

ENGAGING PATIENTS AS CONSUMERS

A GAME CHANGER FOR PRECISION MEDICINE

OCTOBER 21, 2016

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

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- 10:30 AM** **BREAK**
- 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 AM** **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**