THE CONFERENCE WAG™

- **WAG HOME**
- **ORGANIZERS**
- **TECH**
- **FESTIVALS & FAIRS**
- **BIO TECH / GREEN TECH**
- **BANKING & FINANCE**
- **SWAG**
- **VIDEOS**

12Gurus Health: An Innovative Health Conference About Innovating Health

Mark Drossman | Mar 30, 2012

+1 0   Tweet 12   in Share 13   Like 9   • Stur

0 Comments and 8 Reactions

In the spirit of today's and tomorrow's 12Gurus:Health conference for innovation in healthcare, I'm going to keep this short, and to the point.

(Much in the style of TED, each of the first day's presentations was as brief as it was entertaining and informative.)

Held on the same Broadway theater stage as the hit show, "Avenue Q," the program, hosted by 12 Gurus Founder, Ari Teman, brought together a disparate group of experts, all with one common goal: to improve the the failing healthcare system through innovation.

Day One kicked off with Juhan Sonin, Creative Director at Involution Studios, who shared his patient empowering designs for everything from a National U.S. Health Card to mobile self service health stations.

Scott Johnson, President and Founder of the Myelin Repair Foundation, discussed how his being diagnosed with MS over 25 years ago led to his realization that "the system of medical research is broken." He found a huge gap between academia and the pharmaceutical industry, and created a non-profit to create a better model for the process of collaboration.

Dr. Douglas Drossman, of the Drossman Center for the Education and Practice of Biopsychosocial Care, discussed the lost art of really listening to the patient, and how a better doctor-patient relationship almost always leads to a better outcome. (Tomorrow, he will be leading a more in-depth workshop on the subject.)

Dr. Nicholas LaRusso, of the Mayo Clinic Center for Innovation, spoke about a future of video consultations and hospital wards in multiple locations being monitored by a NASA-like center.

Dr. John Ravenell, of the NYU School of Medicine talked about how his grassroots program of teaching barbers in African American neighborhoods to take their customers' blood pressure could help reduce hypertension in those communities.

Dr. Brian Forrest, of Access Healthcare, introduced his practice's game-changing way of taking compensation: he basically borrowed the Health Club model. Patients pay a monthly fee to belong to the practice, and $25 per visit. That includes all scans, X-rays, etc.!

Dr. John Moore, of the MIT Media Lab, discussed how technology can improve the doctor-patient relationship.

Al Pittampalli, author of "Read This Before Our Next Meeting," explained how meetings are anathema to productivity and innovative thinking.

Dr. John Ratey, of Harvard Medical School, lectured about the importance of exercise for brain health. Did you know that even just the act of standing can activate your brain?

Dr. Jason Hwang, of the Innosight Institute talked about "disruptive innovation" in healthcare delivery systems.

Dr. Herbert Chase, of the IBM Watson Project, discussed the future of using artificial intelligence and algorithms to provide patients with faster and more accurate diagnoses and treatment options.

Ishita Gupta, founder and publisher of Fear.Less Magazine, spoke eloquently about the reality of fear — for both doctor and patient – and how to manage it.

Host Ari Teman closed the day's program by wondering why taking his dog to the vet was so much more of an enjoyable experience than any emergency room experience he ever had.

(Oh, forgot to mention a great musical performance by newcomers Jon Sandler and the Fancy Band, and the decent lunch.)

Day Two's agenda features Dr. Drossman's workshop and a deep dive into mobile technology.

It was a great day for the extremely engaged audience of physicians, marketers and technologists.

At the end of Day One, everyone left the theater with their brains filled with information and their hearts filled with hope.

Filed Under: Featured • Medical & Healthcare • Physical Fitness & Wellness

Tags: Featured

About the Author: Mark Drossman was a Founding Partner and the Chief Creative Extrovert at Extrovertic, an innovative multi-channel healthcare agency with offices in New York City and Cambridge, MA. At the end of last year, Mark sold his stake in Extrovertic to pursue a wider range of creative opportunities.

•

- - Subscribe
    - Archives
    - Tags
    - Popular

  RSS Feed | Comments Feed

  Get the latest updates via email.

  [enter email address] (Subscribe)
  Privacy guaranteed. We will not share your information.

- Categories
  - Conference & Event Planning (140)
    - Event Venues (34)
    - Exhibitors (23)
  - Conference Attendees (120)
    - City Guides (48)
    - City Overview (9)
  - Conference Speakers (15)
  - Advertising (29)
  - Big Think Conferences (29)
  - Education (10)
  - Entertainment (60)
  - Festivals (126)
    - Art (14)
    - Film (53)
    - Food & Wine (45)
    - Music (23)
  - Sustainability & Green Conferences (35)
  - Publishing (12)
    - Writers Conferences (2)
  - Technology Conferences (274)
    - Blogging (14)
    - Cloud Computing (24)
    - Gaming (11)
    - Mobile (26)
    - Online Advertising (25)
    - Open Source (5)
    - Search (2)
    - Social Media (77)
  - Travel & Tourism (8)
  - Conference Hound Announcements (18)
    - Conference Hound Press Releases (10)
  - Uncategorized (58)
  - Energy (10)
  - Fashion (9)
  - Featured (113)
  - Finance (14)
  - Medical (4)
  - Medical & Healthcare (7)
  - Pets (2)
  - Pharmaceutical (9)
  - Physical Fitness & Wellness (9)
  - Swag (3)
  - Venture Capital (9)
  - Videos (9)
    - Conference Hound TV (3)
    - Conference Videos (2)
    - Live Streams (3)

-
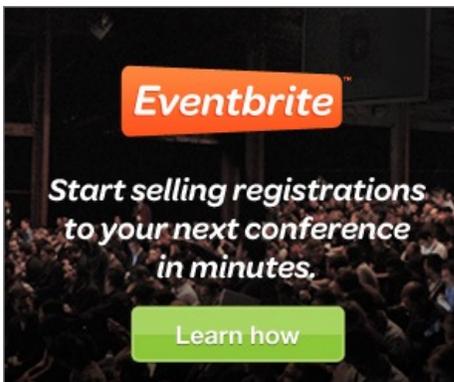
- Featured Authors
  See all Authors
- Search The Wag

  [enter search terms]

- *The Conference Wag* is published by Conference Hound, Inc., dedicated to discovery of conferences, conventions, trade shows and festivals worldwide.

Executive Editor: Bruce Carlisle

Editorial Advisor: Sylvia Marino

Interested in writing for us?
Become a guest writer and cover your favorite conferences.