

INFLUENCE / DESIGN / FLOW

Innovations in... *Thinking Differently*

Sheraton Columbia Town Center Hotel • Columbia, Maryland • 9 October 2012

AGENDA

8:00 AM Registration and Breakfast Begin – *Terrace Ballroom, Lower Level*

Early Bird Special

8:15 AM Where Good Ideas Come From (TED Talk)

- **Steven Johnson**
Best Selling Author

8:35 AM Brain Taiji

- **Taylr (Takagi) Jesinger**
Project Manager, MedStar Institute for Innovation (MI2)
- **Mark Smith**
Director, MedStar Institute for Innovation (MI2)

Forum Begins

Influence

9:00 AM Seduction Artists, Con Men, & Cult Leaders, and How They Can Save Healthcare

- **Ed Tori**
Director of Presence, MedStar Institute for Innovation (MI2)

9:40 AM • Discussion

9:55 AM Welcome

- **Mark Smith**
Director, MedStar Institute for Innovation (MI2)

10:15 AM Envelope #1

10:30 AM Principles of Persuasion

- **Jean Hitchcock**
Vice President, Public Affairs & Marketing, MedStar Health

10:45 AM • Discussion

10:55 AM 15 Minute Break

Design

11:10 AM “Don’t Make Me Draw”

- **Tim Ogilvie**
CEO & Chief Inspiration Officer, Peer Insight

12:05 PM Envelope #2

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12:25 PM **60 Minute Lunch** – Terrace Ballroom Foyer & Patio

Design (continued)

1:25 PM **Design of Resilient Systems**

- **Bob Wears**
Professor of Emergency Medicine, University of Florida, Imperial College London

1:40 PM • **Discussion**

1:50 PM **Envelope #3**

2:05 PM **Good Design, Bad Design**

- **Sarah Parker**
Research Scientist, National Center for Human Factors Engineering in Healthcare (MI2)

2:20 PM • **Discussion**

2:30 PM **15 Minute Break**

Flow

2:45 PM **Finding Flow: A Neuroscientific Perspective on the Pursuit of Purpose**

- **Allan Hamilton**
Professor of Neurosurgery, University of Arizona

3:30 PM • **Discussion**

3:45 PM **Relational Flow**

- **Kate Davis**
Director, Learning & Organizational Development, MedStar Montgomery Medical Center

4:00 PM • **Discussion**

4:10 PM **Flow to the Adjacent Possible**

- **Amit Shah**
Director, MedStar Inventor Services, MedStar Institute for Innovation (MI2)

4:20 PM • **Discussion**

4:27 PM **The Beginning**

- **Mark Smith**
Director, MedStar Institute for Innovation (MI2)

4:30 PM **Forum Adjourns**

Thank you for attending MI2's Innovation Forum 2012.

Hope to see you at next year's forum.