

MEMORY

Innovations in... Thinking Differently

Hyatt Regency • Bethesda, Maryland • 14 October 2014

7:30 AM Registration and Breakfast Begin

Early Bird Special

MI2's Brain Tai Chi™ Prelude

8:15 AM

Memory & Illusions

- **Taylr Jesinger**
*Senior Project Manager
MedStar Institute for Innovation*
- **Mark Smith**
*Director
MedStar Institute for Innovation*

8:35 AM

Magic, Mystery, and Memory

- **Helder Guimarães**
*World Championship Winner of Card Magic
Creative Magic Consultant for Theatrical Productions, TV, and Organizations
TED2014 Speaker, Co-Creator of the show "Nothing to Hide" directed by Neil Patrick Harris*

Forum Begins

MI2's 5th Annual Innovation Forum Officially Commences

9:00 AM

Remember the Milk – Memory, Meaning, & the Subconscious Mind

- **Ed Tori**
Director of Presence, MedStar Institute for Innovation

9:18 AM

- **Discussion**

9:23 AM

Welcome

- **Mark Smith**
Director, MedStar Institute for Innovation

9:38 AM

Welcome & Brief Remarks on Organizational Memory

- **Ken Samet**
President & CEO, MedStar Health

9:49 AM

Your Unforgettable Introduction to How We Remember

- **Sarah Parker**
*Director of Education & Academic Affairs, National Center for Human Factors in Healthcare (MedStar/MI2)
Assistant Professor of Emergency Medicine, Georgetown University School of Medicine*

10:04 AM

- **Discussion**

10:10 AM

The Story of Hershey High School

- **Colette Silvestri**
*High School Gifted Support Teacher, Derry Township School District
Opera Singer, Composer, Playwright*

10:25 AM

- **Discussion**

10:30 AM

Exercise 1

10:37 AM

20 Minute Break

10:58 AM

Memory Adjuncts, Apps, & Gizmos

- **Frank Baitman**
*Deputy Assistant Secretary for Information Technology and Chief Information Officer
United States Department of Health and Human Services*

11:13 AM

- **Discussion**

11:19 AM

Mystery of Memory: A Personal Perspective from the Cellular to the Corporate

- **Allan Hamilton**
*Professor of Neurosurgery, University of Arizona Health Sciences Center
Professor, Radiation Oncology, Psychology, & Electrical & Computer Engineering, University of Arizona
Executive Director, Arizona Simulation Technology & Education Center*

11:59 AM

- **Discussion**

Please remember to turn all mobile devices to **QUIET** mode.

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12:04 PM	60 Minute Lunch
1:04 PM	The Diving Bell and the Butterfly
1:14 PM	The Trail to Discovery: Medical Breakthroughs and Research for Predicting and Understanding Alzheimer's Disease <ul style="list-style-type: none">• Howard Federoff <i>Executive Vice President for Health Sciences, Georgetown University</i> <i>Executive Dean of the School of Medicine, Georgetown University</i>• Discussion
1:29 PM	
1:35 PM	Memory as a Secret Weapon <ul style="list-style-type: none">• Helder Guimarães <i>World Championship Winner of Card Magic</i> <i>Creative Magic Consultant for Theatrical Productions, TV, and Organizations</i> <i>TED2014 Speaker, Co-Creator of the show "Nothing to Hide" directed by Neil Patrick Harris</i>• Discussion
1:50 PM	
1:55 PM	Exercise 2
2:11 PM	Memory Loss – The Patient and Family Experience <ul style="list-style-type: none">• Eric De Jonge <i>Director of Geriatrics, MedStar Washington Hospital Center</i>• Discussion
2:26 PM	
2:32 PM	Memory Upgrade by Design: Leveraging the Physical Environment to Help Patients with Dementia <ul style="list-style-type: none">• Michael Pietrzak <i>Director of Strategic Initiatives, MedStar Institute for Innovation</i>• Discussion
2:42 PM	
2:47 PM	20 Minute Break
3:08 PM	Anecdotal Observations of Learning and Memory in the Classroom <ul style="list-style-type: none">• Colette Silvestri <i>High School Gifted Support Teacher, Derry Township School District</i> <i>Opera Singer, Composer, Playwright</i>• Discussion
3:23 PM	
3:28 PM	Exercise 3
3:49 PM	TSA Officers, Athletes, Video Gamers: Studying Visual Memory in Novices and Experts <ul style="list-style-type: none">• Stephen Mitroff <i>Associate Professor, Center for Cognitive Neuroscience, Duke University</i> <i>Research Scientist, MedStar National Rehabilitation Network</i>• Discussion
4:04 PM	
4:10 PM	Don't Forget the Milk: Future Memory <ul style="list-style-type: none">• Raj Ratwani <i>Scientific Director, National Center for Human Factors in Healthcare (MedStar/MI2)</i> <i>Assistant Professor of Emergency Medicine, Georgetown University School of Medicine</i>• Discussion
4:25 PM	
4:30 PM	The Beginning <ul style="list-style-type: none">• Mark Smith <i>Director, MedStar Institute for Innovation</i>
4:30 PM	Forum Adjourns

The MedStar Institute for Innovation gratefully acknowledges the Cerner Corporation for being a generous sponsor of this forum.

Thank you for attending MI2's 5th Annual Innovation Forum.