[](https://www.google.es/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwjp8fOt1-zkAhUIz4UKHc2pBmQQjRx6BAgBEAQ&url=https://www.fosterandpartners.com/news/archive/2003/04/tanaka-business-school-at-imperial-college-london-topping-out/&psig=AOvVaw2ytO_PDhbRG-fbnAZi8S3G&ust=1569525251773243)

**EITHiEN Conference 2019**

***European Perspectives***

***Meeting the Needs of the Health Innovation Educator***

**16-18 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 16th 2019**

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| ***19:00 Informal Getting Together***  ***Ognisko*** *55 Prince’s Gate, Exhibition Rd, London SW7 2PG*  [*www.ogniskorestaurant.co.uk*](http://www.ogniskorestaurant.co.uk) |  |
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**Thursday, October 17th 2019**

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| ***8:00-9:00 Registration & Coffee*** |  |
| ***9:00-9:45 Welcome & Opening***  *Chair/Hosts*   * ***Francisco Veloso,*** *Dean Imperial College Business School* * ***Ursula Mühle****, Director, EIT Health Campus (tbc)* * ***Regina Herzlinger****, Prof., Harvard Business School; Chair, GENiE (VC)* |  |
| ***9:45–11:00 KEYNOTE: The Role of the Educator in Health Innovation***  *Chair* ***Jaume Ribera,*** *Prof., IESE Business School*  *Speaker* ***Regina Herzlinger****, Prof., Harvard Business School; Chair, GENiE (VC)* |  |
| ***11:00-11:30 Break*** |  |
| ***11:30- 13:00 Innovation in Global Health***  *Moderator*   * ***Nuria Casamitjana,*** *ISGlobal, University of Barcelona*   *Panelists*   * ***Axel Hoffmann,*** Swiss Tropical Institute, Basel (*tbc*) * ***Andrea Prado,*** INCAE Business School (VC) * ***Linda Cyr,*** *Prof.,**Harvard School of Public Health* * ***Maureen Lewis,*** *CEO Acceso Global* * ***Helen Ward,*** *Imperial College, London* |  |
| ***13:00-14:00 Networking Lunch*** |  |
| ***14:00-15:30 Patient Innovation***  *Moderator*   * + - ***Pedro Oliveira, CBS, Copenhagen Business School, DK***   *Panelists*   * + - ***Helena Canhao,*** *Patient Innovation at Nova Medical School*     - ***Lise Pape,*** *Patient Innovator and Entrepreneur (founder of Walk with Path)*     - ***Peter Bencsik,*** *GE HealthCare Hungary*     - ***Filipa Fixe,*** *Executive Board Member Glintt Portugal* |  |
| ***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 of the Board of Directors of Rijnstaten Hospital, Arnhem, Zevenaar, Netherlands.*     - ***Jan-Olof Höög****, Professor, Karolinska Institutet, Stockholm, Sweden.* |  |
| ***17:30-17:45 Break*** |  |
| **Thursday, October 17th 2019 (cont.)**  ***17:45-19:00 Pitching Innovative Learning***  *Moderator*   * *Learning Innovation Unit, IESE Business School (tbc)*   *Pitches*   * *Dora Marosvolgyi, tbd* * *Insittuto Pedro Nunes, Coimbra(tbc)* * *EIT Health Masters* * *InnoStar tech transfers* * *Irene Gabutti, Rome (tbc)* |  |
| ***20:00-22:00* *EITHiEN Dinner***  *Speaker* ***Helen Ward,*** *Imperial College, Supervisory Board EIT Health (tbc)*  *Speaker**Institute of Global Health Innovation (tbc)* |  |

**Friday, October 18th 2019**

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| ***8:00-9:00 Alumni Breakfast*** |  |
| ***9:15-10:45 Innovation Management***  *Moderator*   * + - ***James Barlow,*** *Prof., Imperial College Business School*   *Panelists*   * + - ***Thomas Zelltner,*** *IHEID - Graduate Institute Geneva and 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* |  |
| ***10:45-11:15 Break*** |  |
| ***11:15-12:45 Women Entrepreneurship***  *Moderator*   * ***Severine LeLoarne,*** *Grenoble School of Management*   *Panelists*   * ***Klaus Diepold,*** *TUM Munich (tbc)* * ***Filipa Fixe,*** *Executive Board Member Glintt Portugal* * ***Janet Murray,*** *Imperial – Coaching Women Initiative* * ***Monique*** ***van Dijen,*** *Health Care & Life Science Partner, EY London (tbc)* |  |
| ***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* |  |
| **Friday, October 18th 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,*** *Cybersecurity, Oxford University* * ***Richard Bergstroem,*** *Guardtimes* * ***Pratap Kumar****, Strathmore Business School, Nairobi, Kenya* * ***Miklos Szocska,*** *Semmelweiss University, Budapest (tbc)*   ***17:30-17:45 Break***  ***17:45-18:30 The Future of Education – Interactive Discussion***  *Moderator (tbc)*  *Discussion Session*  ***18:30-19:00 Conclusions/Next Steps: EU & US Global Collaboration, GENiE, BAHM***   * ***Jaume Ribera,*** *Prof., IESE Business School* * ***Regina Herzlinger,*** *Prof., Harvard Business School; Chair, GENiE (VC)* * ***Kevin Schulman,*** *Prof., Stanford Graduate School of Business* |  |
| ***(Informal Dinner )*** |  |

**Teach the Teacher Workshop**

*The GENiE Group*

**APPROACHES TO TEACHING HEALTH CARE INNOVATION**

**Saturday, October 19th 2019**

***9:00-9:30 Welcome and Introduction***

***Regina Herzlinger,*** *Prof., Harvard Business School; Chair, GENiE (VC)*

***9:30-11:00 Identify the Health Care Venture***

***Regina Herzlinger,*** *Prof., Harvard Business School; Chair, GENiE (VC)*

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

***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 Break***

***14:30-15:00 Innovative Problem Solving and Design Thinking in Health: Developing The Concept – Making It Tangible***

***Linda Cyr,*** *Prof., Harvard School of Public Health*

* *Prototyping*

***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 (VC)*

***17:30-18:00 Lessons Learnt. Conclusions First Day***

***Regina Herzlinger,*** *Prof., Harvard Business School; Chair, GENiE (VC)*

**Sunday, October 20th 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*

***Michael Weintraub,*** *Chairman, Phreesia; Executive in Residence, Harvard Business School*

***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*

***Steve Bonner,*** *Executive in Residence, Harvard Business School*

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

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

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

***Regina Herzlinger,*** *Prof., Harvard Business School; Chair, GENiE (VC)*

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