PROGRAM SUMMARY:
2017 WEEK-LONG BIG EXECUTIVE PROGRAM, GENiE CONFERENCE,
AND "TEACH THE TEACHER" SESSION

HARVARD BUSINESS SCHOOL

The 2017 Global Educators Network for Health Innovation Education (GENiE) Conference, Business Innovations in Global Health Care (BIG) Program, and "Teach the Teacher" Session will be held October 3th-8th at Harvard Business School in Boston, Massachusetts.

This year's session will feature three distinct components:

1. *Business Innovations in Global Health Care Program* An HBS Executive Education program that evaluates Innovative global health care ventures as they consider various expansion decisions. Through an in-depth and fresh examination of these complex challenges with the Six Factors framework, participants delineate how innovative health care models are implemented globally.
2. *GENiE Conference* A combined industry-educator conference featuring speakers, and shared learning events, on industry and academic teaching innovations in health care delivery, insurance, life sciences, digital health, intrapreneurship, investing, and public policy.
3. *"Teach the Teacher" Session* A focused workshop outlining and illustrating the best pedagogical methods and tools for teaching health care innovation.

Business Innovations in Global Health Care Program The Business Innovations in Global Health Care Program will span the first three and a half days of the conference (Oct. 3-6). This leadership development program focuses on how to create the effective business models for forward-thinking health care organizations in emerging and established economies. Featuring a series of global health innovation case studies, the curriculum examines the challenges and opportunities in organizations that have succeeded or failed to implement innovative health care products and services.

Delving into the alignment of the innovation with the Six Factors—structure, financing, public policy, technology, accountability, and consumers—and an analysis of its business model, the course identifies the costs and benefits of new approaches to organizational growth in innovative health care integrator, technology, and consumer-facing ventures.

GENiE Conference The GENiE Conference will run through the fourth half-day and fifth days of the conference (Oct. 6-7), with a kickoff address by former Harvard Pilgrim Healthcare CEO and now Governor of Massachusetts, The Honorable Charlie Baker (a friend of Prof. Herzlinger). In addition to daily networking sessions, the following sessions will consist of a panel of, first, industry executives who will discuss the innovations in their sector and the innovation management education needs these ventures require, and, second, of academics who have created innovative curricula to meet these needs. Working groups of participants will benchmark these innovations, report on how they have responded to these educational needs in the content and/or delivery of their courses, and the additional academic steps that can create the leaders needed for these innovative ventures.

- Innovation Education: Providers
- Innovation Education: Payors
- Innovation Education: Life Sciences

- Innovation Education: Investors and Policymakers
- Innovative Content and Delivery of Health Innovation Education
- Innovation and Intrapreneurship
- Next Steps: Globalizing GENiE

Each day will feature guest speakers highlighting state-of-the-art innovation in the health care industry.

"Teach the Teacher" Session The "Teach the Teacher" Session, with paid attendees, will conclude the conference on the last day (Oct. 8), detailing the best methods for teaching business innovation in health care. Featuring a working lunch, the following presentations and workshops will also be hosted:

- Innovating in Health Care: Text and Cases
- Massive Open Online Courses (MOOCs) and Small Private Online Courses (SPOCs)
- Teaching by the Case Method
- Identifying the Health Care Venture
- *Workshop*: Course Needs Mapping
- *Workshop*: Brainstorming Solutions
- *Workshop*: Developing and Implementing the Plan