

# **Robin Farmanfarman: Professional Speaker**

## **Content Areas:**

### **Medicine and Healthcare**

Patient Empowerment

Technology Disrupting Medicine

AI, robotics, 3D printing, virtual reality, drones, sensors, data, cloud, platforms, genomics, microbiome, connected devices, point of care diagnostics, virtual care, tissue engineering organs

Opioid Epidemic and Chronic Pain

Self-care: Preventive medicine

Shifts in Healthcare Delivery

Innovation in healthcare and entrepreneurship

### **Business: Thought Leadership**

The Formula to Build Thought Leadership

How Executives can build their Expertise Profile

## **Sample Descriptions:**

*\*Every Keynote is tailored to the audience, below are samples*

### **Shifts in Healthcare Delivery: It's more than just telemedicine**

Learn about the trends, tech, and influences changing the standard healthcare delivery model. The patient experience is changing, expectations are evolving, and major healthcare stakeholders are recognizing healthcare delivery can be accomplished in many ways beyond the typical clinic or hospital visit. Learn about the different factors converging that are causing this shift: Payers (MCOs, PPOs, CMS, Employers); Technology (connectivity, clinical grade sensors, FDA approved AI); and new companies entering healthcare with distinctly different offerings (apps, coaching, virtual care, video, text, mail order, site-less clinical trials, in-home, in-office, IVs, in-retailer, medical-grade consumer devices).

*Ideal for anyone working in healthcare or employee benefits.*

## **How Current Healthcare Businesses Can Keep Up with the Amazons & Apples:**

This talk covers the technology shift in healthcare attracting the large corporations working in technology, computing, retail and the finance industries. With consumer facing companies, Apple & Amazon, both worth over \$1T, they now have the power to change consumer behavior almost instantly. Include other giants with the power to shift consumers and businesses alike - Microsoft, Salesforce, Wal-Mart, CVS, Walgreens, Samsung, JPM, IBM, Alphabet (Google) and many more, it is only a matter of time before your business is impacted. These companies have made their intentions clear: the world of healthcare needs disrupting, and they are the ones to do it.

Learn where some of the shifts are happening in healthcare delivery, patient experience, and healthcare consumer spending power and trends. These shifts provide opportunities for new revenue streams and services to offer your patients and customers. Get clear action items and ideas to thrive in this new world.

*Ideal for healthcare practice groups of all kinds: business side, physicians, hospitals, dentists, nurses, labs, business administrators, CTOs, CEOs, CIOs, CMOs. Also relevant for payers, pharma, biotech, pharmacies, gov't, device, consumer facing wellness or self-care companies, software, sensor tech, and other stakeholders in healthcare.*

## **Self-care & Wellness: 4 Pillars**

Explore Robin's 4 Pillars of Health: Mindset; Behavioral; Medicine & Diagnostics; and Healthcare Professionals. These are applicable whether you are an Olympic athlete, young, old, in optimal health, or a chronic disease patient. Robin dives into how following this roadmap of pillars, even as a chronic disease patient, allows her to live a fuller and more active life than someone who is in top health. Learn how this same mind shift and focus on these 4 Pillars can propel anyone to live the absolute best life possible.

*This motivational keynote is ideal for all audiences interested in their health and wellness, and can stand alone as the only health component of an otherwise non-healthcare event.*

## **Patient Empowerment & The Future of Medicine:**

The \$3.5T Healthcare industry is integrating advancing technologies, changing everything from diagnostics to the patient experience. Robin's expertise showcases how the convergence of accelerating technology will enable the healthcare consumer to be the key decision maker and ultimately the one responsible on the healthcare team.

Technologies covered can include sensors, point-of-care diagnostics, 3D printing, tissue engineering, data, networks, cloud, artificial intelligence, virtual reality, drones and robotics. These technologies are intersecting healthcare at an increasing rate, all fundamentally changing healthcare and allowing the patient to be in control of their own health.

*Ideal for audiences both with and without healthcare backgrounds and experience.*

## **Organs on Demand: Tissue engineering, cryopreservation, and drones:**

The number 1 killer in the United States is organ failure. If problems like heart disease were treated with an organ transplant, it could save and improve millions of lives.

There have been a number of scientific breakthroughs in the past few years that will make an impact in organ transplants. From the country's first drone delivered kidney that led to a successful transplant, to strides in preserving organs, we're already seeing a difference in organ transplants.

Tissue engineering is already being used for skin transplants. A heart the size of a cherry was successfully 3D printed in Israel. Liver and kidney assays have been grown in the lab for clinical trial drug testing and precision medicine - growing a patient's tumor in the lab to choose an oncology treatment.

When science has perfected and scaled tissue engineering and organ preservation, instead of repairing aging and diseased organs, the organ could be replaced with new one grown from the patient's own stem cells.

*Ideal for anyone interested in the future of biotech and 3D printing, anyone working in transplants, healthcare professionals*

## **Exponential Technology and the 6 D's of Exponential Technology:**

What is the difference between Exponential and Linear with respect to technology? Robin Farmanfarman explains what these terms actually mean, including the 6 D's of Exponential Technology (digitization, disruption, deception, dematerialization, demonetization, democratization), and ties them to real world example companies.

*This keynote is ideal for all audiences to understand how and why technology is moving so quickly. It fits events of any subject matter as a foundational concept. This subject can also be added to any other keynote.*

## **Dive into Specific Technologies in Healthcare:**

Choose any talk to focus on:

Artificial intelligence, robotics, 3D printing, virtual / augmented reality, drones, sensors, data, cloud, platforms, sequencing (genomics & microbiome), connected devices (IoT), point of care diagnostics, virtual care, tissue engineering, cryopreservation (transplants)

*Customized to the audience.*

## **The Formula to Build Thought Leadership: How Executives can build their Expertise Profile and Brand:**

The way corporations reach and interact with their customer base is shifting. The world of social media and Thought-Leadership provides a way to help drive your image and marketing messages in a way that works in today's climate. Most CEOs now have a media profile, but how do you build one as an Executive or Entrepreneur? This talk breaks down Thought-Leadership into a formula, and provides a structure and understanding of the different tools one can use to build a media profile and personal brand related to your individual business and career goals.

*Ideal for all industries, participants will walk away with a good understanding of next steps they can take.*

## **Thought Leader Formula Interactive Workshop**

Learn how to build a personal brand to help drive both business goals and career goals. This workshop will take the participants through a step by step process on identifying and understanding their own and their company's revenue streams, target market, and how their personal brand ties in with those goals. By the end of the workshop, participants will have a personal brainstorm on the basics of their own potential thought leadership platform or personal brand, how that relates to their business goals, and what steps to take after the workshop.

*For any size audience. Interactive with handouts or a digital app & audience participation. This can be done as a brief workshop of 45-60 minutes, 2 hours, or as long as a half or whole-day interactive workshop. Customized to the client.*