



## Home, Sweet Home: The Health Hub of the Future

SXSW Interactive Panel

📅 Friday, March 11, 3:30-4:30pm

📍 JW Marriott, Room 201-202, 110 E. 2nd St, Austin, TX

In the near future, healthcare will take place when and where we want it: in the comfort of home. Our “health hubs” of the future will be well-designed, IoT-enabled, lifestyle-compatible environments that leverage a combination of sensors, smart devices, AR/VR, and AI to deliver seamless, proactive care. From basic assessments and virtual checkups to chronic disease monitoring and even advanced procedures, these “health hubs” will empower us to live, age, and engage in our health with style and convenience. Explore the future of home healthcare with this pioneering panel of physicians, designers, and technologists. Part of the IEEE Tech for Humanity Series.

- » *What role will technology, design, and architecture play in enabling healthcare at home?*
- » *How will the health hub look within the next decade and beyond?*
- » *How will the health home of the future address challenges such as the aging Baby Boomer population, chronic disease, and consumer demands for better healthcare experiences?*
- » *What steps must we take to make the home the new medical center?*

This press kit can be downloaded at <http://bit.ly/SXSWhomehealth>.

### About SXSW Interactive

The 23rd annual SXSW Interactive Festival returns to Austin from Friday, March 11 through Tuesday, March 15. An incubator of cutting-edge technologies and digital creativity, the 2016 event features five days of compelling presentations and panels from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to discover the technology of tomorrow today.

Learn more at [www.sxsw.com](http://www.sxsw.com).

### About IEEE

IEEE is a large, global professional organization dedicated to advancing technology for the benefit of humanity. Through its highly cited publications, conferences, technology standards, and professional and educational activities, IEEE is the trusted voice on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics.

Learn more at [www.ieee.org](http://www.ieee.org).



# Stuart Karten

## Topics of Expertise

- ✓ Front-end innovation, design strategy, design research, and industrial design
- ✓ Medical devices, digital health products, mobile apps, and consumer products
- ✓ Creating positive user experiences in healthcare
- ✓ Designing for patient engagement and behavior change
- ✓ Designing for aging users

## Recent Press

### USC Launches Virtual Care Clinic to Deliver 'Borderless' Healthcare

*HIT Consultant, January 2016*

### Humanizing Implantables: The 'Invisible' User Experience

*Qmed, November 2015*

### The New Old: High-Tech and Design for Aging

*Re/Code, October 2015*

### Will the Home Become the Healthcare Center of the Future?

*HIT Consultant, October 2015*

# KARTEN:DESIGN

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## Biography

Stuart Karten is President of the award-winning product design and innovation consultancy, Karten Design. For 30 years, he has partnered with medical and consumer product companies, ranging from start-ups to Fortune 500 corporations, to build their business through design. Stuart is known for an approach to design that emphasizes people and emotion. His firm studies people's behaviors, ceremonies, workflow, and pain points to develop deep user empathy. Driven by these insights, Stuart and his creative team of 30 help leading companies seize new opportunities and create compelling products that resonate with end users, increasing adoption and enabling better health outcomes. Stuart graduated from the Rhode Island School of Design. He worked for Gould Medical Products, Mattel, and Baxter Medical Products before founding Karten Design in 1984.

## About Karten Design

Based in Los Angeles, Karten Design is a product design and innovation firm that creates extraordinary experiences between people and products. For 32 years, Karten Design has partnered with medical device manufacturers and consumer product companies to build their business through design strategy and research, product design, digital design, and engineering. Driven by strategic market understanding and deep user empathy, Karten Design helps companies seize new opportunities and create beautiful, easy-to-use products that resonate with end users, increasing adoption and enabling better health outcomes.

For more information about Karten Design, please visit [www.kartendesign.com](http://www.kartendesign.com) or follow [@StuartKarten](https://twitter.com/StuartKarten) on Twitter.

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## David Rhew, MD

### Topics of Expertise

- ✓ Engaging consumers and patients with their health, fitness, and well-being using digital health technologies
- ✓ Connected, mobile, and home-based health solutions that address chronic disease prevention and management
- ✓ Mobile and home-based technology solutions
- ✓ Remote patient monitoring
- ✓ Wearable technology

### Recent Press

Q&A: Samsung Electronics is Solidifying a Place in Healthcare with a Focus on Breast Cancer Monitoring System  
*MedCity News, February 2016*

Remote Patient Monitoring—Paradigm Shift Enhancing Care  
*DOTmed News, in print now*

American Cancer Society, Samsung Launch Breast Cancer Pilot to Integrate Care, Info and Support  
*FierceMedicalDevices, February 2016*

# SAMSUNG

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### Biography

Dr. David Rhew is the Chief Medical Officer (CMO) and Head of Healthcare and Fitness for Samsung Electronics America. He received his Bachelors of Science degrees in computer science and cellular molecular biology from the University of Michigan. He received his MD degree from Northwestern University and completed internal medicine residency at Cedars-Sinai Medical Center. He completed fellowships in health services research at Cedars-Sinai Medical Center and infectious diseases at the University of California, Los Angeles. Prior to his current position, Dr. Rhew has also served as CMO and Vice-President for Global Healthcare at Samsung SDS. In addition to his work at Samsung, Dr. Rhew co-holds six U.S. technology patents that enable the authoring, mapping, and integration of clinical decision support into the electronic health record. Dr. Rhew's interests include measurably improving the quality, safety, and efficiency of patient care and applying technology to engage patients and consumers in their health care.

### About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America's fastest growing home appliance brands.

To discover more of the award-winning products you love with Samsung, please visit [www.samsung.com](http://www.samsung.com) and for the latest Samsung news, please visit [news.samsung.com/us](http://news.samsung.com/us) and follow on Twitter [@SamsungNewsUS](https://twitter.com/SamsungNewsUS).

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# Angela Mazzi

## Topics of Expertise

- ✓ Salutogenesis
- ✓ Healthcare design
- ✓ Architecture

## Recent Press

### New Strategies in ED Design

*Health Facilities Management Magazine, January 2015*

### Reworking the Healthcare Workspace

*Healthcare Design Magazine, November 2014*



## Biography

Angela focuses on how the built environment enhances quality of life—connecting great design with user needs, particularly on how culture is reflected in architecture and user experience. She is an architect and Senior Associate at GBBN Architects where she focuses on medical planning, research and lean design. Angela is on the Board of Regents of the American College of Healthcare Architects (ACHA), serves on the Advisory Committee for the Institute for Patient-Centered Design, and was an Advisory Board member for Arizona State University's Healthcare Design Program in its initial years. Her research linking wellness to design has been published in many healthcare journals and been presented at both national and international conferences. She also is a peer reviewer for the Health Environment Research and Design (HERD) Journal and the Academy of Architecture for Health Journal.

## About GBBN Architects

GBBN Architects is a research-based design firm with a proven record of delivering inspiring, efficient, and sensitive building design and architecture. From our four locations in Beijing, Cincinnati, Louisville and Pittsburgh, it is our passion to craft spaces that elevate our clients and communities. We find people thrive in memorable settings that evoke joy and capture imagination. We work tirelessly to craft these moments in physical spaces and believe they define the cultural character of our communities. Our commitment to collaboration and responsiveness as well as our dedication to developing value for clients has resulted in a practice built on a high percentage of repeat business for over 55 years.

Learn more at [www.gbbn.com](http://www.gbbn.com) or follow GBBN on Twitter at [@GBBNArchitects](https://twitter.com/GBBNArchitects).

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## Scott Kaiser, MD

### Topics of Expertise

- ✓ Population/community health (improving the individual experience of care, reducing per capita cost of care, and improving the health of populations)
- ✓ Social (non-clinical) factors impacting health
- ✓ Technology and health for aging
- ✓ Innovation in geriatric care
- ✓ Health behavior change
- ✓ Envisioning the future of aging

### Recent Press

MPTF Commemorates DGF Cognitive Wellness Program  
*Directors Guild of America, November 2014*

DGA Foundation Commits \$500,000 to Study Ways to Delay Alzheimer's Dementia  
*The Hollywood Reporter, November 2014*



### Biography

Dr. Scott Kaiser is a practicing geriatrician and Chief Innovation Officer at the Motion Picture & Television Fund (MPTF), a charitable organization that provides assistance and services essential to the well-being of the entertainment community. Dr. Kaiser completed his undergraduate studies at Vassar College with a degree in Science, Technology, and Society. He received his medical degree from the Keck School of Medicine of USC, and went on to train within the Lawrence Family Medicine Residency, a program dedicated to the care of underserved populations. Following residency, he joined the Harvard Geriatric Medicine Fellowship, where he refined his clinical skills and began to apply his interest in health promotion to an older adult population. Dr. Kaiser is committed to improving population health and well-being through a community-oriented approach. He advocates that health happens at home, and develops engagement strategies to address unique challenges and opportunities related to an aging population.

### About Motion Picture & Television Fund

For 90 years, MPTF (Motion Picture & Television Fund) has served as a beacon of hope for entertainment industry members in their time of need. As a charitable organization, MPTF provides financial assistance and services essential to the wellbeing of the community and is a leader in the development and implementation of services and programs for seniors and those who care for them. MPTF is supported by the generosity of corporate donors and fellow entertainment industry members who contribute their time and money because they believe in the critical importance of Hollywood Helping Hollywood.

For more information, visit [www.mptf.com/home](http://www.mptf.com/home) or follow @MPTF on [Facebook](#) and [Twitter](#).

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