



IDEO Design Innovation Workshop HIC-POCT Conference 2014

8-10 October 2014 Seattle, Washington, USA

IDEO's team will facilitate a workshop for selected participants who either have healthcare or medical technology innovation ideas that they'd like to further develop, or would like to learn about the process of innovation., design and product development. Participants will work in teams through a structured design process to develop innovative ideas into potential products for healthcare applications.

During the workshop, up to 8 project teams of professionals will brainstorm their ideas the day before the conference and then follow through during the workshop at to working the HIC-POCT conference to advance their innovation towards meeting a medical/clinical unmet need/challenge under the mentoring of experienced professionals and entrepreneurs from IDEO, a renown design and innovation consulting company. You may apply for the workshop either as an Idea Generator or an Idea Developer.

Idea Generator: Submit your innovative idea that you are currently incubating or bring a challenge that you would like to solve to the workshop through an "Idea Generator" proposal. If selected your idea/challenge will become a collaborative project in the workshop for further development and design. Please use <http://hipt.embs.org/idea-generator>

Idea Developer: Apply to be an "Idea Developer" and work on a collaborative team on selected "Idea Generator" projects. Though the intellectual property would remain with the Idea Generators, you would be able to learn the design, innovation and product development process. Please use <http://hipt.embs.org/idea-developer>

The final teams will be drawn from all those who apply to the IDEO workshop as Idea Generators or Idea Developers, with the objective of having diverse range of expertise on each team. Students are highly encouraged to participate in the workshop as Idea Generators or Idea Developers.

Conference Chair

Atam P. Dhawan , PhD

Conference Co-Chair

Clifford Dacso, MD, MPH

Program Chair

Colin Brenan, PhD

Program Co-Chairs

Martha Gray, PhD

Thomas Matula, PhD

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Misha Pavel, PhD

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<http://hipt.embs.org>

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The design challenge will consist of several distinct modules:

1. Need finding and market research – IDEO will share human factors techniques for discovering the unmet needs of end users, and then shepherd teams through exercises to identify the specific needs of their target customer.

2. Brainstorming and conceptualization – Teams will generate or further develop ideas, select promising candidates, and learn how to refine them in a way that helps advance the design of the ultimate solution in a rapid and efficient manner.

3. Prototyping and feedback – The teams will then develop early prototypes as a way to answer questions about their potential solution. Teams will be asked to do limited pre-work prior to the conference to make the most of this workshop.

IDEA Generators	IDEA Developers
<p>IDEA Generator applications: 18 April</p> <p>Final list of project ideas announced and posted on the conference website: 1 June</p> <p>Deadline for conference and design-a-thon registration by selected IDEA Generators: 10 June</p> <p>Final teams announced: 1 September</p> <p>Design-a-thon kickoff: 7 October</p>	<p>Final list of project ideas announced on the conference website; IDEA Developer applications open: 20 July</p> <p>Final teams announced: 1 September</p> <p>Deadline for conference and design-a-thon registration by IDEA Developer: 10 September</p> <p>Design-a-thon kickoff: 7 October</p>