

REGISTRATION

Registration fee includes tuition, course materials, refreshment breaks and lunch.

Physicians: \$990

Residents/Fellows: \$390

Register online with a credit card at EENT.stanford.edu. If you prefer to pay by check or need assistance, please call +1 (650) 495-2547 or email oblanson@stanford.edu. Be sure to register with an email address that you check frequently. Your email address is used for critical information, including registration confirmation, evaluation, and updates.

CANCELLATION POLICY

Cancellations received in writing no less than 30 days before the course will be refunded, less a 20% administrative fee. No refunds will be made on cancellations received after that date. Please send cancellation requests to oblanson@stanford.edu. Stanford University School of Medicine reserves the right to cancel this program; in the event of cancellation, course fees will be fully refunded.

CONTACT INFO

For questions about the course, please contact Olga Blanson, Course Coordinator at +1 (650) 495-2547 or email oblanson@stanford.edu.

Stanford University School of Medicine is committed to ensuring that its programs, services, goods and facilities are accessible to individuals with disabilities as specified under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Amendments Act of 2008. If you have needs that require special accommodations, including dietary concerns, please contact the Course Coordinator Olga Blanson, at +1 (650) 495-2547 or email oblanson@stanford.edu.

WHERE

Stanford School of Medicine. Please be advised this is a full time 4 day course.

VISITING STANFORD UNIVERSITY AND ACCOMMODATIONS

To learn more about traveling to Stanford University, please browse visit.stanford.edu. Hotels in Palo Alto can be found at <http://visit.stanford.edu/plan/stay.html> or https://www.destinationpaloalto.com/pages/lodging.php?visitor_info_id=8.

FACULTY

Robson Capasso M.D.

Chief of Sleep Surgery and Associate Professor of Otolaryngology—Head and Neck Surgery at Stanford University School of Medicine. Faculty Fellow, Advisor, Byers Center for Biodesign. Board Member: True Wearables. Former and Present Scientific Advisory Board: Morpheus Medical (now Arterys), DSMB: Imthera.

Peter Santa Maria M.D. Ph.D.

Associate Director Stanford SPARK and Assistant Professor of Otolaryngology—Head and Neck Surgery at Stanford University School of Medicine. Advisor: Earlens, Acclarent, Auration Biotech.

Lyn Denend B.A. M.B.A.

Director for Academic Programs at Byers Center for Biodesign. Former Director of Healthcare Innovation, Graduate School of Business, Stanford University.

Robert Chang M.D.

Assistant Professor of Ophthalmology at Stanford University School of Medicine. Faculty Fellow, Byers Center for Biodesign. Start-X Professor in Residence. Co-Founder AVA. Advisory Board: Alcon, Allergan, Santen, Iridex, 1800 Contacts. Advisor: Kali Care, Healgo, Smartlens.

Sandra Waugh Ruggles B.S. Ph.D.

Biodesign Faculty Fellows Mentor. Alumni Fellow Byers Center for Biodesign. Medical Device Consulting. Former Group Product Director, Acclarent.

Michael Ackermann B.E. M.S. Ph.D.

Chairman, Oyster Point Pharmaceuticals, Inc. Alumni Fellow Byers Center for Biodesign. Former Vice-President Neurostimulation, Allergan. Former President and CEO, Oculeve.

Ravi Pamnani B.S. M.S.

Founder and CEO for Intact Therapeutics. Alumni and Lecturer, Byers Center for Biodesign. Former Director, Marketing & Medical Affairs, Transcend Medical.

Rohit Girotra B.E. M.S.

Director R&D at Tusker Medical. Former R&D Manager for Spirox, Acclarent, Maquet Cardiovascular.

Solange Massa M.D. Ph.D.

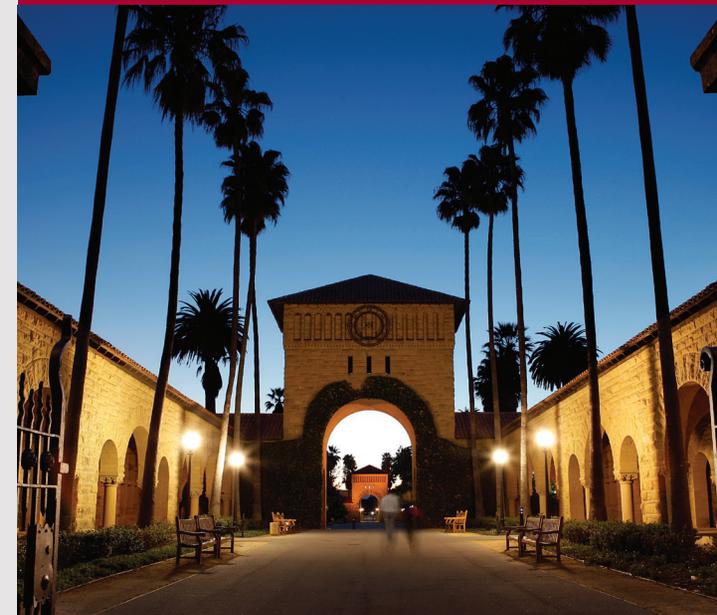
Project Lead at Otinnovation Labs at Stanford University School of Medicine. MIT Innovator Under 35. TEDx speaker.

Stanley Yung Liu M.D. D.D.S.

Assistant Professor of Otolaryngology—Head and Neck Surgery at Stanford University School of Medicine. Faculty Fellow, Byers Center for Biodesign.

Eye, Ear, Nose & Throat Innovation Course

MAY 16TH - 19TH 2019



Sponsored by the
Stanford University School of Medicine



Stanford | Otolaryngology —
MEDICINE | Head and Neck Surgery

<http://eent.stanford.edu>

STATEMENT OF NEED

How do we deliver innovative improvements for our patients, while simultaneously reducing cost in an overly burdened healthcare system?

This 4-day seminar for otolaryngologists and ophthalmologists will explore how health technology innovation can disrupt existing care paradigms. Attendees will learn and practice proven approaches – including design thinking and the Stanford Biodesign innovation process – for identifying and validating important unmet clinical needs, creating new technologies to address them, and preparing to implement those solutions into patient care.

As a physician, you can help individual patients in your local practice – as an innovator, you have the potential to amplify your impact and benefit countless patients around the world.

TARGET AUDIENCE

This international program is designed for current and future ophthalmologists and otolaryngologists as well as ancillary eye and ENT staff who want to learn a proven healthcare innovation methodology. The approach can be used to accelerate a personal project or to create something new from just an idea or area of need.

LEARNING OBJECTIVES: WHY ATTEND?

- You will learn the fundamentals of design thinking, a method that you can even use to redesign your own life.
- You will study and apply the Stanford Biodesign innovation process, a medtech-specific version of design thinking that will guide you from an unmet need, to an innovative idea, to a new technology headed for patient care.
- You will understand the clinical, technical, and business risks of creating a healthcare product or service and how to manage them to achieve entrepreneurial success.
- You do not learn this during medical training. Make new friends and expand your network.
- Join us alone or bring your 3 to 5 person innovation team!

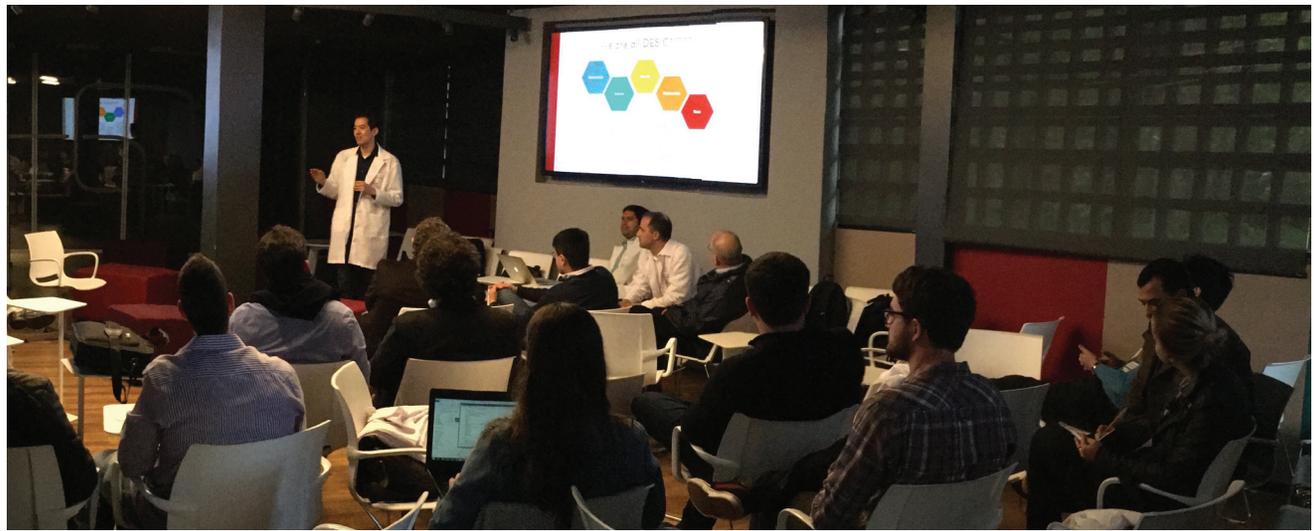
TESTIMONIALS

“Learning how to innovate in medicine has changed the whole outlook of my medical practice”

Assistant professor in academic practice

“It was an eye opening experience to learn innovation design techniques from silicon valley innovators themselves!”

Trainee in academic practice



PROGRAM

DAY 1

Thursday, May 16th, 2019: How to identify and validate important unmet clinical needs worth working.

What is a compelling need and how do you ensure that it's linked to a viable business opportunity?

- Biodesign intro
- Performing interviews/observations
- Needs statement developing & scoping
- Need research: disease state and existing solutions
- Need research: stakeholder and market analysis
- Primer on need specification/define customer archetype

DAY 2

Friday, May 17th, 2019: How to go from zero to one.

After vetting an unmet need and using what you've learned to define the need criteria that patients and other stakeholder care about most, how do you invent an optimal solution and de-risk it against essential factors such as IP, regulation, reimbursement?

- Concept generation principles
- Design thinking brainstorming exercise
- Business model canvas overview
- Intellectual property basics
- Overview of regulatory
- Introduction to prototyping

DAY 3

Saturday, May 18th, 2019: Plotting a course to patient care.

It takes time and money to bring a new technology to patients. How do you get started, and what barriers must be overcome to create a sustainable business?

- Example business models and revenue streams
- Funding options: F/F/F, grants, angels, VC/PE, corporate venture
- Company structure/business plan/go to market lean launch
- Creating a winning pitch

DAY 4

Sunday, May 19th, 2019: Pitching your technology.

How do you craft a compelling story, assemble the right team, and define an executable plan to excite investors? And what do you need to know about becoming a physician entrepreneur?

- Pitch competition