



INNOVATIONS FOR SUBSTANCE USE DISORDERS (I4SUD) PROGRAM

October 1 – 4, 2024

Johns Hopkins Carey Business School, 100 International Drive, Baltimore, MD 21201

Schedule of Events

TUESDAY OCTOBER 1, 2024

- 8 am** **Arrive at the Johns Hopkins Carey Business School**
Light Breakfast will be available; full breakfast available at the Hyatt Place for those staying at the hotel
- 8:30 am** **Welcome and introduction**
- Elena Koustova, PhD, MBA**
Director, Office of Translational Initiatives and Program Innovations, National Institute on Drug Abuse
- Philip Phan, PhD**
Director, Innovations for Substance Use Disorders Program and Alonzo and Virginia Decker Professor, Johns Hopkins Carey Business School
- 9:15 am** **Ice breaker and participant introductions**
- Supriya Munshaw, PhD**
Assistant Director, Innovations for Substance Use Disorders Program and Associate Professor of Practice, Johns Hopkins Carey Business School
- 10 am** **Coffee break**
- 10:15 am** **Lessons and Considerations for Trials from Someone with Lived Experiences**
- Kirsten Smith, PhD**
Assistant Professor of Psychiatry and Behavioral Sciences, Johns Hopkins University School of Medicine



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TUESDAY OCTOBER 1, 2024 (continued)

11:15 am **Who will pay for your innovation? Why is this question important and how does it affect product development?**

Jo Ellen Slurzberg

*V.P. Global Health Policy and Reimbursement, JR Associates, Inc. Business Plan Advisor
and Research Associate*

12:15 pm **Lunch**

1:15 pm **Workshop: How to define the problem in terms of commercialization potential and why the question matters**

Philip Phan, PhD

*Director, Innovations for Substance Use Disorders Program and Alonzo and Virginia Decker Professor,
Johns Hopkins Carey Business School*

3:15 pm **Coffee break**

3:30 pm **Site visit introduction and preparation**

Kelly Dunn, PhD, MBA

Director, Innovations for Substance Use Disorders and Professor, Johns Hopkins School of Medicine

Supriya Munshaw, PhD

*Associate Director, Innovations for Substance Use Disorders and Associate Professor of Practice, Johns
Hopkins Carey Business School*

5 pm **End of the day**

Boxed Dinner will be available; space available for use until 9 pm



INNOVATIONS FOR SUBSTANCE USE DISORDERS (I4SUD) PROGRAM

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WEDNESDAY OCTOBER 2, 2024

Times vary **Clinical site visit departure**
Time of departure will depend on the location. Please refer to the site visit document in Canvas for your assignment and departure time.

12 pm **Lunch at the Carey Business School**

1 pm **Conversation and insights into the substance use disorder treatment infrastructure**

Marc Fishman, MD

Medical Director, Maryland Treatment Centers and Associate Professor of Psychiatry, Johns Hopkins School of Medicine

2 pm **Debriefing clinic site visits**

Kelly Dunn, PhD, MBA

Director, Innovations for Substance Use Disorders and Professor, Johns Hopkins School of Medicine

Phillip Phan, PhD

Director, Innovations for Substance Use Disorders Program and Alonzo and Virginia Decker Professor, Johns Hopkins Carey Business School

3:30 pm **Coffee break**

3:45 pm **Workshop: Refining the problem definition**

Phillip Phan, PhD

Director, Innovations for Substance Use Disorders Program and Alonzo and Virginia Decker Professor, Johns Hopkins Carey Business School

5 pm **End of the day**

Boxed Dinner will be available; space available for use until 9 pm

Independent work

Review Module 2 on Canvas before October 3



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THURSDAY OCTOBER 3, 2024

- 8 am** **Arrive at the Johns Hopkins Carey Business School**
Light Breakfast will be available; full breakfast available at the Hyatt Place for those staying at the hotel
- 8:30 am** **Workshop: Market Research Basics - Finding your TAM, SAM, SOM**

Supriya Munshaw, PhD
Associate Director, Innovations for Substance Use Disorders and Associate Professor of Practice, Johns Hopkins Carey Business School
- 11 am** **Evaluation of Digital Health Solutions for Substance Use Disorder Using a Diffusion of Innovations Framework**

Amanda Stellman
Technology Licensing Analyst, Johns Hopkins Technology Ventures
- Cathy Sun**
Marketing Strategy Associate, Johns Hopkins Medicine International
- 12 pm** **Lunch**
- 1 pm** **Intellectual Property and its relationship to the University**

Andrew Wichmann
Senior Intellectual Property and Licensing Manager, Digital Technology, Johns Hopkins Technology Ventures
- 2 pm** **Regulatory Strategy for Digital Health Innovations**

Stacie Gutowski, PhD
Program Officer, Office of Translational Initiatives and Program Innovations, NIDA
- 3 pm** **Coffee break**
- 3:15 pm** **Round robin office hours with NIDA and I4SUD instructors**
- 5:30 pm** **Networking happy hour**



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FRIDAY OCTOBER 4, 2024

8 am **Arrive at the Johns Hopkins Carey Business School**
Light Breakfast will be available; full breakfast available at the Hyatt Place for those staying at the hotel

8:30 am **Workshop: The elements of pitch design**

Supriya Munshaw, PhD

Associate Director, Innovations for Substance Use Disorders and Associate Professor of Practice, Johns Hopkins Carey Business School

10 pm **Coffee break**

10:15 pm **Team slide presentations**

12 pm **Wrap-up and group photo**

12:30 pm **Boxed lunch and program evaluation**

1:00 pm **Departure**