

Kenneth A. Samet, FACHE President and Chief Executive Officer, MedStar Health

MedStar Health President and Chief Executive Officer Kenneth A. Samet is responsible for a \$4.6 billion not-for-profit, healthcare delivery system. With more than 30 years of experience in healthcare administration, Samet provides strategic oversight and management for MedStar Health—the largest healthcare provider in Maryland and the Washington, D.C., region, comprised of 10 hospitals and a comprehensive network of health-related businesses that include research, ambulatory, home health, and a large multi-specialty physician network. In addition, MedStar Health is one of the region's largest employers with more than 30,000 associates and 6,000 affiliated physicians, serving more than half-a-million patients and their families each year.



From 2003 to 2008, Samet served as president and chief operating officer of MedStar Health, and was responsible for all aspects of system-wide operations. Prior to that, Samet served as the system's first chief operating officer since MedStar's inception in 1998.

Samet has dedicated his career to health care. He received his master's degree in health services administration from the University of Michigan in 1982. Samet served as president of MedStar Washington Hospital Center, one of the nation's largest tertiary care hospitals, in the District of Columbia from 1990 to 2000. From the mid-1980s to 1990, Samet held a variety of leadership positions with the Medlantic Healthcare Group, which merged with Helix Health in 1998 to create MedStar Health.

Samet is presently a member of the board of directors at Georgetown University, the Greater Baltimore Committee, the Economic Club of Washington, United Way of the National Capital Area, and Goodwill of Greater Washington; and serves on the Executive Committee of the boards of the Greater Washington Board of Trade and the Federal City Council. He has held leadership positions on the boards of the American Hospital Association (AHA), District of Columbia Hospital Association and Maryland Hospital Association and served on the board of visitors for the University of Maryland School of Nursing. Samet is also a past board member and chair of the Academic Affairs Committee of the Old Dominion University Board of Visitors, where he received his bachelor's degree in business administration in 1980 and an honorary doctorate of humane letters in 2012 following his commencement address to the school's graduating class. In 1996, the American College of Healthcare Executives named Samet the national Young Healthcare Administrator of the Year, and in 2013 and 2014, the *Washington Business Journal* named Samet on its Power100 list.

Mark Smith, MD

Director, MedStar Institute for Innovation

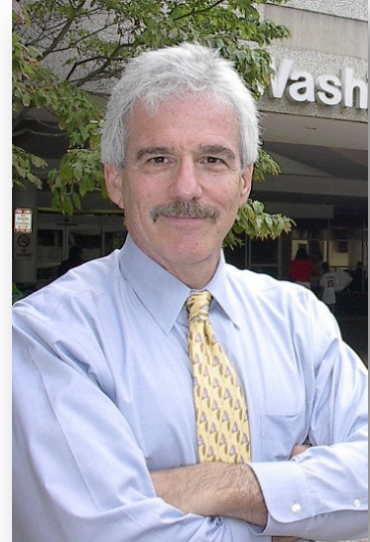
Mark Smith, MD, is the Director of the MedStar Institute for Innovation (MI2), leading a system-wide initiative to catalyze innovation at MedStar Health. Dr. Smith is professor and chair of emergency medicine at Georgetown University School of Medicine.

Prior to his appointment as director of MI2, Dr. Smith served as chair of the department of emergency medicine at MedStar Washington Hospital Center and founding chair of MedStar Emergency Physicians. Prior to that, he was chair of emergency medicine at the George Washington University Medical Center.

Dr. Smith has a bachelor's degree in mathematics, philosophy and psychology with highest honors from Swarthmore College, a master's degree in computer science from Stanford University, and a medical degree from Yale University School of Medicine. Dr. Smith did an internship at George Washington University Medical Center and a residency in emergency medicine at Georgetown University Hospital. He is board certified in emergency medicine.

In addition to innovation, Dr. Smith's interests include digital health, data science, complex systems, information visualization, catalyzing sustainable and self-organizing change, and scaling that change within and across large systems. The MedStar Institute for Innovation includes a technology commercialization capability; a center for human factors in healthcare; initiatives in consumer health, mobile health, and telehealth; a platform for teaching creativity, design, and influence; and a collaboration program with start-up companies in the healthcare space.

Dr. Smith was the co-founder of Project ER One, MedStar Washington Hospital Center's initiative to design and develop an all-risks ready emergency facility for mass casualties.. He is co-creator of MedStar Health's innovative Azyxxi / Amalga clinical information system, in continuous use at MedStar hospitals for 18 years, and in other hospitals nationwide. He has authored numerous journal articles and two textbooks in the field of emergency medicine; served on federal advisory groups in the fields of cardiac care, disaster response, and innovation; and helped to develop large programs in clinical simulation and human factors in healthcare.



Allan Hamilton, MD

Professor of Neurosurgery

University of Arizona Health Sciences Center

Starting his professional career as a janitor, today Allan Hamilton, MD, holds four professorships at the University of Arizona in Neurosurgery, Radiation Oncology, Psychology, and Electrical and Computer Engineering. He graduated from Harvard Medical School and completed his neurosurgical residency training at the Massachusetts General Hospital in Boston. Dr. Hamilton has served as both the Chief of Neurosurgery and Chairman of the Department of Surgery. He has been chosen by his neurosurgical peers as “One of America’s Best Doctors” for fifteen consecutive years. Dr. Hamilton has authored more than twenty medical textbook chapters, sixty peer-reviewed research articles, served on the editorial board of several medical journals, and holds several patents, ranging from chemotherapy to computer-guided surgical robotics.



Dr. Hamilton's first book, *The Scalpel and the Soul: Encounters with Surgery, the Supernatural, and the Healing Power of Hope* was published in 2008. Dr. Hamilton is also a world renowned horse whisperer, and in 2011 his second book, *Zen Mind, Zen Horse—the Science and Spirituality of Working with Horses*, won the Nautilus Gold Award for non-fiction works that “change the world one book at a time.” Previous Nautilus Award winners include Deepak Chopra, Eckhart Tolle, and His Holiness the Dalai Lama. For the last several years Dr. Hamilton has served as medical script consultant to the TV series *Grey’s Anatomy*. He is currently working on a new book about the human brain. He and his wife Jane live on a working cattle and horse ranch on the outskirts of Tucson, Arizona.

Helder Guimarães

World Championship Winner of Card Magic, Creative Magic Consultant
TED2014 Speaker, and Co-Creator of “Nothing to Hide”
Ruse and Subterfuge

In 2006, at the age of 23, Helder Guimarães became the youngest ever World Champion of Card Magic. He was awarded the title after his performance in a triennial competition, which left both the judging panel and over a thousand other performers utterly baffled. Since then, using his background in acting and theater, he created and performed his one-man shows all over the world.



Helder has also worked as a magic consultant for several TV projects, including “The Tonight Show,” and for theatrical productions such as Harold Pinter’s “The Dumb Waiter” and William Shakespeare’s “A Midsummer Night’s Dream.” Helder’s work has been widely recognized by his peers and described as “a thespian’s stage approach without theatrics” and “universally lauded, continuing the esteemed lineage.” Magic Magazine considered Helder “one of the brightest thinkers and performers of his generation.”

His appearances at the Magic Castle led him to be awarded the title of Parlour Magician of The Year in 2011 and 2012 by the Academy of Magical Arts in Hollywood. In 2012, he co-created a show called “Nothing to Hide” which opened at the Geffen Playhouse and was directed by Neil Patrick Harris. After critical acclaim, in 2013, the show was taken Off Broadway where it stayed for a very successful held-over run of 110 performances.

Helder was one of the invited guests for the prestigious TED Conference in 2014. According to TED, Helder is recognized by “his elegantly thought-through performances, which merge a nuanced stagecraft with good old how-does-he-do-it sleight of hand... silently plotting to blow your mind with invisible technique, unorthodox psychology and fresh humor.”

His professional activity is divided between this artistic, performance-based component and an educational one. Helder also travels around the world as an instructor/consultant offering training based on his experience in the manipulation of perceptions to help companies in areas such as communication and marketing. He currently lives in Los Angeles, California.

Colette Silvestri

High School Gifted Support Teacher Derry Township School District

Colette Silvestri is the Gifted Support Teacher at Hershey High School in Hershey, Pennsylvania. She is the coach of the Hershey High School Memory Team and, previously, The East Pennsboro High School Team. She originally entered the public school system to test curriculum designs in arts education, but was required to work with East Pennsboro's newly established 'memory team.' During that first year, one of her students became the first high school student to place among the top three *adult* finalists in the nation. After transferring to Hershey, she established a new program whose various teams and individual students succeeded in winning five national titles, setting three adult national records and one international record. Her students have also represented Pennsylvania at the National Brain Bee, Poetry Out Loud and business design competitions



A native of Pittsburgh, Colette began her studies in voice and piano at Duquesne University at the age of seven. She continued her studies in operatic performance at Carnegie-Mellon where she joined Scotch'n'Soda (the school's original musical writing club). She received her Master of Arts at Penn State Harrisburg American Studies for her work as National Coordinator for final reunion of Roosevelt's Civilian Conservation Corps and Junior Leagues of Pennsylvania as their State Chair for Public Policy. When the Harrisburg Arts Magnet School was dissolved in the mid-1990s, Colette created an integrated, arts/technology workshop called The WIREWorks. With WIREWorks keeping her own artistic skills sharp, Colette's musical, ZELDA, was selected for the New York Musical Theater Festival in 2012 and is presently in professional development.

For her work in government, the arts, community service and education, Colette received The John Kuehl Fellowship from The International F. Scott Fitzgerald Society, The Penn State Humanities Award, Profiles in Excellence Award and a national Lin Wright Professional Teaching Grant for Excellence in Education of the Arts. It is her personal hope to find a 'quiet moment' one day so she can figure out what she actually does for living. Until then, she and her husband, Glenn Parsells, reside in the Harrisburg area with their very spoiled corgi, Miss Polly.

Howard Federoff, MD, PhD

Executive Vice President for Health Sciences, Georgetown University
Executive Dean, Georgetown University School of Medicine

As Executive Vice President for Health Sciences at Georgetown University and Executive Dean of the School of Medicine, Dr. Federoff is responsible for Georgetown University Medical Center (GUMC). He is a professor of Neurology and Neuroscience.

Prior to Georgetown, he held appointments as Senior Associate Dean for Basic Research; Professor of Neurology, Medicine Microbiology and Immunology; and Professor of Oncology and Genetics at the University of Rochester School of Medicine, and as Founding Director of the Center for Aging and Development Biology at the Aab Institute of Biomedical Sciences and Founding Division Chief of Molecular Medicine and Gene Therapy. After joining the Rochester faculty in 1995, he also served as Director of the University of Rochester's Interdepartmental Neuroscience Program. Dr. Federoff's research interests include gene therapy and neurodegenerative diseases such as Parkinson's, and Alzheimer's. His research has received support from the NSF, the NIH, and the DOD. He has published widely in peer-reviewed journals and served as a reviewer for many journals, and currently serves on the editorial boards of the *Journal of Parkinson's Disease*, *Open Genomics Journal* and *Journal of Experimental Neurology*. Dr. Federoff served as Chair of the NIH Recombinant DNA Advisory Committee from 2007-2010. He is a Fellow of the AAAS and National Academy of Inventors.



Before joining the Rochester community, he was Associate Professor of Medicine and Neuroscience at Albert Einstein College of Medicine, from which he received MS, PhD, and MD degrees. He did his internship, residency, and clinical and research fellowships at Massachusetts General Hospital/Harvard Medical School, and practiced medicine at the Albert Einstein College of Medicine and University of Rochester.

Stephen Mitroff, PhD

Research Scientist, MedStar National Rehabilitation Network
Associate Professor, Center for Cognitive Neuroscience, Duke University

Stephen Mitroff, PhD, is an Associate Professor in the Department of Psychology & Neuroscience and the Center for Cognitive Neuroscience at Duke University and a Research Scientist at the MedStar National Rehabilitation Hospital. Dr. Mitroff's research examines the nature of visual cognition – examining mechanisms of visual memory, perception, and attention. He has a current primary focus on individual differences to reveal how it is that some people can outperform others, how can we quickly identify the best performers, and how can we train individuals to improve performance.



Dr. Mitroff strives to advance academic theory while simultaneously informing applied questions with broad translation importance. To this end, Dr. Mitroff has obtained a wide breadth of research funding, including from the National Institute of Health, the Department of Homeland Security, the Transportation Security Administration, the Army Research Office, DARPA, and Nike, Inc. Through these opportunities, Dr. Mitroff has worked with professional visual searchers (radiologists, airport security officers) and elite collegiate and professional athletes to understand how visual performance varies across individuals. He is currently bringing visual training tools to the MedStar National Rehabilitation Hospital to aid in rehab efforts.

Dr. Mitroff received his undergraduate degree in Cognitive Science from UC Berkeley, and a master's degree and PhD in Cognitive Psychology from Harvard. He completed 3 years of research focused on adult visual cognition and infant cognitive development at Yale prior to joining the faculty at Duke in 2005. More information about his research and his academic publications can be found at <http://www.mitrofflab.org>.

Eric De Jonge, MD

Director of Geriatrics, MedStar Washington Hospital Center

K. Eric De Jonge, MD is the Director of Geriatrics and co-founder (in 1999) of the Medical House Call Program at MedStar Washington Hospital Center. He is on teaching faculty at Johns Hopkins and Georgetown.

Dr. De Jonge grew up in Chicago, Illinois, and attended Stanford University and Yale School of Medicine. He did his residency in primary care medicine at Johns Hopkins Bayview and fellowships in health policy at Georgetown and Geriatric Medicine at Johns Hopkins.

In 2003, Dr. De Jonge was named National House Call Physician of the Year by the American Academy of Home Care Medicine (AAHCM). His main interest is in creating skilled and affordable care teams that help frail elders live with dignity at home.

Since 2007, Dr. De Jonge has helped develop and advocate for a Medicare reform act, called Independence at Home (IAH), to advance home-based primary care for elders and reduce total Medicare costs. IAH was part of the 2010 health reform bill and began implementation in 2012. He served as national program chair for the 2014 AAHCM annual meeting.

In September 2014, Dr. DeJonge received the D.C. Hospital Association's Distinguished Service Award.



Ed Tori, DO

Director of Presence, MedStar Institute for Innovation

Edmund A. Tori, DO, is the Director of Presence for the MedStar Institute for Innovation (MI2) where his responsibilities include serving as the chief architect of MI2's virtual presence and leveraging it to catalyze innovation throughout the MedStar Health system. He is currently launching "MI2 Sense," a MedStar-wide social collaboration environment.

Through courses, public speaking, and coaching, Dr. Tori provides training on influence for health professionals and caregivers. His "Influence Consults" have touched such diverse areas as resident recruitment, patient adherence, philanthropic efforts, patient education, professional op-ed writing, bedside manner, conflict management and the opening of new healthcare delivery facilities. He is currently working with MedStar SiTEL to craft Simfluence™ training.

In addition to this work, Ed provides consulting on social media, online marketing and mobile app and game development. He runs several health care training, marketing, influence, and humor websites. He is a father of six, has his own mobile game company, and is a certified hypnotist.

From 2003 through 2011, Dr. Tori was the Medical Director of the Cardiovascular Step-Down Unit at MedStar Union Memorial Hospital in Baltimore, MD where he was responsible for running perioperative cardiac services.

Ed completed his Doctorate in Osteopathic Medicine at the Philadelphia College of Osteopathic Medicine followed by a residency in internal medicine at MedStar Union Memorial Hospital where he was both Chief Resident and Resident of the Year. He received his Bachelor of Arts in Africana Studies from Cornell University.

His training in influence and persuasion comes from over a decade of apprentice arrangements with experts in diverse influence domains including coaching, social sciences, direct response marketing, advertising, game design, copywriting, hypnosis, NLP, parenting, public speaking, internet marketing and others.



Michael Pietrzak, MD

Director of Strategic Initiative, MedStar Institute for Innovation

Michael Pietrzak, MD, is an emergency physician with a background in building sciences and design for healthcare applications. He was the Director of Project ER One Phase I leading the federally funded initiative developing the design features, concepts and specifications for the “all risks,” scalable medical facility in the multi-threat environment. The project gained national recognition for its concepts of threat mitigation and scalability at medical facilities. Dr. Pietrzak has provided consultation to major architectural firms such as HKS and SOM on large medical center ED projects. His role in these projects included design consultation, threat mitigation, and technology.



In his role with MI2, Dr. Pietrzak leads major new initiatives as well as external relations with university, corporate, government and NGO entities. He is the senior physician consultant for technology evaluation of new technologies. He has provided presentations on emerging medical technology for both design firms and major emergency medicine academic programs.

Dr. Pietrzak has been involved in the design, development and operations of innovative senior living facilities for 18 years. He has been directly involved in the development and/or operations management of senior care facilities in three states including 4 that specialize in dementia care. These facilities have adopted innovative design concepts to support memory function. He served on the American Institute of Architects senior facilities subcommittee for Guidelines for the Design and Construction of Hospital and Health Care Facilities.

Dr. Pietrzak had a distinguished medical career in both the military and civilian sector that including clinical, management, and academic balance. Serving as chief medical officer of TRICARE Southwest he oversaw medical affairs for the Department of Defense (DOD)/Military Health System in the Southwest Region of the United States.

Dr. Pietrzak has held several academic positions including Assistant Clinical Professor of Emergency Medicine at Georgetown University, Associate Clinical Professor at George Washington University and Department of Military Emergency Medicine at the Uniformed Services University of Health Sciences (USUHS) from 1989 – 1994.

Sarah Henrickson Parker, PhD

Director of Education and Academic Affairs

National Center for Human Factors in Healthcare

Assistant Professor, Georgetown University Dept. of Emergency Medicine

Sarah Parker, PhD, received her bachelor's degree in psychology from Wittenberg University in Springfield OH and her master's degree in human factors and applied cognition from George Mason University in Fairfax VA. Prior to pursuing her PhD, she worked at Mayo Clinic applying human factors principles to various inpatient quality and safety challenges. She worked specifically with the Division of Cardiac Surgery as a human factors researcher, developing multiple safety interventions specifically designed for the cardiac OR.

Dr. Parker pursued her PhD at University of Aberdeen in Scotland, developing and validating the Surgeons' Leadership Inventory, a behavioral marker tool to investigate leadership in the intraoperative setting.

Dr. Parker was a Ruth L. Kirschstein Post Doctoral Fellow, funded by the Agency for Healthcare Research and Quality, focusing on team coordination during trauma resuscitation. She is currently working on multiple projects focused on utilizing innovative measurement techniques in situ and in simulation funded by the Robert Wood Johnson Foundation and the Agency for Healthcare Research and Quality.

Dr. Parker's research interests include team performance and communication in high risk settings, applying innovative methods to better understand human performance, medical education on patient safety, and human factors applications within healthcare. She has presented at numerous national and international conference and published over 50 peer reviewed articles and book chapters on human factors and patient safety.

Most importantly, Dr. Parker and her husband Michael are parents of Layla, an 18 month old who loves singing.



Raj Ratwani, PhD

Scientific Director, National Center for Human Factors in Healthcare
Assistant Professor of Emergency Medicine
Georgetown University School of Medicine

Raj Ratwani, PhD, is the Scientific Director for MedStar Health's National Center for Human Factors in Healthcare, where he focuses on improving the safety, quality and efficiency of care through the application of human factors and cognitive science principles. He is an expert in the areas of memory, perception, and reasoning.

Dr. Ratwani's research has been funded by the Agency for Healthcare Research and Quality (AHRQ), National Institutes of Health (NIH), the Office of the National Coordinator (ONC), and several foundations.

Current projects include developing visualization and analytic tools to improve the understanding of patient safety events, improving the usability of health information technology, and using sensors to understand and enhance human performance in clinical environments.

Dr. Ratwani earned a MA and PhD in psychology, focusing on human factors and applied cognition, from George Mason University and was awarded the Fleishman dissertation award. He was a National Research Council post-doctoral fellow at the Naval Research Laboratory where he focused on task interruptions and real-time algorithms to predict and prevent skill-based errors. He has published over twenty-five peer reviewed publications in nationally recognized journals and has given numerous presentations to human factors and healthcare audiences.

In addition to his scientific career, Dr. Ratwani is a pioneer in social innovation and philanthropy and was named a PBS *Agent for Change* in 2013.



Taylr Jesinger, MHA

Senior Project Manager, MedStar Institute for Innovation

Taylr Jesinger is the senior project manager at the MedStar Institute for Innovation (MI2) where she leads various projects across multiple domains and hospitals at MedStar Health. Her projects focus greatly on innovation in healthcare delivery, which include telehealth and the reduction of hospital readmissions. Prior to joining MI2, she was the administrative resident at MedStar Washington Hospital Center.



Taylr completed her master's degree in health administration at the University of Kentucky graduating with high honors. During her full-scholarship graduate program she worked in sociological and entrepreneurial research at the University of Kentucky's Institute for Workplace Innovation (iWin) and for Lexington Chamber of Commerce, Mayoral Office. She spent copious time in rural Kentucky studying rural health issues and economic disparity where she became an advocate for underserved populations and for children living in poverty and high-risk environments.

Taylr received her bachelor's degree in neuroscience from the University of Southern California where she worked in molecular biology research at the USC Norris Comprehensive Cancer Center. Prior to her undergraduate studies, she was selected for a molecular biology research fellowship at Harbor-UCLA Medical Center, which crystallized her decision to pursue a career in healthcare. She received academic and leadership scholarships throughout her time at USC and while serving as feature twirler and leader with the USC Trojan Marching Band. She represented the USA on several international tours including China, Italy, and at the World Expo in Japan. She now coaches and performs at children's hospitals and for various youth health-related events.