

Phil Buescher, MD

Medical Director, Cardiovascular & Medical/Surgical Intensive Care Units
Union Memorial Hospital

Dr. Buescher is currently a partner of Pulmonary and Critical Care Associates of Baltimore, PA (PCCAB), the largest group of its kind in the US serving 8 hospitals and 12 sleep labs. He is a founding member of the 40-physician group, and has been the President of the Board for several terms. Dr. Buescher has a long history of leadership experience. He has been the Medical Director of the Medical/Surgical Intensive Care Units at Union Memorial Hospital since 1989, and has served as Medical Director of the Cardiovascular ICU since 1994. He served as the Board of Directors at Union Memorial Hospital in Baltimore from 2000-2010. Dr. Buescher has been consistently recognized as one of Baltimore Magazine's Top Doctors.



Dr. Buescher's formal training began at Duke University where he graduated with distinction from Duke University's Department of Engineering in 1977. In 1981 he graduated from the Duke University School of Medicine and was honored as the graduation speaker. He later completed his clinical residency and fellowship at the Johns Hopkins Hospital from 1981-1987. Dr. Buescher is Board Certified in Critical Care, Pulmonary Disease and Internal Medicine. He maintains assistant professorships at both the Pulmonary Division of the Johns Hopkins Hospital as well as the Department of Medicine at the University of Maryland School of Medicine.

In 2007, Dr. Buescher was recognized as the Outstanding Physician Educator by the residents at Johns Hopkins Hospital. He has been published in journals and book chapters, participated in grant funded research and has lectured nationally and internationally.

Allan Hamilton, MD

Professor of Neurosurgery, University of Arizona

After studying art in college, which earned him a career as a janitor, today, Allan Hamilton, MD, FACS, 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. He has been chosen by his neurosurgical peers as “One of America’s Best Doctors.” Dr. Hamilton has authored more than twenty medical textbook chapters, fifty research articles, and has served on the editorial board of several medical journals. He has been a vocal advocate for reform of medical education and the peer-review process to reduce morbidity and mortality from medical mistakes and surgical mishaps.



Dr. Hamilton's first book, *The Scalpel and the Soul: Encounters with Surgery, the Supernatural, and the Healing Power of Hope* (2008, Tarcher/Penguin USA) was awarded the 2009 Nautilus Silver Award, which was conceived to recognize world-changing books. Previous Nautilus Award winners include Deepak Chopra, Eckhart Tolle, and His Holiness the Dalai Lama. *Scalpel and Soul* has been translated into several languages and is now in a paperback edition. For the last several years Dr. Hamilton has served as medical script consultant to the TV series *Grey's Anatomy* and *Private Practice*. Dr. Hamilton raises Lipizzan horses, German Shepherds, and purebred Angus cattle on his ranch on the outskirts of Tucson, Arizona. His latest book, *Zen Mind, Zen Horse—The Science and Spirituality of Working with Horses* was published in September, 2011 by Storey Publishing. Forewords for the book were written by Monty Roberts and Dr. Robert Miller—two of the luminaries of the horse world.

To learn more, please visit: www.zenmindzenhorse.com, www.ranchobosque.com, www.scalpelandsoul.com, and www.allanhamilton.com.

Seth Krevat, MD

Assistant Vice President for Clinical Excellence

Montgomery General Hospital

Seth A. Krevat, MD joined the MedStar Health System as the Assistant Vice President for Clinical Excellence at Montgomery General Hospital (MGH) in April of 2011. He serves as the liaison between clinical and administrative staff and works to provide high quality, consistent, and safe care for patients. Since joining MGH, he has reshaped the ICU rounding process, and has also led a change of MGH's incident reporting system, working to create a safe environment in which staff are encouraged to report near misses and errors to ensure that processes get timely review and to eliminate recurrences.



Prior to joining MedStar Health, Dr. Krevat spent over seven years as a Hospitalist. From 2004 to 2011, he worked at Virginia Mason Medical Center (VMMC) in Seattle, Washington, a system of integrated health services which is well-known for its dedication to patient safety and quality through the application of Lean and the Toyota Production System. He served as the Clinical Advisor to the design team for a new \$209M state of the art hospital addition and provided clinical insights to process improvement strategies discovered through the Virginia Mason Production System (VMPS). Afterward he accepted the role of Virginia Mason's first Physician Advisor in which he collaborated with the Vice President of Finance and then developed, opened and served as Medical Director of Virginia Mason's Hospital Admissions Center (HAC). In June 2010, Dr. Krevat travelled to Japan with a Virginia Mason team to study Lean principles. Upon return, he then implemented a streamlined, standardized, and safe handoff process for residents and the hospitalist team.

Dr. Krevat received his M.D. from Georgetown University's School Medicine and completed a residency in Internal Medicine at Northwestern Memorial Hospital.

Paul Plsek, MS

Consultant, Author, & Developer of DirectedCreativity™

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, a member of the expert panel on health care innovation for the Agency for Healthcare Research and Quality in Washington DC, the Director of the Academy for Large-Scale Change for the National Health Service in the UK, and co-director of the Physician Leadership Development Program of the Ontario (Canada) Medical Association. He has recently taken on a project to advise the leadership team setting up the new Center for Medicare and Medicaid Innovation within CMS as they search for innovative models of care that can deliver higher quality services to more people at lower cost. 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.



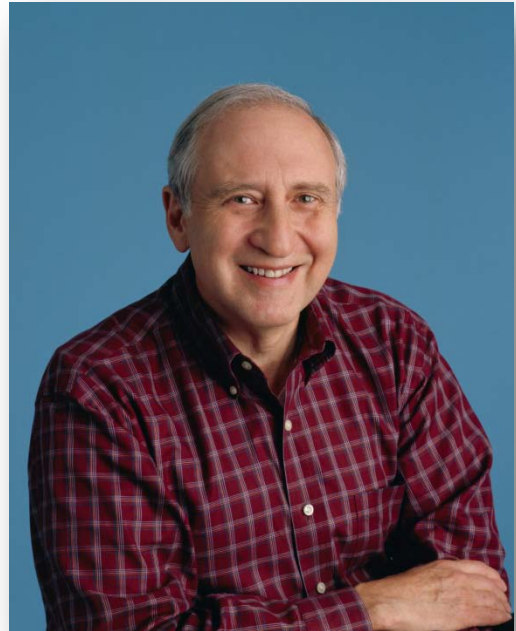
To learn more, please visit: <http://www.directedcreativity.com>.

Ben Shneiderman, PhD

Founding Director, Human-Computer Interaction Lab

Ben Shneiderman is a Professor in the Department of Computer Science and Founding Director (1983-2000) of the Human-Computer Interaction Laboratory at the University of Maryland. He was elected as a Fellow of the Association for Computing (ACM) in 1997, a Fellow of the American Association for the Advancement of Science (AAAS) in 2001, and a Member of the National Academy of Engineering in 2010. He received the ACM SIGCHI Lifetime Achievement Award in 2001.

Ben is the co-author with Catherine Plaisant of *Designing the User Interface: Strategies for Effective Human-Computer Interaction* (5th ed., 2010) <http://www.awl.com/DTUI/>. With Stu Card and Jock Mackinlay, he co-authored *Readings in Information Visualization: Using Vision to Think* (1999). With Ben Bederson he co-authored *The Craft of Information Visualization* (2003). His book *Leonardo's Laptop* appeared in October 2002 (MIT Press) and won the IEEE book award for Distinguished Literary Contribution. His latest book, with Derek Hansen and Marc Smith, is *Analyzing Social Media Networks with NodeXL* (www.codeplex.com/nodexl, 2010).



To learn more, please visit: <http://www.cs.umd.edu/~ben> and <http://www.cs.umd.edu/hcil/>.

Mark Smith, MD

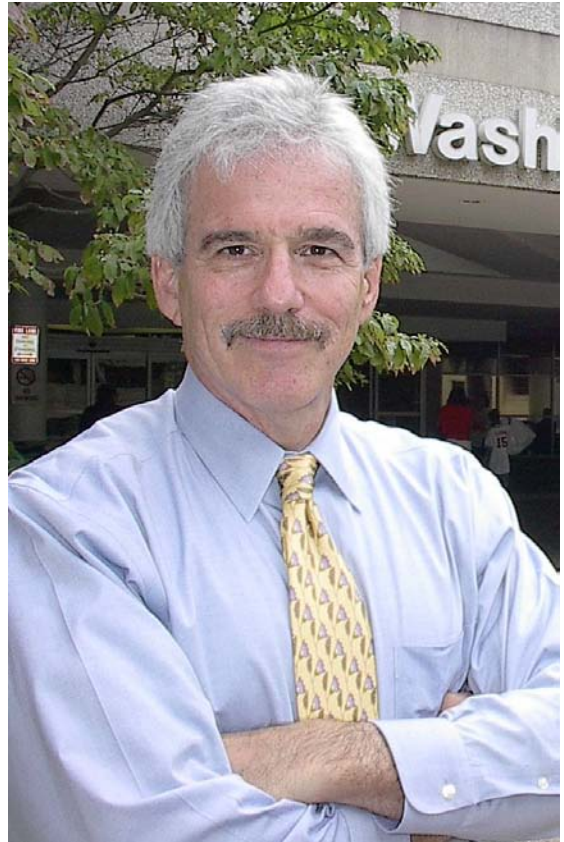
Director, MedStar Institute for Innovation (MI2)

Mark S. Smith, M.D., F.A.C.E.P. is director of the MedStar Institute for Innovation (MI2). In this role, Dr. Smith leads a system-wide initiative to foster and catalyze innovation at MedStar Health. In addition, he serves as the chairman of MedStar Emergency Physicians and also as professor and chairman of emergency medicine at the Georgetown University School of Medicine.

Prior to his appointment as director of MI2, Mark served as chairman of emergency medicine at Washington Hospital Center for 14 years. Prior to that, he was chairman and professor of emergency medicine at the George Washington University Medical Center and director of its Ronald Reagan Institute of Emergency 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. His medical degree is from Yale University School of Medicine. He completed an internship in medicine at George Washington University Medical Center and a residency in emergency medicine at Georgetown University Hospital. Mark is board certified in emergency medicine and is a fellow of the American College of Emergency Physicians.

Additionally, Dr. Smith also serves as the director of the ER One Institute and is the co-founder of the federally funded Project ER One, Washington Hospital Center's initiative to develop the design concepts, features, and specifications for an all-risks ready emergency care facility, one that is optimized to manage the medical consequences of terrorism and mass casualty incidents. He is the co-creator of MedStar Health's innovative Azyxxi clinical information system and has authored numerous journal articles and presentations on emergency medicine and two textbooks in the field.



Ed Tori, DO

Director of Presence, MedStar Institute for Innovation (MI2)

Edmund A. Tori, D.O., is the Medical Director of the Cardiovascular Step-Down Unit at Union Memorial Hospital (UMH) in Baltimore, MD where he is responsible for running perioperative cardiac services; as a member of the MedStar Institute for Innovation (MI2),

Ed is the Director of Presence where his responsibilities include serving as the chief architect of MI2's web presence and leveraging it to catalyze innovation throughout the MedStar Health system. He is currently piloting the development of "MI2 Sense", a MedStar-wide social collaboration environment.

In addition to this work, Ed provides consulting on social media and internet marketing to physician practices. He runs several health care training, marketing, and humor websites, and as a father of six is publishing a series children's books.



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