

Innovation through Co-development: Engaging Partners Workshop and Networking Event

for NASA Human Health and Performance Center Members
September 17-18, 2014 | Houston, TX

Agenda

Wed, Sept 17, 6:00-8:00 pm CT: Networking Reception

Consolidated Research Facility at the BioScience Research Collaborative at Rice University campus
6500 Main Street, Suite 910, Houston, TX

Join fellow NHHPC members and special guests in the 9th Floor Boardroom of the BioScience Research Collaborative overlooking Rice University campus. This special networking event will include remarks from Dorit B. Donoviel, Ph.D., Deputy Chief Scientist and Industry Forum Lead of the National Space Biomedical Research Institute (NSBRI) and Assistant Professor in the Department of Pharmacology and Center of the Space Medicine at Baylor College of Medicine, a tour of the Collaborative Research Facility, and the opportunity to interact with workshop participants in a casual setting. Appetizers and beverages will be served.

Thur, Sept 18, 8:00 am - 4:30 pm CT: Workshop

Houston Technology Center Conference Center
410 Pierce St., Houston, TX

~ Sponsored by NASA and the Houston Technology Center ~

At the “Innovation through Co-Development: Engaging Partners” workshop for NHHPC members, we will explore models for co-development that advance innovation and successfully engage partners and stakeholders, and discuss global strategies for collaborative innovation. The program features speakers from industry, government, and academia; an expert panel discussion on successes and challenges of co-development efforts across all sectors; and interactive breakout sessions.



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Registration

8:00 am Registration and Coffee
~ Coffee and bottled water provided by Wyle ~

Welcome and Partnering with JSC

8:30 am Jeff Davis, Director, NASA Human Health and Performance and NHHPC, and Ellen Ochoa, Center Director, NASA Johnson Space Center (JSC)

Opening Keynote - Innovating in Extreme Environments

9:00 am Scott Parazynski, Director and Chief Medical Officer, UTMB Center for Polar Medical Operations

Featured Speaker - Advancing Innovation and Entrepreneurship at the Texas Medical Center

9:45 am Robert C. Robbins, President and Chief Executive Officer, Texas Medical Center

Break

10:15 am

Panel: Co-Development and Partnering—Successes and Challenges

10:30 am Panelist Remarks:

- Jerry Baker, Chief Executive Officer, HIT Application Solutions: Advancing Innovation in Healthcare Communication
- Simon Evetts, International Collaborations Development Manager, Wyle: Multi-sector Collaboration in Space Life Sciences
- Bill Kernick, Chief Technology Officer, GE Ventures & Healthymagination: Innovation Models and Partnering for Growth
- Ty Rollin, Chief Technology Officer, Mobiquity: Co-development in Mobile Applications
- Walter Ulrich, Chief Executive Officer, Houston Technology Center (HTC): HTC Co-development Model

Audience Questions and Discussion, Moderator: Elizabeth Richard, Senior Strategist, Wyle



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Break

11:30 am Workshop participants to obtain boxed lunches and reassemble for luncheon speaker

Featured Luncheon Speaker - "Failure is Not an Option"

12:00 pm Gene Kranz, leader of the team of flight directors who brought the Apollo 13 spaceship safely back to Earth
~ Lunch provided by Lockheed Martin ~

Break

1:00 pm

Breakout Sessions - Part 1

1:30 pm Track A: **International Co-Development**

This session will focus on strategies for identifying and establishing international collaborations, address the challenges involved, and discuss specific examples of international co-development efforts.

Moderators: Kelle Pido, NASA ISS International Agreements, and Cathy Johnson, Satellite Applications Catapult

Track B: **Emerge - Collaborating Across Generations**

Join a group of NASA Millennials for an interactive and thought-provoking session exploring stereotypes and assumptions that exist among various generations in the workforce, and how differences that may or may not exist between generations can be used for the advantage of all.

Moderators: Jared Daum, NASA Capsule Parachute Assembly System Hardware Engineer, and Rachael Copeland, NASA Contract Specialist



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Breakout Sessions - Part 2

2:30 pm Track A: **Engaging Partners and Stakeholders**

Participants of this session will discuss best practices in engaging and maintaining successful partnerships while keeping critical stakeholders involved, including how to partner creatively and merge two diverse corporate cultures for success.

Moderators: Mark Pickett, Business Development Manager, Lockheed Martin Information Systems & Global Solutions, and Genie Bopp, VP Human Spaceflight Division, Wyle Science, Technology and Engineering

Track B: **Strategies to Advance Innovation through Co-Development**

This session will explore approaches and challenges for the integration of open, co-development practices in traditional organizations. Specific examples from government and industry where co-development strategies have been successfully (and unsuccessfully) pursued will be discussed, and participants will engage in a real-time specific use case on co-development of a collaborative innovation strategy.

Moderators: Jay Harrison, Director of the Center for Smart Defense, and Bill Kernick, Chief Technology Officer, GE Ventures & Healthymagination

Break

3:30 pm

Closing Keynote - Challenge Driven Innovation

3:45 pm Dwayne Spradlin, Chief Executive Officer, Health Data Consortium

Closing Comments

4:30 pm Jeffrey R. Davis, MD, Director, NASA Human Health and Performance

Adjourn

4:45 pm

