Second Annual
Medical Innovation and Strategies Conference
Consumer Healthcare & Wireless Technologies
September 15th, 2010
Duke University

Agenda

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

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

Bill Boulding, Deputy Dean, J. B. Fuqua Professor of Business Administration
The Fuqua School of Business, Duke University
Gopal Chopra, MD, FRACS, MBA, Adjunct Associate Professor, The Fuqua School of Business
Tom Katsouleas, Dean, Pratt School of Engineering
Kevin Schulman, MD, MBA, Professor of Medicine and Gregory Mario and Jeremy Mario
Professor of Business Administration, Director, Fuqua Health Sector Management Program
Associate Director, Duke Clinical Research Institute

8:30 AM – 9:30 AM Keynote Address: “Mobile health, telecom and global consumer health care trends”
(HCA Auditorium)

Speaker: Peter Tippett, PhD, MD, CMO and Vice President of Security Solutions and Enterprise Innovation
for Verizon Business

9:30 AM - 9:45 AM Break (Kirby Reading Room)

9:45 AM - 10:30 AM Second Keynote Address (HCA Auditorium)

Speaker: Dan Ariely - James B. Duke Professor of Behavioral Economics
10:30 AM – 11:15 AM Presentation – Future of Wireless and Consumer Healthcare (HCA Auditorium)
Speaker: Don Jones, Vice President, Qualcomm Health & Life Sciences; Founder and Chairman, Wireless Life Sciences Alliance; Founding & former Board Member of West Wireless Health Institute

11:15 AM - 12:15 PM Panel Discussion on Future of Wireless and Consumer Healthcare (HCA Auditorium)
Moderator: Gopal Chopra, MD, FRACS, MBA, Adjunct Associate Professor, The Fuqua School of Business
Panelists: Don Jones, Vice President, Qualcomm Health & Life Sciences; Founder and Chairman, Wireless Life Sciences Alliance; Founding & former Board Member of West Wireless Health Institute
Nancy Green, Managing Principal, Healthcare Practice, Verizon Business – Global Services
Mohit Kaushal, MD, Director, Connected Health at the Federal Communications Commission (FCC)

12:15 PM – 1:15 PM Networking Lunch (Kirby Reading Room)

1:15 PM – 1:30 PM Presentation – Business Models in Consumer Health (HCA Auditorium)
Speaker: Ray Falci, Managing Director, Cain Brothers

1:30 PM – 2:30 PM Panel discussion on Business Models in Consumer Health (HCA Auditorium)
Moderator: Ray Falci, Managing Director, Cain Brothers
Panelists: Josh Lewis, Founder and Managing Principal, Salmon River Capital
David Eichler, Managing Member, Psilos Ventures
Tom Kottler, CEO, Healthprize
Jim Glasheen, PhD, General Partner, Technology Partners
Chris Robins, CEO and President, BodyMedia, Inc.

2:30 PM – 2:45 PM Break (Kirby Reading Room)

2:45 PM – 3:15 PM Presentation - Transforming health care delivery with mobile health communications (HCA Auditorium)
Speaker: Dr. Richard Migliori, CMO, OptumHealth and CHO, UnitedHealth Group Alliances

3:15 PM – 4:15 PM Panel discussion – Consumer Behavior and the Future of Digital Health (HCA Auditorium)
Moderator: Jeff Miller, Vice President, Head of Healthcare, Capgemini
Panelists: Mark A. Dente, MD, Chief Medical Informatics Officer, GE Healthcare IT
Dr. Richard Migliori, CMO, OptumHealth and CHO, UnitedHealth Group Alliances
Terry Douglas, Executive Director, Marketing Strategy, RelayHealth
Dr. Simon Wallace MFPHM, DRCOG, MBBS, Healthcare Director, Optima-life

4:15 PM – 4:30 PM Program Close - The Future of Consumer Health (HCA Auditorium)
Speaker: Gopal Chopra, MD, FRACS, MBA, Adjunct Associate Professor, The Fuqua School of Business