

## INFLUENCE / DESIGN / FLOW

# Innovations in... *Thinking Differently*

Sheraton Columbia Town Center Hotel • Columbia, Maryland • 9 October 2012

## AGENDA

**8:00 AM** Registration and Breakfast Begin – *Terrace Ballroom, Lower Level*

### *Early Bird Special*

**8:15 AM** Where Good Ideas Come From (TED Talk)

- **Steven Johnson**  
*Best Selling Author*

**8:35 AM** Brain Taiji

- **Taylr (Takagi) Jesinger**  
*Project Manager, MedStar Institute for Innovation (MI2)*
- **Mark Smith**  
*Director, MedStar Institute for Innovation (MI2)*

### *Forum Begins*

#### Influence

**9:00 AM** Seduction Artists, Con Men, & Cult Leaders, and How They Can Save Healthcare

- **Ed Tori**  
*Director of Presence, MedStar Institute for Innovation (MI2)*

**9:40 AM** • Discussion

**9:55 AM** Welcome

- **Mark Smith**  
*Director, MedStar Institute for Innovation (MI2)*

**10:15 AM** Envelope #1

**10:30 AM** Principles of Persuasion

- **Jean Hitchcock**  
*Vice President, Public Affairs & Marketing, MedStar Health*

**10:45 AM** • Discussion

**10:55 AM** 15 Minute Break

#### Design

**11:10 AM** “Don’t Make Me Draw”

- **Tim Ogilvie**  
*CEO & Chief Inspiration Officer, Peer Insight*

**12:05 PM** Envelope #2

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## AGENDA

**12:25 PM**    **60 Minute Lunch** – Terrace Ballroom Foyer & Patio

### Design (continued)

**1:25 PM**    **Design of Resilient Systems**

- **Bob Wears**  
*Professor of Emergency Medicine, University of Florida, Imperial College London*

**1:40 PM**    • **Discussion**

**1:50 PM**    **Envelope #3**

**2:05 PM**    **Good Design, Bad Design**

- **Sarah Parker**  
*Research Scientist, National Center for Human Factors Engineering in Healthcare (MI2)*

**2:20 PM**    • **Discussion**

**2:30 PM**    **15 Minute Break**

### Flow

**2:45 PM**    **Finding Flow: A Neuroscientific Perspective on the Pursuit of Purpose**

- **Allan Hamilton**  
*Professor of Neurosurgery, University of Arizona*

**3:30 PM**    • **Discussion**

**3:45 PM**    **Relational Flow**

- **Kate Davis**  
*Director, Learning & Organizational Development, MedStar Montgomery Medical Center*

**4:00 PM**    • **Discussion**

**4:10 PM**    **Flow to the Adjacent Possible**

- **Amit Shah**  
*Director, MedStar Inventor Services, MedStar Institute for Innovation (MI2)*

**4:20 PM**    • **Discussion**

**4:27 PM**    **The Beginning**

- **Mark Smith**  
*Director, MedStar Institute for Innovation (MI2)*

**4:30 PM**    **Forum Adjourns**

Thank you for attending MI2's Innovation Forum 2012.

Hope to see you at next year's forum.