



Now you can use **TEDMED** to inspire innovation in health & medicine, on every screen for every schedule.

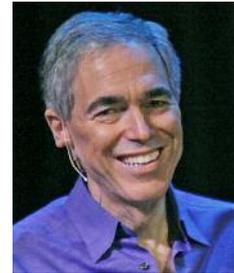




**Creative collaboration is the future, says Katie Couric.**

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.

# Inspire



**JAY WALKER**  
Curator and Chairman  
TEDMED

Dear friend of Research4Life,

What if your institution could host talks by 50 of the world's most important leaders and thinkers in health and medicine – all on a single day? The cost would be millions. But the inspiration and impact throughout your organization would be worth every dollar.

Now you can host an event of this caliber, cost-free.

TEDMED is the famous, multidisciplinary gathering at the John F. Kennedy Center for the Performing Arts in Washington, DC, where world-class thinkers and doers inspire us with their work and vision on the future of health and medicine. People like E.O. Wilson, Craig Venter, Katie Couric, Dean Kamen, Sanjay Gupta, Billie Jean King, and the executive directors of the most important health agencies such as the FDA, CDC and NIH.

Thanks to our partnership with Research4Life, “TEDMED Live” brings this dazzling event to your local auditorium in a real-time or on-demand simulcast. During April 16th to the 21st, you can choose to host TEDMED Live for one day...two days... or all three and a half days of the actual Kennedy Center event. Providing lunch on-site for your local attendees will encourage them to talk and make surprising connections among people and ideas, creating the unexpected collaborations so important to innovation. Showcasing your own local, in-person speakers on topics of particular importance to your audience will complement our program, giving an important stage to your own innovators.

Attending TEDMED at the Kennedy Center typically costs \$5,000 per person. A corporate-wide, site license of the simulcast costs up to \$50,000. But thanks to your relationship with Research4Life, our partner, you can participate free of charge.

You don't have to spend millions to host a million-dollar event in your own backyard. TEDMED will energize your community with the biggest names and most exciting ideas in health and medicine. Shouldn't you be part of the TEDMED excitement?

Sincerely,

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

Jay Walker  
Curator and Chairman  
TEDMED



**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.

# A tradition of excellence

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“I look for similarities and differences in [biological] solutions... There could be connections out there waiting to be found.”

**DIANE KELLY**  
Senior Research Fellow,  
University of Massachusetts,  
Amherst

Every year for the past 25 years, TED has celebrated “ideas worth spreading” in the fields of technology, entertainment, and design. TED Talks have been watched over one billion times worldwide. TEDMED celebrates those fields as well, but with emphasis on health, medicine, and science.

## **TEDMED: Serving America and the World.**

Our community engages around *three* core values:

### **Innovation**

Innovation means more than just new technology. It's also about new perspectives, new ways of connecting and new ways of thinking.

### **Imagination**

By bringing together people and ideas from widely different disciplines, we encourage people to make the surprising connections that lead to unexpected collaborations.

### **Inspiration**

When we make surprising connections between people or ideas, it permanently expands our perspective and transforms our sense of the possible.

# Simulcast Live from Washington, DC

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TEDMED Live  
Simulcast 2013

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“Humanity is now fully into the techno-scientific age – and there will be no turning back.”

**E.O. WILSON**  
Honorary Curator in Entomology  
and University Research Professor  
Emeritus, Harvard University

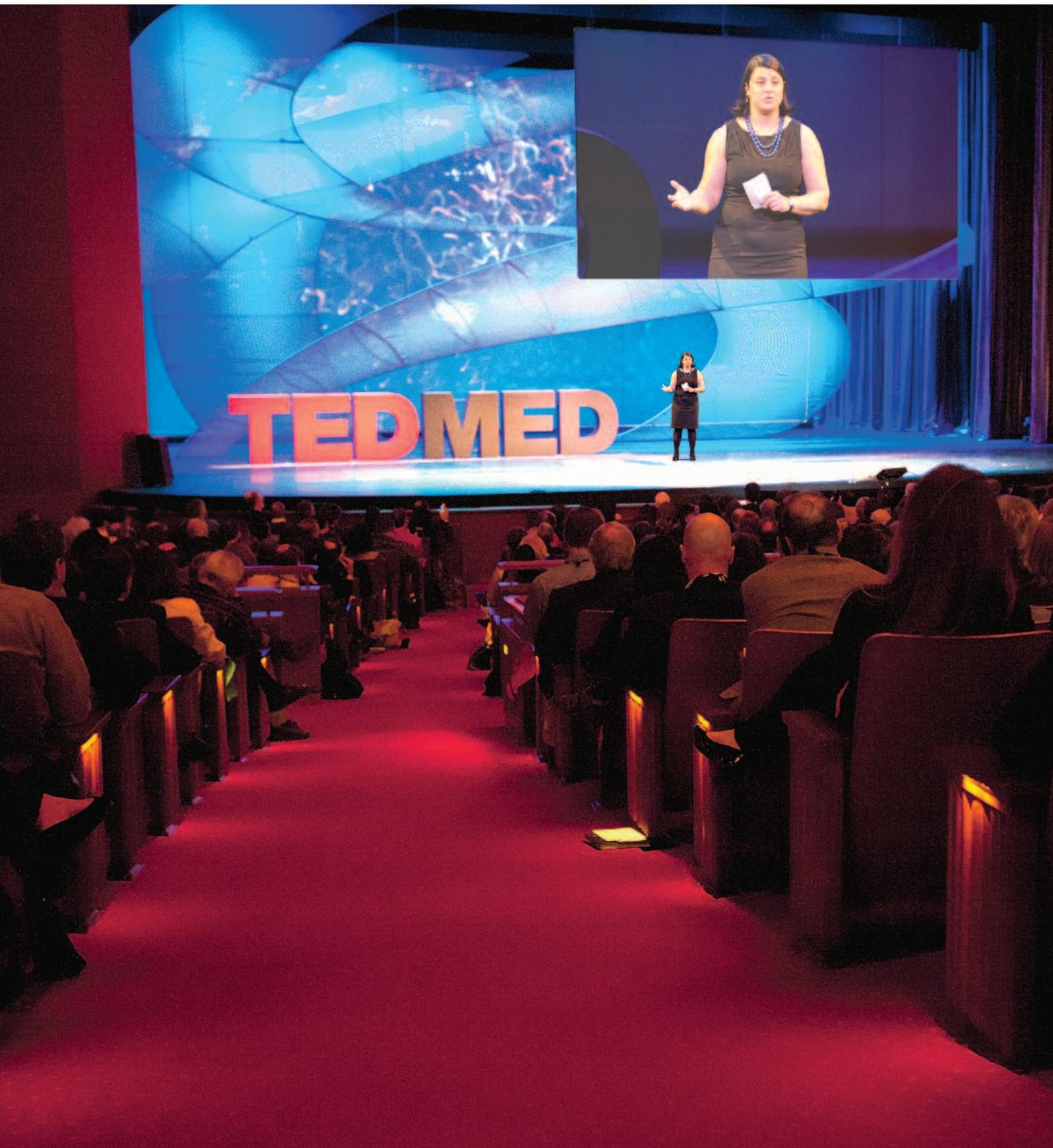
## **TEDMED 2013 happens at the Kennedy Center and via real-time and on-demand simulcast.**

TEDMED 2013 happens at the Kennedy Center and via Live Simulcast in affiliated auditoriums around the world. TEDMED believes that the future of health and medicine will be shaped by vital input from leading medical colleges, teaching hospitals, government agencies, and non-profit institutions. And so, in a spirit of collaboration and information sharing, the entire TEDMED event will be broadcast free to these institutions.

Your institution can simulcast as much – or as little – of TEDMED as you choose. For example, you might organize a one-day event (a “TEDMED Day”) with two or three 90-minute sessions (each session features five to seven speakers). Complement the TEDMED sessions with your own speakers on topics of particular importance to your organization.

Institutions that create a TEDMED Live event (real-time or on-demand) for at least one day using an auditorium-style format are then permitted to offer access to all TEDMED sessions via individual laptops and tablets.

We also have a limited number of seats for Delegates from our TEDMED Live affiliates to attend TEDMED at the Kennedy Center at a courtesy rate. This is an opportunity to physically link the audiences and explore new ways to leverage TEDMED.



**High-definition simulcast from the John F. Kennedy Center for the Performing Arts.**

High-definition video of each TEDMED stage presentation will be broadcast directly from the Kennedy Center, in real-time or on-demand to an auditorium at your institution. You may send up to two Delegates to the Kennedy Center to link the audiences and amplify the experience.



**Enjoy a direct connection to the TEDMED experience.**

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

# TEDMED is interactive

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## **TEDMED Connect**

Mobile app for cell phones, laptops and tablet computers that connects TEDMED participants to each other around the world.

## **TEDMED Connect is a great way to interact with the stage and the larger community.**

As a TEDMED Live affiliate, your participants are wired into the total TEDMED experience through TEDMED Connect, a mobile app for smart phones, laptops and tablet computers.

Delegates at the Kennedy Center and TEDMED Live associates at affiliate sites use TEDMED Connect to link “live” to the speakers on the TEDMED stage and to each other. Your TEDMED Live Delegate(s) at the Kennedy Center can serve as ambassador(s), further linking the audiences and amplifying the experience.

Delegates and associates use the app to ask the speakers questions, send comments, and participate in live polls and games that are part of the event.

TEDMED Connect contains all the key information about TEDMED session schedules and speakers. Detailed session calendars as well as biographies for each speaker from every session can be accessed directly through the app.

TEDMED Connect is available at no cost in the Apple App Store, the Android App Store and is accessible as a mobile-optimized Web application.

# TEDMED is your event to share

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TEDMED Live  
Simulcast 2013

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“Successful innovation is not a single breakthrough. It is not a sprint for the solo runner. It is a team sport – a relay race.”

**QUYEN NGUYEN**  
Associate Professor, Department  
of Surgery, UC San Diego

## **Schedule TEDMEDLive with flexibility.**

Your institution has a choice of two ways to access TEDMED. You can experience each session of speakers as a real-time broadcast directly from the Kennedy Center as it takes place April 16-19. Or, if you live in a time zone where this is not convenient, you can access the program on-demand at any time through midnight of April 21 (i.e., midnight in your time zone). We offer you this choice to enable our affiliates to schedule and program their events with maximum flexibility, no matter which time zone they live in.

Each TEDMED speaker is individually powerful. Yet, in unison with other session presentations, individual talks become far more poignant. For this reason, we strongly recommend that each 90-minute session (comprising 5-7 talks) be experienced in its entirety.

You are encouraged to invite complementary speakers to your stage and video record their talks. Use this opportunity to discover new talent within your institution or to explore areas in medicine of deep interest to you.

The best talks from TEDMED Live affiliates will be posted on [tedmed.com](http://tedmed.com), and the best of those may be invited to speak at TEDMED 2014.

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**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.



**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.”

# Engage the Great Challenges

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## Join the Great Challenges Program.

Sponsored by the Robert Wood Johnson Foundation in 2012 and 2013, the Great Challenges Program explores thoughtful perspectives from every discipline and from all sectors of society. We seek to frame a comprehensive view, incorporating multiple perspectives that can set the stage for truly effective action.

To participate, convene your audience for a special simulcast (real-time Friday afternoon U.S. Eastern Time, or on-demand thereafter) from Washington, DC of this program's introduction and conclusion. Break away for approximately two hours between the introduction and conclusion segments and facilitate your own focused discussion on one of the 20 Great Challenges.

Share your discussion points, via Twitter and record video and blog responses from various points-of-view to a single question: "Why do you think this challenge is so difficult to solve?"

From the collection of these responses, we hope to expose the complexity of these issues, build an archive of varied understanding, and share with all.

## The 20 Great Challenges Are:

- Inventing Wellness Programs
- The Caregiver Crisis
- The Role of the Patient
- The Obesity Crisis
- Achieving Medical Innovation
- Managing Chronic Diseases
- Medical Communication
- Reducing Childhood Obesity
- Making Prevention Popular
- End-of-life Care
- Causes of Sleep Deprivation
- Impact of Poverty on Health
- Faster Adoption of Best Practices
- Impact of Stress
- Future of Personalized Medicine
- Promoting Active Lifestyles
- Preparing for Dementia
- Addressing Healthcare Costs
- Whole-Patient Care
- Eliminating Medical Errors





**Leverage your TEDMEDLive event as an opportunity to strengthen your organization.** Bring your voice into the conversation and influence this extraordinary content, to inspire your organization to think differently and imagine new possibilities.

# Leverage TEDMEDLive

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## Some ideas on how to get the most out of your TEDMEDLive event:

### Name a Champion

Elect a take-charge person who is passionate about creating a better future in health and medicine, and knows how to plan events using traditional marketing and online social networking tools.

### Create your own TEDMED community

Your champion(s) should help identify interdisciplinary groups and invite participants ranging from students to colleagues to local representatives who will enrich your TEDMED Live event.

### Plan special events around TEDMEDLive

TEDMED Live presents an extraordinary opportunity to build relationships — strengthening those that are established and fostering new ones. Consider hosting lunches, dinners, or cocktail parties and inviting board members, trustees, celebrities, and benefactors.

### Organize healthy activities

Consider organizing a run, walk, yoga or another exercise activity to start TEDMED Live on a healthy note. Provide healthy snacks throughout the day. Have a meditation session during a break. Invite an inspirational athlete to your stage.

### Include an Innovation Alley

Show cool, new ideas and products from within and outside your institution. The more interactive, the better.

### Leverage TEDMED assets

Build pre-event excitement by pointing guests to TEDMED.com to view past talks and get information on upcoming speakers. Encourage your guests to download the TEDMED Connect app (for iOS and Android devices). The app will be available prior to the event.

# Bring TEDMED to your institution!

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### **Get started today**

Bring TEDMED Live to your institution simply by reserving an auditorium on your campus and registering at [tedmedlive.com](http://tedmedlive.com) to view the simulcast.

### **3 easy steps to bring TEDMEDLive 2013 to your institution:**

#### **1. Let us know you are interested.**

You can do this by registering at [TEDMEDLive.com](http://TEDMEDLive.com).

#### **2. Reserve auditorium(s) on your campus.**

There are ten, 90-minute sessions beginning on April 16th at 8:00 pm U.S. Eastern Time and ending at 1:00 pm on April 19th. From April 16th through April 21st, all sessions will be available to you real-time and on-demand. You can stream as much or as little of the event as desired to your auditoriums, conference rooms, and to individual computers and tablets throughout your campus.

#### **3. Start promoting your TEDMEDLive event now!**

Shout it out to your institution. This is a once-a-year, can't miss event.

Major support provided by a grant from:



# Technical Requirements

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## **Minimal Technical Requirements**

Just follow our quality guidelines and technical requirements to enjoy the TEDMED Live experience.

## **No satellite dish or special equipment required. All you need is internet access.**

To experience the highest quality video and ensure an uninterrupted stream at your auditorium or conference room, you will need a minimum of 1 Mbps (1000 Kbps) for standard definition or 3 Mbps (3000 Kbps) for high definition through a wired internet connection and a large display screen/monitor.

## **Mac Requirements:**

- Player: Latest versions of Chrome, Firefox or Safari
- Display: 1280x720 (720p)
- 1.83 GHz Intel Core Duo or faster
- At least 512MB of RAM
- 64MB or greater video card

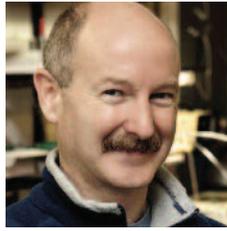
## **PC Requirements:**

- Player: Latest versions of Chrome, Firefox, Safari or Internet Explorer\*
- Display: 1280x720 (720p)
- 2.8 GHz Intel Pentium 4 or faster processor
- At least 512MB of RAM
- 64MB or greater video card

\* Internet Explorer 9 is supported, but not recommended.



**MARIANO VÁZQUEZ**  
Researcher, Barcelona  
Computing Center



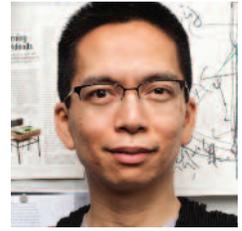
**RAFAEL YUSTE**  
Professor of Biological Sciences,  
Columbia University



**DEAN KARNAZES**  
Speaker, Bestselling Author,  
Athlete, Entrepreneur



**AMANDA BENNETT**  
Executive Editor, Bloomberg  
News, Author, *The Cost of Hope*



**JOHN MAEDA**  
President, Rhode Island School  
of Design (RISD)

# Among our 50+ 2013 Speakers...

**Here are but a few of the new speakers announced so far.**

From Nobel Prize-winning researchers to cutting-edge thinkers who have mapped the genome, re-conceptualized cancer, and redefined robotics, the TEDMED stage is home to a parade of men and women who transport our audience into a larger, more promising world.



**FRANCIS COLLINS**  
Director of the National  
Institutes of Health



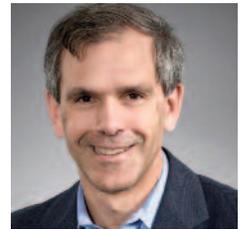
**SALLY OKUN**  
V.P., Advocacy, Policy & Patient  
Safety, PatientsLikeMe



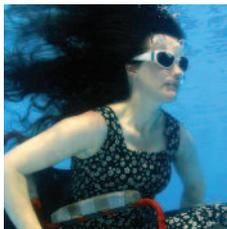
**MICHAEL E. PORTER**  
Bishop William Lawrence  
University Professor, Harvard  
Business School



**DAVID AGUS**  
Professor of Medicine and  
Engineering, USC



**CHRISTOPHER  
J.L. MURRAY**  
Director, Institute for Health  
Metrics and Evaluation (IHME)



**SUE AUSTIN**  
Artist, Freewheeling



**ZUBIN DAMANIA**  
M.D., Director of Healthcare  
Development, Downtown  
Project Las Vegas



**DEBORAH ESTRIN**  
Professor of Computer Science,  
Cornell Tech, NYC; Professor  
of Public Health, Weill Cornell  
Medical College; Co-founder,  
Open mHealth



**PETER ATTIA**  
Founder and President, Nutrition  
Science Initiative (NuSI)



**SUSAN DESMOND-  
HELLMANN**  
Chancellor, Arthur and Toni  
Rembe Rock Distinguished  
Professor University of  
California, San Francisco



**AMY ABERNETHY**  
M.D., Director, Center for Learning Health Care, Duke Clinical Research Institute



**SALVATORE IACONESI**  
Interaction Designer, Robotic Engineer, Artist & Hacker



**MICK CORNETT**  
Mayor of Oklahoma City, Oklahoma



**ANDREW SOLOMON**  
Writer and Lecturer on Psychology, Politics, and the Arts



**VICTOR WANG**  
Founder and CEO, GeriJoy Inc.



**JESSICA RICHMAN**  
Co-Founder, uBiome



**ISSAC KOHANE**  
Professor of Pediatrics and Health Sciences Technology, Harvard Medical School



**SEKOU ANDREWS**  
Performer



**LARRY SMARR**  
Professor, UCSD, Director Calit2



**RAGHAVA KK**  
Artist



**CHARITY TILLEMANN-DICK**  
Singer



**ELI BEER**  
Founder and President, United Hatzelah



**AMERICA BRACHO**  
CEO and President, Latino Health Access



**MICHAEL HEBB**  
Food Provocateur and Founder, One Pot



**MANZARI BROTHERS**  
Dance Theatre



**RONI ZEIGER**  
CEO, Smart Patients



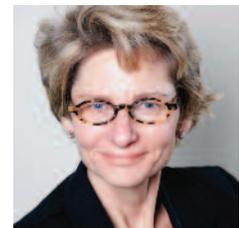
**MAX LITTLE**  
Applied Mathematician, Statistician, Aston University MIT, Oxford



**BLACK LABEL MOVEMENT**  
Dance Theatre



**ELAZER EDELMAN**  
Thomas D. and Virginia W. Cabot Professor of Health Sciences and Technology



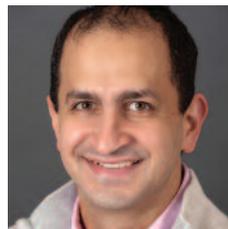
**ELIZABETH MARINCOLA**  
President, Society for Science & the Public; Publisher, Science News



**LAURA DEMING**  
Partner, The Longevity Fund



**DAVID ODDE**  
Professor and Director of Undergraduate Studies, Department of Biomedical Engineering, University of Minnesota



**JOHN KHEIR**  
M.D., Staff Physician, Scientist, Cardiac Care, Boston Children's Hospital, Harvard Medical



**GARY SLUTKIN**  
Professor, Epidemiology and International Health, University of Illinois at Chicago School of Public Health

**SEE MORE...**

All currently announced TEDMED 2013 speakers can be found at [TEDMED.com](http://TEDMED.com).

