

# Insight & Imagination

## Innovations in... Thinking Differently

Hyatt Regency • Bethesda, Maryland • 13 October 2015

7:30 AM

Attendee Check-In and #MedStarHealthy Light Breakfast Begin - *Crystal Ballroom Foyer*

### *Early Bird Special*

8:30 AM

#### MI2 Brain Tai Chi™

- **Taylr Jesinger & Mark Smith**  
MedStar Institute for Innovation

### *Forum Begins*

9:00 AM

#### Insight For A Change

- **Ed Tori**  
Director, MI2 Center for Health Influence & Engagement  
Director of Presence, MedStar Institute for Innovation

9:15 AM

- **Discussion**

9:22 AM

#### Welcome

- **Mark Smith**  
Chief Innovation Officer, MedStar Health  
Director, MedStar Institute for Innovation

9:49 AM

#### The Light Bulb Moment: Three Mysteries

- **Gary Klein**  
Cognitive Psychologist, Founder of ShadowBox LLC  
Author, Researcher, Entrepreneur, & Pioneer of the Naturalistic Decision Making Movement

10:19 AM

- **Discussion**

10:31 AM

#### 20 Minute Break

10:51 AM

#### The Creativity Connection Between the Physical and the Mental

- **Elizabeth Delasobera**  
Director of Sports Medicine for MedStar Emergency Physicians  
Program Director, Primary Care Sports Medicine Fellowship  
MedStar Georgetown University Hospital & MedStar National Rehabilitation Network

11:07 AM

- **Discussion**

11:15 AM

#### The Nose in Front of You: How to See Missed Opportunities Staring You in the Face

- **Eric Haseltine**  
President and Managing Director, Haseltine Partners LLC  
Former CTO for the U.S. Intelligence Community  
Former Executive Vice President, Walt Disney Imagineering

11:45 AM

- **Discussion**

11:53 AM

#### Epiphany, Savantism, & the Radical Technologies Unlocking the Mind

- **Michael Gillam**  
CEO and Founder of HealthLabs and Athla  
Former Founding Director of the Microsoft Healthcare Innovation Lab

12:08 PM

- **Discussion**

12:15 PM

#### Exercise 1

#mi2forum

Please turn mobile phones and pagers to quiet mode.

*Agenda continued on other side of page.*

# Insight & Imagination Innovations in... Thinking Differently

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12:35 PM 60 Minute #MedStarHealthy Lunch - *Crystal Ballroom Foyer*

1:35 PM **Insight Interlude**

- **Mark Smith**

1:51 PM **Launching the Revolution: Unlocking the Ideas that Can Change the World**

- **Donna Harris**  
Cofounder and Co-CEO of 1776

2:06 PM • **Discussion**

2:14 PM **The Daily Zoo: Keeping the Doctor at Bay with a Drawing a Day**

- **Chris Ayers**  
Digital Artist and Hollywood Character Designer  
Author of the Popular Book Series: *The Daily Zoo*

2:44 PM • **Discussion**

2:51 PM 20 Minute Break

3:11 PM **Exercise 2**

3:44 PM **Tongue Twisters to Tailoring Tasks: Insights for Safety**

- **Raj Ratwani**  
Scientific Director, National Center for Human Factors in Healthcare (MedStar/MI2)  
Assistant Professor of Emergency Medicine, Georgetown University School of Medicine

3:59 PM • **Discussion**

4:07 PM **Directed Imagination: There is an App for That**

- **Paul Plsek**  
Innovator-in-Residence, MedStar Institute for Innovation  
Consultant, Author, & Developer of DirectedCreativity™

4:22 PM • **Discussion**

4:29 PM **The Beginning**

- **Mark Smith**

4:30 PM **Forum Adjourns**

Thank you for attending MI2's 6<sup>th</sup> Annual Innovation Forum.