

STANFORD



biodesign for Mobile Health

Join Us this Fall for Biodesign's class on the rapidly growing Mobile Health field.

BioE 273 / Med 273 "Biodesign for Mobile Health"

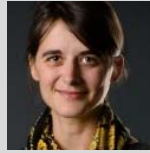
examines the process of creating innovation to address the need of patients, consumers and their caregivers for access to affordable and effective health care, by enabling the provision of services and information via mobile apps and technologies.

Over 40 Guest lecturers from the Mobile Health industry and entrepreneurial community will join Faculty from Stanford University and other Academic Institutions to discuss the driving needs, opportunities and challenges that characterize the Mobile Health innovation landscape.

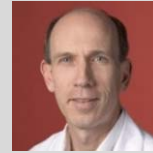
Optionally, students work in project teams to receive an award and the opportunity to continue developing their ideas during the Winter and Spring.

Quarter	Fall 2015
Day, Time	Wed 3:30-4.20 pm (273-02, with project) Wed 4:30-6:20 pm (273-01, all students)
Location	Room 104, Shriram Center, 443 Via Ortega
Units	1 (attendance) or 3 (with project) CR/NoCR
Schools	Engineering, Medicine, Business & Beyond Both Graduate & Undergraduate students
Join Us!	Class starts on September 23 rd at 4.30PM

directors:



Marta G. Zanchi, PhD



Dr. Michael V. McConnell

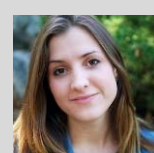
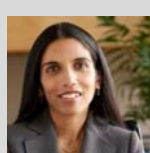
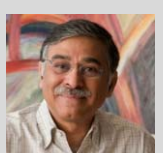
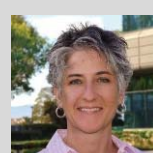
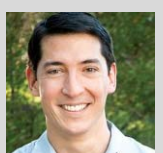
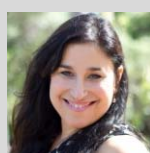
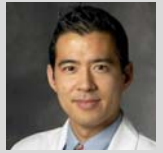


Dr. Paul Wang



Dr. Paul Yock

guest speakers and panelists:



...and more!

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biodesign for Mobile Health

Calendar - BioE273-01:
Lecture/Panel @4:30PM-6:20PM

September 23 – Introduction

September 30 – Needs

October 7 – Enabling Technologies

October 14 – Designing for Mobile Health

October 21 – Policy

October 28 – Beyond US: Global Mobile Health

November 4 – Money: Business Models and Financing

November 11 – Entrepreneurship

November 18 – Corporate Perspectives

Calendar - BioE273-02:
Project/Lab @3.30PM-4.20PM

September 23 – NO PROJECT/LAB SESSION

September 30 – Project Requirements,
Milestones and Deliverables

October 7 – Biodesign Innovation Process:
Needs Finding

October 14 – Biodesign Innovation Process:
Needs Screening & Criteria

October 21 – Biodesign Innovation Process:
Concept Generation & Screening

October 28 – The Art of Telling your Mobile
Health Story

November 4 – Business Models for Mobile
Health

November 11 – Evaluating a Business for
Success

November 18 – Career opportunities in Mobile
Health

December 2 –Presentations & Awarding Ceremony

Questions?

Contact BioE273 Lead Director Dr. Zanchi at mgzanchi@stanfordalumni.org