ENGAGING PATIENTS AS CONSUMERS
A GAME CHANGER FOR PRECISION MEDICINE

ROUNDTABLE AGENDA

Thursday, October 20, 2016

6:30-8:30 PM  WELCOME DINNER
Hyatt Regency Cambridge
575 Memorial Drive
Cambridge, MA 02139
Room: Cambridge Room (2nd Floor)

Friday, October 21, 2016
Harvard Innovation Lab (HBS Hives)
Batten Hall
125 Western Avenue
Allston, MA 02163

7:30 AM  CONTINENTAL BREAKFAST

8:00 AM  OPENING REMARKS
Kathy Giusti, MBA
Founder - Multiple Myeloma Research Foundation
Co-Chair - HBS Kraft Precision Medicine Accelerator
Henry and Allison McCance Family Senior Fellow of Business Administration - Harvard Business School
Robert Kraft, MBA
Founder, Chairman and CEO
The Kraft Group

8:30 AM  DISRUPTING DIGITAL ECOSYSTEMS: HOW DTC COMPANIES ACCESS AND RETAIN CONSUMERS
Thales Teixeira, PhD, Lumry Family Associate Professor of Business Administration
Harvard Business School

9:00 AM  DIRECT-TO-CONSUMER BEST PRACTICES: ESSENTIAL INSIGHTS FROM TOP LEADERS
Moderator: Richard Hamermesh, MBA, DBA, Co-Chair of HBS Kraft Precision Medicine Accelerator, Senior Fellow at Harvard Business School
Panelists:
- Jennifer Hyman, MBA, Co-Founder and CEO, Rent the Runway
- Nancy Go, MBA, VP of Brand Marketing, Wayfair
- Sam McCleery, VP Open Innovation and Commercialization Lab, Under Armour
- Chris Taylor, MBA, General Manager, Uber Technologies
- Lori Marcus, Founder, Courtyard Connections

10:00 AM  DIRECT-TO-PATIENT WHITESPACE OPPORTUNITIES: NAVIGATING THE CHALLENGES OF ENGAGING PATIENTS AS CONSUMERS
Ash Malik, MS, MBA, Partner, PricewaterhouseCoopers

Hosted by: Harvard Business School
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| 10:45 AM | CREATING A DTP MOVEMENT: BARRIERS AND BENEFITS  
Bill Sahlman, MBA, PhD, Baker Foundation Professor of Business Administration  
Harvard Business School        |
| 11:45 PM | BREAKOUT SESSIONS: LAUNCHING A PATIENT MOVEMENT  
Facilitated by Bill Sahlman, MBA, PhD, Thales Teixeira, PhD, and Richard Hamermesh,  
MBA, DBA                       |
| 12:45 PM | BOXED LUNCH                               |
| 1:00 PM  | BREAKOUT PRESENTATIONS                     |
| 1:30 PM  | NEXT STEPS AND TRANSITION TO JANUARY MEETING |
| 2:00 PM  | ADJOURNMENT                                |