

OCTOBER 20-21, 2018

APPROACHES TO TEACHING HEALTH CARE INNOVATION



OCTOBER 20, 2018

8:00-8:30 **BREAKFAST**

WELCOME AND INTRODUCTION

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

8:30-9:00

WELCOME AND INTRODUCTION: SIMILARITIES AND DIFFERENCES IN OUR APPROACHES TO TEACHING HEALTH CARE INNOVATION

- *Magda Rosenmöller, Associate Prof., IESE*
- *Finn Valentine, Prof. Copenhagen Business School*

9:00-10:15

CASE METHOD TEACHING

- *Willis Emmons Senior Lecturer, Director, C. Roland Christensen Center for Teaching and Learning, Harvard Business School; Chair, GENiE*

10:15-10:45 **BREAK**

10:45-12:00

HEALTH INNOVATION EDUCATORS – OPEN DISCUSSION OF TOOLS FOR TEACHING HEALTH CARE INNOVATION

- 12:00-12:30 **BREAK AND WORKING LUNCH** (*i.e. grab and return*)
- 12:30-2:00 **INNOVATIVE PROBLEM SOLVING AND DESIGN THINKING IN HEALTH: CLARIFYING THE PROBLEM AND ACHIEVING DEEP PATIENT/USER UNDERSTANDING**
- **Linda Cyr**, *Lecturer on Health Management, Harvard T.H. Chan School of Public Health*
 - Distinguishing innovative problem solving from traditional approaches
 - Tools for identifying pain points and developing design principles
- 2:00-2:30 **BREAK**
- 2:30-4:00 **INNOVATIVE PROBLEM SOLVING AND DESIGN THINKING IN HEALTH: IDEATING – BREAKING COGNITIVE FIXEDNESS AND GENERATING IDEAS**
- **Linda Cyr**, *Lecturer on Health Management, Harvard T.H. Chan School of Public Health*
 - Systematic Inventive Thinking
 - Brainstorming
- 4:00-5:00 **INNOVATIVE PROBLEM SOLVING AND DESIGN THINKING IN HEALTH: DEVELOPING THE CONCEPT – MAKING IT TANGIBLE**
- **Linda Cyr**, *Lecturer on Health Management, Harvard T.H. Chan School of Public Health*
 - Prototyping
- 5:00-5:30 **LESSONS LEARNED AND SETUP FOR TOMORROW’S CASES**
- **Regina Herzlinger**, *Prof., Harvard Business School; Chair, GENiE*

DINNER AT YOUR CHOICE OF RESTAURANT

OCTOBER 21, 2018

- 8:00-8:30 **BREAKFAST**
- 8:30-10:00 **IDENTIFY THE HEALTH CARE VENTURE**
- **Regina Herzlinger**, *Prof., Harvard Business School; Chair, GENiE*
- 10:00-10:30 **BREAK**
- 10:30-12:00 **BATTLE OF THE BULGE, IHC DRAFT TEXTBOOK**
- **Regina Herzlinger**, *Prof., Harvard Business School; Chair, GENiE*
 - Which of the ventures for morbid obesity is the most likely to:
 - Ameliorate the societal platform? Why?
 - Success as a business? Why?
 - Based on your analysis, how can Dr. Ornish scale-up his solution for morbid obesity?

12:00-12:30 **BREAK AND WORKING LUNCH** (*i.e. grab and return*)

12:30-2:00 **HEALTH STOP (A)**

- *Regina Herzlinger, Prof., Harvard Business School; Chair, GENiE*
- Will Health Stop succeed and why?
- Which of the other retail medical centers is the most and least likely to succeed and why?

2:00-2:30 **BREAK**

2:30-4:00 **HEALTH STOP (B)**

- *Regina Herzlinger, Prof., Harvard Business School; Chair, GENiE*
- How can Health Stop improve its performances?

4:00-4:30 **LESSONS LEARNED**

- *Linda Cyr and Willis Emmons*