

NEWS

- **Industry Expert Panel Identifies Opportunities for Innovation in the Business of Health Care** On October 21, The Severino Center and Lally gathered experts from different sectors of the health care industry to share insights on challenges and opportunities for innovation in the business of health care. Lally Professor [Gina O'Connor](#) moderated the panel. Speakers included Sue Ellen Wagner, Executive Director, Health Care Trustees of New York State; Eileen Murphy, COO, Price Waterhouse Cooper SMART Practice; Dr. John Bennett '74, President and CEO, Capital District Physicians' Health Plan; Omid Moghadam, Personal Genomics Researcher, Harvard Medical School; and Dr. Patrice Milos '84, VP and Chief Scientific Officer, Helicos Biosciences. Surprisingly, the panelists agreed on the single biggest challenge facing the health care industry: management of proliferating data. The forum prompted a wide-ranging discussion of topics, including personalized medicine based on genome data, working with chronic diseases in a system originally built around infectious disease, science 'literacy' and medical education, payment system reform, cost containment, and government policy challenges. [Read more](#). View the [Panel Video](#).
- **Lally Welcomes Bruce Rothenberg, Associate Director of Student Technology**. Bruce will be teaching **Tech Launch Pad**--MGMT 4961/6970, and leading the **IMPACT Project** for the Lally Executive MBA program. Bruce brings over 20 years of experience as a company president or CEO and corporate board member. For most of his career, Bruce has been involved in start-ups, turn-arounds or small business growth situations. He has lectured internationally on marketing, American business culture, TQM, and strategic planning and forecasting. He has served as a small business incubator mentor, and is co-author of *SuccessLines™*, a series of business growth reports. Bruce has managed companies in many business sectors, including medical devices, high tech communications, retailing and healthcare. He has a master's degree in East Asian history from the University of Hawaii, and an MBA in strategic planning and finance from the Johnson School of Management at Cornell.
- **Herman Fellows Victoria Kruse MBA '11 and Cara Jones '01, MBA '09 Attend Women Entrepreneurs Reception with Mike Herman '62** Fellowship Sponsors Mike and Karen Herman hosted the Herman Family Fellows Reunion on November 6 at the Polsky Center for Entrepreneurship at the University of Chicago Booth School of Business. The annual reunion allows current and former Herman Fellows to network and discuss their entrepreneurial efforts. **The Herman Family Fellowship for Women in Entrepreneurship** is awarded to women enrolled in Lally's MBA program. [Read more](#).

THIS WEEK'S EVENTS

- **November 18—French Language Table Lunch**. Sa Lounge; 12 – 1:15 p.m. Lally students, faculty and staff who already have a basic knowledge of French are invited for conversation and complimentary lunch. RSVP to Enza Bove at bovee@rpi.edu . [Schedule info](#).
- **November 19—Lally Networking Reception in New York City**. 5-8 p.m. [Cornell Club](#) Lally and Rensselaer alumni, students, and guests are invited for an evening program and networking reception. Dean David Gautschi and Professor [William Tracy](#) will discuss "**Decision-Making Behavior in Multinational Management Teams.**" [Registration](#) required. Alumni: \$10; Students: Free.

- **November 19--[Women's Coffee House](#)**—Every third Thursday--Java++ Coffee House, Troy 5- 7 p.m. An informal gathering of women entrepreneurs looking for networking opportunities with like-minded professional women. Students and Community Members welcome. [RSVP](#) requested.

UPCOMING EVENTS

- **December 1—“[Personalized Medicine: Genomics + Data = Better Care at Lower Cost?](#)”** 5:30-7 p.m., Biotech Auditorium Omid A. Moghadam, Personal Genomics Research, Harvard Medical School; Chair, National Development Board, Ignite Institute for Individual Health; Founder and former CEO, Dossia Corporation. Part of the *Biotechnology, Management & Entrepreneurship Series*. Two significant trends will be investigated: Genomics and Personalized Health Records. The future of personalized health records (PHR) combined with genomics offers the opportunity for specialized custom therapies and promises challenges for policy makers and physicians. However, radical changes in any established system mean abundant opportunity for new technologies and new business. Mr. Moghadam is Entrepreneur in Residence at the Severino Center at Lally. [Registration](#) required.

UPCOMING INTERNATIONAL EVENTS

- **December 17-20 Mumbai, India.** [Lally School Quantitative Finance Workshop](#) in collaboration with the Indira Gandhi Institute of Development Research and IIT Kanpur's Industrial & Management Engineering Dept. [Registration](#) required. Contact [Dr. Aparna Gupta](#) for details.
- **January 16-18, 2010 IIT Kanpur, India.** [Annual Global Conference on Entrepreneurship and Technology Innovation 2010 \(AGCETI\)](#) A gathering of Entrepreneurship and Innovation academics and practitioners from across the globe. AGCETI 2010 is being held at IIT Kanpur in association with Lally/Rensselaer and the [National Entrepreneurship Network, India](#).

FACULTY NEWS

- **[Professor Gina O'Connor Awarded Best Paper of the Year 2008](#)** by the Journal of Product Innovation Management for her paper titled [“Major Innovation as a Dynamic Capability: A Systems Approach”](#). She received the award at the [Product Development and Management Association](#) (PDMA) International conference in Anaheim, CA.

CAREER NEWS

- **November 19—[Lally Career Day in New York City](#)**. Lally MBA/MS students will participate in a day of job shadowing and corporate visits. Registration is limited. Contact Linda Roberts at roberl2@rpi.edu if you are interested in attending. Followed by an **Evening Networking Reception in New York City** with Lally and Rensselaer alumni, students, and guests. 5-8 p.m. Cornell Club. [Registration](#) required.

- **MBA/MS “Help Desk” for Job/Internship Interviews** Wednesdays and Fridays through November. Mock interviews for MBA/MS students to practice interview skills and receive feedback. Students must provide a copy of the target job description, cover letter for that job, company profile, and resume at least 48 hours in advance of interview. 30 minute sessions; by appointment only—sign-up in Pitts 3210. For more information, contact Sandy Gull at sandygull@gmail.com

LALLY ALUMNI NEWS

- **Dara F. Edwards MBA '06 Named Director of Finance and Marketing at Image Technology Laboratories (ITL)** ITL is a medical image and information management company. The Company has developed a single database "Radiology Information System / Picture Archive and Communication System," known as RIS / PACS, for hospitals and diagnostic imaging centers to manage patient information and medical images. As Director of Finance and Marketing, Ms. Edwards' responsibilities include financial oversight, business methodology improvement, identification and development of new market opportunities, and strategic growth initiatives for the Company's existing RIS / PACS products. [Read More](#).