



HEALTH & LIFE SCIENCES CONFERENCE

Healthcare 2020: The Next Generation of Innovation in Consumer-Centric Healthcare

November 7th, 2014

The second annual Health and Life Sciences Conference, hosted by Boston University's School of Management will build on the success of last year's inaugural conference. This event will once again convene graduate students, faculty and industry professionals to establish a new vision for the nation's struggling healthcare system. Keynote speakers and panelists, representing hospitals, health plans, life sciences, IT, and public health perspectives, will explore opportunities to increase patient engagement and promote innovation in the development and delivery of medicine. More information can be found at:

<http://smgworld.bu.edu/hlsc/>

Conference Format

Registration: 12-1 PM

Opening Keynote: 1-1:45 PM

"TERRIER Talks": 2-2:45 PM

Interactive Q&A Session: 2:45-3:00 PM

Panel: 3:15-4:15 PM

Closing Keynote: 4:30-5:15 PM

Networking: 5:15-6:45 PM

Keynote

This year's opening keynote will be **Dr. Jon Cohen**, Senior Vice President and Chief Medical Officer for Quest Diagnostics. Dr. Cohen will introduce the conference's key theme of patient-centered care and frame the major opportunities around patient consumerism for more effectively engaging the "end users" of medicine and define a new era of healthcare for the year 2020. Our closing keynote will be **Dr. David Meeker**, CEO of Genzyme, A Sanofi Group. Dr. Meeker will conclude this year's conference by summarizing key takeaways from the preceding panels and also speaking to innovations led by Genzyme, a leading pharmaceutical company implementing patient-centric strategies across its entire drug discovery value chain.

"TERRIER Talks": Leading Examples of Innovation in Practice

Three TED-style speakers will present on specific applications of innovation across a range of organizations developing new technologies and collaborative models to individualize patient treatment. **Dr. Leigh Zawel**, the head of the Center Therapeutic Innovation (CTI) at Pfizer will present a new model of academic-industry collaboration in order to increase early scientific discovery. **Dr. Brian Jack**, lead investigator of Project RED will present on a new model for re-engineering discharge to reduce hospital readmission rates. **Dr. Kamal Jethwani**, Corporate Manager of Research and Innovation at the Center for Connected Health will speak about clinical information architectures and care management.

Panel: Increasing Patient Engagement

This panel will connect experts across the healthcare spectrum (delivery, pharma, global health, and health IT) to highlight opportunities for increasing patient engagement through new partnerships or disruptive innovations. Confirmed speakers include **Dr. Henry Feldman**, Chief Information Architect at Beth Israel; **Dr. Andrew Sussman**, President of MinuteClinic at CVS Caremark, **Daniel McNamara**, Head of US Patient Services Rare Diseases Business Unit, Patient Access at Shire, **Martha Temple**, President of New England Market at Aetna and **Sally Okun**, VP of Advocacy, Policy and Patient Safety at PatientsLikeMe.

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