Innovation and Design Thinking:
Identifying problems and being a more effective innovator

Faculty Lead:
Mark Cohen, MD
Professor, Surgery & Pharmacology
Director, Medical School Pathway of Excellence in Innovation and Entrepreneurship
Innovation Chief, Rogel Cancer Center

SESSION OVERVIEW:
Design thinking offers the opportunity for surgeon innovators to tackle multifaceted problems with relative ease. This session will break down the steps in the cycle of design thinking, from identifying a problem to developing a pitch solution. The iterative process of retooling solutions to match each problem's unique challenges offers an opportunity to develop appropriate solutions with all stakeholders in mind. At this session, we will become acquainted with the tenets of design thinking, workshop through problems, and speak with leaders in this domain such as Doug Song, CEO and founder of Duo, among many others.

LOCATION:
North Campus Research Complex, Building 520, Room 1122

REGISTRATION:
Please RSVP to Corey Jessop cjessop@med.umich.edu as space is limited. Deadline for registration is April 10, 2020.

TIMES:
7:30 a.m. – 5:00 p.m.