



# CHANGE

**Grand Educational Challenge**  
Workshop  
September 20, 2019

SKETCH PHASE

Yoko Sen,  
Medicine X art-  
ist-in-residence  
2016



Welcome to Stanford Medicine X!  
We are so excited to host you for our Grand Educational Challenge on COPD at Medicine X | CHANGE, one of the world's most-discussed academic medical conferences.

Our goal is to provide you with an engaging look at how we might change COPD care together using an inclusive Everyone Included approach. We are honored to be working with Grace Anne Dorney Koppel and Ted Koppel, leading advocates in COPD and our Medicine X community.

By now, the tweetchats have started, the Twitter analytics have fired up, and the stage has been set. We have the rest of the day together to CHANGE COPD CARE for the better together.

Let's get started...

One of our many joyous  
Stanford catering  
workers at Medicine X  
each year who make  
the event sparkle.



# today's schedule

11:00:00	11:20:00	Coffee Break Transfer to workshop room
11:20:00	11:30:00	Welcome / Overview
11:30:00	11:50:00	Group Introductions
11:50:00	12:00:00	Ice Breaker Activity
12:00:00	12:00:00	Lunch is served
12:00:00	12:30:00	Lunch & Learn: Intro to Design Thinking
12:30:00	13:00:00	Understand & Observe with your COPD ePatient
13:00:00	13:15:00	Break / Relocate to larger room
13:15:00	13:35:00	Downloading and Synthesis
13:35:00	13:45:00	Social Media Session
13:45:00	14:45:00	Brainstorming and Conceptualizing solutions
14:45:00	15:00:00	Intro to the Symplur dashboard
14:45:00	15:30:00	Test your ideas
15:30:00	16:00:00	Project Presentation Prep
16:00:00	16:30:00	Project Presentation Review
16:30:00	17:00:00	Deploy design interactions to Cocktail Party
17:00:00	18:30:00	Share / Engage / Prototype / Document @ Cocktail Party

Bereaved mother Alexis Keiner Roberts meets her Medicine X Emerging Leaders classmate, doctoral student in social work Shari Poindexter for the first time at Medicine X 2017.



# we'll sketch together today

Our Medicine X Educational Grand Challenge on COPD will focus on five key questions that matter most to people living with COPD and their caregivers. With the help of Grace Anne Dorney Koppel and Ted Koppel, Medicine X will guide participants through an exploration of these questions in the next phase of the challenge, which is called SKETCH:

Together, we will explore and create rough ideas or “brainstorms” on these five key questions during SKETCH:

TOGETHER, WE WILL EXPLORE FIVE KEY QUESTIONS IN OUR MEDICINE X EDUCATIONAL CHALLENGE:

**PROBLEM 1:** COPD is the number 3 killer of Americans among chronic diseases, right after heart disease and cancer, yet it ranks about 165th in Congressional appropriations for COPD research at NIH.

Items for your consideration:

2020 is an election year. At least 16 million Americans have been diagnosed with COPD. If they, their families and friends could be mobilized into a voting bloc, they would represent between 75 and 100 million voters.

**CHALLENGE 1:** How might we convince Congress to appropriate line item funding for COPD NIH research consistent with its lethality?

**PROBLEM 2:** By the time most patients with COPD are diagnosed, they have already lost 50% of their lung function.

**CHALLENGE 2:** How do we engage the medical community in earlier diagnosis of COPD?

**PROBLEM 3:** Since so many patients contracted COPD through smoking, the disease carries stigma and a sense of guilt.

**CHALLENGE 3:** How do we focus attention on the millions of patients who never smoked, those who got the disease through second hand smoke, environmental and work-related conditions. How might we reduce the societal stigma of COPD?

**PROBLEM 4:** The most effective treatment for COPD patients is pulmonary rehabilitation (PR) yet PR is not as available as cardiac rehabilitation and only 3% of eligible patients attend PR.

**CHALLENGE 4:** How might we make access to attend pulmonary rehabilitation more routine?

**PROBLEM 5:** Many physicians aren't prescribing pulmonary rehabilitation even where centers are available. PR is reimbursed at half the rate of cardiac rehabilitation.

**CHALLENGE 5:** How do we convince physicians of the need to prescribe pulmonary rehabilitation for their COPD patients, just as they prescribe cardiac rehabilitation for their heart patients? How might we get it reimbursed at the same rate as cardiac rehabilitation?

# your workshop staff

Grace Anne Dorney Koppel ..... Dorney-Koppel Foundation  
Ted Koppel ..... Dorney-Koppel Foundation

Larry Chu ..... Professor  
Monika Wittig ..... Associate Director, Inworks UC Denver  
Nick Dawson..... National Director of Innovation, Kaiser  
Dennis Boyle..... Founding Partner, IDEO  
Audun Utengen ..... CEO, Symplur  
Jean Wright..... VP Innovation, Atrium Health  
Alicia Staley..... Stanford Medicine X ePatient  
Amy Price..... Senior Research Advisor, Medicine X  
Stella Tu..... Design Student, Stanford  
Serene Chen ..... Health care design fellow, Kaiser  
Marcella Debidda ..... Chief Patient Officer, monARC  
Urvi Gupta..... Stanford Medicine X Staff  
Sylvie Dobrota ..... Stanford Medicine X Staff  
Priya Multani ..... Stanford Medicine X Staff  
Devon Low ..... COPD Patient Liaison, Stanford Medicine X  
Elizabeth Watson ..... Manager of Innovation, Atrium Health  
Joann Stylianos..... Social Media Designer, Atrium Health  
Ben Tingey..... Manager of Innovation, Atrium Health  
Sheryl Flynn..... CEO, Atrium Health





Working with Stanford Medicine X on this year's Educational Grand Challenge are two leading COPD advocacy experts, Grace Anne Dorney Koppel and Ted Koppel.

**GRACE ANNE DORNEY KOPPEL**

Grace Anne Dorney Koppel is an educator, a behavioral scientist, and practicing attorney who was diagnosed with COPD in 2001. At the time of her diagnosis she had just 26% lung function and was not expected to live more than a few years. Thanks to pulmonary rehabilitation, exercise and knowledge, "It's now 18 years since I was diagnosed and I still breathe better now than I did then. Knowledge, adherence to medications, and exercise are powerful," she says.

Grace Anne and Ted are passionate about raising COPD awareness to improve the quality of life for the hundred of millions worldwide who have COPD. Together they created the Dorney-Koppel Foundation and have co-funded 12 pulmonary rehabilitation clinics across the country.

**TED KOPPEL**

Journalist Ted Koppel was the anchor and managing editor of ABC News' Nightline for 26 years, becoming the longest-serving news anchor in U.S. broadcast history. When he left ABC News after 42 years, he was the most honored reporter in that network's history. He has won every major news award multiple times, including one for lifetime achievement. Ted now serves as CBS Sunday Morning's Senior Contributor, in which role he just won his 43rd Emmy.

## share on the hashtag

As you sketch your ideas during the workshop, we want you to share back your ideas on social media using the hash tag #medXcopd.

This will make it easier for us to follow your comments and content during the weekend and as the sketch process progresses.

HMW make measuring  
FEV1 as easy as  
opening an iPhone app?  
#medXcopd



# share the livestream

Sept 20  
Main  
Stage  
Highlights

9:15AM  
Grace Anne Dorney  
Koppel and Ted Koppel

10:55AM  
Harlan Krumholz, MD  
Yale Researcher

1:00PM  
Kyra Bobinet, MD -  
Behavioral Scientist

Stanford MEDICINE | medicine X

Join us for our livestream session on the COPD Grand Challenge with Grace Anne Dorney Koppel and Ted Koppel at 9:20AM on Sept 20 to learn about COPD and the need for CHANGE in COPD Care.

Stanford MEDICINE | medicine X

It's COPD Dammit  
with Grace Anne  
Dorney Koppel  
and Ted Koppel

Saturday Sept 21  
9:15AM - 10:45AM  
LK 120 | LIVESTREAM

WITH  
Richard Casaburi, PhD, MD  
Chris Garvey, FNP, MSN, MPA  
Mark Nicolls, MD  
Antonello Punturieri, MD, PhD  
Arthur Sung, MD

Join us for a Master Session on Saturday Sept 21 with science experts on COPD to learn more about the condition and the public health implications of this chronic health condition at 9:15AM.

Bring questions and/or engage with us online on social media on the hashtag #medXcopd.

Drop into our Studio on Saturday and Sunday to get help on your challenge project from our designers.

## Our Stanford Medicine X **Design Principles**

*These are the ten Medicine X design principles that nurture our Everyone Included™ work.*

**BE A REBEL**  
Lead as health care rebels. Stand up for what you believe health care should be.



**VALUE EACH PERSON**  
Value each person's knowledge, experience and skills.



**BE HUMAN**  
Create an environment that celebrates and encourages "being human".



**BE HUMAN-CENTERED**  
Be human-centered in addition to patient-centered.



**CO-DESIGN**  
Promote co-design with patients and health care stakeholders.



**FACILITATE CONNECTIONS**  
Connect stakeholders with aligned interests to facilitate meaningful collaboration and connection.



**TREAT WITH DIGNITY**  
Treat all people with the dignity they deserve.



**PROVIDE A STAGE**  
Provide a stage from which the hardest, most important stories may be told.



**BE BEAUTIFUL AND TASTEFUL**  
Be beautiful and tasteful by design.



**CREATE MAGIC**  
Create magical experiences that surprise and delight your audience.








# COPD Social Media Dashboard

Participants in the Medicine X | CHANGE Educational Grand Challenge on Chronic Obstructive Pulmonary Disease will be given access to COPD Social Media Dashboards provided by Symplur. These easy-to-use dashboards uncover insights from open public social media conversations on COPD through access to the Healthcare Social Graph®.

Discover and deepen your understanding by analyzing COPD conversations on:

- Stigma
- Pulmonary Rehabilitation
- Early Diagnosis
- Healthcare Stakeholder Sentiment and Attitudes
- Research Funding, and more

Get access and learn more  [www.symplur.com/copd-medx](http://www.symplur.com/copd-medx)

  
symplur

# what's next

participation deadlines:

**Fri Sep 20 - 17:00** — shareout  
(using social media for online  
participants)

**Sun Sep 22 - 12:00**— submit to  
have your prototype reviewed by  
Grace Ann & Ted (and be consid-  
ered to be featured in the closing  
session)

tune in for the [closing session on  
Sunday at 3:35PM](#).

**Remember:** the COPD Grand  
Challenge continues through Dec  
02, 2019 stay connected via #medx  
and #medXcopd.

