



The Academy of
Business in Society

RUTGERS
UNIVERSITY

Johnson & Johnson

ADVANCING GLOBAL HEALTH DECISION-MAKING

CONFERENCE PROGRAMME

DAY 1: Friday, May 20th

**VENUE – SCHOLARLY COMMUNICATION CENTER, ALEXANDER LIBRARY,
COLLEGE AVENUE CAMPUS, RUTGERS UNIVERSITY**

14:00 CONFERENCE REGISTRATION OPENS

15:00 WELCOME AND OPENING REMARKS

- Prof. David Finegold – Dean, School of Management & Labor Relations, Rutgers
- Prof. Jorge Reina Schement – Dean, School of Communication & Information Studies, Rutgers
- Simon Pickard – Director General, EABIS
- Frank Welvaert – CSR Director, Johnson & Johnson EMEA

15:15 OPENING KEYNOTE: “MAKING SENSE OF 21ST CENTURY GLOBAL HEALTH CHALLENGES & OPPORTUNITIES” (* BY VIDEO CONFERENCE)

- Dr. Peter Piot – Director, London School of Hygiene & Tropical Medicine

15:45 INTERACTIVE SESSION + Q&A

16:45 COFFEE BREAK

17:00 KEYNOTE PRESENTATION: “OPTIMIZING HEALTH DECISIONS & NEW APPROACHES TO DATA INTERPRETATION”

- Dr. Jeffrey Brenner – Independent Physician & Executive Director, Camden Coalition of Healthcare Providers

17:20 INTERACTIVE SESSION + Q&A

18:20 SUMMARY OF OPENING SESSIONS & PROGRAMME FOR DAY TWO

- Paul Culleton & Christina Horner – Conference Facilitators

18:30 CLOSE OF DAY ONE

19:30 CONFERENCE RECEPTION & GALA DINNER AT WINANTS HALL



DAY 2: Saturday, May 21st

VENUE – JOHNSON & JOHNSON CORPORATE CENTRE

08:30 SETTING OBJECTIVES FOR DAY TWO

- Michael Bzdak – Johnson & Johnson

08:45 KEYNOTE I: “TRANSFORMATIVE TECHNOLOGIES & THE FUTURE OF GLOBAL HEALTHCARE”

- Dr. Joseph Jasinski – Distinguished Engineer and Global Industry Executive for Smarter Healthcare & Life Sciences, Thomas J. Watson Research Center, IBM

KEYNOTE II: “SOCIAL AND KNOWLEDGE NETWORK-BUILDING TO ADVANCE GLOBAL HEALTH DECISION-MAKING”

- Prof. Noshir Contractor – Jane S. & William J. White Professor of Behavioral Sciences, Northwestern University

Followed by Q & A with the audience.

10:00 HANDOVER TO FACILITATORS

- Custom-designed work-session
- Trust the process
- Introduction to the Facilitation Team:
 - Paul Culleton, Christina Horner
- Short bio-break for participants

10:15 FAST-TRACK IDEATION SET-UP – Christina Horner, The Way Group

- Explaining the process
- Frameworks & Tools
- Timing boundaries

10:45 BREAKOUT TO WORKING-GROUPS: FAST-TRACK IDEATION PROCESS I

- 6 facilitated groups with different thematic focuses
- Broad areas identified in survey with participants before the conference

12:00 LUNCH

13:00 BREAKOUT TO WORKING GROUPS: FAST-TRACK IDEATION PROCESS II

14:00 BREAKOUT TO WORKING GROUPS: FAST-TRACK IDEATION PROCESS III

15:00 COFFEE BREAK

15:15 BREAKOUT TO WORKING GROUPS: FAST-TRACK IDEATION PROCESS IV

16:15 PLENARY: HIGHLIGHT OF OUTPUTS FROM WORKING GROUPS

- Brief presentation of ideas, themes discussed
- Setting expectations for ongoing engagement
- Next steps to EABIS Colloquium (INSEAD, France, October 26-28)

17:00 CLOSING COMMENTS

- Thanks and final words from EABIS, Rutgers and J & J team

18:30 COCKTAIL RECEPTION & NETWORKING DINNER (VENUE TO BE ANNOUNCED)
