

NYC Technology Trek: Challenges and opportunities: Healthcare

Location: New York City, New York

Instructor: Wesley Sine

Time: 10:30 A.M – 9:00 P.M.

Date: April 10, 2015 and April 11 at 8am through April 12 at 5pm

Credit: 1.0

TA: Arkangel Miguel Cordero (amc478@cornell.edu)

Grade: S/U or Graded (your choice)

Bus transportation is provided for students from Cornell's Ithaca location, bus departs at **5:30am** sharp on Friday April 10 from in front of the Swartz Center in Collegetown.

(Swarthout Coach). Hostel accommodations are provided for Cornell's Ithaca students enrolled in this course on Friday evening AND who indicated on the [website](#) registration page that they needed accommodations. If you did not specify you needed accommodations, nothing has been set up for you. Bus transportation for return to Ithaca is provided on Sunday April 12 at 5pm. \$100 non-refundable deposit upon signing up for course, defined as: when you email and request to be enrolled and you are accepted, you are enrolled.

Assignment 1: Read: Meeting the Challenge of Disruptive Change by Clayton Christensen and Michael Overdorf. (this is an article about the book: Innovators Dilemma by Christensen).

Disruptive change in healthcare will be addressed in this 3 day experiential course in NYC. This course will be taught at the Cornell New York City Tech Campus and onsite at various firms and incubators in NYC. It is intended for a mix of MBA, engineering, healthcare, and entrepreneurial students from Cornell's Ithaca campus. The course will focus on the challenges and opportunities related to healthcare with a special emphasis on NYC as a location for such activities. As part of the course, students will visit firms and/or have discussions with members of their management teams. Through these discussions, students will gain a broader perspective of both the challenges (i.e. organizational and institutional) in an increasingly digital world, and opportunities (i.e. unmet customer needs and possibilities for future ventures) in this industry due to advances in technology.

Readings: Please read the following prior to your arrival in NYC.

Meeting the Challenge of Disruptive Change by Clayton Christensen and Michael Overdorf. (this is an article about the book: Innovators Dilemma by Christensen).

Familiarize yourself with the speakers and their businesses, research, and contributions to health care.

[Zach Weinberg](#), Co-Founder, Flatiron Health

[Wendy Mayer](#), VP Worldwide Innovation, Pfizer

[Arun Ravindran](#) PhD, Principal Data Scientist & Senior Analytics Manager, Accenture

Memorial Sloan Kettering Cancer Center Panel ([MSKCC](#))

Panelists: [David Solit](#), Director of Center for Molecular Oncology
[Nickolaus Schultz](#), Lead Developer of cBio Portal for Cancer Genomics
[David Hyman](#), Head of Early Clinical Drug Development
Moderator: [Jose Baselga](#), Physician-in-Chief & Chief Medical Officer

[Joel Beckerman](#), Founder Man Made Music, Author Sonic Boom
[Deborah Estrin](#), Professor, Founder Health
[David R. Fischell](#), PhD CEO Angel Med
[Adam Hanina](#), Co-founder & CEO AiCure

Final paper: Due 1 week after hackathon on Friday April 17. Email to Arkangel Miguel Cordero (amc478@cornell.edu)

Share your experience in the experiential course (& hackathon): process, challenges, how could you have increased effectiveness, creativity, conflict resolution, team dynamics, what did you learn about agile product development. Half of your paper should also include what you learned from the industry speakers, panels, and industry that you did not previously know.

Papers should be 3-5 pages long. Font size 12, single or double space.

Be sure to include your name, netid, and team name & Project on your paper. Be sure to also email your Team's Demo/presentation that you presented on Sunday April 12.

Please email your presentation in PDF format and be sure it includes the name of all team members.

Agenda April 10

Be sure to bring gov. issued ID, you will need this to get thru security.

Attire: 'tech casual' (google it).

Friday 4/10 (Bus drops off at Blueprint health, take all your belongings off the bus)

5:30am Bus departs from Swartz Center in Collegetown, heads straight to NYC, no stops.

Sleep? Sit in the back of the bus. Talkers-Sit up front.

10:30am: Class at [BluePrint Health](#) 447 Broadway, NY, NY, intro's to healthcare startups in accelerator, lunch, and networking. (vegetarian options available)

1:30pm Walk to Cornell Tech campus. See map at end of document. Dress appropriately to walk & for the weather.

2:30pm: [Zach Weinberg](#), Co-Founder, Flatiron Health

4pm: [Wendy Mayer](#), VP Worldwide Innovation, Pfizer

5:00pm Dinner Break (served on campus) (vegetarian options available)

5:30pm: [Arun Ravindran](#) PhD, Principal Data Scientist & Senior Analytics Manager, Accenture

7:00pm: Memorial Sloan Kettering Cancer Center Panel ([MSKCC](#))

Panelists: [David Solit](#), Director of Center for Molecular Oncology
[Nickolaus Schultz](#), Lead Developer of cBio Portal for Cancer Genomics

[David Hyman](#), Head of Early Clinical Drug Development

Moderator: [Jose Baselga](#), Physician-in-Chief & Chief Medical Officer

8:15pm: Explanations: Redox Engine-API for students to use. Epic API for students to use. Pfizer will present problems they have students may want to solve for.

8:30pm: Students have 90 seconds to pitch their ideas, start team formation\

9:00 P.M. Class is over

Students are on their own to get to the hostel in Brooklyn. Likewise, on your own to get back to campus on Saturday morning.

Rooms have 2-6 single beds. Your choice who you room with.

Bring headphones to reduce noise. It will be noisy.

[B Hotel & Hostel](#) 341 Broadway in Brooklyn NY. 718-486-0004

You can take the A/C/E to the M (avoid using the L, it is usually delayed.) See last page for map/directions.

Saturday 4/11

Attire: Comfortable/casual (but not sloppy).

8am: Kick off and breakfast, find your team/get on a team (vegetarian options available)

9am: [Joel Beckerman](#), Founder Man Made Music, Author Sonic Boom

9:30am: [Deborah Estrin](#), Professor, Founder Health

10:00am: Hacking Starts

11am: [David R. Fischell](#), PhD CEO Angel Med

12pm: Lunch is provided on campus (vegetarian options available)

3:00pm: [Adam Hanina](#), Co-founder & CEO AiCure

6pm: dinner is provided on campus (vegetarian options available)

Sunday 4/12

8am: Breakfast is served (vegetarian options available)

10am: Hacking ends, turn in project

10am-2:15pm Demo, 4min pitch + 4min Q&A (brief break for lunch midway) (vegetarian options available)

Sponsors: [Pfizer](#), [Flatiron Health](#), [Epic](#), [Cowan.NYC](#)

Judges: [Kristopher Brown](#), Partner, Dechert LLP

[Michael Kamarck](#), Retired President, Merck BioVentures

[Cody Cowan](#), Cowan. NYC

2:15pm Winners announced, prizes awarded & Networking

Clean up your work space

5:00pm Bus Departs for Cornell's Ithaca students (rest stop will be made in Stroudsburg for Pizza)

Judging

Following the presentations/demos on Sunday afternoon, the panel of judges will evaluate each project and pick winners. Company/sponsor specific prizes will be selected by participating companies and their representatives.

Mentors (available throughout weekend on site)

Class is limited to ~45 students, while the hackathon is capped at ~100 students

Hackathon is at Cornell Tech, located at 111 8th Ave in Chelsea, we are on the 3rd floor. Entrance is on 8th Avenue right next to the entrance for the A/C/E subway line. Be sure to bring gov. issued ID, you will need this to get thru security.

1. Bring your Laptop, Phone, and chords/chargers/etc. We will not provide any of these things.
2. We will also provide you with a t shirt, fleece blanket, eye mask, and reusable water bottle. Bring your own ear plugs if you plan to try to nap on Saturday night.
3. Dress comfortable, but keep in mind there will be many high level executives present throughout the event, in other words comfortable does not mean sloppy. 😊
4. Bring a positive attitude and lots of energy, it's about the experience and the education, it is not about winning.
5. [Hackathon Survival Guide](#)
6. Pizza break at 5:30 on Friday. No one is allowed to spend the night. You must go to the hostel or else where.

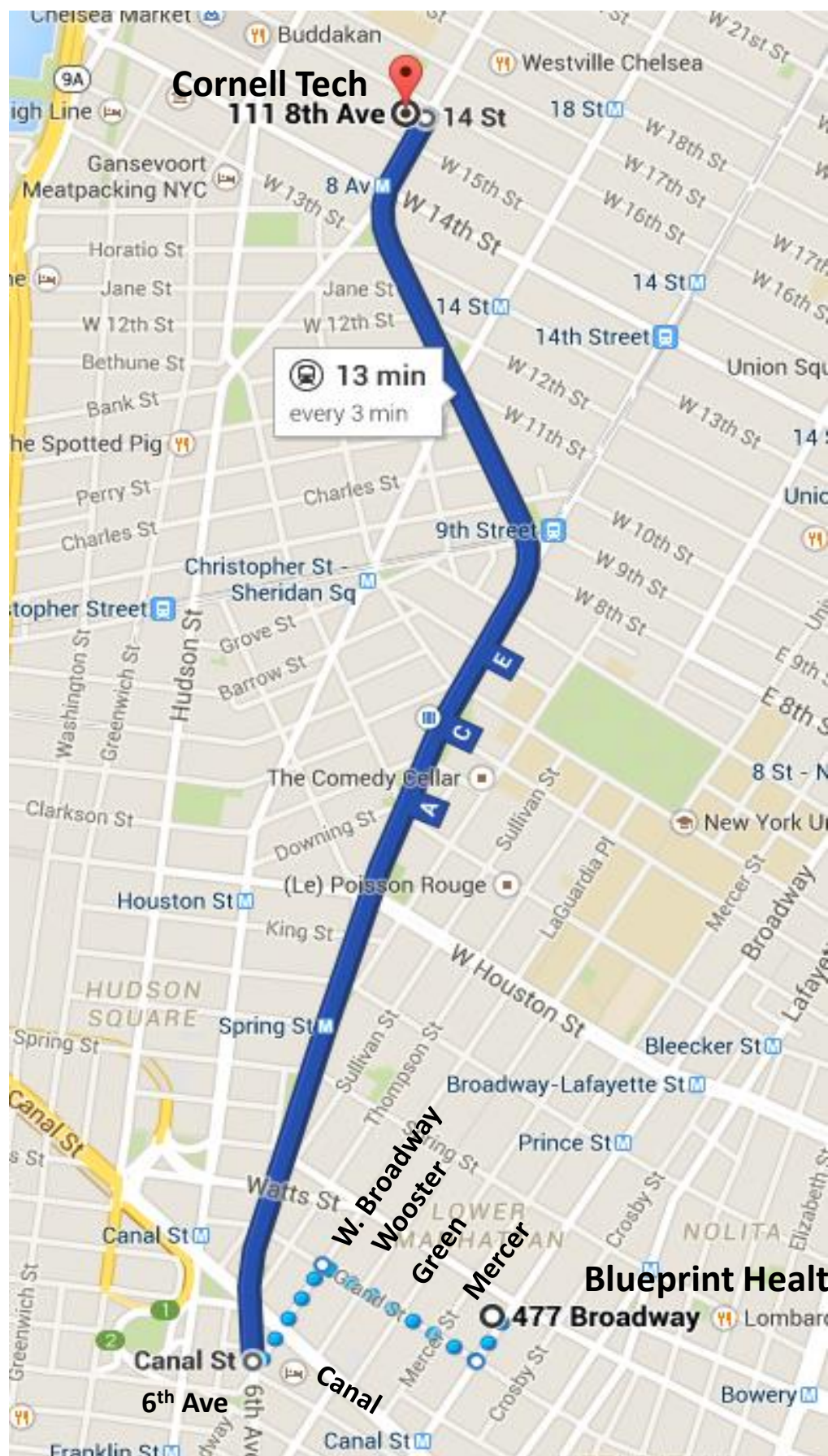
Saturday, start is at 8am, we provide Breakfast, Lunch and Dinner. You are allowed to spend the night. The hostel is not reserved for Saturday night.

Sunday we provide Breakfast and lunch. You must clean up your work space prior to leaving.

We will stop for Pizza in Stroudsburg approx. 2.5 hours outside the city on the way home.

Website will updated with mentors, judges, and live stream links for all the speakers (in case you know someone who would like to hear the keynotes or tech talks)

<http://healthhackathon2015.splashthat.com/>

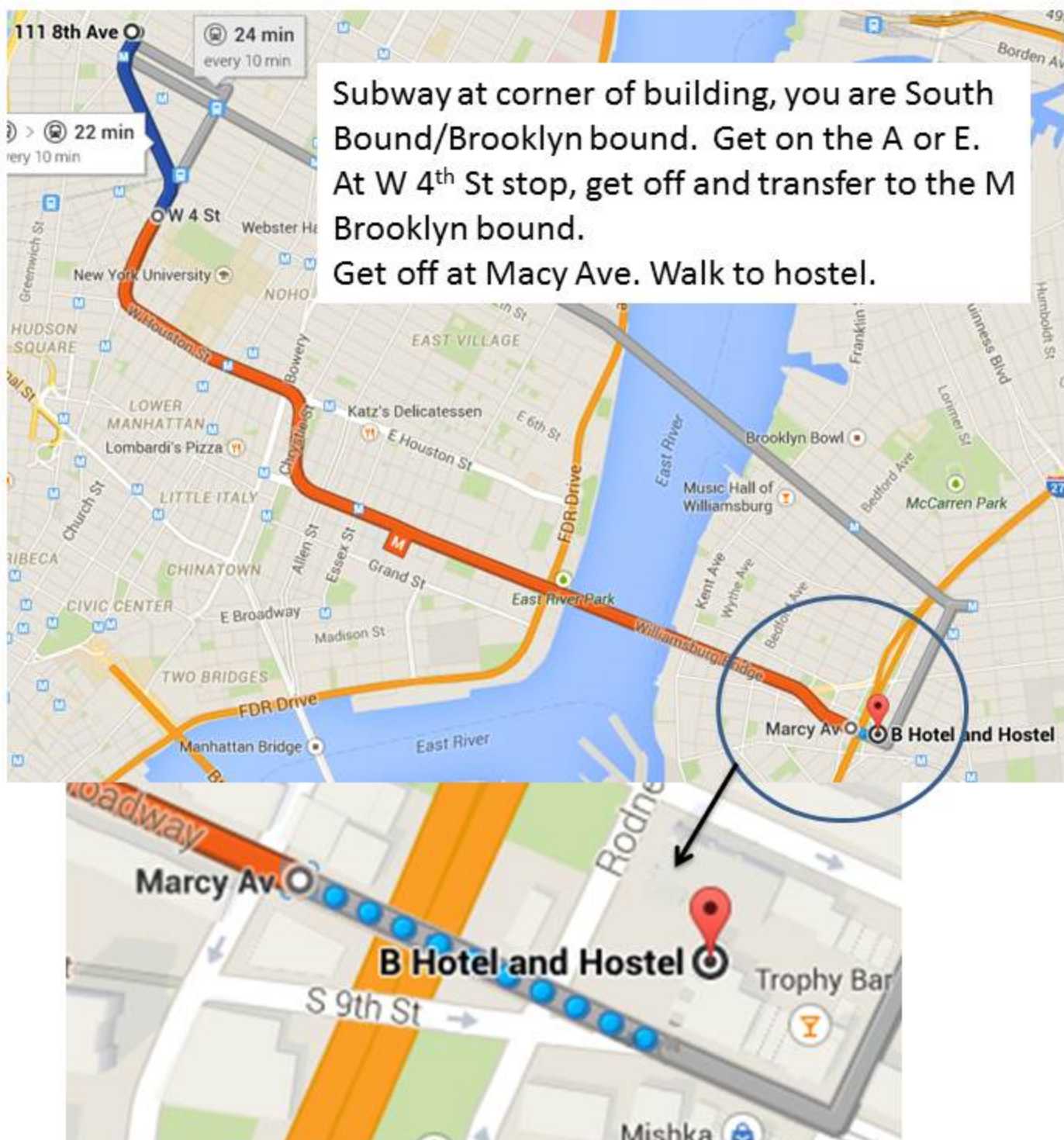


Everyone:
Go to
Subway at
Canal/6th Ave
Take the A/C/
or E train
Uptown and
get off at 14th
Street

DO NOT
MAKE ANY
STOPS FOR
SHOPPING

Do not walk
on Canal
street, it will
be way too
busy

Follow the
blue dotted
path



B Hotel & Hostel...341 Broadway...718-486-0004

Reservation: 76911-150555209 for 5 beds female dorm

Reservation: 76911-150555317 for 8 beds in mixed dorm

Reservation: 76911-151425679 for 8 beds in mixed dorm

Reservation: 76911-150348708 for 6 beds in mixed dorm

Reservation: 76911-151553608 for 6 beds in mixed dorm