

# Healthcare Innovation and Entrepreneurship Workshop Agenda

**September 23-24, 2019**  
**The Longaberger Alumni House**

## Day 1: September 23, 2019

**8:30-9:15**      **Registration and Breakfast**

**9:15-9:25**      **Welcome & Where to Begin**  
Tim Raderstorf

**9:25-10:15**    **Dream the Dream and Capture the Vision for Entrepreneurship**  
Dr. Bernadette Melnyk

### *Breakout Session 1*

**10:15-11:00**   **How to Start your own Practice**  
Beth Bish

**How to Start a Healthcare Business (Not a Practice)**  
Stacy Fusner

**11:00-11:15**   **Wellness Break**

### *Breakout Session 2*

**11:15-12:00**   **Research to Commercialization**  
Dr. Bern Melnyk, Dr. Lisa Militelo, Dr. Simon Lee, Dr. Mary Juhas  
Moderated by Dr. Mary Beth Happ

**Gaining Feedback & Advocates**  
TBA

**12:00-1:00**    **Lunch Break**  
Kevin Taylor

### *Breakout Session 3*

**1:00-1:45**      **Commercialization at OSU**  
Kevin Taylor

**Entrepreneurial Journey**  
TBA

**1:45-2:00**      **Wellness Break**



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*Breakout Session 4*

- 2:00-3:30**     **Extended Marketing Breakout**  
                            Betsy Sewell  
**Extended Finance Breakout**  
                            TBA
- 3:30-3:45**     **Wellness Break**
- 3:45-4:30**     **Perfecting your Pitch & Pitch Off Exercise**  
                            Tim Raderstorf
- 4:30-6:00**     **Poster Speed Dating and Cocktail Reception**

**Day 2: September 24, 2019**

- 8:30-9:00**     **Breakfast**
- 9:00-9:10**     **Welcome**

*Breakout Session 4*

- 9:15-10:00**   **Help! I have too many ideas!**  
                            Audra Hanners  
**Non-traditional pathways in Healthcare**  
                            TBA

*Extended Breakout*

- 10:05-11:35**   **Building your Brand**  
                            Zoco Design Team  
**LLCs and Legalities**  
                            Jonathon Vinocur

- 11:35-12:30**   **Lunch**



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*Breakout Session 5*

- 12:30-1:15**    **Where are they Now?**  
TBA  
**Innovation-Based Practice**  
Dr. Mike Ackerman
- 1:20-2:05**    **How to Develop a Business Plan**  
Jill Raderstorf
- 2:05-2:20**    **Wellness Break**
- 2:20-3:20**    **Developing a Business Plan in small groups**  
Tim Raderstorf
- 3:20-4:00**    **Driving Execution**  
Jay Clouse
- 4:00-4:15**    **Wrap-up & evolutions**

**Visit [go.osu.edu/startup](https://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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