

## Session 1: Turn It Upside Down

This opening session of TEDMED 2014 introduces surprising insights that flip beliefs, question standard operating procedures, discard some closely held assumptions and lead to fresh insights about health and medicine. Below, we proudly introduce the speakers and artists for this session.

### ŚRODA 10.09.2014, godz. 18:00 – 20:30



#### *Ted Kaptchuk - Placebo Investigator*

Ted Kaptchuk, Director of Harvard Medical School's Program in Placebo Studies and Therapeutic Encounter, will upend many long-held and cherished assumptions about what really works, and what doesn't, in what he calls "the healing encounter."



#### *Danielle Ofri - Reflective Physician*

Danielle Ofri of Bellevue Hospital and NYU School of Medicine will turn common assumptions upside down with a powerful case that one of the things that medical professionals resist most would lead to dramatic improvements in care.



#### *E. Bimla Schwarz - Women's Health Truth-Teller*

Women's health expert and scholar of evidence-based data, E. Bimla Schwarz, will share the promise of a simple, free, natural, and universally available preventative for heart disease and other maladies that is paradoxically ignored by Western medicine.



#### *Sonia Shah - Social Justice Science Journalist*

Sonia Shah, investigative science journalist and historian with a life-long sensitivity to inequality between and within societies, will take the stage to challenge typical notions of what causes pandemics.



#### *Farah Siraj - Global Humanitarian Musician*

Jordanian singer and songwriter Farah Siraj has performed for movers and shakers across the globe and had a number one hit in India. She'll share her unique blend of Eastern and Western sounds.



#### *Heather Raffo - Global Witness / Artistic Healer*

Heather Raffo, an actress, playwright, and librettist will perform an excerpt from her one-woman show, "The 9 Parts of Desire." During this performance, she'll touch on a shocking reversal in perception that turns the meaning and implications of an event upside down.



#### *Erica Frank - Virtual Medical School Pioneer*

Professor Erica Frank of the University of British Columbia will share a trailblazing approach to disrupting conventional medical education to address the increasing global shortage of physicians.

### SOBOTA 13.09.2014, godz. 20:00 – 23:00



#### *Thomas Goetz - Visionary Health Entrepreneur & Writer*

Health journalist, science writer, and entrepreneur Thomas Goetz, will tell a captivating tale of one of the lesser-known heroes of medical research, whose successes carry crucial implications for future health discoveries.

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### *NANDA – Acrobaticalists*

NANDA, a high-energy troupe of comic actors, will turn everything – including themselves – upside down. Their performance will be a one-of-a-kind intermingling of traditional theater, vaudeville, and circus, utilizing dance, juggling, and acrobatics.



### *Jared Heyman - Crowd Wisdom Channeler*

After a family member experienced how the healthcare system handled an elusive diagnosis, Jared Heyman founded CrowdMed, which combines prediction market technologies with crowdsourcing to identify mysterious illnesses.



### *Elliot Swart - Smart Dermatologic Cameraman*

Computer science engineer Elliot Swart is the co-founder and CTO of 3Derm Systems, a system that allows any user to take 3D images of skin lesions and share them with dermatologists for review via cloud technology. He will discuss the future of telemedicine.

## Session 2: We Just Don't Know

This session explores the liberation that can happen when we recognize the limits of our knowledge – those transformational moments when we realize that the more we know, the more we realize how little we know.

**CZWARTEK 11.09.2014, godz. 17:00 – 19:30**



### *Rosie King - Storytelling Activist*

Sixteen-year-old Rosie King, who diagnosed herself with Asperger's syndrome at age nine and has since become an Emmy Award-winning spokesperson and educator, will talk about her crusade to make the world a more tolerant place for people with autism.



### *Elizabeth Nabel - Medical Leader*

Elizabeth Nabel, President of Brigham and Women's Hospital and professor at Harvard Medical School, will share a personal story that points to how the limits of knowledge can be a weakness and how acknowledging our ignorance can be a strength.



### *Daniel Webster - Gun Violence Preventer*

Daniel Webster, Professor at the Johns Hopkins Bloomberg School of Public Health and Director of the Hopkins Center for Gun Policy and Research, will examine some surprisingly hopeful possibilities that exist for a controversial public policy conundrum.



### *Tig Notaro - Counterintuitive Comedian*

Best known for her appearances on the late-night TV talk show circuit, comedian Tig Notaro makes short films and headlines shows around the world. She'll find the funny in some of her worst medical and family experiences.



### *Jeff Iliff - Glymphatic Scientist*

Jeffrey Iliff, Assistant Professor of Anesthesiology and Perioperative Medicine at Oregon Health and Science University, will lift the lid on some of what happens to the human brain during that mysterious period of each day that we spend asleep.

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### *Amy McGuire - Genomic Bioethicist*

Amy McGuire, Associate Professor of Medicine and Biomedical Ethics and Director of the Center for Medical Ethics and Health Policy at Baylor College of Medicine, will provide considerations that could lead to reversals of typical patient decisions.



### *Ben Folds - Music Meister*

Ben Folds, leader of the critically acclaimed, platinum-selling rock band Ben Folds Five, has returned to his classical roots with a successful solo career. A fierce advocate for music therapy and music education, he will perform one of his piano concertos.



### *Gary Conkright - Predictive Analytics Entrepreneur*

Gary Conkright, CEO of PhysIQ, is a visionary entrepreneur with a passion for taking technology from the laboratory to the marketplace to solve important problems. He'll share his mission to apply predictive analytics technology to healthcare.

## Session 3: Flat Out Amazing

This session focuses on imagination at the far edge of possibility, featuring stories of the seemingly impossible acts, facts or events that should inspire and dazzle even the most cynical or sophisticated listener. Below, we proudly introduce the speakers and artists for this session.

**CZWARTEK 11.09.2014, godz. 19:30 – 22:00**



### *Marc Koska - Persistent Inventor/Global Life-Saver*

Marc Koska, inventor of a life-saving syringe, will share the struggles, setbacks, breakthroughs and ultimate triumphs of this technology's 30-year odyssey from "great idea" to "globally adopted reality."



### *Diana Nyad - Open Water Swimming Champion*

Marathon swimmer Diana Nyad will share lessons of her world record-setting solo 110-mile swim from Cuba to Miami at age 64.



### *Gail Reed - Cuban Health Care Expert*

Gail Reed, founder of Medical Education Cooperation with Cuba and editor of MEDICC Review, is a former journalist who will spotlight a completely counterintuitive program to relieve the global shortage of physicians in poor countries.



### *Kitra Cahana - Incisive Photographer*

Kitra Cahana, one of National Geographic's youngest photographers, will tell a moving and inspiring true story of a medical catastrophe that turned into an unexpected journey into realms of spirituality and imagination.



### *Elizabeth Holmes - Medical Diagnostic Game Changer*

Elizabeth Holmes, founder and CEO of Theranos, will share the amazing medical insights and technology that have put her on the cutting edge of high-tech diagnostics.

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*Foteini Agrafioti - Biometrics Entrepreneur*

Foteini Agrafioti, a biometric and personal security engineer, will share how your EKG and emissions from your ear may be an alternate kind of fingerprint for you.

Jay Walker

## Session 4: Stealing Smart

The session demonstrates how some of the best solutions to problems in health and medicine come from other worlds than the domain where the problem originated or is usually addressed. Below, we proudly introduce the speakers and artists for this session.

**PIĄTEK 12.09.2014, godz. 17:00 – 19:30**



*Ramanan Laxminarayan - Drug Resistance Economist*

Ramanan Laxminarayan, Director of the Center For Disease Dynamics, Economics, and Policy, will discuss an unusual yet imminently practical approach to conserving antibiotics.



*Barbara Natterson-Horowitz - Zoobiquitous Physician*

Barbara Natterson-Horowitz, Professor of Medicine in the Division of Cardiology at UCLA Medical School, will provide a surprising perspective on how human wellbeing, including mental health, can be improved with insights into animal health.



*Leslie Morgan Steiner - Motherhood Investigator*

Leslie Morgan Steiner, journalist and author, will bring the audience along on her journey to learn the truth about a successful medical surrogacy industry on the far side of the world – and how it could provide a model to help solve problems in the U.S.



*Nora Volkow - Explorer of the Human Brain*

Neuroscientist Nora Volkow, director of the National Institute on Drug Abuse at the NIH and a world leader in the neurobiology of diseases of reward and self-control, will apply a lens of addiction to the obesity epidemic.



*Drew Lakatos - Trauma Prevention Technologist*

Engineer and entrepreneur Drew Lakatos is the CEO of ActiveProtect, a wearable technology company focused on reducing injury with smart garments that monitor mobility, detect falls, and intervene prior to impact.



*Dominick Farinacci - Worldly Trumpeter*

Dominick Farinacci, trumpeter and protégée of Wynton Marsalis, will perform. He leads the Lincoln Center expansion in Doha and has played music in the lobby of the Cleveland Clinic.

**SOBOTA 13.09.2014, godz. 20:00 – 23:00**



*Brian Primack - Media and Medicine Researcher*

Brian Primack, Associate Professor at the University of Pittsburgh, will shed a provocative new light on the health impacts of existing and possible future relationships between certain popular media products and human behavior.

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*Abraham Verghese - Attentive Physician/Passionate Storyteller*  
Abraham Verghese, Provostial Professor and Vice Chair for the Theory and Practice of Medicine at Stanford University's School of Medicine, will share compelling insights into the impact of language on health.



*Zachary Copfer - Bio-Artist*  
Zachary Copfer, former microbiologist and now an MFA in photography from the University of Cincinnati, will share awe-inspiring images in which the world of medicine is the medium as well as the message.



*Stephen Goldner - Clinical Trials Matchmaker*  
Both a forensic toxicologist and an attorney, Stephen Goldner is the Chairman and CEO of CureLauncher, a free, consumer-friendly resource that connects patients to clinical trials based on their unique goals and conditions.



*Nina Tandon - Tissue Engineer*  
With the goal of creating "spare parts" for human implantation and disease models, Nina Tandon founded Epibone, the world's first company to grow living human bones for skeletal reconstruction.

## Session 5: Don't You Dare Talk About This

This session will raise controversial issues in health and medicine that many people are reluctant to discuss publicly. Below, we proudly introduce the speakers and artists for this session.

**PIĄTEK 12.09.2014, godz. 19:30 – 22:00**



*Sigrid Fry-Revere - Organ Donation Ethicist*  
Sigrid Fry-Revere, Founder and President of the Center for Ethical Solutions, will discuss issues around organ transplantation policy, and a surprisingly effective solution that is usually overlooked.



*Patricia Horoho - Army Surgeon General*  
Patricia Horoho, the first woman and first nurse to serve in the position, will discuss how healthcare's toughest battle may be aggressively addressing the mistakes and shortcomings of caregivers.



*Leana Wen - Transparent Physician*  
Leana Wen, Emergency Medicine Physician and Director of Patient-Centered Research at George Washington University, will discuss a highly controversial approach to medical transparency and full disclosure.



*Carl Hart - Drug Data Dealer*  
Carl Hart, Associate Professor of Psychiatry and Psychology at Columbia University, will offer a provocative but science-supported view of the drug abuse crisis.

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	<p><i>Elizabeth Kenny - Patient Performer</i> Actor and playwright Elizabeth Kenny will perform an excerpt from her play, dramatizing a horrifying real-life journey through the American medical system.</p>
	<p><i>Amy Baxter - Pain Deflector</i> Emergency pediatrician Amy Baxter created a way to ease pediatric pain by inventing Buzzy, a device that physiologically takes the sting out of shots using cold and high frequency vibrations.</p>
	<p><i>Heather Raffo - Global Witness/Artistic Healer</i> Heather Raffo will perform a second excerpt from her one-woman show, "The 9 Parts of Desire," and share a piece about a soldier with post-traumatic stress from her opera "Fallujah."</p>

## Session 6: Play Is Not a Waste of Time

This session reveals the many ways that imagination rewards us, specifically how health and medicine are enhanced through the extraordinary power of play. Below, we proudly introduce the speakers and artists for this session.

**PIĄTEK 12.09.2014, godz. 22:00 – 00:00**

	<p><i>Cole Galloway - Pediatric Motor Learning Scientist &amp; Designer</i> Neuroscientist and physical therapist James "Cole" Galloway thinks differently about the role of self-motivated mobility in shaping who we are in early life.</p>
	<p><i>Kayt Sukel - Edgy Science Writer</i> Kayt Sukel tackles interesting and often taboo subjects in her writing, including love, sex, out of body experiences, and adventurous single mother travel.</p>
	<p><i>Gerardo Contino - Cuban Musician</i> Gritty, witty and streetwise, the Havana-born Gerardo Contino, "El Abogado de la Salsa," sings timba—a progressive, raucous style of salsa.</p>
	<p><i>Carla Pugh - Haptic Educator</i> Surgeon and education pioneer Carla Pugh wants doctors to fine-tune their haptic skills as a standardized part of their clinical education and daily practice.</p>
	<p><i>Jill Vialet - Recess Champion</i> Jill Vialet, founder of the non-profit organization Playworks, believes in the power of play to bring out the best in every kid.</p>

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	<p><i>Rupa &amp; The April Fishes - Rock Star Hospitalist / Rebel Musician</i> Rupa &amp; The April Fishes seek to celebrate beauty in pluralism and reinvigorate appreciation for living music with their diverse, global sounds.</p>
	<p><i>Howard Rose - Health Games Designer</i> Howard Rose is president of Firsthand Technology, which specializes in real-time, interactive 3D games that aim to revolutionize how people learn, work and play.</p>
<p><b>Session 7: Human Nature Inside and Out</b> This session offers new views and unusual perspectives that reveal who we are as human beings and the impact of our environment on our health. Below, we proudly introduce the speakers and artists for this session.</p>	
<p><b>SOBOTA 13.09.2014, godz. 12:00 – 14:30</b></p>	
	<p><i>Emery Brown - Anesthesia Neuroscientist</i> Computational neuroscientist and anesthesiologist Emery Brown explores one of medicine's big mysteries—exactly what happens to your brain under anesthesia?</p>
	<p><i>Mariana Figueiro - Illumination Researcher</i> Brazilian-Cuban architect and scientist Mariana Figueiro researches the effect of light on humans, including alertness, performance, and cognition.</p>
	<p><i>Debra Jarvis - Irreverent Reverend</i> For writer, ordained minister, and hospital chaplain Debra Jarvis, humor is a powerful balm, even for the sick and dying.</p>
	<p><i>Jeffrey Karp - Bio-Inspired Innovator</i> Canadian Jeff Karp's research focuses on stem cell engineering, biomaterials, and medical devices inspired by nature</p>
	<p><i>Julian Treasure - Sound Evangelist</i> Julian Treasure will talk about designing health care facilities with acoustic healing in mind.</p>
	<p><i>Art of Motion Dance Theatre - Modern Repertory Dance Company</i> Art of Motion Dance Theatre, which uses dance to explore body and mind as creative instrument, will perform a piece celebrating the divinity of nature.</p>
	<p><i>Uzma Samadani - Brain Trauma Detective</i> Uzma Samadani is cofounder of Oculogica, a neurodiagnostic company specializing in detecting brain injuries using a non-invasive, bedside eye-tracking technology.</p>

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*Peggy Battin - End-of-Life Ethicist*

Philosopher and bioethicist Peggy Battin has worked for decades to defend the right of terminally ill individuals to have greater control over the timing and manner of their deaths.



*Jeff Iliff - Glymphatic Scientist*

Jeffrey Iliff, Assistant Professor of Anesthesiology and Perioperative Medicine at Oregon Health and Science University, will lift the lid on some of what happens to the human brain during that mysterious period of each day that we spend asleep.



*John La Puma - Culinary Medicine Pioneer*

John La Puma, chef, doctor, writer, and media personality, will demonstrate just how delicious a prescription for health can be -- as he whips up a favorite recipe for culinary medicine onstage.



*Zsolt Bognár - Concert Pianist*

Concert pianist Zsolt Bognár, who frequently performs on NPR and has garnered critical acclaim, will perform a work by Schubert.



*Inspector Gadge - Balkan Brass Band*

With up to 15 musicians, San Francisco-based Inspector Gadge brings a big sound to the beautiful and bumpin' brass band music of the Balkans.



*Tiffany Shlain - Interconnected Filmmaker*

The work of filmmaker, author, artist, and Webby-awards founder Tiffany Shlain catalyzes deep thought about the future and how we want to live it.



*Jen Hyatt - Global Social Entrepreneur*

Raised by a mother who had to forgo a scholarship in order to start working at 14, Jen Hyatt is the founder and CEO of Big White Wall, a digital behavioral health service that delivers personalized support and recovery pathways via a safe and collaborative platform of peers, professionals and evidence-based third party providers.

## SESSION 8: Weird and Wonderful

This session offers a joyful survey of surprising combinations and remarkable results. It's about science and health trends that came out of left field, defied expectations or simply seem completely off the wall, in a good way. Below, we proudly introduce the speakers and artists for this session.

**SOBOTA 13.09.2014, godz. 15:00 – 17:30**



*Marc Abrahams - Science Humorist*

Marc Abrahams, Editor of the science humor magazine *Annals of Improbable Research*, is also an author and newspaper columnist. He will share laughter- and thought-provoking stories behind some of the winners of the Ig Nobel Prize Ceremony.

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	<p><i>John Cryan - Neuromicrobiologist</i></p> <p>John Cryan, chair of the Department of Anatomy and Neuroscience at University College of Cork, will share insights about the sources of some of our strangest thoughts and emotions.</p>
	<p><i>Resa Lewiss - Point-of-Care Ultrasound Educator</i></p> <p>Resa Lewiss, Associate Professor of Emergency Medicine and Radiology at the University of Colorado School of Medicine, will sketch a future for handheld consumer medical devices that nobody could have seen coming just a short while ago.</p>
	<p><i>Joshua Roman - Versatile Cellist</i></p> <p>Joshua Roman, former principal cellist of the Seattle Symphony, is a TED Fellow and nationally renowned soloist whose performances embrace music from Bach to Radiohead.</p>
	<p><i>Bob Carey - Tutu Self-Portraitist</i></p> <p>Bob Carey created a series of stunningly silly videos and still self-portraits to cheer up his wife, Linda, after she was diagnosed with breast cancer. He'll talk about the power of humor to help cancer survivors.</p>
	<p><i>Josh Stein - Serial Entrepreneur</i></p> <p>Passionate about using simple technology to positively influence patient behavior, Josh Stein and his partners at AdhereTech have created smart pill bottles to monitor patient adherence in real-time.</p>
	<p><i>Eric Chen - Scientific Wunderkind</i></p> <p>Eric Chen was recently awarded the grand prize at the Google Science Fair, Intel, and the Siemens Competition. He'll talk about the unexpected ways that doors open for science research and discovery.</p>
	<p><i>Cathy Ladman - Self-Probing Comic</i></p> <p>Comedian Cathy Ladman will make us laugh through the pain of our afflictions.</p>
	<p><i>Mark Levatich - Disruptive Biomedical Engineer</i></p> <p>Mark Levatich works as a Medical R&amp;D Engineer at Novasentis, a company that aims to shape the "Neo-Sensory Age" and empower people to have deeper physical and emotional bonds with the world through their devices.</p>
	<p><i>Rupal Patel - Speech Scientist</i></p> <p>Looking for ways to give voice to the voiceless, Rupal Patel founded VocalID, a company that creates customized synthetic voices by combining the speaker's residual voice with an anatomically similar voice donor's speech database.</p>

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	<p><i>Sophie de Oliveira Barata - Imaginative Prosthetics Sculptor</i> Sophie de Oliveira Barata is the founder of the Alternative Limb Project and creator of flamboyantly artistic and personalized prosthetics. She'll talk about the power of offbeat art and its impact on patients.</p>
<p><b>Session 9: I Was Just Thinking Too Small</b> This session encourages us to step back and see the full picture, realizing that a narrow focus can be as limiting as it is productive. Below, we proudly introduce the speakers and artists for this session.</p>	
<p><b>SOBOTA 13.09.2014, godz. 17:30 – 20:00</b></p>	
	<p><i>Rebecca Adamson - Global Indigenous Economics Maven</i> Cherokee economist Rebecca Adamson will share how culturally appropriate, values-driven, sustainable development contributes to a new concept of health.</p>
	<p><i>Daniel Kohane - Drug Delivery Innovator</i> Daniel Kohane is a leading drug delivery and biomaterials researcher who uses nanoparticle technology to transform the power, safety, and specificity of drugs.</p>
	<p><i>Gypsy Allstars - East-West Fusion Musicians</i> The Gypsy Allstars fuses the rumba made famous by the Gipsy Kings with Indian raga of the Rajasthani gypsies to create a stunning new global sound.</p>
	<p><i>Robin Guenther - Sustainable Healthcare Architecta</i> Robin Guenther, specialist in healing environments and principal at Perkins+Will, has designed innovative healthcare projects that have been published nationally and internationally.</p>
	<p><i>Nadine Burke Harris - Stress Doctor</i> Nadine Burke Harris, a Jamaican-American pediatrician, Nadine Burke Harris works to help patients cope with a little-appreciated risk factor that has a surprising connection to diseases such as heart disease and cancer.</p>
	<p><i>Ram Sahasranam - Catalyst and Connector</i> Ram Sahasranam is the co-founder of Xtremum Solutions, creators of Praxify, a cloud based, speciality-specific, no typing required EHR system.</p>