

# Healthcare Innovation and Entrepreneurship Workshop Agenda

September 13-14, 2018

## The Longaberger Alumni House

### Daily Events

- 8:30-9:15 a.m. Breakfast service begins
- Lunch and a morning and afternoon break with refreshments served
- 5 p.m. Program ends; reception to follow on Day 1

### Day 1: September 13, 2018

8:30 - 9:15	Registration and Breakfast	
9:15 - 9:25	Welcome and Where to Begin	Tim Raderstorf
9:25 - 10:15	Dream the Dream and Capture the Vision for Entrepreneurship	Bern Melnyk
10:15 - 11:00	Marketing Your Business for Success	Chelsea Schmitz
11:00 - 11:15	Wellness Break	
11:15 - 12:10	Discussion Panel: Finding Innovative Pathways within Your Profession	Tom Schwieterman Lauren Szuter Ed Boudreau Stacy Fusner
12:10 - 1:00	Lunch	
1:00 - 1:40	Starting a Healthcare Practice	Lucia Jenkusky
1:40 - 2:40	Entrepreneurial Finance: How to Make the Numbers Match your Plan	Jerry L. Esselstein
2:45 - 3:00	Wellness Break	
3:00 - 3:40	Thriving as an Entrepreneur: Managing Risk & Rewards	Lacey Picazo
3:40 - 4:15	Legal Components to Starting a Business, Commercializing and Patenting	Jonathon Vinocur
4:15 - 5:00	Perfecting Your Pitch & Pitch-off Exercise	Tim Raderstorf
5:00 - 6:30	Networking Event & Poster Presentations	

Visit [go.osu.edu/startup](http://go.osu.edu/startup) to register

Questions? Contact Tim Raderstorf at [raderstorf.3@osu.edu](mailto:raderstorf.3@osu.edu) or 614-292-2155



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## Day 2: September 14, 2018

8:30 - 9:00	Breakfast	
9:00 - 9:05	Welcome	Tim Raderstorf
9:05 - 9:50	A Medical Device Serial Entrepreneur: Can It Be Done?	Subinoy Das
9:50 - 10:50	Healthcare Innovation and Entrepreneurship Class of 2015: Where are they Now?	Zeenia Kaul Audra Hanners Jen O'Brien Anastasia Christopher
10:50-11:10	Wellness Break	
11:10-12:00	Translating Research-based Interventions into Real World Settings: From Research to Entrepreneurship	Mary Beth Happ James Bott Wayne Poll
12:00-1:00	Lunch w/ Special Guest DJ Nag and poster presentations	DJ Nag
1:00 - 1:45	How to Develop a Business Plan	Jill Raderstorf
2:15 - 2:25	Wellness Break	
2:25 - 3:25	Small Group Sessions to Develop Business Plans	small groups
3:25 - 3:40	Presentation of Business Plans	
3:40 - 4:15	Driving Execution – the Key to Success	Jay Clouse
4:15 - 4:30	Wrap-up and evaluations	Tim Raderstorf

*\*Business Plan Presentation sharing is voluntary*

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