

July 9, 2018



**2018 Global Educator Network for Health
Innovation Education (GENiE)
Health Conference**

**KEY 2018 HEALTH CARE
INNOVATIONS AND HOW
TO TEACH THEM**

**Copenhagen Business School
Copenhagen, Denmark**

October 18-21, 2018

Confidential Draft

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October 18-19: GENiE Conference (no fee)

October 20-21: Teach the Teacher and Innovating in Health Care mini course (\$300 fee)

Participants will receive copies of all case studies to be discussed in the conference.

Each session features the case study of an important health care innovation and discussions by its protagonist and an academic who teaches it.



2018 GLOBAL EDUCATOR NETWORK FOR HEALTH INNOVATION EDUCATION (GENiE) HEALTH CONFERENCE

OCTOBER 18-19, 2018

THURSDAY, OCT. 18

8:00-8:30 **ARRIVAL AND REGISTRATION**

8:30-9:30 **WELCOME**

Chairs

- *Regina Herzlinger, Prof., Harvard Business School; Chair, GENiE*
- *Magda Rosenmuller, Assoc Prof., IESE*
- *Finn Valentine, Prof., Copenhagen Business School*

9:30-11:30 **INNOVATIONS DRIVING THE TRIPLE AIM AND
HOW TO TEACH THEM**

Battle of the Bulge, Making Stickk Stick

Behavioral economics designed rewards and penalties for weight loss

PAYMENT INNOVATIONS

Private Sector Payment Innovations

Spark

Novel payment for gene therapy for congenitally blind children

Public Payment Innovation

DELIVERY SYSTEM INNOVATIONS

Integrators

Acibadem

An entrepreneur led hospital chain serving Turkey and Central Europe that is part of the world's second largest hospital chain and is exploring growth options

Focused Facilities

Hospital for Special Surgery

A leading nonprofit joint hospital that is exploring growth options

11:30-12:00 **BREAK**

12:00-1:30 **LUNCH: GOVERNMENT'S ROLE IN FOSTERING INNOVATION AND HOW TO TEACH IT**

Guest Speakers

1:30 – 3:00 **INNOVATING AT THE PUBLIC/PRIVATE INTERFACE**

Opportunities and Challenges

Prevent Senior

A low cost, high quality vertically integrated health insurer for Brazilian seniors

Cancer Treatment Centers of America

Care for cancer patients rejected elsewhere

Encouraging Innovation and Improvement

The universities' contribution to efficiency, effectiveness and equity of health care

Role of Government

Health Care Global

A for-profit novel model for cancer care that distributes 20% of its profits to indigent patients

La Ribera

A for-profit hospital chain that costs 25% less than public hospitals and exceeds in quality that contracts exclusively with governments

3:00 – 4:00 **NETWORKING EVENT**

4:00 – 5:30 **CONSUMER FOCUSED INNOVATIONS, PART A**

Improving Access

Aravind

How technology helped the world famous Aravind eye hospital improve its access)

Vitality

An entrepreneur led venture to provide day care for neurologically

impaired adults

Health Stop (A) and (B)

How health insurers that merged with entrepreneurial retail medical centers located in pharmacies improve access

Virta Health (Virtual Diabetes Care)

5:00 - 6:30 **PRE-DINNER NETWORKING COCKTAIL EVENT**

6:30 – 8:30 **DINNER: MANAGEMENT MATTERS**

Guest Speakers

FRIDAY, OCT. 19th

8:30-10:00 **CONSUMER FOCUSED INNOVATIONS, PART B**

Enhancing Transparency and Incentives

Vitality

A South African insurer that provides incentives for wellness

Change Healthcare

A billion dollar firm that aims to “change” health care by providing transparency

10:00-11:00 **NETWORKING BREAK**

11:00-12:30 **TECHNOLOGY FOCUSED INNOVATIONS, PART A**

Disseminating and Diffusing Internal Innovations: Lessons from Large Innovative Healthcare Organizations

Johnson & Johnson Innovation Center

A new concept for creating medical device innovations

CV Ingenuity

A fast-follower strategy for commercializing a drug eluting stent for PAD

Edwards Life Sciences

How Edwards innovated and dominated the transcatheter valve market

12:30-2:30 **LUNCH: HOW TO INNOVATION HEALTH CARE TEACHING**

Panelists: Executive Education

Panelists: Degree Education

Panelist: MOOCs

Panelists: Entrepreneurs in Residence

2:30-4:00 **TECHNOLOGY FOCUSED INNOVATIONS, PART B**

DIGITAL HEALTH INNOVATIONS

Phreesia

Growth options for a physician practice management system

4:00-5:30 **IMPEDIMENTS TO TEACHING INNOVATIONS AND
HOW TO APPROACH THEM: OPEN DISCUSSION**

5:30-7:00 **PRE-DINNER COCKTAILS AND SOCIAL; EVALUATIONS**

7:00-9:00 **DINNER AND CAPSTONE**

- Winners of EIT Health Entrepreneurial Competition
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PERSONALIZED MEDICINE

- WHO Euro Health Systems
- European Health Management Association
- European Health Forum

- **GENiE NEXT STEPS**
- Nashville Health Care Council
- Next Year's GENiE Conference Location