

July 17, 2018



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

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

**Copenhagen Business School
Copenhagen, Denmark**

October 18-21, 2018

Confidential Draft

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

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

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*

9:30-10:45 **INNOVATIONS DRIVING THE TRIPLE AIM AND HOW TO TEACH THEM, PART A**

Payment Innovations

Making Stickk Stick, Battle of the Bulge

Behavioral economics designed rewards and penalties for weight loss

Spark

Novel payment for gene therapy for congenitally blind children

Prevent Senior

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

10:45-11:15 **BREAK**

11:15 -12:00 **INNOVATIONS DRIVING THE TRIPLE AIM AND HOW TO TEACH THEM, PART B**

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 is exploring growth options

Focused Facilities

Hospital for Special Surgery

A leading nonprofit joint hospital that is exploring growth options

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

Cancer Treatment Centers of America

Care for cancer patients rejected elsewhere

Encouraging Innovation and Improvement

The Russian 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 them in quality that contracts exclusively with governments

3:00 – 3:30 **NETWORKING EVENT**

3:30 – 5:00 **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

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

Virta Health (Virtual Diabetes Care)

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 - 10:30 **NETWORKING BREAK**

10:30 - 11:30 **TECHNOLOGY FOCUSED INNOVATIONS, PART A**

Disseminating and Diffusing Internal Innovations: Lessons from Large Innovative Health Care Organizations

Johnson & Johnson Innovation Center

A new concept for creating medical device innovations

Edwards Life Sciences

How Edwards innovated and dominated the transcatheter valve market

11:30 - 2:30 **LUNCH: HOW TO INNOVATE HEALTH CARE INNOVATION TEACHING**

Panelists: Executive Education

Panelists: Degree Education

Panelist: MOOCs

Panelists: Entrepreneurs in Residence

2:30 - 3:00 **NETWORKING EVENT**

3:00 - 4:00 **TECHNOLOGY FOCUSED INNOVATIONS, PART B**

CV Ingenuity

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

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 EITHealth Entrepreneurial Competition
- Dinner Speaker: Nashville Health Care Council: the remarkable story of Nashville, Tenn, home to hundreds of entrepreneurial health care firms
- Next Year's GENiE conference

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

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** (*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 PERSONAL 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 problems of morbid obesity? Why?
 - Succeed 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** (*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; EVALUATIONS**

- **Linda Cyr**