



***EITHiEN Conference 2019***  
***European Perspectives***  
***Meeting the Needs of the Health Innovation Educator***

***17-18 October 2019, Imperial College Business School, London UK***

***GENiE***  
***Teach The Teacher***

***19-20 October 2019, Imperial College Business School, London UK***

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***Wednesday, October 16<sup>th</sup> 2019***

***19:00 Informal Getting Together***

***Ognisko*** 55 Prince's Gate, Exhibition Rd, London SW7 2PG  
[www.ogniskorestaurant.co.uk](http://www.ogniskorestaurant.co.uk)

*Thursday, October 17<sup>th</sup> 2019*

**8:00-9:00 Registration & Coffee**

**9:00-9:45 Welcome & Opening**

Chair/Hosts

- *Francisco Veloso*, Dean Imperial College Business School
- *Jaume Ribera*, IESE, Member, Supervisory Board, EIT Health
- *Regina Herzlinger*, Prof., Harvard Business School; Chair, GENiE (via Video)

**9:45–11:00 KEYNOTE: The Role of the Educator in Health Innovation**

Chair *Jaume Ribera*, Prof., IESE Business School

**11:00-11:30 Break**

**11:30- 13:00 Managing Innovation in Global Health**

Moderator

- *Nuria Casamitjana*, ISGlobal, University of Barcelona

Panelists

- *Jesús María Fernández Díaz*, Health Policy and Systems Innovation Expert
- *Pratap Kumar*, Prof. Strathmore Business School
- *Linda Cyr*, Prof., Harvard School of Public Health
- *Maureen Lewis*, CEO Acceso Global

**13:00-14:00 Networking Lunch**

**14:00-15:30 Patient Innovation**

Moderator

- *Pedro Oliveira*, CBS, Copenhagen Business School and Nova School of Business and Economics

Panelists

- *Helena Canhao*, Patient Innovation at Nova Medical School
- *Lise Pape*, Patient Innovator and Entrepreneur, Founder, Walk with Path)
- *Peter Bencsik*, GE HealthCare Hungary
- *Filipa Fixe*, Executive Board Member Glintt
- *Carl Savage*, Karolinska Institute

**15:30-16:00 Coffee Break**

**16:00-17:30 Operational Excellence**

Moderator

- *Jaume Ribera*, Prof., IESE Business School

Panelists

- *Zoe Radnor*, VP Strategy Planning, City University of London
- *Wim van Harten*, President, Board of Directors of Rijnstaten Hospital, Arnhem, NL
- *Jan-Olov Höög*, Professor, Karolinska Institute

**17:30-17:45 Break**

## Thursday, October 17<sup>th</sup> 2019 (cont.)

### 17:45-19:00 Pitching Innovative Learning

Moderator

- *Montse Delgado*, Education Manager, EIT Health Spain

Pitches

- *Dora Marosvolgyi*, Project Manager, EIT Health Innostars, Budapest
- *Irene Gabutti*, ALTEMS, Universitat Cattolica, Rome.
- *Marina Espriu*, ISGlobal, University of Barcelona
- *Jonas Cėponis*, Prof University of Health Sciences, Kaunas, Lithuania

### 20:00-22:00 EITHiEN Dinner

**The Gore Hotel**, 190 Queen's Gate, South Kensington, London SW7 5EX

*Friday, October 18<sup>th</sup> 2019*

**8:30-9:00 Breakfast Session on Health Innovation Students & Alumni**

Moderator

- **Montse Codina**, Education Coordinator, IESE Business School and EIT Health

Panelists

- **Frank Sutter**, Associate Director, Health Care Initiative at HBS
- **Chantal Vila**, IESE MBA, IESE on the IESE Health Care Club and Alumni
- **Ari Moreno**, EIT Health Alumni Association – on EIT Health Alumni
- **Magda Rosenmoller**, IESE Business School on the BAHM Student Club

**9:15-10:45 Innovation Management**

Moderator

- **James Barlow**, Prof., Imperial College Business School

Panelists

- **Thomas Zelltner**, IHEID - Graduate Institute Geneva. former Director-General of the Swiss National Health Authority
- **Robert Madelin**, Cyber Studies Visiting Fellow, University of Oxford, and former DG Health and Consumer Policy (SANCO) and DG Connect. Brussels.
- **Amber Kennard**, Director, Health Innovation Observatory, Deloitte
- **Daniel Green**, CEO ,aqrit Discovery Ltd and Principal Fellow in Entrepreneurship in the Department of Bioengineering, Imperial College
- **Andrew Ivanov**, Director Centre for PPP Studies and Program for Executives “Healthcare management”, St. Petersburg University, Russia
- **Pramod Prabhakaran**, International Business Development Lead, Imperial College Health Partnerships
- **Matt Harris**, Consultant in Public Health Medicine, Imperial College NHS Trust
- **Neelam Patel**, Interim CEO, London MedCity

**10:45-11:15 Break**

**11:15-12:45 Women Entrepreneurship**

Moderator

- **Severine LeLoarne**, Prof. Grenoble School of Management

Panelists

- **Filipa Fixe**, Executive Board Member Glintt
- **Janet Murray**, Coach, Imperial Women Initiative
- **Magda Rosenmüller**, IESE Business School
- **Natalie Walsh**, Executive Director, Blackstone LaunchPad Galway

**13:00-14:00 Networking Lunch**

**14:00-15:30 Innovative Financing**

Moderator

- **Shabs Rajasekharan**, Smarter Futures

Panelists

- **Anant Jani**, Oxford University
- **Giuseppe Banfi**, Hospital San Raffaele, Segrate, Italy
- **Filippo Addari**, Plusvalue
- **Judith Town**, Sheffield ACP
- **Sarah Burt**, NHS Sheffield CCG
- **Alastair Mew**, Head of Commissioning (Urgent Care) NHS Sheffield CCG
- **Lynda Liddament**, Patient/ User Group Coordinator Sheffield CCG

## Friday, October 18<sup>th</sup> 2019 (cont.)

**15:30-16:00 Break**

**16:00-17:30 Managing Digital Transformation in Health Care**

Moderator

- **Kevin Schulman**, Prof., Stanford Graduate School of Business

Panelists

- **Paul Timmers**, Expert, Cybersecurity, Oxford University. Former Director Health, Dg Connect, European Commission
- **Richard Bergstroem**, Vice President Health, Guardtimes, former CEO, EFPIA.
- **Pratap Kumar**, Strathmore Business School, Nairobi, Kenya
- **Miklos Szocska**, Semmelweis University, Budapest

**17:30-17:45 Break**

**17:45-18:30 The Future of Education – So what?**

Moderators

- **James Barlow**, Prof., Imperial College Business School
- **Magda Rosenmoller**, Prof., IESE Business School
- **Kevin Schulman**, Prof Stanford GSB and President, BAHM

Interactive Discussion / Debate

**18:30-19:00 Conclusions/Next Steps: EU & US Global Collaboration, GENiE, BAHM**

- **Jaume Ribera**, Prof., IESE Business School
- **James Barlow**, Prof. Imperial College, London
- **Ursula Mühle**, Director, Education, EIT Health

**(Informal Dinner)**



## *Teach the Teacher Workshop*

*The GENiE Group*

*APPROACHES TO TEACHING HEALTH CARE INNOVATION*



### **Saturday, October 19<sup>th</sup> 2019**

- 9:00-9:30**     **Welcome and Introduction**  
*James Wallace*, Senior Associate, Harvard Business School  
on behalf of *Regina Herzlinger*, Prof., Harvard Business School; Chair, GENiE (Video)
- 9:30-11:00**   **Identify the Health Care Venture**  
*James Wallace*, Senior Associate, Harvard Business School  
on behalf of *Regina Herzlinger*, Prof., Harvard Business School; Chair, GENiE
- 11:00-11:15**   **Break**
- 11:15 -12:30** **Innovative Problem Solving and Design Thinking in Health: Clarifying The Problem and Achieving Deep Patient/User Understanding**  
*Linda Cyr*, Prof., Harvard School of Public Health
- Distinguishing innovative problem solving from traditional approaches
  - Tools for identifying pain points and developing design principles
- 12:30-13:00**   **Working Lunch (grab and return)**
- 13:00- 14:00** **Innovative Problem Solving and Design Thinking in Health: Ideating – Breaking Cognitive Fixedness And Generating Ideas**  
*Linda Cyr*, Prof., Harvard School of Public Health
- Systematic inventive thinking - Brainstorming
- 14:00-14:30** **Innovative Problem Solving and Design Thinking in Health: Developing The Concept – Making It Tangible**  
*Linda Cyr*, Prof., Harvard School of Public Health
- Prototyping
- 14:30-15:00**   **Break**
- 15:00-15:30**   **Lessons Learned**  
*Linda Cyr*, Prof., Harvard School of Public Health
- 15:30-16:00**   **Break**
- 16:00-17:30**   **Assessing the Commercial Potential of Two Technology Innovations/IHC Draft Textbook**  
*Regina Herzlinger*, Prof., Harvard Business School; Chair, GENiE (Video/ ppt)
- 17:30-18:00**   **Lessons Learnt. Conclusions First Day**  
*Regina Herzlinger*, Prof., Harvard Business School; Chair, GENiE (Video /ppt)  
*James Wallace*, Senior Associate, Harvard Business School

## Sunday, October 20<sup>th</sup> 2019

**9:00-9:30**      **Breakfast**

**9:30-11:00**    **Health Stop (A), Health Stop (B)**

*James Wallace*, Senior Associate, Harvard Business School /, GENiE

- Will Health Stop succeed and why?
- Which of the other retail medical centers is the most and least likely to succeed and why?
- How can Health Stop improve its performance?

**11:00-11:30**   **Break**

**11:30-13:00**   **Phreesia**

*James Wallace*, Senior Associate, Harvard Business School /, GENiE

**13:00-14:00**   **Working Lunch (grab and return)**

**14:00-15:00**   **Organizing Your School for Teaching Innovations in Health Care**

*Frank Sutter*, Associate Director, Health Care Initiative, Harvard Business School

*Jaume Ribera*, Prof., IESE Business School

**15:00-15:30**   **Lessons Learned/Evaluations**

*Jaume Ribera*, Prof., IESE Business School