



“Open Innovation” - a PRISM Forum Special Interest Group

Tuesday 7th October 2008

Sheraton Suites, 500 Harbor Boulevard, Weehawken, NJ 07087

| Time | Topic | Presenter |
|---------------|---|---|
| 08.45 - 09.00 | Welcome | Susie Stephens, Eli Lilly |
| 09.00 - 10.00 | Open Innovation and the Health Commons | Marty Tenenbaum, Health Commons |
| 10.00 - 10.30 | Break | |
| 10.30 - 11.15 | Open Innovation in Pharma | John Reynders, Johnson & Johnson |
| 11.15 - 12.00 | Using IP to Identify and Evaluate Open Innovation Partners | John Cronin, ipCapital Group Kate Shore, ipCapital Group |
| 12.00 - 1.00 | Lunch | |
| 1.00 - 2.15 | Panel: Enabling Open Innovation in Pharma | Susie Stephens, Eli Lilly (Moderator) Jason Hwang, Innosight Sanjoy Ray, Merck Danny Weitzner, W3C |
| 2.15 - 3.30 | Panel: Innovation Models - Perspectives and Discussion | Robin McEntire, GlaxoSmithKline (Moderator) Kevin Hebbel, Pfizer Bruce Ackman, Innocentive Lorrie LeJeune, OpenWetWare |
| 3.30 - 4.00 | Break | |
| 4.00 - 4.30 | The Open Innovation Center | Susie Stephens, Eli Lilly |
| 4.30 - 5.30 | Next Steps: Making Open Innovation a Reality in Pharma (moderated discussion) | Susie Stephens, Eli Lilly |
| 5:30 | Close | |
| 6:30 | SIG / PRISM Forum Dinner | |