

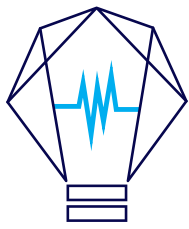
2017 HITLAB INNOVATORS SUMMIT NEW YORK



November 28-30

DAY ONE | TUESDAY, NOVEMBER 28, 2017

8:30	Breakfast Registration Networking
9:15	2016 HITLAB Summit Recap
9:20	Welcome Remarks John Hammitt , Executive Director, HITLAB, and Stan Kachnowski , Chair, HITLAB
9:30	Day One Chair Introduction Amy West , Senior Director, Patient Marketing and Digital Health Innovation, Novo Nordisk
9:45	Keynote Presentation: Breaking Through Barriers to Innovation David Moore , Senior Vice President, Commercial, Novo Nordisk
10:15	Coffee Break
10:30	Which Tech Company will Buy a Healthcare System First? Apple? Amazon? Facebook? Google? Matthew Holt , Founder, The Healthcare Blog, Co-Founder, Health2.0 David Gruber , Managing Director, Alvarez & Marsal Healthcare Industry Group Facilitated by: John Hammitt , Executive Director, HITLAB
11:00	Digital Health Breakthrough Network: Rapid Validation for Early Health Tech Startups: Cycle 2 Winners Facilitated by: Laura Pugliese , Deputy Director, HITLAB
11:15	Data and Its Predictive Uses: Machine Learning, AI and NLP in Clinical Reality James Le Bret , MD, Assistant Professor of Medicine, NYU Langone Medical Center Artem Petakov , President & Co-Founder, Noom
11:45	Alex Dahmani: Monitoring, Engaging, and Supporting Patients CEO/Co-Founder, Quio . Interviewed by Katie Lynch , Associate, HITLAB
12:15	Lunch
1:00	Panel: Taking Healthcare Organizations from Innovation to Digital Transformation Sarah MacArthur , Director of Digital Health Innovation, NYU Langone Medical Center
1:15	Implementing Entrepreneurial Principles In Life Science Companies Jeremy Sohn , VP, Global Head of Digital Business Development and Licensing, Novartis
1:45	Solve: Interaction Session on Google and Healthcare Facilitated by: Olivier Rabenschlag , Head of Creative, Google Meg Griffin , Deputy Director, HITLAB
2:15	Predictions of Techknowledge Lee Shapiro , Managing Partner/Co-Founder, 7Wire Ventures
2:30	Strategy and Design Concepts for eHealth in Developing Countries: The Cases of Morocco and Gabon Dominic Haazen , Lead Health Policy Analyst, World Health Bank
2:45	Coffee Break Snacks Networking Exhibitor Visits
3:00	"Bulldozer Moments" and Business Success Donato Tramuto , CEO, Tivity Health Interviewed by: Lois Drapin , CEO, The Drapin Group LLC
3:30	Discussion: Investigative Discourse and Clinical Trials Chrysanthi Dori , Associate Director, Global Clinical Information & Analytics, Bayer, Katrina Mateo , Manager, Innovation Research, HITLAB, Emily Goldsher-Diamond , Associate, HITLAB
3:45	Integration of New Technology Into Healthcare David Putrino , Assistant Professor, Department Of Rehabilitation Medicine, Icahn School Of Medicine, Director Of Rehabilitation Innovation, Mount Sinai Health System
4:00	Driving Digital Health Culture Change Graeme Ossey , Manager, Innovation, New York-Presbyterian Interviewed by: Margaret Griffin , Deputy Director, HITLAB
4:15	The Future of Innovation in Clinical Trials Judy Dunn , VP, Global Head Clinical Development, Roche
4:45	Day One Chair Closing Remarks Amy West , Senior Director, Patient Marketing and Digital Health Innovation, Novo Nordisk
5:00	Cocktail Reception Hosted by Novo Nordisk



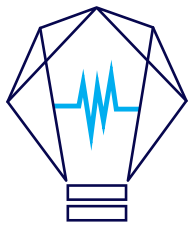
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DAY TWO | WEDNESDAY, NOVEMBER 29, 2017

8:30	Breakfast Registration Networking
9:15	Day Two Chair Introduction Adrian Chernoff, <i>Former WWVP of R&D and Innovation, Johnson&Johnson</i>
9:45	How Venture Capital Boosts NYC Digital Health Innovation Maria Gotsch, <i>President/CEO, Partnership Fund for NYC</i> . Interviewed by Winnie Felix, <i>Research Manager, HITLAB</i>
10:15	You Say You Want a Digital Revolution: Changing the World of Diabetes Niyum Gandhi, <i>Executive Vice President and Chief Population Health Officer, Mount Sinai Health System</i> Magda Rusinowski, <i>Director, U.S. Health and Welfare Benefits, PepsiCo, Inc.</i> Facilitated by: Glen Tullman, <i>CEO, Livongo Health</i>
10:45	Leveraging Digital Health for Medication Management Rick Altinger, <i>CEO, Glooko</i>
11:00	Coffee Break
11:15	World Cup Introduction Jamie Fialkoff, <i>Associate, HITLAB</i>
11:20	World Cup Finalist: Pitch #1
11:35	World Cup Finalist: Pitch #2
11:50	2015 HITLAB World Cup Winner: Ceeable Interviewed by Emily Goldsher-Diamond, <i>Associate, HITLAB</i>
12:15	Lunch
1:00	World Cup Finalist: Pitch #3
1:15	World Cup Finalist: Pitch #4
1:30	World Cup Finalist: Pitch #5
1:45	2016 HITLAB World Cup Winner: UE Lifescience Facilitated by: Katrina Mateo, <i>Manager, Innovation Research, HITLAB</i>
2:00	World Cup Winner Announcement and Prize Amy West, <i>Senior Director, Patient Marketing and Digital Health Innovation, Novo Nordisk</i>
2:15	Coffee Break
2:45	An HHS Update: The Government Perspective on Driving Innovation into Healthcare Stephen Konya, <i>Senior Innovation Strategist, U.S. Department of Health and Human Services, Office of the National Coordinator for Health Information Technology (ONC)</i>
3:05	Improvements to Patient Matching: Essential for Interoperability Rita Torzkadeh, <i>Officer, Health Information Technology Initiative, The Pew Charitable Trusts</i>
3:25	Venture Capital Trends in Digital Healthcare Jonathan Gordon, <i>Director, NYP Ventures, New York-Presbyterian Hospital</i> Raj Gorla, <i>Managing Partner, Equilateral Ventures</i>
4:00	Harsha Murthy: Drivers of the Digital Health Industry <i>Managing Partner, Consummate Capital LLC.</i> Interviewed by John Hammitt, <i>Executive Director, HITLAB, Former President, eJNJ LLC.</i>
4:25	The Future of Voice Activated Technology Stan Kachnowski, <i>Chair, HITLAB</i>
4:45	Day Two Chair Closing Remarks Adrian Chernoff, <i>Former, Patient Marketing and Digital Health Innovation, WW VP of R&D and Innovation, Johnson&Johnson</i>
5:00	Cocktail Hour



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November 28-30

DAY THREE | THURSDAY, NOVEMBER 30, 2017

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- 8:30 **Breakfast | Registration | Networking**
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- 9:15 **Day Three Chair Introduction**
David Memel, *Senior Fellow, HITLAB*
- 9:35 **Livestream from HITLAB India**
Devimalya Sarkar, *Manager, HITLAB India*
- 9:45 **The Political Climate and Its Impact on Digital Healthcare: "Fake News" Can't Be Ignored**
Valerie Delva, *Director, Health Strategy, Ketchum,*
David Nash, *Founding Dean, Jefferson College of Public Health*
Facilitated by: Tory Cenaj, *Publisher, Blockchain in Healthcare Today | Telehealth and Medicine Today*
- 10:05 **Future of Big Data and Data Analytics**
David Nash, *Founding Dean, Jefferson College of Public Health*
Anna de Paula Hanika, *Fellow, HITLAB, Manager, CloverHealth, Former Manager of Product, Google*
Facilitated by: Frank Fries, *Director IT and Product Development, HITLAB*
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- 10:35 **Coffee Break**
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- 11:00 **Global Health Security and the Digital Health Society 2030**
Facilitated by: Denis Gilhooly, *CEO, Global He@lth 2030 Innovation Task Force and Mobile action on Pandemics*
- 11:25 **Data Transforming Clinical Research and Synthetic Control Arm**
Andy Cassel, *Managing Director, Analytics, Medidata Solutions*
- 11:45 **Taking Big Organizations Digital**
Jessica Federer, *Digital Leader, Bayer*
Tom Feitel, *Global Head, Enterprise Customer Solutions, Medocity*
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- 12:15 **Lunch**
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- 1:15 **How Technology is Revolutionizing Mental Health Care: Clinical Perspectives on Virtual Reality, Biofeedback and Neurofeedback**
Robert Reiner, *MD, Executive Director, Behavioral Associates*
- 1:30 **A Focus on Women's Health: The Growth of #FemTech in Healthcare**
Facilitated by: Laura Pugliese, *Deputy Director, HITLAB*
- 1:55 **Digital Health Culture Change: How To Make Pilots Successful From Both The Companies Perspective And The Provider's Perspective. What To Avoid And How To Overcome Obstacles**
Steve Berman, *Director of Digital Health Innovation, Montefiore Medical Center*
- 2:15 **Using Wearable Fitness Trackers in Healthcare: Are They Accurate Enough?**
Keith Diaz, *Assistant Professor of Behavioral Medicine, Columbia University Medical Center*
- 2:30 **Video**
- 2:45 **Closing Remarks**
David Memel, *Senior Fellow, HITLAB*