

# HIT Symposium at MIT

June 30, 2009

**David Verrill**  
Executive Director  
MIT Center for Digital Business

**Michael Siegel**  
Principal Research Scientist and  
Director, Digital Health SIG at the CDB



## In 100 steps

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- ➔ Computer Science and AI Lab
- ➔ MIT Department of Biology
- ➔ Harvard-MIT Division of Health Sciences and Technology
- ➔ MIT Clinical Research Center
- ➔ Koch Center for Cancer
- ➔ Broad Institute
- ➔ Whitehead Institute for Biomedical Research
- ➔ Center for Information Systems Research



## In 500 steps

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➔ Leaders in Pharmaceuticals, Diagnostics and Healthcare: Amgen, Biogen, Genzyme, J&J, Millennium, Pfizer, Quest, Sanofi-Aventis, Schering Plough, Tokai

➔ Early Stage Life Science Companies: Lion, Joule, Gloucester, Parivid, SkyPaharma, ViaCell, Genfit, Medivector, CombinatoRx, SteriCoat, Keel



## In 1,000 steps

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- ➔ Mass General Hospital
- ➔ Mass Eye & Ear Infirmary
- ➔ Brigham & Women's Hospital
- ➔ Beth Israel Deaconess Medical and Cancer Centers
- ➔ Children's Hospital
- ➔ Dana Farber Cancer Institute
- ➔ Harvard Medical School



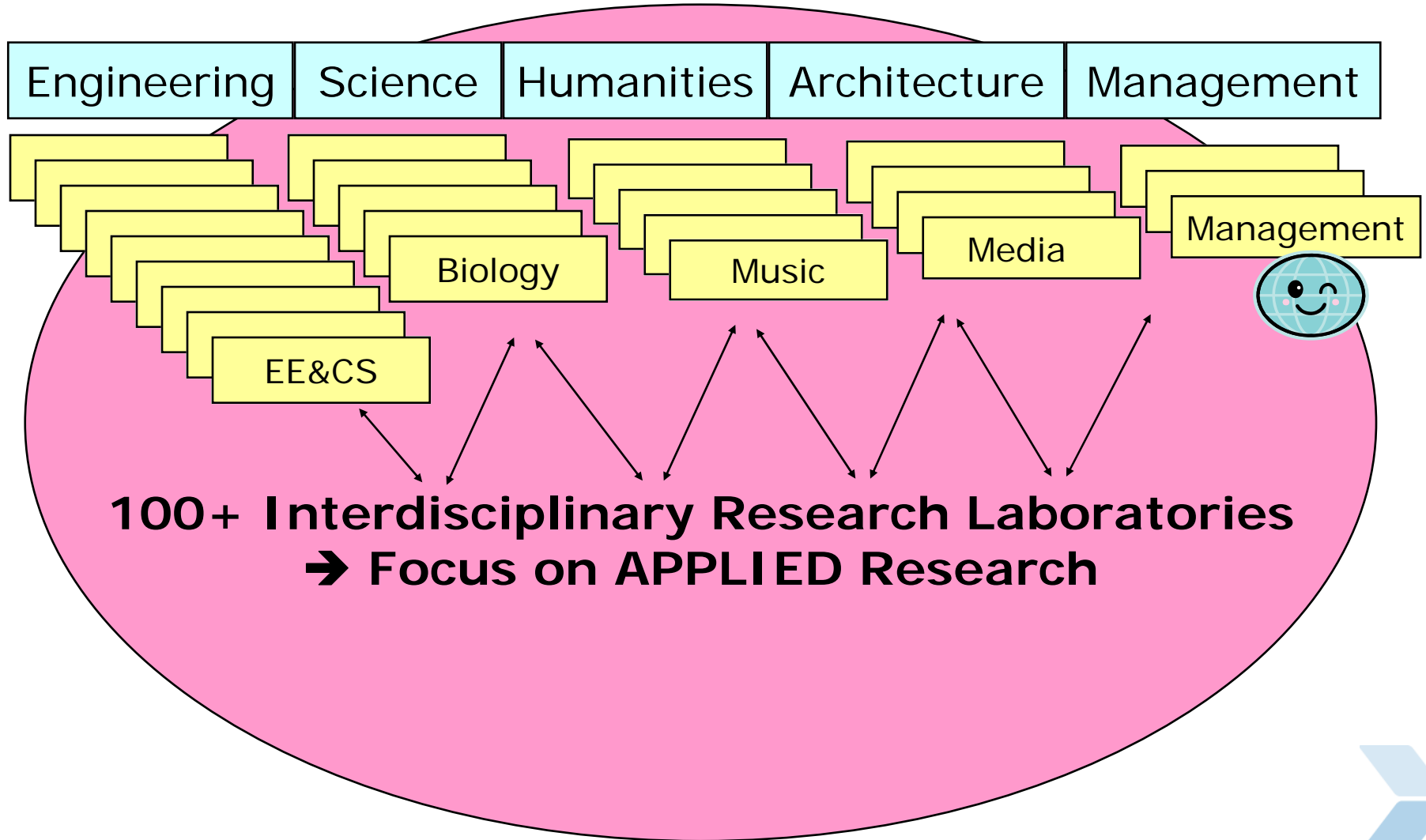
# Welcome

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- HIT Symposium
- Massachusetts Institute of Technology
- MIT Center for Digital Business



# MIT “Ecosystem”



# MIT Sloan School of Management

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## ➔ Rigor and Relevance

- ➔ The Center for Digital Business is the largest research center in the history of the MIT Sloan School of Management
  - \$30+ million in research support
  - 20+ corporate sponsors
  - 60+ faculty supported  
*(nearly half of the entire Sloan faculty)*

## ➔ Mission Statement

To be the leading academic source of  
innovation in management theory  
and practice  
for digital business...



# Special Interest Groups (SIGs)

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1. Digital Productivity
2. Digital Marketing
3. Digital Services
4. Digital Health





# What is “hot” at the Center?

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## ➔ Digital Health

- HIT tools and modeling for improving efficiency, productivity, and patient outcomes

## ➔ Ad Targeting

- Morphing to consumer preference, demand and location
- Mobile Applications

## ➔ Productivity

- Internal Knowledge Networks
- Leaders and Laggards
- Enterprise 2.0

## ➔ IT Services

- R&D for services
- Modeling for Efficiencies and Value



# Sponsors

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## Founding Sponsors

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SAP  
Suruga Bank

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Hewlett Packard  
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## ABOUT

SEPTEMBER 12, 2005

The growth of the Internet and the continuing dramatic decline in the cost of computer processing power are having a profound impact on the way business is conducted all across the world. In 1999 the MIT Sloan School of Management recognized this powerful combination and, along with our closest corporate partners, created the MIT Center for eBusiness. We feel today, as we did in 1999, that the MIT Sloan School has a unique and complementary set of skills to understand the developing Internet economy. We are a top business school with an emphasis on technology. Our teaching pedagogy is based on applied research. We have world-renowned partner organizations across the MIT campus (including the World Wide Web Consortium, Media Lab, Lab for Computer Science, Communication Futures Group, and the AutoID Center). Lastly, our close relationship with industry leaders makes for a powerful combination of unique abilities to benefit our sponsors, students and faculty.

Today, the MIT Center for eBusiness is well established. We are the largest research center in the history of the Sloan School of Management. We have worked with more than 40 corporate sponsors. We have funded more than 45 faculty and performed more than 60 research projects. The results of our first three years are having an important impact on our sponsors, our faculty and our students. And, we are not slowing down for the next three-year phase of the Center.

Like other major technologies before it - electricity, the internal combustion engine - the full impact of the Internet and related technologies will take decades to reach its full potential. Our goal, in part, is to reduce that timeline through basic and applied research in collaboration with industry, and guided by the MIT Sloan School credo of combining "rigor and relevance".

The early period of speculative exploration and experimentation on the Internet has come to an end. There is now the opportunity, and the necessity, to focus more explicitly on using digital technologies to deliver measurable business value through cost savings and increased worker productivity. Amidst all this change, the business fundamentals of investment, revenues, expenses, profits, and satisfying customers have only grown even more important. While the Internet has been an important catalyst, other new digital technologies have become just as relevant toward the potential to create business value. Accordingly, while the Center for eBusiness has evolved its agenda to focus explicitly on

### FOUR KEY INITIATIVES:

- > Faculty-led, sponsor-focused applied research conducted alongside visionary advanced concept research
- > Sponsor-proposed graduate student projects and internships
- > A mix of web-based and in-person interactive meetings and seminars among sponsors, faculty, and graduate students, supplemented by regular reports of projects and developments from the Center
- > We are organized into Special Interest Groups (SIGS), which include "Digital Marketing Strategy," "Digital Productivity," "Global Financial Services," "IT Products and Services," "Communication Futures" and "Interdependence of Security and the Extended Enterprise" or "I-SEE".

For more information, please call David Verrill, Executive Director of the Center at 617-452-3216 or email [dverill@mit.edu](mailto:dverill@mit.edu).

**David L. Verrill**  
**Executive Director**  
**The MIT Center for Digital Business**  
5 Cambridge Center  
NE25-769  
Cambridge, MA 02142 USA  
Tel: 617.452.3216  
Fax: 617.452.3231  
Email: [dverill@mit.edu](mailto:dverill@mit.edu)  
Web: <http://digital.mit.edu>

# HIT Symposium Welcome

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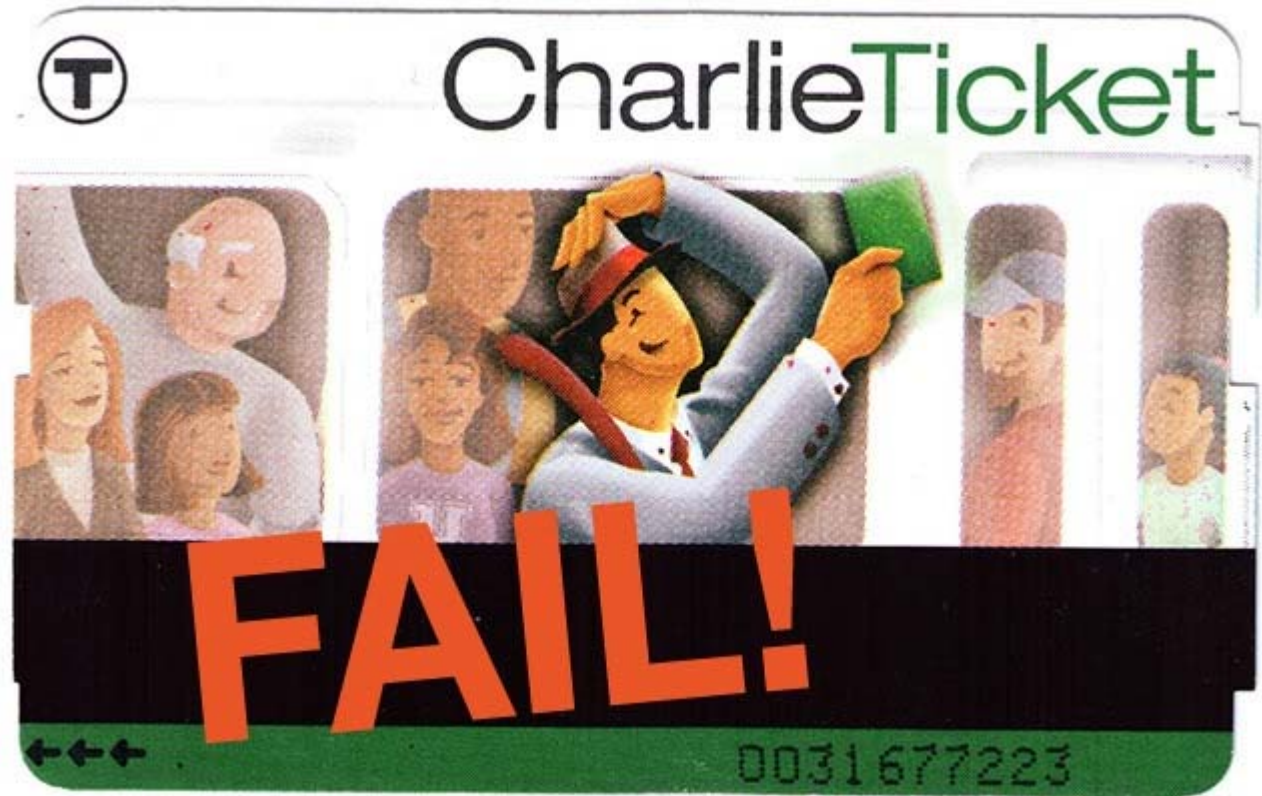
Center for Digital Business

Sloan School of Management



# MIT Students Get Top Marks for Hacking Boston Subway

By Charlie Sorrel  
August 20, 2008



In a story straight out of Cory Doctorow's *Little Brother*, **three MIT undergraduates concocted a scheme to hack Boston's transit payment system, the Charlie Card (no relation). The students managed to reprogram the cards to increase their credit balance, thus allowing them to ride the subway for free...**

It is also thought that an MBTA official was overheard saying "It's not *fair*. I'm telling my mom."



# “Federal Judge Throws Out Gag Order Against Boston Students in Subway Case”

“Of course, being MIT students, they decided to write up their prank as an academic paper. But the Massachusetts Bay Transportation Authority (MBTA), already stinging from such a thorough pounding, took it to the courts, citing computer fraud, and asking for time to fix the system before the paper was presented.”

“MBTA lost. Judge George O’Toole ruled that "presenting an academic paper would not violate computer fraud laws." Go hackers.

“The students, Zack Anderson, R.J. Ryan and Alessandro Chiesa, went on to receive "top marks" for their paper, from which we can conclude the following:  
RFID is very insecure, and MIT is awesome.”

Wired magazine



# MIT Student in Boston Subway Case Working on New Project to Harness Energy from Shock Absorbers

“Zack Anderson, the 21-year-old MIT student who has been the subject of a recent controversial lawsuit and restraining order, is putting transit card hacking behind him.

The electrical engineering and computer science student, who will graduate next year, has been working on a project all summer that he and his collaborators hope will be the basis for a successful new business.”

“They’ve developed a shock absorber that harnesses energy from the vertical motion of a car, which they say can boost the fuel economy of heavy trucks by a couple of percentages.”

By Kim Zetter

August 19, 2008



Management  
Information  
Technology  
Science

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Policy  
Patients  
Professionals





# Welcome to MIT

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## Learn, Contribute and Have Fun

