

Health Innovation Symposium

February 19, 2010

Employers and Providers Transforming Health Care



Dr. Delos "Toby" Cosgrove
President & CEO
The Cleveland Clinic



Mr. Tim Brown
President & CEO
IDEO

Private-sector leadership will be critical to health care delivery transformation. Washington's health policy reforms address insurance issues and expand coverage, but will not drive the needed change in health or care delivery. No one inside health care, and no employer paying health care's bills, thinks that the nation has found a solution for rising health care costs or the tidal wave of chronic disease. Many leaders inside health care are questing for positive change. At the same time, employers are realizing that benefit costs are the tip of an iceberg. Beneath the surface, lost productivity, disability, and "presenteeism" are puncturing the hull and threatening to sink the ship. Both employers and providers need a health strategy.

Working together, employers and providers can accelerate change. To help both take concrete steps by building on the growing momentum of efforts that implement value-based health care, Elizabeth Teisberg and Scott Wallace are hosting a morning of conversation with two noted health care innovators. Dr. Delos "Toby" Cosgrove was a heart surgery pioneer who, in 2004, became the President and CEO of the Cleveland Clinic, one of the nation's premier health innovators. Dr. Cosgrove's initiatives have transformed the Clinic as an employer, as well as a health care provider. Tim Brown is President and CEO of IDEO, the world-renowned design firm based in Palo Alto, CA. Mr. Brown is also the author of *Design Thinking*, a manifesto on the role of design in transforming the world—from water systems to transportation to health care. Dr. Cosgrove and Mr. Brown will address a diverse group of business and health leaders on Friday, February 19, 2010, beginning at 8:30 A.M.

Hosted by Elizabeth Teisberg, Associate Professor, and Scott Wallace, Visiting Professor
The Darden School of Business
University of Virginia, Charlottesville, VA



Symposium Schedule

Friday, February 19, 2010

8:30-9:20 A.M.	Keynote Address Providers are Employers—How the Cleveland Clinic is Changing Health and Health Care Dr. Toby Cosgrove President & CEO The Cleveland Clinic
9:20-9:45 A.M.	Facilitated Discussion
9:45-10:00 A.M.	Break
10:00-10:45 A.M.	Keynote Address Designing for Health Tim Brown President & CEO IDEO
10:45-11:05 A.M.	Facilitated Discussion
11:05 A.M.-Noon	Panel Discussion with Toby Cosgrove, Tim Brown, Elizabeth Teisberg, and Scott Wallace
Noon	Adjourn

Registration. Upon completion of the registration form, you will receive confirmation. Please contact Michael Kozuch at 434.924.7719 or kozuchm@arden.virginia.edu for further information.

(To read more detailed information about Dr. Cosgrove and Mr. Brown, see pages 3 and 4.)

Delos M. Cosgrove, M.D.

Delos M. Cosgrove, M.D., is President and Chief Executive Officer of the Cleveland Clinic. As CEO, Dr. Cosgrove presides over a \$4.6 billion-dollar health care system comprised of the Cleveland Clinic, nine community hospitals, 14 family health and ambulatory surgery centers, Cleveland Clinic Florida, Cleveland Clinic Toronto, and the developing Cleveland Clinic Abu Dhabi. His leadership has emphasized patient care and patient experience, including the reorganization of clinical services into patient-centered, organ- and disease-based institutes. In 2008, he oversaw the completion of more than 4 million square feet of new construction and improvements at Cleveland Clinic, including building new homes for the Heart and Vascular Institute and Glickman Urological and Kidney Institute.



Dr. Cosgrove received his medical degree from the University of Virginia School of Medicine in Charlottesville, VA, and completed his clinical training at Massachusetts General Hospital, Boston Children's Hospital, and Brook General Hospital in London. His undergraduate work was at Williams College in Williamstown, MA.

He was a surgeon in the U.S. Air Force, and served in Da Nang, Republic of Vietnam, as the Chief of U.S. Air Force Casualty Staging Flight. He was awarded the Bronze Star and the Republic of Vietnam Commendation Medal.

Joining Cleveland Clinic in 1975, Dr. Cosgrove was named chairman of the Department of Thoracic and Cardiovascular surgery in 1989. Under his leadership, Cleveland Clinic's heart program was ranked number one in America for ten years in a row (*U.S. News & World Report*).

He has published nearly 450 journal articles, book chapters, one book, and 17 training and continuing medical education films. He performed more than 22,000 operations and earned an international reputation for expertise in all areas of cardiac surgery, especially valve repair. As an innovator, Dr. Cosgrove has filed 30 patents for developing medical and clinical products used in surgical environments. He is a member of 16 scientific societies, including the Society of Thoracic Surgeons, the American College of Surgeons, the American Heart Association, and the American Association of Thoracic Surgery, where he served as president in 2000. He is an honorary member of six international organizations.

The recipient of Cleveland Clinic's Master Clinician Award, Innovator of the Year Award, and Lerner Humanitarian Award, Dr. Cosgrove is also a member of the Cleveland Medical Hall of Fame and Cleveland Business Hall of Fame. In 2007, he was named Cleveland Business Executive of the Year by the Sales and Marketing Executives of Cleveland, and Castle Connolly's National Physician of the Year. He also received the Woodrow Wilson Center Award for Public Service, as well as Harvard Business School's Award from HBS Alumni, Cleveland Chapter.

Tim Brown

Tim Brown is the CEO of IDEO, a global innovation and design firm. Ranked independently among the twenty most innovative companies in the world, IDEO is a design consultancy that contributed to such standard-setting innovations as the first mouse for Apple, the Palm V, and Bank of America's "Keep the Change" service. In addition to the design of new offerings for the world's leading brands, IDEO's work addresses emerging themes such as sustainability, the design of communities, health and wellness, and enterprise for people in the world's lower income groups.



Tim is a leading voice on the value of design thinking in business and society. His ideas and experience are widely sought in industry, academia, and the nonprofit community. He participates in the World Economic Forum at Davos, where he gave the plenary in 2006. Tim advises senior executives of Fortune 500 companies, and serves on the Board of Trustees for the California College of the Arts, the Mayo Innovation Advisory Council, and the Advisory Council of Acumen Fund, a not-for-profit global venture fund focused on improving the lives of the poor.

Tim has led strategic client relationships with such companies as Sony, Microsoft, Motorola, Pepsi, Procter & Gamble, and Steelcase. An industrial designer by training, his own work has earned him numerous design awards and has been exhibited at the Museum of Modern Art in New York, Axis Gallery in Tokyo, and the Design Museum in London. He has a special interest in the convergence of technology and the arts, as well as the ways in which design can be used to promote the well-being of people living in emerging economies.

Tim joined IDEO in 1987 after earning his M.A. in design from the Royal College of Art in London. He managed IDEO's San Francisco office from 1990 to 1995, and headed IDEO Europe from 1995 to 2000.

