

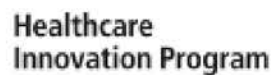
Healthcare Innovation Symposium XXXIX



February 6, 2023
12:00-1:30pm

DESIGN THINKING

THE FUTURE OF QUALITY IMPROVEMENT



Design Thinking: The Future of Quality Improvement?

WHAT IS DESIGN THINKING?

Design thinking is a methodology for solving complex problems by deeply understanding human emotions, behaviors and unmet needs in a complex system and generating solutions that improve the human condition by meeting those needs. Design thinking has been broadly adopted across major industries to create world class products and services, but the use of design methods to improve healthcare systems remains in early stages. Symposium speakers will explore how design thinking methodologies are different and complimentary to existing systems improvement efforts while highlighting how healthcare organizations can implement these methods locally.

Program



WELCOME AND INTRODUCTIONS

Fred Sanfilippo, MD, PhD

Director, Emory-Georgia Tech Healthcare Innovation Program
Professor of Health Policy & Management, Rollins School of Public Health
Professor of Pathology, Emory University School of Medicine

12:00-12:05 pm

KEYNOTE SPEAKER

Mark Tykocinski, MD

President, Thomas Jefferson University
Anthony F. and Gertrude M De Palma Dean, Sidney Kimmel Medical College
Thomas Jefferson University

12:05-12:30 pm

DISCUSSANTS

HUMAN-CENTERED DESIGN

Wayne Li, IDSA

Design Bloc Director and James L. Oliver Professor of Design and Engineering
Georgia Institute of Technology

12:30-12:45 pm

HEALTH DESIGNED

Monique Smith, MD, MSC, DLSHTM

Founding Executive Director, Health DesignED
Assistant Professor of Emergency Medicine, Emory University School of Medicine

12:45-1:00 pm

HEALTHCARE BY DESIGN

Byron Crowe, MD

Chief Medical Officer, Solera Health
Co-Founder, Healthcare by Design

1:00-1:15 pm

AUDIENCE Q&A

1:15-1:30 pm

Mark Tykocinski, MD

President

Thomas Jefferson University

Dr. Tykocinski is the President of Thomas Jefferson University, and he also serves as the Anthony F. and Gertrude M. DePalma Dean of the Sidney Kimmel Medical College at Thomas Jefferson University.

Prior to his presidential appointment, Dr. Tykocinski was Executive Vice President and Provost for Academic Affairs, as well as dean of the medical college. Earlier in his tenure at Jefferson, he also served for five years as President of Jefferson University Physicians.

Before joining Jefferson in 2008, Dr. Tykocinski was Professor and Chair of the Department of Pathology and Laboratory Medicine at the University of Pennsylvania School of Medicine for a decade. Dr. Tykocinski's research contributions have been in the fields of molecular and cellular immunology, for which he holds a series of research patents. He serves as Scientific Advisory Board Chair for KAHR-Medical, the Israeli biotech company he founded in 2007 for fusion protein pharmaceuticals in the cancer immunotherapy space.

Dr. Tykocinski is Past President of the American Society for Investigative



Pathology/Federation of American Societies for Experimental Biology and the Association of Pathology Chairs. He is currently a member of the Administrative Board of the AAMC Council of Deans. He has been on the editorial boards of the American Journal of Pathology, Molecular Oncology and Genetics Research, and was honored with the Warner-Lambert/Parke-Davis Award for Outstanding Research from ASIP/FASEB. He earned a B.A. in biology magna cum laude from Yale University and his M.D. from New York University.

Wayne Li

Design Bloc Director

James L. Oliver Professor of Design and Engineering
Georgia Institute of Technology | Colleges (AAMC)

Wayne K. Li is the James L. Oliver Professor, which is a joint position between the Colleges of Design and Engineering. Through classes and the Innovation and Design Collaboration (IDC), he leads joint teaching initiatives and advances interdisciplinary collaboration between mechanical engineering and industrial design. Endowed by School of Industrial Design alumnus James L. Oliver, II (BS ID 1965, ME 1967), the Oliver professor embodies the idea of "multidisciplinary." Li teaches students that design behavior bridges the language and ideological gap between engineering and design. Li's research areas include ethnographic research, multidisciplinary online education, and human-machine interaction in transportation design.

Previously, Li led innovation and market expansion for Pottery Barn seasonal home products, was an influential teacher in Stanford University's design program where he taught visual communication and digital media techniques, led "interface development" in Volkswagen of America's Electronics Research Laboratory, and developed corporate brand and vehicle differentiation strategies at Ford Motor Company.



He received a Master of Science in Engineering from Stanford University, and undergraduate degrees in Fine Arts in Design and Mechanical Engineering from the University of Texas at Austin.

Monique Smith, MD, MSC

Founding Director of Health DesignED
Emory University School of Medicine

Dr. Monique Smith is the Founding Director of Health DesignED: The Acute Care Design + Innovation Center in the Department of Emergency Medicine at Emory University, an emergency physician at Grady Memorial Hospital, and a thought leader on design thinking in healthcare and health equity.

With expertise in service design and systems strengthening, Smith leverages design thinking to reimagine the spectrum of acute care from the moment patients experience symptoms to long after they walk out of the hospital's sliding glass doors.

In addition to founding Health DesignED, Dr. Smith has worked to create tech-enabled care for seniors, develop digital vaccines, and address inequity in maternal outcomes for women of color through virtual health initiatives. Dr. Smith obtained her Bachelors in Medical Anthropology from Harvard; Masters in Health Policy, Planning, and Financing at the London School of Economics and the London School of Hygiene and Tropical Medicine; and her MD from Harvard. Prior to Grady Memorial Hospital,



Dr. Smith practiced emergency medicine at Kaiser Permanente and safety-net hospitals in Oakland and Atlanta. Her research has been published in Health Care Policy and Health and Social Care in the Community.

Byron Crowe, MD

Chief Medical Officer
Solera Health

Dr. Byron Crowe is a hospitalist at Beth Israel Deaconess Medical Center in Boston, Instructor in Medicine at Harvard Medical School and Chief Medical Officer at Solera Health, a digital health platform and network curation company. Formally trained in healthcare quality improvement, he now works at the intersection of QI, human-centered design thinking and digital health to redesign health systems for the digital age. His work describing how design thinking can enhance contemporary QI efforts was most recently featured in *BMJ Quality & Safety*, and he has spoken nationally and internationally on his work in the improvement science space.

Dr. Crowe is also the co-founder of the non-profit Healthcare by Design which seeks to train the healthcare workforce on principles and practice of design thinking to improve systems. In his current role as CMO at Solera Health, he leads Solera's clinical care redesign efforts, including integration of QI and design thinking approaches throughout Solera's digital health care models.

He is a graduate of Emory University School of Medicine and completed his internal medicine training at the University of Colorado. In his free time, he enjoys triathlon, mountaineering and space



Fred Sanfilippo, MD, PhD

Emory-Georgia Tech Healthcare Innovation Program (HIP)
Emory University

Fred Sanfilippo, MD, PhD directs the Emory-Georgia Tech Healthcare Innovation Program, which has a mission to accelerate innovation in healthcare delivery science research, education, and service. He also serves as Professor of Pathology and Laboratory Medicine and Health Policy and Management at Emory, and former Medical Director of the Marcus Foundation.

For over 30 years he has been an academic leader at Duke, Johns Hopkins, Ohio State and Emory; serving as a division chief, department chair, program/center director, dean, medical center CEO, university senior/executive VP, health system board chair and academic health center CEO. During that time he has led organizational and cultural changes yielding improved academic, clinical, and financial performance at each institution. He also led the creation of the US Scientific Registry of Transplant Recipients; Johns Hopkins Medical Labs; a personalized health plan (YP4H) at OSU; and novel departments and centers in areas ranging from Biomedical Informatics to Personalized Health and Integrative Medicine.

Sanfilippo received his BA and MS in physics from the University of Pennsylvania, and his MD and PhD in immunology from Duke, where he also did his residency training,



receiving board certification in Anatomic & Clinical Pathology, and Immunopathology.

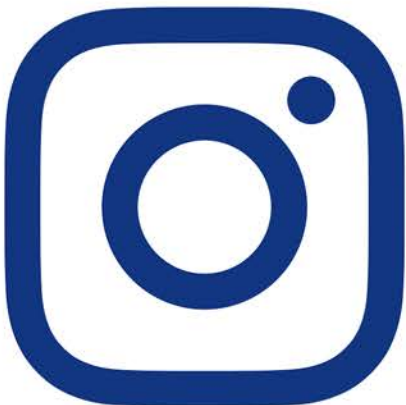
He has mentored more than 30 graduate student and fellows, served on 13 editorial boards, published over 250 articles, received three patents, and been awarded over \$30 million in sponsored research. He has been board chair of five non-profits, and president of seven academic and professional organizations including the American Society of Investigative Pathology and the American Society of Transplantation.

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