



***Second Annual***

***Medical Innovation and Strategies Conference***

***Consumer Healthcare & Wireless Technologies***

***September 15<sup>th</sup>, 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