

TEDMED 2013: THE FUTURE OF HEALTH & MEDICINE IS HERE



TEDMED

APRIL 16-19, 2013

AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS, WASHINGTON, DC

“TEDMED changed my life.
It expanded my mind...
transformed my thinking...
and revolutionized my sense
of possibilities in the world
of health and medicine.”

**MEDICAL RESEARCHER
2012 TEDMED DELEGATE**

Welcome



Dear friend of TEDMED,

America—and the world—needs a safe place where people with very different ideas and backgrounds can come together to talk...to learn...and to imagine transforming the future of health and medicine.

TEDMED is creating that magical place. At TEDMED, a Nobel Prize winning doctor can have lunch with a four-star general, a venture capitalist and an NGO founder. A pediatric neurobiologist can learn from an opera singer who has undergone a double lung transplant. A ballet dancer can share a vision with an exoskeleton designer and the U.S. Surgeon General.

TEDMED is where we celebrate the ideas, innovations and infinite new possibilities of our amazing world. The TEDMED community passionately believes *the future of health and medicine is here...*and our members are determined to shape that future to ensure a better tomorrow for the planet's seven billion people. Next year, our annual gathering will unite thought leaders from all sectors of society at the Kennedy Center in Washington, DC (April 16-19, 2013). Year-round, our global community engages the Great Challenges of health and medicine at TEDMED.com.

We hope you'll join us—both in Washington and on the Web. Experience how innovation, imagination and inspiration can make America and the world a healthier place.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jay Walker', with a long horizontal flourish extending to the left.

Jay Walker
Curator, TEDMED, LLC



Creative collaboration is the future, says Katie Couric.

The respected journalist enlisted in the war on cancer after the untimely passing of her husband. At TEDMED 2012, Ms. Couric told attendees that researchers must share wisdom, perspective and even tissue samples.



"TEDMED constantly surprises us with new ways of viewing science, technology, health and medicine. TEDMED not only makes you believe anything is possible; it gives you avenues to make it happen in your own life and your own work."

PHYSICIAN
2012 TEDMED DELEGATE

Accessible

Even the busiest experts discover that amazing things can happen when we get out of our "silos" at TEDMED.

You're a time-pressed, hardworking professional. You have dedicated decades of your life to mastering a specific discipline. It's natural to wonder why you should spend three days with 1,500 people who are not in your field.

Our Delegate-Attendees say the broad mix of disciplines in the TEDMED community makes for an exciting, enriching experience that actually makes you better at your own specialty.



Provocative

"TEDMED is the best place on earth to recharge my 'inspiration batteries.' I come away feeling charged up and saying, 'Wow, I can do better. The time I spend at TEDMED makes the other 361 days of my year more valuable.'"

BIOLOGIST
2012 TEDMED DELEGATE

TEDMED is unlike any event you have ever attended.

For nearly 30 years, people from Nobel Prize laureates and former U.S. Presidents to world-shaking Silicon Valley CEOs have flocked to the exclusive TED conferences in California.

Now, TEDMED in Washington, DC is drawing an equally elite and eclectic mix of cutting-edge doers and thinkers who are passionate about the future of health and medicine.

Why? Because TEDMED provides a powerful jolt of "imagination, innovation and inspiration" that can't be found anywhere else.

A daring dance reveals a daring truth.

Interpretive dance artist Stephen Petronio challenged conventional wisdom on several levels with his unique story, told through narration and movement, danced in “partnership” with an IV drip.

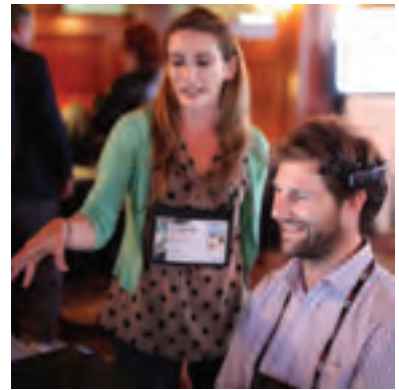


"Free your minds from disbelief."

So said poet Elizabeth Bonker, age 13, who received a heartfelt standing ovation at TEDMED. Struggling with autism, Elizabeth "speaks" only through her keyboard. Elizabeth is seen here with her mother Virginia Breen.



Open-minded



"Unlike any other gathering, TEDMED provides a dazzling combination of exciting speakers, astonishing technology and social events that bring you face-to-face with the leaders in health and medicine. At some point, all these intense stimulations gel in your mind and you find yourself vaulted to a new level."

**STATE HEALTH AGENCY DIRECTOR
2012 TEDMED DELEGATE**

TEDMED delivers a year's worth of ideas, insights and inspiration...in just three days.

TEDMED is not just three days of exciting explorations and nonstop discussions, fabulous entertainment and making lifelong friends. TEDMED also offers year-round engagement and connections.

All year long, our community explores the Great Challenges of health and medicine, focusing on 20 of the most complex issues facing America and the world. TEDMED's Great Challenges Program provides an online platform for ongoing dialog, exchanges and thought-provoking insights from multi-disciplinary perspectives.

Cross-pollinating



TEDMED's stellar lineup of speakers will take you places that you never expected to go.

Expect surprises at TEDMED. Surprising people. Surprising ideas. Surprising encounters. Surprising connections.

What's more, TEDMED is more than a great stage program. It's three days of intense, stimulating conversations—at meals, social breaks and evening celebrations—with 1,500 Delegates who are as passionate about health and medicine as you are.

"Connecting with my fellow TEDMED Delegates, I realize that we share a belief that we can learn from each other and collaborate to overcome many of the greatest challenges facing healthcare today. It redefines my sense of what is possible."

**TECHNOLOGY INNOVATOR
2012 TEDMED DELEGATE**

Penetrating questions from the National Institutes of Health.

To defeat disease, NIH director Francis Collins asked: "How can we be better, smarter, faster? We need the best and the brightest from many different disciplines to join this effort."





Passionate

"Watching TEDMED talks on the Web gives you only a tiny slice of the total TEDMED experience. You have to be there to get the total impact. You will come away a different person. You will become a better doctor, or scientist, or technologist, researcher, or policy leader."

**NONPROFIT PRESIDENT
2012 TEDMED DELEGATE**

The "TEDMED transformation" can only be experienced in person.

Think you can get the gist of TEDMED by waiting for the talks to be posted on the Web? Think again. TEDMED is total immersion. It cannot be described, but must be experienced.

TEDMED offers a non-stop bombardment of surprising ideas, a stream of face-to-face meetings with inspiring people, and active participation in the event. The cumulative effect creates what we call the "TEDMED transformation"—an energizing new way of thinking in multiple dimensions. This powerful effect can only be created in the atmosphere of our multi-disciplinary, intellectually diverse community.

Eloquence in motion brings new perspectives.

And new concepts of beauty can open our minds to new truths. Choreographer Andrew Dawson portrayed the uniquely graceful movements of a real-life paraplegic who uses a bionic hand.



Innovation is always on the firing line.
The U.S. Food and Drug Administration wants to speed new innovations to the market, FDA commissioner Peggy Hamburg told Larry Brilliant of the Skoll Global Threats Fund.





Energizing

"If you're a world-class competitor, TEDMED is where you can be relaxed, make connections with others on your level both in your own field and in other fields. There is nothing else like it."

**HEALTHCARE PROVIDER CEO
2012 TEDMED DELEGATE**

When you associate with other world-class professionals, it brings your game up.

Attending TEDMED is like living in a science-focused version of the Olympic Village. You spend several days in close quarters with world-class peers from other fields. You may find yourself seated with a Nobel Prize laureate on your left...and a Cabinet officer on your right.

That's why TEDMED is one of the world's great gatherings. This is an exclusive place where leaders from many fields come to confer with their fellow elites.

Innovative



"At TEDMED, innovation is not just about ideas or technology. It redefines what a gathering for health and medicine can be. The performing arts such as music, dance, song, comedy, and even magic, keep our wits keen and our intellects ready for the next high-level scientific discussion."

PHYSICIST
2012 TEDMED DELEGATE

Even the hardest-working professional can absorb more when the mind relaxes.

This is the very serious reason why entertainment is built into the TEDMED stage program.

TEDMED also recharges its Delegates' imaginations with Evening Celebrations at dazzling locations, such as the U.S. Library of Congress or the Smithsonian Air and Space Museum. Once there, everyone at the conference—including Delegates, Partners, Guests and staff—can meet each other while enjoying fabulous entertainment and dining.



TEDMED is a good place to start a revolution. So said Sandeep Kishore, a young Harvard-educated doctor who urged medical schools and med students worldwide to examine “the causes of the causes” of disease, including social and economic factors.

The impossible becomes possible at TEDMED.
The moving moment when paraplegic Paul Thacker stood up
and walked across the stage, powered by “Ekso,” an
advanced exoskeleton technology created by Ekso Bionics.



Transformational



TEDMED delivers amazing results for many different kinds of people.

TEDMED is for people who want to be inspired by a sense of amazing possibilities and who are passionate about the future of health and medicine.

The gathering is for people who are open to a radical change in how they think about themselves, their field and the world of health and medicine. It is for people who want to be challenged... and who want to challenge the status quo.

TEDMED is for people who believe we can all learn from each other and who are ready to reward themselves for excellence... with excellence. TEDMED is for people like you.

"TEDMED introduced me to dozens of brilliant, exciting people from different disciplines who I never would have met anywhere else. We made deep, instant connections on the level of ideas and intellectual excitement."

**PHARMACEUTICAL COMPANY
EXECUTIVE
2012 TEDMED DELEGATE**



The John F. Kennedy Center for the Performing Arts

This iconic national monument is the most famous stage in America's capital city. TEDMED has come to the Nation's Capital to amplify the voices of the passionate thinkers and doers who comprise our community.





Seeing through different eyes can spark different ideas.

After his own stay in rehab, architect Michael Graves realized that most hospital rooms are designed for doctors and nurses, but not necessarily for patients. He changed all that with his own work.



"As physicians and researchers, we spend too much time with cloistered congregations of experts who re-churn the same studies, theories and insights year after year. TEDMED is the mind-expanding, life-changing antidote to same-old, same-old."

**CHIEF MEDICAL OFFICER
2012 TEDMED DELEGATE**

Inclusive

TEDMED Live creates a global community.

TEDMED 2012 took place at the Kennedy Center and via Live Simulcasting in 1,800 locations across America.

In 2013, TEDMED Live will also be simulcast in medical schools and other qualified venues around the world using multi-camera, high-definition feeds. Simulcasting is offered free of charge to teaching hospitals, schools of public health, university life science departments, nonprofit foundations, media outlets, medical schools and health-oriented government agencies.

Institutions use our broadcast as the centerpiece of their own TEDMED event, inviting participants & speakers from within and outside their organization.



Balanced

We'll engage the Great Challenges of health and medicine all year long.

Many of the Great Challenges we face today in health and medicine are fundamentally different from those of the past. From childhood obesity to the “caregiver crisis” and barriers to medical innovation, our most puzzling problems have many simultaneous causes. Their contributing factors cut across every sector of society.

A broadly inclusive, multi-disciplinary understanding of the Great Challenges of health and medicine is essential if we're going to create the healthiest possible future for 300 million Americans...and the world.

In April of 2012, TEDMED community members across the U.S. voted to determine 20 Great Challenges that will be TEDMED's focus for the coming year. All year long, our community will engage in ongoing, open-ended discussions that blend multi-disciplinary perspectives at TEDMED.com and via social media.

TEDMED believes that only comprehensive, multi-disciplinary understanding of the Great Challenges can set the stage for truly effective action. TEDMED thanks the Robert Wood Johnson Foundation for its sponsorship.



TEDMED



Leadership means speaking out boldly...and listening carefully.

Lance Armstrong became a cancer activist following his second (of seven) consecutive cycling victory in the Tour de France. Speaking at TEDMED with oncologist David Agus, Armstrong said his Livestrong fundraising campaign started small.



Amazing things happen when we're open to new ideas.

The ancients used mushrooms for medicinal purposes, but biologist Paul Stamets says we are still learning astounding new things about them. His moving personal story brought TEDMED to its feet.

Inspirational



TEDMED's unique Science Kits deliver specialized content.

A TEDMED stage talk is not an academic lecture. A TEDMED talk is a high-level exercise in thought-provoking, game-changing ideas and personal storytelling...supported by rigorous science offstage.

For any listener who wants to delve into the hardcore science behind the talk, speakers create a unique collection of studies, statistics, published papers, charts, diagrams and videos.

It's called a TEDMED Science Kit. Each kit is posted on TEDMED.com. Speakers can update their Science Kits as science evolves and new data emerges.

With Science Kits, a TEDMED speaker can address a multi-disciplinary audience while still delivering the rigor expected of a specialist.

Interactive



TEDMED Connect is a great way to interact with the stage.

As a TEDMED Delegate, you are actively wired into the total TEDMED experience through TEDMED Connect, a mobile app for cell phones, laptops and tablet computers. Delegates at the Kennedy Center and TEDMED Live associates employ TEDMED Connect to link “live” to the speakers on the TEDMED stage.

Participants use the app to ask the speakers questions, transmit comments, participate in live polls and games that are part of the event, or request a Science Kit. TEDMED Connect is available in the Apple App Store, the Android App Store and accessible as a mobile-optimized Web application.

“TEDMED is the place to learn, be provoked, stimulate and be inspired. Unlike any other conference, TEDMED is ‘engineered’ to maximize both scientific/educational as well as social experiences...it will make your brain spin.”

**MEDICAL RESEARCH FIRM CTO
2012 TEDMED DELEGATE**

Enjoy a direct connection to the TEDMED experience.

TEDMED Connect, an innovative mobile app, allows Delegates to send questions to speakers while they are live on stage, request follow-up information and vote on the Great Challenges of health and medicine.





**People of contrasting worldviews
can work together.**

That was the optimistic message of Dr. Lynda Chin. She puts her beliefs into action every day at the MD Anderson Cancer Center's Department of Genomic Medicine.

Generous



"At TEDMED, every speaker has a message that goes far beyond their specific field...a takeaway that applies directly to you and affects what you do and how you think. Sometimes the most valuable insights come from the speakers you would least expect."

**MEDICAL SCHOOL DEPARTMENT
CHAIR
2012 TEDMED DELEGATE**

Scholarships open TEDMED to frontline medical personnel.

TEDMED maintains a fund to provide financial support for qualified Delegates to attend our conference. This enables us to open the doors of the TEDMED community to diverse, multi-disciplinary members across health and medicine.

TEDMED is accessible for front-line medical personnel and others with limited budgets. That includes doctors and nurses from small clinics. Administrators of small hospitals. Paramedics. Sole practitioners. NGOs and non-profits. TEDMED is an equal-opportunity organization that recruits men and women of all ages, races, backgrounds and beliefs as conference Delegates.

Where does life come from...and can we leverage that resource?

TEDMED speakers are not afraid to ask bold questions. Mars Inc. research scientist Howard Shapiro spoke of seeds as the source of all life, envisioning new ways to combat malnutrition and food shortages.





Life-changing

Prepare to be dazzled...inspired...and transformed.

If you attend only one event this year in health and medicine...TEDMED is the one that will change your world.

The cost of attending TEDMED 2013 is \$4,950 per person, including all three days of the program and all meals. Transportation and accommodations are paid separately. Attendance is either by application or invitation.

Most Attendees are nominated and vetted by an Admissions Board composed of members from leading national institutions, corporations

and foundations in the field of health and medicine. TEDMED employs an application process to ensure that we gather top minds from medicine, the sciences, technology, business, government, education, law, religion, the armed forces, media and the arts.

The goal is to engage this diverse community in intense discussion; share new, radical ideas; and to foster passionate engagement with the future of health and medicine.

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RISA LAVIZZO-MOUREY
President and CEO, Robert Wood Johnson Foundation



DAVID ICKE
Chief Executive Officer, MC10



JOEL SALATIN
Beyond Organic Farmer and Author



BILLY COHN
Dir., Minimally Invasive Surgical Technology, TX Heart Institute



MARK HYMAN
Author & Chairman, Institute for Functional Medicine



FRANCIS COLLINS
Director of the National Institutes of Health



KATIE COURIC
Co-Founder, Stand Up To Cancer and Special Correspondent, ABC News



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Exec. Director & Founder, USC
Center for Body Computing



JON COHEN
Senior V.P., Chief Medical
Officer & Director of Hospital
Services, Quest Diagnostics



ALI ANSARY
Co-Founder, SeventyK



MIGUEL NICOLELIS
Founder, Duke's Center
for Neuroengineering



THOMAS FRIEDEN
Director, The Centers for
Disease Control & Prevention



GREGORY PETSKO
Chair, Dept. of Biochemistry,
Brandeis University



NICK BOULIS
Founder, Boulis Laboratory,
Emory University School of
Medicine



BEN GOLDACRE
Best-Selling Author and
Broadcaster, M.D.



JAY LOMBARD
Chief Scientific Officer,
Genomind



LISA NILSSON
Visual Artist



FRANZISKA MICHOR
Assoc. Prof. of Computational
Biology, Dana-Farber Cancer
Institute



LARRY BRILLIANT
President and CEO, Skoll
Global Threats Fund



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Professional Big-Wave Surfer



IVAN ORANSKY
Executive Editor of Reuters
Health



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of Massachusetts, Amherst



MARC PENN
Cleveland Heart Lab



KRISTINA ISAKOVICH
Chief Marketing Officer,
Philips



SETH COOPER
Creative Dir., Center for Game
Science, Univ. of Washington



REBECCA ONIE
Co-Founder & CEO,
Health Leads



BRYAN STEVENSON
Executive Director,
Equal Justice Initiative



LYNDA CHIN
Scientific Director, Institute
for Applied Cancer Science, UT
MD Anderson Cancer Center



SANDEEP KISHORE
M.D., Ph.D. Student, Co-chair,
Young Professionals Chronic
Disease Network



BUD FRAZIER
Chief, Center for Cardiac Support,
Director Cardiovascular Surgery
Research, Texas Heart Institute



HOWARD-YANA SHAPIRO
Global Staff Officer, Plant
Science & External Research
Mars, Incorporated



REISA SPERLING
Dir., The Center for Alzheimer
Research & Treatment,
Brigham and Women's Hospital

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CALVIN HARLEY
President & Chief Scientific Officer, Telome Health



NATE BALL
Mechanical Engineer



REGINA BENJAMIN
Surgeon General of the U.S. Public Health Service



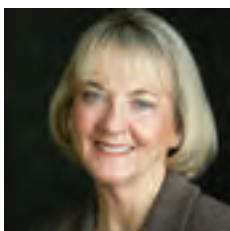
ANDREW DAWSON
Performance Artist



PETER AGRE
Nobel Prize in Chemistry, Dir., Johns Hopkins Malaria Research



MICHAEL GRAVES
Architect



ANNA BARKER
Deputy Director, National Cancer Institute



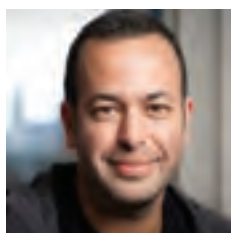
GER BROPHY
New Product DEV, Medical Diagnostics, GE Healthcare



PETER DIAMANDIS
Chairman & Co-Founder, X PRIZE Foundation



YOAV MEDAN
VP & Chief Systems Architect, InSightec Ltd.



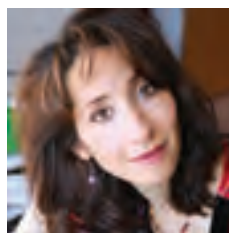
NATHAN WOLFE
Professor in Human Biology, Stanford University. Dir., GVFI



JILL SOBULE
Singer & Songwriter



SCOTT PARAZYNSKI
Astronaut, Physician and Everest Summiteer



ELISSA EPEL
Associate Professor at UCSF; Co-Founder Telome Health



EYTHOR BENDER
CEO, Ekso Bionics



FARZAD MOSTASHARI
National Coordinator for Health IT, U.S. Dept. H&HS



HUGH HERR
Athlete, Scientist, Innovator, Futurist. MIT Media Lab



THOMAS GOETZ
Executive Editor, Wired Magazine



DANIEL KRAFT
Founder & CEO, IntelliMedicine



DAVID KIRCHHOFF
President & CEO, Weight Watchers International



JONATHAN MANN
Singer & Songwriter



MIKE BARBER
VP Healthymagination, GE



GEORGE CHURCH
Professor of Genetics, Harvard Medical School



TIM O'REILLY
CEO & Founder, O'Reilly Media



ALEXANDER TSARAS
Founder & CEO, TheVisualMD.com

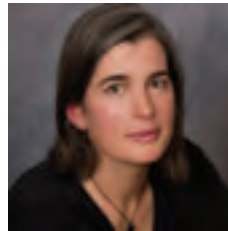
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ANEESH CHOPRA
United States Chief
Technology Officer



CHARLES LIMB
Assoc. Professor, Otolaryngology
Surgery, Johns Hopkins



CATHERINE MOHR
Director of Medical Research,
Intuitive Surgical



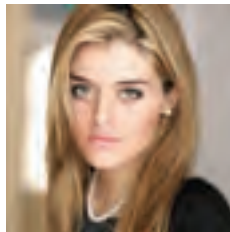
SEKOU ANDREWS
Spoken Word Artist,
Playwright, Actor, Poet



MEHMOOD KHAN
CEO, Global Nutrition Group,
Chief Scientific Officer, PepsiCo



MICHAEL ROSENBLATT
Chief Medical Officer, Merck



DAPHNE OZ
Author



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Producer, D: All Things Digital



STEVE CONNELL
Spoken Word Artist,
Playwright, Actor, Poet



LOUDON WAINWRIGHT III
Singer & Songwriter, Actor



RICK SMOLAN
Co-Founder, Against All Odds
Productions, Photographer



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“The best conference on health and medicine that I’ve ever attended! TEDMED combines an astonishing depth of thought, height of inspiration, and breadth of disciplines, all in one time and one place. Nothing else remotely compares.”

TEDMED 2012 DELEGATE



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