

## Chris Ayers

Digital Artist and Hollywood Character Designer

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Chris Ayers grew up in Minnesota surrounded by a family and community that encouraged his many creative endeavors and provided ample fuel for his imagination. After studying art in college he packed his small car to the ceiling and headed west to Hollywood to pursue his lifelong dream of working in the movies. He had no intention of trying to act—he just wanted to make monsters!

Opportunities were found and slowly he started building a promising career working as a character designer. Things came to a crashing halt, however, when Chris was diagnosed with acute myelogenous leukemia, a type of blood cancer, on April Fool's Day in 2005. Thus began one of the toughest journeys of his life: enduring the physical and emotional rigors of treatment and recovery. Though it shook him, dropped him, bounced him, spun him, and quite literally made him nauseous, the cancer rollercoaster finally slowed down. On the one year anniversary of his diagnosis, Chris enlisted the help of two of his lifelong passions—art and animals—and began a sketchbook called *The Daily Zoo* with the goal of drawing one animal each day for a year. He hoped it would be a nice challenge for his self-discipline and imagination, but more importantly that it would aid his healing process by giving him a focused opportunity to celebrate the gift of each healthy day.



The initial goal of *The Daily Zoo* was met but proved to be so therapeutic and rewarding that he kept right on drawing. He's now in Year Ten (day three thousand four hundred and something) and has had the opportunity to publish five books in *The Daily Zoo* series with more on the way. (A portion of *Daily Zoo* proceeds goes to support cancer research & charities.)

When not spending time tending to his Zoo, Chris freelances as a character designer in the entertainment industry (some clients have included DreamWorks Animation, Sony Feature Animation, Disney TV Animation, Rhythm & Hues, Reel FX, Amalgamated Dynamics, Inc., Rick Baker's Cinovation, and Spectral Motion working on films such as *Men in Black II*, *The Santa Clause 2*, *The Incredible Hulk*, *Star Trek*, the *Alien vs. Predator* films, and *Penguins of Madagascar*). He also does public speaking on occasion, sharing his story of using art and creativity as powerful healing tools with a variety of organizations including art schools, hospitals, clinics, and cancer charities.

Chris lives with his wife and son in Los Angeles, still draws an animal a day, and celebrated ten years or remission in July 2015

To learn more, see samples of Chris' work, or order signed copies of *The Daily Zoo* books, please visit [www.chrisayersdesign.com](http://www.chrisayersdesign.com).

## **B. Elizabeth Delasobera, MD**

Director of Sports Medicine for MedStar Emergency Physicians  
Program Director, Primary Care Sports Medicine Fellowship  
Assistant Professor, Department of Emergency Medicine  
Georgetown University School of Medicine & MedStar National Rehabilitation Network

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B. Elizabeth Delasobera, MD, is a member of the MedStar Rehabilitation Network's medical team and is the sports medicine specialist at the MedStar National Rehabilitation Network McLean outpatient location. She has been a key participant in the development of standardized protocols and guidelines for the MedStar Health Sports Medicine Concussion Program to ensure uniformity across the system. In addition, she is an attending physician in the MedStar Georgetown University Hospital Emergency Department and serves on Georgetown University's medical school faculty. She is also the program director for the Primary Care Sports Medicine Fellowship for MedStar Georgetown University Hospital, the Associate Team Physician for the Washington Capitals, and Head Team Physician for Marymount University.



Dr. Delasobera is a native of McLean, Virginia and attended The Potomac School, where she was elected as captain of the tennis and basketball teams. She completed her undergraduate degree at Yale University, again in the role of captain of the tennis team, and received her medical degree from Stanford University in 2008. Dr. Delasobera completed her residency in emergency medicine at MedStar Washington Hospital Center and MedStar Georgetown University Hospital's combined program in 2011. She completed her Sports Medicine Fellowship in 2012 from Virginia Commonwealth University.

Dr. Delasobera's continued service to the McLean community demonstrates her commitment to the health and growth of this vital heart of Virginia.

## Michael Gillam, MD

CEO and Founder of HealthLabs and Athla  
Founding Director of the Microsoft Healthcare Innovation Lab

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Michael Gillam, MD, FACEP, is a physician executive in information technology, current CEO and Founder of HealthLabs ([healthlabs.co](http://healthlabs.co)), a digital health data company aggregating claims data for consumers, and Athla, a director-to-consumer mobile digital athletics company ([athla.com](http://athla.com)) featured in a recent Apple commercial.



Dr. Gillam is a former partner level executive in Microsoft and Founding Director of the Microsoft Healthcare Innovation Lab. He was the research director for the data aggregation solution, Azyxxi, which was acquired by Microsoft in 2006 to become one of their flagship products for healthcare, renamed Amalga™. He is a board certified emergency medicine physician who trained, practiced, and taught through Northwestern University Medical School for eleven years. He has served as Chair of Informatics for both the Society for Academic Emergency Medicine and the American College of Emergency Physicians. He has published over fifty conference abstracts and articles in peer-reviewed journals and has eleven health IT patents awarded or in submission.

Dr. Gillam has advised or conducted IT projects with governmental and non-governmental organizations on health information technology including Fortune 500 companies, China's leading hospitals in Shanghai and Beijing, Dubai's Ministry of Health and startups in Silicon Valley. He served as a judge on the Nokia Sensing XPrize and is the chief clinical judge for the Qualcomm Tricorder XPrize. Dr. Gillam has led projects spanning an array of technologies including: "Big Data" in healthcare; predictive analytics; bioterrorism and emerging disease surveillance; natural language processing (NLP); electronic documentation; gesture-based control systems; data visualization; anomalous event detection; RFID tracking; automated patient image capture; enterprise search in healthcare; de-identifying datasets; unified communications; surface computing; personal health records (PHRs); virtual and augmented reality; and medical robotics.

*@gillam*

## Donna Harris, MBA

Cofounder and Co-CEO of 1776

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Donna Harris is Cofounder and Co-CEO of 1776, a global incubator and seed fund. Under her leadership 1776 has grown from idea to a globally recognized brand at the center of worldwide startup activity. Launched only two years ago, 1776 now has campuses in Washington, DC, Northern Virginia, and San Francisco, and operates a venture fund making investments worldwide. Through 1776, nearly 300 young companies have been founded and are growing and creating jobs in the Washington, DC region with thousands of others being supported by 1776 around the globe. With visitors ranging from President Obama and Prime Minister David Cameron to CEOs of America's top technology companies, 1776 has become the singular go-to-stop in DC for political and corporate leaders as they seek to engage in the innovation economy.



Prior to launching 1776, Donna served as the Managing Director at the Startup America Partnership where, working in partnership with the White House, the Kauffman Foundation and the Case Foundation, she led the formation of entrepreneurial communities across the United States and integrated them into a national startup ecosystem. Her work was the precursor to the Startup Nations initiative, enabling informal knowledge sharing among economies to help accelerate new and young firm formation in their countries in order to create jobs, build economies and expand human welfare. Donna remains on the board of directors of Global Entrepreneurship Network, which oversees the Startup Nations initiative.

Prior to joining Startup America, Donna was Vice Chair of Interpoint Group, a government markets, government relations, and public affairs strategy and management firm, which generated nearly \$8 billion in revenue while passing or defeating legislation, and executed public affairs campaigns for corporations, non-profits, foundations, and governments globally. Under her leadership, the company grew 10x and was acquired by Pegasus Capital Partners.

She was also previously Founder and CEO of Kinderstreet, which sold software in the education, sports, and recreation markets. Donna grew the company from concept to a national leader with 900+ user schools in 41 states, and it was acquired by Arc Capital Development in 2005. She was also Vice President at Centromine, a provider of web-based clinical and fiscal systems in the Health and Human Services industry. There, she led all product and market strategy and assisted in raising \$11M in venture capital financing. Centromine was acquired by the Echo Group in 2000.

Donna serves as a Trustee of the Federal City Council, is on the Board of Directors of the Global Entrepreneurship Network and is also an Entrepreneur-in-Residence at Georgetown University. She is also an active angel investor as a cofounder of K Street Capital. Donna is also a frequent speaker and contributor to publications such as the *The Wall Street Journal*, *The Washington Post*, and *The Huffington Post*. Recognized as one of Washington, DC's Power 100 by *The Washington Business Journal* and *Washington Life*, and as a Tech Titan by *Washingtonian Magazine*, Donna has become one of the most influential leaders in Washington's new economy.

She holds a bachelor's degree from Central Michigan University and MBA with distinction from The University of Michigan Ross School of Business.

@dharrisindc

## Eric Haseltine, PhD

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

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Dr. Haseltine is President of Haseltine Partners LLC, a management consulting firm that helps senior executives envision the future and develop innovation strategies to survive and thrive in that future.

Dr. Haseltine developed his skills as a futurist and innovation expert by serving as a senior executive at cutting edge organizations such as Hughes Aircraft Company, Walt Disney Imagineering and the National Security Agency.

Trained as a neuroscientist, Dr. Haseltine applies new discoveries about the brain to enhance the human dimension of innovation. He has successfully applied his unique human-centered approach to help organizations in Aerospace, Entertainment, Health Care, Consumer Products and National Security transform and innovate. He is the author of *Long Fuse Big Bang: Achieving long term success through daily victories*, published by Hyperion. For five years, he authored both a monthly column and interactive web site on the brain for *Discover* magazine and is a contributor to *Psychology Today's* web site. In 2004, Haseltine received the Distinguished Psychologist in Management Award from the Society of Psychologists in Management. As an inventor, he has authored or co-authored 17 published patents.



After receiving his PhD in Physiological Psychology from Indiana University and completing one year of post-doctoral training in Neuroanatomy at Vanderbilt Medical School, Dr. Haseltine went to work for Hughes Aircraft Company as an Industrial Psychologist, where he used his training to design user friendly interfaces to high technology defense systems and flight simulators.

Dr. Haseltine's research in military flight simulation gave him a strong foundation in the emerging field of Virtual Reality, so in 1992 he joined Walt Disney Imagineering to help found the Virtual Reality Studio, which he ultimately ran until his departure from Disney in 2002. When he left Disney, Dr. Haseltine was Executive Vice President of Imagineering and head of R&D for the entire Disney Corporation, including film, television, theme parks, Internet and consumer products.

In the aftermath of 9/11, Dr. Haseltine joined the National Security Agency as its Associate Director, in charge of Research and Development, where he directed a broad range of intelligence technology projects including cyber technology, cyber defense and counter terrorism technologies.

When Congress created the Office of the Director of National Intelligence, Dr. Haseltine was promoted in 2005 to become its first CTO (Associate Director National Intelligence, reporting to the Director). In his two years there, Dr. Haseltine oversaw all Science and Technology efforts within the United States Intelligence Community as well as fostering development of innovative new technologies for countering cyber threats and terrorism.

Dr. Haseltine serves on numerous boards, and is an active consultant, speaker and writer. Over the past three years, he has focused heavily on developing innovation strategies and consumer applications for the Internet of Things (IOT). He was a moving force behind Disney's new Playmation IOT line of smart toys.

His new book, *Secrets Your Brain Hides From You*, is due for publication by Oakmill press in Nov 2015. Dr. Haseltine will be performing two nights on Broadway, Nov 5,6 in TED Talks Live.

@neuroquest



## Taylr Jesinger, MHA

Senior Project Manager, MedStar Institute for Innovation  
Faculty, MI2 Center for Health Influence & Engagement

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Taylr Jesinger is a senior project manager at the MedStar Institute for Innovation (MI2). She supports MI2's catalyzing environment and leads projects across multiple MI2 domains. The majority of her projects focus on influence, patient communication, building a "thinking differently" ecosystem, and innovation in healthcare delivery, which include telehealth and the reduction of hospital readmissions. She is also a faculty member of MI2's Center for Health Influence & Engagement, and the director of MI2's annual Innovations in... Thinking Differently Forum.



Prior to joining MI2, she was the administrative resident at MedStar Washington Hospital Center beginning her residency during Washington, DC's 2010 "Snowmagedon". Prior to joining MedStar, Taylr was awarded a full-scholarship for her graduate studies and completed her master's degree with high honors in health administration at the University of Kentucky. During grad school she worked in sociological and entrepreneurial research at the University of Kentucky's Institute for Workplace Innovation (iWin) and at Lexington Chamber of Commerce, Mayoral Office. She also spent copious time in Appalachia Kentucky studying rural health issues and economic disparity where she became an advocate for underserved populations, especially children living in poverty and high-risk environments.

Taylr received her bachelor's degree in neuroscience from the University of Southern California. She worked in molecular biology research at the USC Norris Comprehensive Cancer Center and was selected for a highly competitive molecular biology research fellowship at Harbor-UCLA Medical Center. She received academic and leadership scholarships while at USC and led the famous USC Trojan Marching Band as the USC Feature Twirler. She holds multiple titles in competitive baton twirling at state, regional, national, and world open events. She has been involved in music and dance for over twenty years, and has a passion for animal rescue.

*@TaylrTwirlr*

## Gary Klein, PhD

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

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Gary Klein, PhD, is known for (a) the cognitive models he described, such as the Recognition-Primed Decision (RPD) model, the Data/Frame model of sensemaking, the Management By Discovery model of planning in complex settings, and the Triple Path model of insight, (b) the methods he developed, including techniques for Cognitive Task Analysis, the PreMortem method of risk assessment, and the ShadowBox training approach, and (c) the movement he helped to found in 1989 — Naturalistic Decision Making.



The company he started in 1978, Klein Associates, grew to 37 employees by the time he sold it in 2005. He formed his new company, ShadowBox LLC, in 2014. The five books he has written, including *Sources of Power: How people make decisions*, and *Seeing What Others Don't: The remarkable ways we gain insights*, have been translated into 12 languages and have collectively sold more than 100,000 copies.

You can find all of Gary's books, publications, and more at [www.gary-klein.com](http://www.gary-klein.com)

@kleinsight

## Paul Plsek, MS

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

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Paul is an internationally recognized advisor on leadership, innovation, creativity and the management of change in complex systems. He serves as the Mark Hutcheson Chair of Innovation at the Virginia Mason Medical Center in Seattle, Senior Visiting Fellow on Innovation and Complexity at Ko Awatea in New Zealand, and the Director of the Academy for Large-Scale Change for the National Health Service in the UK. He is an Innovator-in-Residence at the MedStar Institute for Innovation (MI2) where he is developing mobile apps and online training in creativity, innovation and complex systems, and advising on several healthcare service delivery innovation projects.



Paul holds degrees in systems engineering from Texas A&M University and the Polytechnic Institute of New York. He is the author of several books and dozens of papers, and is a popular conference speaker. His latest book, *Accelerating Health Care Transformation with Lean and Innovation: The Virginia Mason Experience*, was awarded the Shingo Prize for Research in Operational Excellence in 2014.

@PaulPlsek



## Raj Ratwani, PhD

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

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Raj Ratwani, PhD, is the Scientific Director for MedStar Health's National Center for Human Factors in Healthcare and Assistant Professor of Emergency Medicine at Georgetown University. His research focuses on improving the safety, quality and efficiency of care through the innovative 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 master's degree and a 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 thirty 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.

*@RajRatwani*

## Mark Smith, MD

Chief Innovation Officer, MedStar Health  
Director, MedStar Institute for Innovation

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Mark Smith, MD, is the Chief Innovation Officer of MedStar Health and the Director of the MedStar Institute for Innovation (MI2) where he leads a system-wide initiative to create a vibrant innovation ecosystem that advances health and transforms care.

Prior to his appointment as Director of MI2, Dr. Smith served as chair of the department of emergency medicine at MedStar Washington Hospital Center for 14 years and as founding chair of MedStar Emergency Physicians. Dr. Smith is also professor of emergency medicine at the Georgetown University School of Medicine.

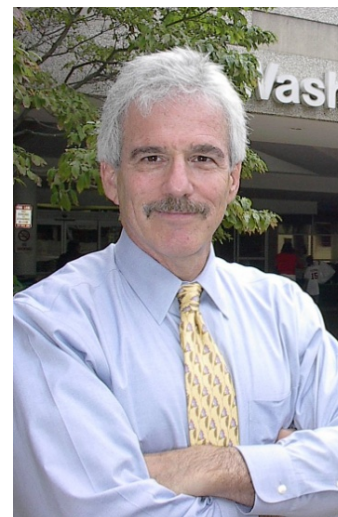
Dr. Smith received his Bachelor of Arts in mathematics, philosophy, and psychology with highest honors from Swarthmore College and a Master's degree in computer science from Stanford University where his Master's project advisor was Alan Kay\*. His medical degree is from Yale University School of Medicine. Dr. Smith completed an internship in medicine at George Washington University Medical Center and a residency in emergency medicine at Georgetown University Hospital.

Dr. Smith's interests include digital health, data science, complex systems theory, information visualization, how humans interface with technology, seeing the world through the eyes of the other, catalyzing sustainable and self-organizing change for the better, and scaling that change within and across large systems. The MedStar Institute for Innovation includes centers for digital health and data science (consumer, mobile and telehealth, and predictive analytics), for human factors in healthcare, and for influence, engagement, and rapport in health; a technology commercialization capability (MedStar Inventor Services); a platform for training in creativity, design, and influence; and a collaboration with start-ups in the healthcare space.

Dr. Smith was the co-founder of federally funded Project ER One, MedStar Washington Hospital Center's initiative to develop the design specifications for an all-risks ready emergency care facility for mass casualty incidents. He is the co-creator of MedStar Health's innovative Azyxxi / Amalga clinical information system, which has been in continuous use at MedStar hospitals for 18 years and is utilized in other hospitals in the United States. 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.

*@MarkSmithMD*

*@Mi2innovation*



\*Alan Kay is a computer science pioneer who was the first to say, "The best way to predict the future is to invent it."

## Edmund A. Tori, D.O.

Director, MI2 Center for Health Influence & Engagement  
Director of Presence, MedStar Institute for Innovation

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Edmund A. Tori, DO, is the Director of Presence and Director of the Center for Health Influence & Engagement for the MedStar Institute for Innovation (MI2). He is responsible for catalyzing an innovation culture at MedStar Health through the strategic nurturing of virtual (web, mobile, social media), public (innovation-in-residence, public speaking, seminars, workshops), and interpersonal (one-on-one connections, rapport-building, persuasion, influence) relationships.



Ed teaches physicians, nurses, mid-levels, executives, leaders and associates the sciences of influence, rapport and engagement for mindfulness, better communication and improved care delivery.

He conducts "Influence Consults" that touch nearly every aspect of healthcare - consults have included such diverse healthcare domains as resident recruitment, patient experience, philanthropic efforts, patient adherence, government affairs, bedside manner, staff satisfaction, quality and safety, digital marketing, smoking cessation and the opening of new healthcare delivery facilities.

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, counterintelligence, copywriting, hypnosis, NLP, parenting, public speaking, internet marketing and others. Dr. Tori is a certified hypnotist.

Ed is the creator of MI2 App Services and works closely with Cleveland Clinic Innovations' Health IT Commercialization Team for creating and evaluating mobile technologies. From 2010 to 2015 he was responsible for the development and maintenance of MI2's blog, MedStar's Innovation Hub and MedStar's internal social collaboration "MI2 Sense" (pronounced "my 2 cents").

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. A father of six, he teaches entrepreneurship to children and he runs his own mobile game company.

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. He is Board Certified in Internal Medicine.

*@DrEdTori*