Asia Head – Healthcare, TPG Growth
Co-Founder Medwell Ventures. Former CEO – Fortis Healthcare.
[Fortis Healthcare: Transnational Hospital Network](#), HBS Case No. 314-047, Rev. December 2015 (Boston: Harvard Business School Publishing, 2015)
- **Ed Cahill**, Partner, HLM Ventures
Former Health Care Group Leader, Alex Brown & Sons; Director, Carevive, Tandem Diabetes, Centene Corporation, and Masimo Corporation; Trustee, Johns Hopkins Medicine and Mercy Health Services
- **Jeet Guram**, Senior Advisor to the Administrator, Centers for Medicare and Medicaid Services

Former Associate, McKinsey & Company

- **Tommy Hawes**, Managing Director, Sandbox Industries
Director, Patientco, Heartflow, Oncology Analytics, and Wellspring Healthcare;
Researcher, ISK Institute and National Cancer Institute

Educational Innovators

- **Tarun Khanna**, Prof., Harvard Business School
Co-author, [Winning in Emerging Markets: A Road Map for Strategy and Execution](#);
Chair, HBS India & South Asia Research Center, Fellow, Academy of International Business; Chair, Health Care Delivery and Innovation in the Developing World
- **Maureen Lewis**, Visiting Professor, Georgetown University
CEO, Aceso Global; former Chief Economist for Human Development, The World Bank;
Author, “Governance, Institutions and Corruption in Health Care Delivery”
- **Dr. Miklós Szócska**, Prof., Semmelweis University
Director, Health Services Management Training Centre; former Hungary Minister of Health; current candidate for Director-General, World Health Organization

2:00-2:15 **Break**

2:15-3:30 **Innovative Content and Delivery of Health Innovation Education**

Aldrich 112

Moderator

- **Leonard Schlesinger**, Prof., Harvard Business School
Co-author, [What Great Service Leaders Know and Do: Creating Breakthroughs in Service Firms](#) and [Just Start: Take Action, Embrace Uncertainty, Create the Future](#); former
President, Babson College and COO of Limited Brands; Director, Beth Israel Deaconess Medical Center, Franklin Olin College, and Wheaton College
– Benchmark vote

Panelists

- **Willis Emmons**, Senior Lecturer, Harvard Business School
Director, C. Roland Christensen Center for Teaching and Learning; author, [The Evolving Bargain: Strategic Implications of Deregulation and Privatization](#)
- **Beto Lopez**, Co-founder, Design Institute of Health, Dell Medical School
Former Global Director, IDEO; noted expert on human-centered design
- **Ursula Mühle**, Director of Education, EIT Health
Former Senior Consultant, PriceWaterhouseCoopers; Lecturer, Technische Universität München
- **Dr. Rubin Pillay**, Assistant Dean, University of Alabama School of Medicine
Chief Innovation Officer, University of Alabama Health System; Editor in Chief, [Journal of Innovation and Entrepreneurship in Health](#)
- **Raffaella Sadun**, Prof., Harvard Business School
Faculty Research Fellow, National Bureau of Economic Research; Faculty Associate, Centre for Economic Performance, London School of Economics; Research Affiliate, Center

for Economic Policy Research; Research Associate, Department of Health Policy and Management, Harvard T.H. Chan School of Public Health.

- **Rick Siegrist**, Director of Innovation and Entrepreneurship, Harvard T.H. Chan School of Public Health
Health Co-Director, Health Care Management Program, Interim Faculty Director, DrPH Program, Lecturer on Health Care Management, Harvard T.H. Chan School of Public Health
- **Heather Sternshein**, Principal, HarvardX
Former Instructor, Harvard University, and Senior Manager, Boundless; Fellow, HarvardX [Innovating in Health Care MOOC](#)

3:30-4:00 Break

4:00-5:15 Innovation from Within: Intrapreneurship

Aldrich 112

Moderator

- **Lynda Applegate**, Prof., Harvard Business School
Co-author, [Creating Business Advantage in the Information Age](#) and “The Post-Bureaucratic Organization: New Perspectives on Organizational Change”; Advisory Board Member, NASDAQ
– Benchmark vote

Sector Innovators

- **Aanchal Falken**, Solution Owner, Change Healthcare
Former Marketing Associate, Medtronic, and Global Risk Management Analyst, Citigroup
[Emdeon’s Acquisition of Change Healthcare: Innovating Transparency Solutions for Health Care Consumers](#), HBS Case No. 316-026, Rev. December 2015 (Boston: Harvard Business School Publishing, 2015)
- **Dr. Joe Frassica**, Head of Research and Chief Medical Officer, Philips North America
Professor, MIT Institute for Medical Engineering and Science; Director, Massachusetts Health Data Consortium
[Philips-Visicu](#), HBS Case No. 313-015, Rev. May 2015 (Boston: Harvard Business School Publishing, 2012)
- **Mark Rooney**, Corporate Vice President of Strategy and M&A, PAREXEL
Former Vice President, Medtronic; Consultant, McKinsey & Company
[PAREXEL International Corporation: Stages of Innovation](#), HBS Case No. 314-056, Rev. April 2017 (Boston: Harvard Business School Publishing, 2013)
- **Michael Weintraub**, Partner, Optum Ventures
Former Co-Founder and CEO, Humedica, Senior Managing Director, Leerink Partners, President & CEO, PHARMetrics, and Founding Chairman, Phreesia; Advisory Board Member, Boston Children’s Hospital Innovation and Digital Health Accelerator
[Phreesia: The Patient Check-In Company](#), HBS Case No. 310-066, Rev. April 2014 (Boston: Harvard Business School Publishing, 2009)

- **Donato Tramuto**, CEO, Tivity Health
Former founder and CEO, Aptus Health; Author, [*Life's Bulldozer Moments: How Adversity Leads to Success in Life and Business*](#); Advisory Board member, Boston University School of Public Health; Brown University Healthcare Leadership Board
[HSL](#), HBS Case No. 317-038, April 2017 (Boston: Harvard Business School Publishing, 2017)
[Fitbit](#), HBS Case No. 317-007, Rev. May 2015 (Boston: Harvard Business School Publishing, 2012)
[Philips-Visicu](#), HBS Case No. 313-015, Rev. January 2017 (Boston: Harvard Business School Publishing, 2017)

Educational Innovators

- **Magda Rosenmöller**, Prof., IESE
Former Health Economist, The World Bank; Director, Center for Research in Health Innovation Management; Co-author, [*eHealth From Vision to Reality*](#)

5:15-6:00

Reception & Networking

Williams Room (within the Spangler Building)

6:00-7:30

Working Dinner: Next Steps - Globalizing GENiE; Innovation Education

Williams Room (within the Spangler Building)

- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE
- **Finn Valentin**, Prof., Copenhagen Business School
 - GENiE - EIT Health 2018 Copenhagen

7:30-8:30

Working Group Reports and Dessert

Williams Room (within the Spangler Building)

October 8

HEALTH INNOVATION EDUCATORS “TEACH THE TEACHER” WORKSHOP
Hawes Room 202



Sun., Oct. 8th

8:00-8:30 *Breakfast*

Welcome & Introduction

- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE

8:30-9:00 Overview of the Six Factors Framework, 9-314-017

- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE

9:00-9:30 Innovating in Health Care: Course, Textbook, and MOOC

- **Stephen Bonner**, Entrepreneur in Residence, Harvard Business School
- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE
- **Heather Sternshein**, Principal, Harvard edX
[Innovating in Health Care MOOC](#)

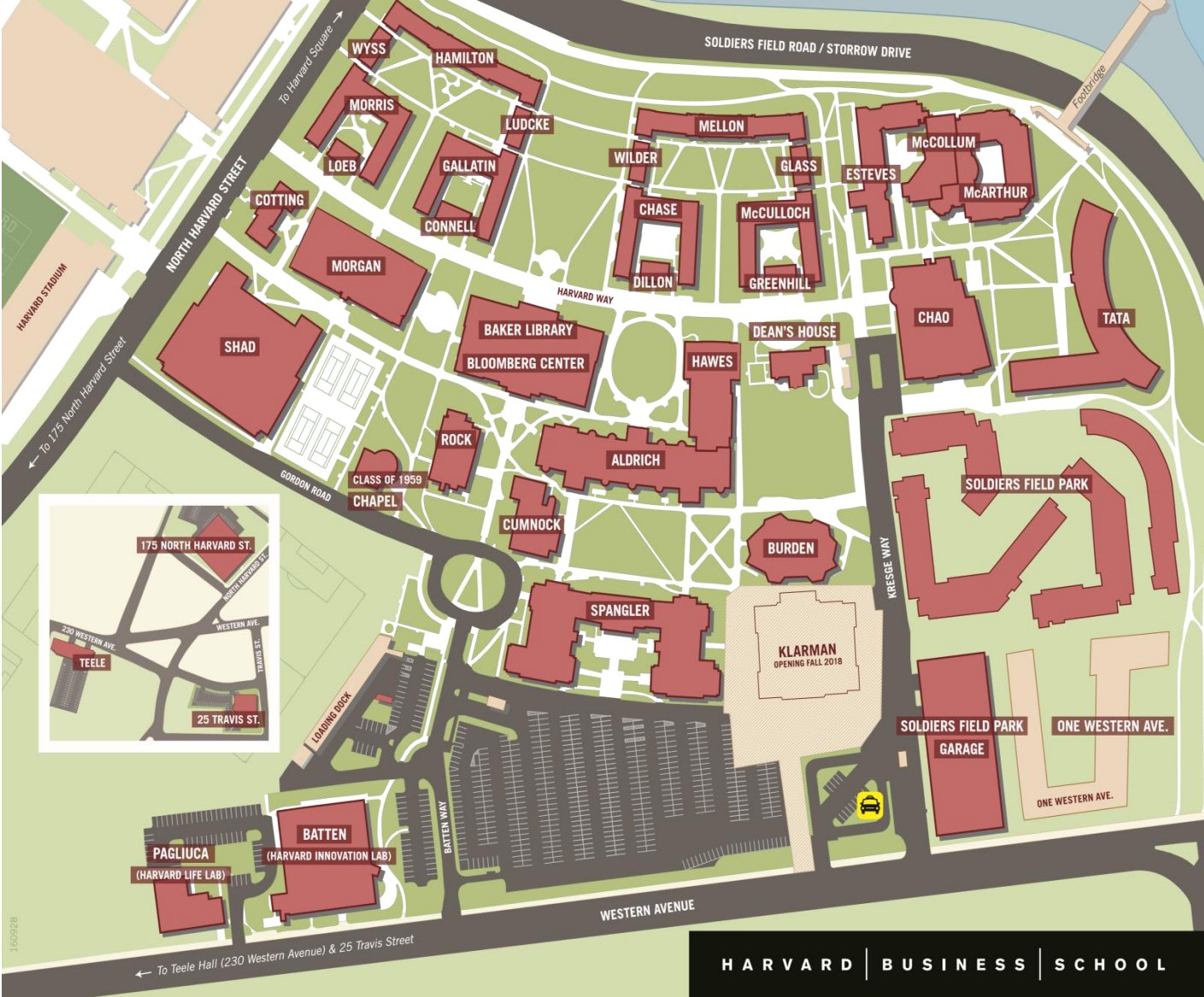
9:30-10:30 Case Method Teaching

- **Willis Emmons**, Senior Lecturer, Harvard Business School
Director, Christensen Center for Teaching and Learning (www.hbs.edu/teaching),
co-author, [Teaching with Cases: A Practical Guide](#)

10:30-11:00 *Break*

- 11:00-12:00** Identifying the Health Care Venture
- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE
[Identify the Health Care Venture](#) (Boston: Regina Herzlinger, 2014)
- 12:00-1:30** *Working Lunch*
- Workshop – Ideation: **Linda Cyr**, Lecturer, T.H. Chan Harvard School of Public Health
Director, Corporate Health Leadership Programs, Harvard School of Public Health; Former Partner, Tapestry Networks, and sales executive, GTE
- [Health Management Policy and Innovation](#)
- **Group #1**, facilitated by Regina Herzlinger
 - **Group #2**, facilitated by Stephen Bonner
 - **Group #3**, facilitated by James Wallace
- 1:30-1:45** *Break*
- 1:45-2:45** Workshop – Conceiving Ideas to Respond to Needs: **Linda Cyr**, Lecturer, T.H. Chan Harvard School of Public Health
- **Group #1**, facilitated by Regina Herzlinger
 - **Group #2**, facilitated by Stephen Bonner
 - **Group #3**, facilitated by James Wallace
- 2:45-4:00** Presentations of Ideas Developed: **Linda Cyr**, Lecturer, T.H. Chan Harvard School of Public Health
- **Group #1**, presented by group designee
 - **Group #2**, presented by group designee
 - **Group #3**, presented by group designee
- 4:00-4:30** Plan for Implementation and Benchmarks - Joining forces among institutions
- **Stephen Bonner**, Entrepreneur in Residence, Harvard Business School
[Hub and Spoke, Healthcare Global, and Additional Focused Factory Models for Cancer Care](#), HBS Case No. 313-030, Rev. August 2017 (Boston: Harvard Business School Publishing, 2012)
- 4:30-5:00** Conclusion: Next Year
- **Regina Herzlinger**, Prof., Harvard Business School; Chair, GENiE

WELCOME TO HARVARD BUSINESS SCHOOL!



The Williams Room is within Spangler on the first floor.

Transportation:

1 Batten Way, Boston, MA 02163 is the best address for arrivals to HBS.

The closest MBTA station is Harvard Square.

Metro Cab 617-555-8294

If you are using Uber, we recommend you hail the car from here.
1 Batten Way, Boston, MA 02163

