

Oct. 15, 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

In collaboration with EIT Health



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

IMPORTANT 2018 HEALTH CARE INNOVATIONS AND HOW TO TEACH THEM

Note: Most panels consist of the case study protagonist and an academic who teaches the case. The cases are noted in parentheses and can be accessed through the link in the panel name.

OCTOBER 18-19, 2018

THURSDAY, OCT. 18

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

8:30-9:00 **WELCOME**

Chairs

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

Finn Valentin, Prof., Copenhagen Business School

Ursula Mühle, EIT Health

9:00-11:00 **INNOVATIONS DRIVING THE TRIPLE AIM AND
HOW TO TEACH THEM, PART A**

Moderator: Joseph Restuccia, Prof., Boston University

Delivery System Organizational Innovations: Vertical, Horizontal, Focused?

Vertically integrated health insurer/provider for seniors (*Prevent Senior, Brazil*)

- *Fernando Parillo, CEO, Prevent Senior*
- *Ana Maria Malik, Prof., Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas*

Horizontally integrated hospital chains (*Acibadem, Turkey, Central Europe*)

- *Sophie Lim, Assistant Vice President, Southeast Asia Operations, Parkway Pantai Limited*
- *Jaume Ribera, Prof., IESE Business School*

Focused facilities (*Hospital for Special Surgery, U.S.*)

- **Eric Evans**, *President of Hospital Operations, Tenet Health*
- **Regina Herzlinger**, *Prof., Harvard Business School*

11:00-11:30 **COFFEE BREAK – Opening Poster Session**

11:30-13:00 **INNOVATIONS DRIVING THE TRIPLE AIM AND HOW TO TEACH THEM, PART B**

Moderator: JB Silvers, *Prof., Case Western Reserve*

Financing Innovations for Drugs, Lifestyle Changes, Public Health Care

Behavioral economics designed rewards and penalties for weight control (*Battle of the Bulge, Global*)

- **Gerhard Fehr**, *CEO, FehrAdvice*
- **Briefing**, *StickK*

Novel payment for gene therapy for congenitally blind children (*U.S.*)

- **Jo Ellen Sturzberg**, *V.P. Global Reimbursement & Health Policy, JR Associates*
- **Syed Rashid**, *Director of Market Access, J & J Vision*

Outcome-based health innovations, funding and consumerization (*Sweden*)

- **Aslak Felin**, *RISE—Swedish Research Institution*

13:00-14:30 **LUNCH: KEYNOTE SPEAKER**

“Fail to Scale: Why Great Ideas in Healthcare Don’t Thrive Everywhere”
Jeff Goldsmith, *Navigant*

14:30-16:00 **INNOVATING HEALTH CARE AT THE PUBLIC/PRIVATE INTERFACE**

Moderator: JB Silvers, *Prof., Case Western Reserve*

Private Sector Opportunities and Challenges

Distributive models (*Hub and Spoke, India, Africa*)

- **Ajai Kumar**, *CEO, Health Care Global*
- **Maureen Lewis**, *Prof., Georgetown University*

Private –public population-based partnerships for health care and insurance (*La Ribera A and B, Spain, South America*)

- **Arvan Chan**, *Vice President, Centene*
- **Regina Herzlinger**, *Prof., Harvard Business School*

Role of Government

The Russian universities’ contributions to efficiency, effectiveness, and equity of regional health care systems (*Russia*)

- **Tatiana Zhelninova**, *Strategic Development Director, Saint-Petersburg Medical Pediatric University*
- **Andrei Ivanov**, *Prof., Graduate School of Management at St. Petersburg University*

Investing in the Hospital of the Future (*Hospital of the Future*)

- **Jaume Ribera**, Prof., IESE Business School
- **Steve Wright**, former CEO, European Centre for Health Assets and Architecture

16:00-16:30 **COFFEE BREAK/NETWORKING/POSTER SESSION**

16:30-18:00 **CONSUMER FOCUSED INNOVATIONS**

Moderator: Regina Herzlinger, Prof., Harvard Business School

Improving Access

Care for cancer patients rejected elsewhere (*Cancer Treatment Centers of America, U.S.*)

- **Steve Bonner**, Entrepreneur in Residence, Harvard Business School
- **Regina Herzlinger**, Prof., Harvard Business School

Entrepreneurial ventures for service to the elderly (*Vitalia - Franchise*)

- **Catalina Hoffmann**, Founder, CEO, Vitalia & Hoffmann World Group
- **Jaume Ribera**, Prof., IESE Business School

Virtual Care for Patients – Expert Medical Opinion (*Teladoc*)

- **Carlos Nueno**, Founder, CEO, Advance Medical
- **Magda Rosenmöller**, Prof., IESE Business School

18:00-19:30 **PRE-DINNER NETWORKING COCKTAIL EVENT**

19:30-21:30 **DINNER: PATIENTS AS INNOVATORS**

Moderator: Finn Valentin, Prof., Copenhagen Business School

Guest Speaker: Pedro Oliveira, Prof., Copenhagen Business School

FRIDAY, OCT. 19

8:30 Arrival

9:00-10:30 DIGITAL HEALTH INNOVATIONS

Moderator: Mark Gaynor, Prof., St. Louis University

Transparency to change health care (*Emdeon's Acquisition of Change Healthcare: Innovating Transparency Solutions for Health Care Consumers, U.S.*)

- **David Delaney**, SVP and Chief Medical Informatics Officer, Change Healthcare
- **Susanna Gallani**, Assistant Prof., Harvard Business School

Growth strategies for physicians practice management system (*Phreesia, U.S.*)

- **Chaim Indig**, CEO, Phreesia
- **Grant Savage**, Prof., University of Alabama

AI to improve accountability (*Intelligence to Integrity*)

- **Michel Taal**, CEO, Founder, i2i
- **Magda Rosenmüller**, Prof., IESE Business School

10:30-11:00 NETWORKING BREAK

11:00-13:30 MEDICAL TECHNOLOGY HEALTH CARE INNOVATIONS

Moderator: Nora Benhabiles, Director, External Relations and Industrial Partnerships, CEA, Member, Supervisory Board, EIT Health

A new concept for medical device innovation intrapreneurship (U.S.)

- **Bruce Rosengard**, Founder, Johnson & Johnson Innovation Center
- **Günter Huhle**, Head JLABS EMEA, Johnson & Johnson

First Mover vs, Fast Follower Strategies; Focus vs. Broad Portfolio

Fast-follower strategy for commercializing drug-eluting stent for PAD entrepreneurship and sale (CVI A and B, U.S.)

- **Duke Rohlen**, CEO, CVI
- **James Wallace**, Academic Entrepreneur, Harvard Business School

First mover strategy for innovation of TAVR entrepreneurship and growth (U.S.)

- **Don Bobo**, Corporate Vice President, Strategy & Corporate Development, Edwards
- **Regina Herzlinger**, Prof., Harvard Business School

13:30-14:15 LUNCH

(*Standing Buffet Lunch/Continuation Poster Session*)

14:15-16:00

HOW TO INNOVATE HEALTH CARE INNOVATION TEACHING

Moderator: Willis Emmons, *Senior Lecturer, Harvard Business School*

Panelists: Executive Education

- **Till Baernighausen**, *Director, Global Health Institute, Heidelberg*
- **Gerald Glandon**, *CEO, Association of University Programs in Health Administration*
- **Daniel Mogefors**, *RISE, Stockholm*
- **Ursula Mühle**, *Director of Education, EIT Health*
- **Luca Venza**, *CRHIM/Entrepreneurship, IESE Business School*
- **Shabs Rajasekharan**, *Public Policy Makers, SOFHIM*

Panelists: Degree Education

- **Regina Herzlinger**, *Prof., Harvard Business School*
- **Finn Valentin**, *Prof., Copenhagen Business School*

Panelist: MOOCs

- **Frank Sutter**, *Associate Director, Health Care Initiative, HBS*

Panelists: Entrepreneurs in Residence

- **Steve Bonner**, *Entrepreneur in Residence, Harvard Business School*
- **James Wallace**, *Academic Entrepreneur, Harvard Business School*

16:00-16:30

COFFEE BREAK/NETWORKING/POSTER SESSION

16:30-17:30

TEACHING HEALTH CARE INNOVATION IN MEDICAL SCHOOLS

Moderator – Finn Valentin, *Prof., Copenhagen Business School*

- **Jørgen Kurtzhals**, *Prof., Director Med School, Univ. Copenhagen*
- **Grant Savage**, *Prof., University of Alabama*
- **Joseph Restuccia**, *Prof., Boston University*
- **Lorrayne Ward**, *Senior Director Operations and Strategy, Dept. Surgery and Perioperative Care, Dell Medical School*

17:30-18:00

IMPEDIMENTS TO TEACHING INNOVATIONS AND HOW TO APPROACH THEM: OPEN DISCUSSION

Finn Valentin, Prof., Copenhagen Business School
Magda Rosenmöller, Prof., IESE Business School

19:00-20:00

PRE-DINNER COCKTAILS AND SOCIAL

20:00 - 22:00 **DINNER AND CAPSTONE; EVALUATIONS**
Moderator: Regina Herzlinger, *Prof., Harvard Business School*

Winners of EIT Health Entrepreneurial Competition

- **Martin Steinberg**, *Karolinska Institute, Stockholm*
- **Carsten Mahrenholz**, *Co-Founder, CEO, Coldplasmatech GmbH*

Dinner Keynote

- **Hayley Hovious**, *Nashville Health Care Council:*
The remarkable story of Nashville, Tennessee, home to hundreds of entrepreneurial health care firms

Next Year's GENiE Conference Location

October 20-21, 2018

APPROACHES TO TEACHING HEALTH CARE INNOVATION



SATURDAY, OCT. 20

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 Valentin, 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**

Moderator: Regina Herzlinger, Prof., Harvard Business School

- *Steve Bonner, Entrepreneur in Residence, Harvard Business School*
- *Gerald Glandon, CEO, Association of University Programs in Health Care Administration*
- *Ursula Mühle, Director, Education, EIT Health*
- *Lorraine Ward, Senior Director Operations and Strategy, Dept. Surgery and Perioperative Care, Dell Medical School*

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

DINNER AT YOUR PERSONAL CHOICE OF RESTAURANT

SUNDAY, OCT. 21: Case mini – course

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, FRAMEWORK FOR INNOVATING HEALTH CARE**

- *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*