

MEDICAL INNOVATION AND STRATEGIES CONFERENCE 2009

The Future of Healthcare

September 23, 2009 Agenda

WIRELESS AND CONSUMER HEALTHCARE

Hosted by

Gopal K. Chopra: MD, FRACS, MBA,
Adjunct Associate Professor at The Fuqua School of Business

**Kevin Schulman: MD, MBA, Director of Health Sector Management
and Associate Director, Duke Clinical Research Institute**

7:00 AM-8:00 AM: Registration and Networking Breakfast (Kirby Reading Room)

8:00 AM – 8:30 AM: Welcome and Introduction (HCA Conference Room)

*Presented by: Dean Blair Sheppard, The Fuqua School of Business
Kevin Schulman, MD, MBA, Director of HSM and Associate Director, Duke Clinical
Research Institute
Dean Tom Katsouleas, Pratt School of Engineering*

8:30 AM: Introduction to Wireless and Consumer Healthcare Trends (HCA Conference Room)

Presented by Gopal K. Chopra, MD, FRACS, MBA, Adjunct Associate Professor

9:00 AM: Key Note: Putting the Patient First (HCA Conference Room)

Presented by Jim Sweeney, CEO of Patient Safe Solutions

10:00 AM – 10:15AM: Presentation (HCA Conference Room)

Presented by Peter Erickson, Managing Partner, TripleTree

10:15 AM – 10:30AM: Break (Kirby Reading Room)

10:30 AM – 11:30 AM: Business Models – The Future of Consumer Health (HCA Conference Room)

Presented by James Mault, MD, Director of Health Solutions Group, Microsoft Corporation

11:30 AM – 12:30 PM: Future of Wireless in Healthcare – Medical Device Industry Perspectives (HCA Conference Room)

Presented by Stephen N. Oesterle MD, Sr. VP, Medicine & Technology, Medtronic

12:30 PM – 1:30 PM: Networking Lunch (Kirby Reading Room)

Presentation by George Savage, MD, CMO Proteus BioMedical

1:30 PM- 2:00 PM: Global Models for Wireless Health (HCA Conference Room)

Presented by Jeffrey Miller, Managing Partner, Versum Health Advisors

2:00 PM – 2:30 PM: Future of Consumerism in Healthcare – Perspectives (HCA Conference Room)

*Presented by David Gruber MD, CMO, President, Healthcare Convergence Associates
“Disruption in Healthcare: Risks & Opportunities”*

2:30 PM – 3:30 PM: Future of Consumerism in Healthcare – Perspectives (HCA Conference Room)

Panel discussion: Consumers – do we understand them?

Moderator David Gruber MD, MBA, President, Healthcare Convergence Associates

Panelists:

Brian Baum, President, Stayhealthy

Asif Ahmad, CIO, Duke Health Systems

Kaveh Safavi, VP of Cisco Internet Business Solutions Group Healthcare Vertical

Eric Banks, PhD., IBM Healthcare and Life Sciences, Healthcare Solutions Executive

Victoria Neidigh, VP Health & Wellness, General Electric/NBC Universal

3:30 PM – 3:45 PM: Break (Kirby Reading Room)

3:45 PM – 4:45 PM: Investor and Capital Markets – Perspectives (HCA Conference Room)

Panel discussion: What’s exciting and how is the health of the investor market

Moderator: Gopal K. Chopra, MD, FRACS, MBA, Adjunct Associate Professor

Panelists: Jay Watkins, Partner, De Novo Ventures

JP Peltier, Managing Director, Medtech Piper Jaffray

Anand Iyer, MD President and COO, WellDoc, Inc

Rahul D. Singal MD, President and CEO, WorldDoc, Inc

4:45 PM – 5:45 PM: Roundtable Discussion for all Faculty and Attendees (HCA Conference Room)

Panel discussion: Trends and the future of innovation in wireless and consumer healthcare

Moderator Gopal K. Chopra, MD, FRACS, MBA, Adjunct Associate Professor

Panelists: Jim Sweeney, CEO of Patient Safe Solutions

James Mault, MD, Director of Health Solutions Group, Microsoft Corporation

Jeffrey Miller, Managing Partner, Versum Health Advisors

George Savage, MD, CMO, Proteus BioMedical

Duke University

**The Fuqua School of Business / Health Sector Management
1 Towerview Drive, Box 90120, Durham, NC 27708-0120 USA**

Tel +1.919.660.7900 Fax +1.919.660.7843

www.fuqua.duke.edu/programs/health