



Innovations in... Thinking Differently

Sheraton Columbia Town Center Hotel • Columbia, Maryland • 6 October 2011
Hosted by MedStar Institute for Innovation (MI2)

A G E N D A

8:00 AM Registration and Breakfast Begin - *Lakeview Ballroom Foyer, Lobby Level*

8:30 AM Puzzles and Morning Brain Taiji for the Early Birds

9:00 AM Innovation Forum Program Begins

Visualization

9:01 AM Mind Mapping

- **Edmund A. Tori, DO**
Director of Presence, MedStar Institute for Innovation
Medical Director, Cardiovascular Step-Down Unit, Union Memorial Hospital

9:15 AM • Discussion

9:25 AM Welcome

- **Mark S. Smith, MD**
Director, MedStar Institute for Innovation

9:40 AM Visualizing Information to See Patterns, Gain Insight, and Make Decisions

- **Ben Shneiderman, PhD**
Founding Director, Human-Computer Interaction Laboratory, University of Maryland

10:30 AM • Discussion

10:45 AM 15 Minute Break

Creativity

11:00 AM Directed Creativity: Creativity for the Serious Minded

- **Paul Plsek, MS**
Consultant, Author, & Developer of DirectedCreativity™

11:45 AM • Discussion

12:00 PM Amuse-Tête: Exercises, Puzzles, & Problems

- **Paul Plsek, MS**
- **Mark Smith, MD**



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12:15 PM 60 Minute Lunch Break - *Lakeview Ballroom Foyer*

Magic

1:15 PM **How Nature Solves Problems: Using Comparative Anatomy & Physiology to See Freshly**

- **Phil Buescher, MD**
Medical Director, Cardiovascular & Medical/Surgical Intensive Care Units, Union Memorial Hospital

1:30 PM • **Discussion**

1:40 PM **Innovation: The Biologic Efficacy of Magic**

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

2:30 PM • **Discussion**

2:45 PM **Think Differently Interlude**

2:50 PM 10 Minute Break

Transformation

3:00 PM **The Seven Deadly Wastes**

- **Seth Krevat, MD**
Assistant Vice President for Medical Quality, Montgomery General Hospital

3:15 PM • **Discussion**

3:25 PM **Tending the Garden of Innovation**

- **Paul Plsek, MS**
Consultant, Author, & Developer of DirectedCreativity™

3:40 PM • **Discussion**

3:50 PM **The Beginning**

- **Mark S. Smith, MD**
Director, MedStar Institute for Innovation

4:00 PM **Forum Adjourns**

Thank you for attending MedStar Innovation Forum 2011.

See you at the next one in 2012.