WELCOME TO THE 70TH ANNUAL ASSOCIATION OF MEDICAL ILLUSTRATORS CONFERENCE!

Since 1945, The AMI Annual Conference has brought together artists, illustrators, animators, and visual communicators from around the world to explore advancements, inspirations, and ideas in the dynamic fields of biomedical science and healthcare. This year, the AMI brings its celebration of creativity and talent to Cleveland, OH and the Cleveland Clinic, to host AMI 2015—our 70th gathering.

Workshops, programming, and activities run from Wednesday, July 22nd through Saturday, July 25th. The backdrop to the program is the Cleveland Clinic—one of the world’s premier healthcare institutions. Throughout the AMI 2015 program, we hope attendees will realize many benefits from our intentional alignment and collaborative partnership with the Cleveland Clinic. AMI 2015 will offer a diverse program with a breadth of content that includes science, human anatomy, business, technology, and broad-based issues facing the world of image creators in healthcare. This year, the program combines the popular TED-style format with the traditional concurrent-based programs reminiscent of past AMI meetings. Most of each day will feature the TED-style themed talks highlighting multiple speakers. In the afternoons, members will have the opportunity to choose from various concurrent sessions.

In addition, we are adjacent to University Circle, the largest concentration of medical, cultural and educational institutions within a square mile. So much is new in Cleveland since the AMI held their 2004 conference here. Fortune Magazine identified Cleveland as an up-and-coming city. Thanks to a revitalized downtown and Euclid Avenue corridor, visitors should take advantage of an abundance of diverse attractions including the world-renowned Severance Hall (winter home of the Cleveland Orchestra), the Cleveland Museum of Art, the Cleveland Museum of Natural History, and the Cleveland Botanical Gardens, to name a few—all are within walking distance in University Circle! A short ride into downtown is home to the Rock and Roll Hall of Fame, the Horseshoe Casino, Playhouse Square, and numerous other attractions...

We hope you enjoy your time in Cleveland, and your experience at AMI 2015.

Cleveland Host Committee

SPECIAL THANKS TO OUR SPONSORS AND PARTNERS!
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| **12:00-1:00**    | Afternoon Workshops | **11:30-12:30** Lunch Provided for All Attendees | **10:30-12:00** SESSION 7: The Cutting Edge  
(Panel Session led by Fabian de Kok Mercado) |
| **12:30 p.m.**    |      | **12:00-1:00** Continental breakfast for all attendees / Committee breakfast meetings |      |
| **12:00-1:00**    | Board of Governors Meeting | **12:00-1:30** First-Timers  
Entering the Field and Adapting to Change (RSVP required) | **12:30-2:00** Lunch on your own |
| **12:00-1:00**    |      | **12:00-1:30** Annual Business Lunch  
Meet the Speakers + Coffee Break |      |
| **12:00-1:30**    |      | **130-200 Break** | **12:30-2:00** Lunch Breakdown |
| **12:45-4:00**    |      | **12:30-1:30** Hepato-Pancreato-Update on  
Introduction to innovative technology and practical applications  
for the biomedical visualization professional  
Falconieri, Tuturro/Bartlett, Cettin, Devasagayam  
Coffee Break |      |
| **2:15-4:15**     |      | **2:30-3:30** First-Timers  
Entering the Field and Adapting to Change (Panel Session led by Fabian de Kok Mercado) |      |
| **3:45-4:45**     |      | **3:30-4:30** Coffee Break | **2:00-3:30** SESSION 8: Tech of the Trade  
The latest word about tools for visual communicators  
Wal, Kozlowski/Dipiazza, Swift, Shepherd, Moss/Vermilyea  
Coffee Break |
| **4:00-4:45**     |      | **4:30-5:30** Tech Showcase/Salon Viewing  
The Ethics and Anatomy of a Face Transplant  
Florida Papay, MD | **3:00-4:00** Meet the Speakers • Coffee Break |
| **4:15-4:50**     |      | **4:35-5:30** Holограмs: A New Twist to an Old Victorian Trick  
Joel Soloway |      |
| **4:30-5:30**     |      | **5:00-6:00** SESSION 9: Art in Practice  
The practical application of art and medicine  
Samson, Sharpe, McGauley, Kozman  
Coffee Break | **3:30-4:30** Meet the Speakers • Coffee Break |
| **4:45-5:45**     |      | **5:30-6:30** Vesalius Trust Live Auction  
Hor d’oeuvres and cash bar |      |
| **5:00-6:00**     |      | **5:30-6:00** Meet the Speakers • Network |      |
| **5:15-6:15**     |      |      |      |
| **6:00-8:00**     | **6:30-8:00** Dinner on your own / Alumni Night | **6:00-7:30** Reception (Cash Bar) | **5:30-6:00** Meet the Speakers • Network |
| **6:00-8:00**     |      | **7:30-10:00** Awards Banquet |      |
| **6:00-8:00**     |      |      |      |
| **7:00 p.m.**     |      |      |      |
| **8:00 p.m.**     |      |      |      |
| **9:00 p.m.**     |      |      |      |
| **10:00 p.m.**    |      |      |      |
WEDNESDAY, JULY 22

7:00 a.m. Attendees board buses for morning and full day workshops (breakfast will be served at workshop sites)

8:00 a.m.–4:30 p.m. Board of Governors Meeting

8:00 a.m.–5:00 p.m. Full-Day Workshops

Morning Workshops

- Adobe Edge Animate: Creating Experiences
  With Edge Animate
  Chris Converse
  CEUs: 0.8 Art

- Preparing Ornithological Specimens for the Future of Science and Natural History Museums
  Mario Burke, BFA, and Courtney Brennan, MS
  CEUs: 0.8 Biomed

8:00 a.m.–12:00 p.m. Morning Workshops

- epMV Advanced Molecular Techniques
  Veronica Falcónier, MA, and Graham Johnson, PhD
  CEUs: 0.4 Art

- Introduction to Shader Design in Unity for Medical Arts
  Michael Corrin, MS, BMC
  CEUs: 0.4 Art

- Molding and Casting: Materials and Techniques for Museum and Laboratory
  David Chapman
  CEUs: 0.2 Art/0.2 Biomed

- Crafting Dynamic Molecular Animations With Molecular Maya and Clarafi.com
  Gaël McGill, PhD
  CEUs: 0.4 Art

11:30 a.m. Attendees board buses for afternoon workshops (lunch will be served at workshop sites)

10:00 a.m.–5:00 p.m. Afternoon Workshops

- Introduction to the Protein Data Bank and the Visual Molecular Dynamics Software
  Kevin M Brennan, MSc
  CEUs: 0.4 Art

- Augmented Reality for Biomedical Artists – Unity
  Brendan Polley
  CEUs: 0.4 TBD

- Introduction to Shader Design in Unity for Medical Arts
  Graham Johnson, PhD
  CEUs: 0.4 Art

- Crafting Dynamic Molecular Animations With Molecular Maya and Clarafi.com
  Gaël McGill, PhD
  CEUs: 0.4 Art

Evening Dinner on your own

THURSDAY, JULY 23

7:00 a.m.–8:00 a.m. Continental breakfast for all attendees

8:00 a.m.–8:30 a.m. Welcome & Announcements

8:30 a.m.–9:00 a.m. President’s Message

9:00 a.m.–10:00 a.m. SESSION 1: PLENARY/KEYNOTE ADDRESS

10:00 a.m.–10:30 a.m. Meet the Speakers • Coffee Break

10:30 a.m.–11:30 a.m. SESSION 2: BRÖDEL MEMORIAL LECTURE

Leonardo da Vinci

Peter Abrahams, MD

CEUs: 0.1 Biomed

Leonardo da Vinci was one of the greatest anatomists ever to have lived. He personally dissected more than thirty human corpses to explore every aspect of anatomy and physiology, and recorded his findings in drawings of unparalleled beauty and lucidity. Had he published his research, Leonardo would have transformed European knowledge of the human body. Sadly, at his death his studies remained unpublished and among his personal papers, and were almost unknown (unseen) until around 1900.

Leonardo’s surviving anatomical drawings are preserved in the Royal Library at Windsor Castle. This lecture will present thirty of his finest sheets of studies, concentrating on his extraordinary campaign of dissection during the winter of 1510-11, when he was working alongside the professor of anatomy at the University of Pavia.

11:30 a.m.–12:00 p.m. Meet the Speakers • Networking

12:00 p.m.–1:30 p.m. Annual Business Lunch

Founders Ballroom

Outstanding Service Award, Fellow awards presented (time permitting)

12:00 p.m.–1:30 p.m. First-Timers Lunch Workshop (RSVP required)

Six Continents Ballroom

1:30 p.m.–3:30 p.m. SESSION 2: FORGING THE FUTURE

Embracing New Ideas in Art, Business, Science and Medicine

Five presentations

CEUs: 0.03 Business, 0.06 Biomed

- Concept, Tools, and Pedagogy: Designing Serious/Educational Games for Biomedical Illustration
  Amanda S. Almon, MFA, CMI
  This presentation will introduce the fundamentals of serious/educational game design as applied to biomedical illustration and interactive patient education. The materials and examples will demonstrate how and why games can be used for learning in the fields of health, medicine, science and games for social change. The critique and analysis of current examples and research in game design, learning and assessment measures—which are integral to development of successful educational games—will be explored. Learn why medical and health based games are growing in popular demand by health agencies and medical media clients; and what commercial game engine platforms are being used to integrate content.

- Anatomy Pedagogy: Embalmed, Unembalmed, or Virtual
  Richard L. Drake, PhD
  Director of Anatomy and Professor of Surgery
  Dr. Drake will discuss the current state of anatomy education in United States medical schools; provide a glimpse of how anatomy is taught at the Cleveland Clinic Lerner College of Medicine, and peer into his crystal ball, imagining where anatomy education might be going in the future.
THURSDAY, JULY 23

Creative Collisions: Innovation is the Collision of Unrelated Ideas
Bill Nottingham
Fortune Magazine calls Nottingham Spirk “the most successful industrial design firm you’ve probably never heard of.” NBC’s Today Show calls the NS group “the most prolific invention team since Thomas Edison’s Menlo Park group.” NS is responsible for nearly 1000 commercialized patents covering a variety of consumer, medical, and industrial products. (Edison’s group had 1093 patents.) Nottingham Spirk utilizes a unique “Vertical Innovation” process that creates customer desired, game-changing products in an expedited timeframe. Bill will discuss the Nottingham Spirk “Vertical Innovation” process and how it is used by Nottingham Spirk designers to produce game-changing innovations. He will present case studies of ways that the forceful “collision” of concepts produce exciting results. He will also address how exploring a combination of factors like digital techniques. 3D printing and other new media could affect the medical illustration field moving forward.

Cancer: Early Diagnosis or Magic Bullets? Arnon Chait, PhD
Cancer will soon become the #1 killer in the modern world. Even with a plethora of new treatments coming to the market each year, the rate of survival over the past several decades is surprisingly flat for many cancers. Simply put, the outcome is directly related to the stage at which cancer is discovered. In this talk we will cover old and new facts, and more we learn about cancer, the more we learn to appreciate the dead, entertain audiences with detailed 3D animation, as alongside real actors. Today, this technology can resurrect theatrical illusions to create ghost like imagery on stage inceptions, the “Camera Obscura” created by Giambatissata della Porta, a Neapolitan scientist and scholar. In the 1862, both Henry Drieks and John Pepper utilized the visual for historical purposes to create ghost-like imagery on stage alongside real actors. Today, this technology can resurrect the dead, entertain audiences with detailed 3D animation, as well as provide detailed imagery for corporate presentations and speaker support.

The Ethics and Anatomy of a Face Transplant
Francis Papay, MD, Institute Chair of Plastic Surgery
Dr. Papay will present on the pre-operative analysis of surgeries take different approaches, many of which are based on taking the patient’s medical image data and generating dynamic, highly-accurate surface shape data for clinical and research applications in hospitals and universities. This breakthrough literally and figuratively takes your ability to communicate with your internal customers and their patients or subjects into a whole new dimension, quantifying human anatomical function in motion. This session will explore ways to leverage 4D imaging and analysis tools to keep you and your institutional customers on the leading edge of multidimensional imaging.

Building Anatomy: An OsirisX/2Brush Modeling Workflow for the Medical Illustrator
Andrew Swift, MS, OMI
Medical illustrations are a mix of the objective and subjective where anatomical realities (the objective) and artistic interpretation (the subjective) are combined to tell visual stories. This presentation proposes a workflow with two distinct software solutions: one for the objective (OsirisX) and another for the subjective elements of storytelling (2Brush). While no workflow can meet the needs of every project, this workflow has particular advantages that will be described and discussed. Divided into roughly 2 parts—In the first, OsirisX will be used to extract anatomical models from diagnostic images and in the second 2Brush will be used to augment these models. The combination allows us to build accurate anatomical structures with relative ease. Various tools within 2Brush will be demonstrated which allow users to add delicate structures such as vessels, nerves etc not captured by OsirisX.

傍晚　晚餐　你们自己的 / Alumni Night

FRIDAY, JULY 24

7:00 a.m.–8:00 a.m.
Continental breakfast for all attendees
Committee breakfast meetings
Founders Ballroom
8:00 a.m.–9:30 a.m.
SESSION 4: NEW DIMENSIONS
Expanding the Scope of Medical Imaging with Visualization
Five presentations
GEUs: 0.03 Art, 0.10 Biomed

3D in Motion: Taking Medical Illustration into the Next Dimension
Jesse Knowles
Historically 4D capture has focused on the entertainment industry; recently we have learned to tell your story, both in digital and live environments. 2D and 3D illustrations are visual pathways to help people understand and relate to an anatomy of a patient. Let me introduce you to the concept of 3D animation.

Building Blocks: Open-source Medical-artist-friendly Anatomical Data
Michael Corrin, MScBMC
Open-source is a development model that promotes collaborative effort and addresses some of the limitations of closed, proprietary resource development. Many fields, especially software development, open-source projects have revolutionized the work we do. Similarly, an open source library of anatomically-accurate three-dimensional surface models of human anatomy has the potential to greatly enhance the productive and creative potential of medical visual-communication specialists and lower barriers to entry into practice. In this talk, I will make an argument for the value of open-source resources in this domain, describe existing resources as well as present a proposal for how such a resource might actually be generated.

Personalizing Surgery: 3D Printing & the Digital Thread
Katja Weimer, MS
3D printing is making its mark in healthcare. nowhere more evident than in the evolving area known as “personalized surgery.” Workflows for personalization of different types of surgeries take different approaches, many of which are based on taking the patient’s medical image data and using it to guide treatment. The Digital Thread represents a series of tools that form a workflow: in this case, a workflow that includes the patient medical imaging through surgical planning and design and onto 3D Printing, culminating with surgery. The bright future of personalized medicine includes more widespread adoption of personalized surgery, democratization of the 3D printing technologies into hospitals and revolutionary areas like bioprinting of scaffolds or even human cells.

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FRIDAY, JULY 24

9:30am–10:00am
Meet the Speakers • Coffee Break

10:00am–11:30am
SESSION 5: A BODY OF WORK
Introduction to Innovative Technology and Practical Applications for the Biomedical Visualization Professional
Four presentations
CEUs: 0.10 Art, 0.03 Biomed

The Cryo-Revolution: Cryo-EM’s Impact on Structural Biology
Veronica Falconieri, MA

Since the first 3D protein structure was determined in 1958, X-ray crystallography and NMR techniques have dominated the structural biology field. However, the emerging field of high-resolution cryoelectron microscopy (cryoEM) promises to upset this paradigm. CryoEM offers distinct technical advantages for studying dynamic molecules and complexes. This session will provide background the conceptual understanding needed to critically evaluate molecular structures and EM maps in the context of medical illustration.

The Universal Patient Language: A New Resource for Improving Patient Communications
Elizabeth Turcotte and Susan Bartlett

The Universal Patient Language (UPL) is a new set of tools developed to help communicate with patients about complex topics. The UPL offers clear guidance on what information to present to patients, and how to do it in a way that’s fair, accurate, understandable, and which addresses patients’ needs. As an initiative, the UPL began with the recognition that while healthcare and treatments continue to become more complex, most patient communications continue to be developed in legacy ways. To develop the UPL, BMS took a deeply collaborative approach, co-creating it with the participation of designers, patients, HCPs, patient advocacy organizations, and a range of subject matter experts.

The Art of Visual Persuasion and Implications for Plaintiff v. Defense Illustrations
Cassandra Cedlin, Natalie Cornier; Naveen Devasagayam; Robert Lancifield, Derek Ng, PhD; Jerry War; and Leela Lax, PhD

This session will clarify how appropriate visual techniques can be used to depict or conceptualize evidence according to a lawyer’s intended presentation. The presenters will contrast rendering styles, layouts, and content management for plaintiff and defense demonstrative aids for the courtroom. Exemplars from a 2nd year master’s course in medical legal visualization, taught in the Biomedical Communications program at the University of Toronto, will be used.

Vesalian Scholar Talk:
The Inner Dynamics of the Cell: Visual Strategies for Depicting Complex Molecular Environment
Naveen Devasagayam

Students in biology often have difficulty understanding how molecules interact with each other. Since many of these interactions involve unusual and dynamic movements, Naveen’s research explores ways in which 3D animations can be used to effectively visualize these concepts. He is currently producing molecular animations that will stimulate discussion on effective educational design by comparing different visual styles in molecular animations. These will serve as an exemplar for 3D animations in molecular biology and stimulate discussion on visual techniques within the field of biomedical communications.

11:30am–12:00pm
Meet the Speakers • Networking
Founders Ballroom

Discussion Forum: Entering the Field & Adapting to Change
Moderator: Fabian de Kok-Mercado
Panelists: Michelle Peterson, MS; Peter Leynes, MScBMC; Shuzuka Aoki, MA, CMI

This session will focus on issues, both anticipated and experienced, faced by members who have recently entered the field. A panel of four members in the fourth to seventh year of their professional careers will briefly address the audience. The panel will represent a wide range of specialties (academic, business management, animation, sole proprietorship) and will be made up of younger medical illustrators who have been successful in their careers while maintaining a connection to the AMI.

FRIDAY, JULY 24

1:30pm–5:30pm
Tech Showcase
(Afternoon coffee break provided from 3:30–4:00)
Marc Bech, Joe Fulierton
Jill Gregory, Jesse Knowles
Gael McGill, PhD, Ankie Moskowitz
Mathias Omotola, Gabe Sawhney
Mike Silver, Andrew Swift
Steve Travarca

1:30pm–5:30pm
Salon Viewing
230pm–330pm
CONCURRENT SESSIONS

Into the Rift: Exploring the New Age of Virtual Reality
Amphitheater A
Nick Klein and Russ Adams
CEUs: 0.05 Art

The concept of virtual reality VR has been around since the 1960s, but the pipe dream of a realistic virtual experience is only now becoming a reality. Oculus Rift is the vanguard of a new age of wearable VR technology, with powerful production software and innovative development techniques surfacing in its wake. New problems to solve, new techniques to learn, and a dizzying landscape of mind-bending possibilities await those bold enough to venture beyond the comfortable glow of the flat-screen.

Join ISO-FORM’s Nick Klein and Russ Adams for an exploration this exciting new world. Stick around for hands-on demonstrations comparing the Oculus Rift, the Leap Motion system, and a maybe a few other techno-toys.

Engineered Perception:
A New Frontier for Prosthetic Limb Movement
Amphitheater B
Pouli Marasco, PhD
CEUs: 0.03 Biomed

As humans, we have an innate ability to interact with our environment and navigate our surroundings with grace and fluidity. Spatial awareness is the cornerstone of purposeful movement yet individuals with amputation are denied access to this sense when using artificial limbs. Kinesthesia, the sense of limb movement, allows us to feel the activity of our limbs without looking at them. The inability to provide useful movement feedback is a major roadblock to effective prosthetic limb control and prevents full realization of the impressive advancements that have been made towards a new generation of advanced neurally-integrated dexterous robotic prosthetics. This talk describes our current research to move prosthetic feedback into a new perceptual cognitive framework and engineer perception of natural active kinesthetic sensory feedback for advanced dexterous robotic hands.

Update on Conventional Hepato-Pancreato-Biliary Anatomy
Founders Ballroom A
Paul Kelly, MScBMC; Joy Ou, MScBMC; Albert Fung, MScBMC
CEUs: 0.10 Biomed

In our workflow, our team of biomedical communication specialists often come in contact with unique patient anatomy, both during filming of the surgery, and reconstructing 3D computer models based on patient CT scans. What we observe often deviates from what is considered ‘normal’ anatomy, and many times we see structures that are commonly known amongst surgeons, but seldom documented or referenced elsewhere. In this presentation, we would like to share our perspective as visual communicators. Using a plethora of surgical footage and 3D computer models, we will draw comparisons between how abdominal anatomy is commonly depicted, and what we actually observe in surgery.

3:30pm–4:00pm
Afternoon Coffee Break

7:00pm–7:30pm
Reception (cash bar)
Founders Ballroom Foyer

7:30pm–10:00pm
Awards Banquet
Salon Awards, Netter Award, VT Scholars, Bridel Award for Excellence in Education, Lifetime Achievement Award

Sponsored by
MediVisuals
Klick Health
Barrow Neurological Institute
Steve Travarca
SATURDAY, JULY 25

7:00am–8:00am
Continental Breakfast for all attendees
Founders Ballroom

New Board Meeting
Room 204, Second floor

7:30am–12:30pm
CMI Examination
Room 207, Second floor

8:00am–10:00am
SESSION 6: EXPLORING EDUCATION
The strength of visual based education
sessions, techniques and outcomes
Five presentations
CEUs: 0.10 Art / 0.06 Business

- Unpacking ideas: How Analogy Can Make Us Better Visual Communicators
  Thomas Brown, MS
  We are visual artists, but our art evokes much more than just the visible. We evoke similarities between vastly different physical structures (cells, cities, galaxies). Furthermore, the visual patterns and processes we create actually reflect the abstract machinery of reason and creativity. To what extent is the work itself a visual representation of the conceptual forces that create it, and how does this representation act as a map for achieving clear and enjoyable communication? In this brief but vivid excursion, representation and reality will be held up to the light.

- Vesalian Scholar Talk: Animating Spinal Cord Damage: Building an Educational Website for Kids
  Jeff Day, MD, Alan Cole Scholar
  Few websites exist specifically to help children with chronic medical issues. Jeff is building the website professorpope.com for kids and families dealing with spinal cord injury, starting with animations that experimented with a “frog in the back” analogy, humor, characters, and motivational examples as ways to help educate patients. Jeff will share insights working with clinicians and a children’s design iteration group, and how they have influenced the progress on the project so far.

- Sharing Thoughts on a 30 Year Career as an Active Sci-Tech Illustrator
  Paul Dimare
  Paul Dimare will share his recent assignments, giving insights into how he is using cutting edge software to create complex scenes of very diverse subject matter, under very short deadlines and tight budgets. He will also share his thoughts on navigating the current illustration market.

- Vascular Invaders: What Value Can Game Design Add to Digital Educational Tools?
  Andrea Gauthier, BAA, MSCBMC
  Educational, or “serious,” games are designed to support the learning process by integrating play and gaming elements with cognitive techniques for learning, and are becoming increasingly popular in higher education. Game design has the potential to increase a student’s willingness to participate in meaningful and intellectual play, thereby enhancing his or her understanding of target content and concepts. However, game elements (such as points and badges) are often added to educational tools without any real thought as to how or if they support the learning objectives. How should instructional designers and science communicators approach serious game design, and what value does the extra cost and effort involved add? In this presentation, Andrea will describe the results of a recent study (currently under review) that investigated the impact of game design on medical students’ learning and motivation in an online vascular anatomy study aid.

- The Millennial, Multimodal Learning, and New Opportunities for Medical Illustrators
  Jill K. Gregory, MFA, CMI, FAMI
  Medical professionals and researchers of recent years were educated during the generation of the “Millennial,” who utilize technology to connect to the wealth of readily accessible audio, visual, and written resources to supplement their formal classroom instruction. As a result, the paradigm has shifted as instructors have encountered this new generation of learner. The on-campus lecture is increasingly enhanced by a multitude of audio, visual, and written resources. In the case of online learning, the classroom environment has been taken to a virtual space that is accessible from a laptop or mobile device. Jill will present an overview of the Instructional Technology Department at Mount Sinai, which incorporates instructional designers, instructional technologists, and medical illustrators as partners and opportunities and insights on how medical illustrators can take advantage of the trend towards multimodal teaching of millennial learners.

- Co-Design of a Pain Interprofessional E-Learning Program for Health Sciences Education
  Lelia Lax, PhD
  Effective interprofessional design, defined by Gestalt psychology theory, maintains “the whole is other than the sum of its parts.” The process of creating something other—greater than the sum of parts—is complex and has not been well described. This session presents a reflective analysis of successful co-design processes, the artifacts produced, and the design context and outcomes. The Pain Education Interprofessional Resource (PEIR) is an eLearning program created for pre-licensure health sciences students in dentistry, medicine, nursing, occupational therapy, pharmacy, physical therapist, and psychology.

10:00am–10:30am
Meet the Speakers • Coffee Break

10:30am–12:00pm
SESSION 7: THE CUTTING EDGE
Dissecting anatomy and culture for more effective visualization
Five presentations
CEUs: 0.10 Art / 0.10 Biomed

- Depicting the Body: Culture and Practice
  Leila Lax, PhD
  Within the social sciences and humanities, there is an extensive and fascinating body of scholarship examining representations encode cultural assumptions about the body, normativity, and difference. Yet the voice of practicing medical anthropologists has been surprisingly absent from these discussions. Working medical illustrators most often produce images of the body from within our own professional knowledge base of conventions and practices, and within often very specific contextual constraints. This presentation represents the first step in a new program designed to build a conversation between practitioners and cultural researchers, by addressing the following questions: What might the disciplinary knowledge of working medical illustrators contribute to other disciplines concerned with the body and its representations within a cultural context? And how might scholarship on bodily representations from the humanities and social sciences, in turn, inform the practice of medical illustration?

- Cultural Considerations in Visual Communication to Reduce Population Exposure to Avian Influenza in Egypt
  Kip Carter, MS, CMI
  This visual presentation will demonstrate the importance of cultural understanding and direct interaction when attempting to affect a positive change to improve global health.

- Remastering Grant’s Atlas: Breathing New Life into a Pioneering Regional Anatomy Atlas
  Nicholas Woolfinge, Nicole Clough, and Dave Mazierski, MSc
  Grant’s Atlas of Anatomy was written and published in the 1940s, and filled a gap in North American medical education created by the absence of German textbooks during World War II. The book was authored by John Charles Bateau Grant, and illustrated in carbon dust, pen and ink, and wash by a small team of artists in Toronto. This work is renowned for its accurate and detailed illustrations, and its regional approach set the standard for dissection-based atlases. Grant’s Atlas has endured over many editions, and the tonal illustrations were colored in the early 1990s via a pre-digital process; the result was sometimes less than optimal. After a digital archive of the original illustrations was created in 2010 as part of a grant-funded research project (using high-quality, high-bit-depth scans), the opportunity presented itself to remaster the illustrations using modern technologies. This talk will describe the process by which a group consisting of a team from the Biomedical Communications program at the University of Toronto, the authors of the latest edition (Anne Agur and Arthur Dalley), and Wolters Kluwer (Greg Nichol and Jen Clements) sought to breathe new life into the illustrations. The result is a renewed atlas, with sharp and vibrant images that perhaps for the first time do justice to the extraordinary original art.

- A New Large-Scale Project in Comparative Anatomy Research and Illustration
  Ali Nabavizadeh, PhD, and Christopher Smith, MA
  The comparative anatomy of vertebrates has fascinated biologists for centuries; however, a vast majority of extant vertebrate anatomy remains poorly illustrated and, in many cases, undocumented. The presentation will show the “good, bad, and ugly” of comparative anatomical research of the past century as well as show that anatomical descriptions have not been documented in detail in anything but standard form animals (for most veterinary practices). The presentation will also detail the beginnings of a new large-scale project that combines the scientific investigative knowledge of both biomedical illustrators and anatomical and comparative anatomists alike. This project aims to describe and illustrate, in detail, the soft- and hard-tissue anatomy of species throughout clades spanning all of Vertebrata.
Vesalian Scholar Talk: Flu Facts: Dynamic 3D Visualizations of Seasonal Influenza Virus for Integration into an Interactive Web-based Public Health Communication Tool
Natalie Cormier, BSc, MScMEd, Vesalian Scholar
Influenza is a highly contagious global virus that causes severe respiratory illness and can lead to death in high-risk populations. Despite ongoing media attention on the topic of flu, resistance to immunization and misconceptions regarding disease prevention and transmission persist across both the lay and educated public. Visual communication is a powerful tool for public health promotion, and web-based resources are increasingly important for those seeking health information. During this talk I will present my Master’s Research Project, for which I explored the viability of integrating exploratory interactive content with linear 3D animation in order to create a web-based tool on the topic of seasonal influenza. The project will serve as a visual resource in order to promote annual flu vaccination, encourage disease prevention behaviours, and improve understanding of the influenza virus and mechanisms of disease transmission in an educated lay audience.

12:00 pm – 12:30 pm
Meet the Speakers • Networking
12:30 pm – 2:00 pm
Lunch on your own
100 pm – 5:00 pm
Salon Breakdown
2:00 pm – 3:30 pm
SESSION 8: TECH OF THE TRADE
The latest word about tools for visual communicators
Four presentations
CEUs: 0.10 Business

Implementing a Digital Asset Management System
Sue Well-Kazazz and Vince DiPoula
Memorial Sloan Kettering engaged the services of Moxia, a consulting firm specializing in multimedia asset and workflow management, to implement its digital asset management system. Cumulus. This presentation will discuss the decision-making process in choosing an asset management system and the process of establishing a system at Memorial Sloan Kettering.

Managing Illustration Projects With Google Docs and Dropbox
Andrew Swift, MS, CMI
Often the process of design, review and delivery of an illustration is a significant burden and sometimes equal to or beyond that of production. This presentation will describe tools and methodologies to reduce errors, facilitate client input and standardize the design, review, delivery and tracking of projects. Specifically, the presentation will describe the author’s illustration management workflow involving 4 essential components:—Google Presentation Documents, Photoshop “Actions,” Dropbox folders, and naming conventions.

Trends in Medical-Legal Illustration
Bob Shepherd, CMI, FAMI
The field of medical-legal illustration has changed significantly in the last 30 years. This presentation will highlight these changes as witnessed by someone whose primary business has been in this field for that period of time. Changes in multiple areas will be discussed, including shifts in techniques, technology, public opinion, and the court systems to name a few. Some historic changes will be only briefly touched on, with the focus of the presentation on more recent developments.

Real-Time Online Collaboration for the Biomedical Artist
Kim Moss, MFA and Travis Vermilye, MFA
In order to remain competitive in today’s business industry, the use of synchronous/real-time, online collaboration is essential. Biomedical communicators interacting within an online network have the opportunity to teach each other, construct more informed hypotheses, share resources and techniques, and create exciting collaborative solutions to complex visual problems—all without leaving the desk. Access to a wider range of resources, broader audience awareness, and development of new knowledge sets resulting from exchange within this online environment can increase potential for more apt and more sophisticated solutions to biomedical communication problems. During this talk, the presenters will share effective strategies for utilizing new technology in synchronous online collaboration for science and medical visualization problem-solving. Knowledge gained from a cross- university study between the Biological Premedical Illustration Program at Iowa State University and the Scientific Media Design Program at the University of Colorado Denver will be applied to industry practice.

3:30 pm – 4:00 pm
Meet the Speakers
• Coffee Break

4:00 pm – 5:30 pm
SESSION 9: ART IN PRACTICE
The practical application of art and medicine
Four presentations
CEUs: 0.06 Art / 0.06 Business

Augmented Reality: An Interactive Tool to Teach Cardiovascular Physiology
Joe Samson, MA
Augmented reality is a burgeoning technology that is beginning to be used as a learning tool, primarily as a way to engage the public in museum environments. However, in the project that is the focus of this presentation, augmented reality is used as a way to engage undergraduate students in basic concepts regarding cardiovascular physiology. The goal of the project, which is funded by the National Institutes of Diabetes, Digestive and Kidney Diseases and being performed in the University of Georgia’s College of Veterinary Medicine, is to improve the ways students learn these concepts and pique their interest in possible careers in biomedical research. Consequently, the project includes interactive modules about cardiac anatomy and function, glucose homeostasis, and kidney disease. This presentation will describe the workflow used to create the cardiac module and will share assessments for further directions medical illustrators can take with augmented reality to make the most of scientific visualizations.

Mental Health Telemetry: A Data-Tracking and Visualization Tool for Self-Management of Mood Disorders
Jason Sharpe, MScBMC
Mood disorders (major depressive disorder, bipolar disorder, and dysthymia) are a significant public health issue, affecting one in four people during their lives. Despite evidence that self-management helps with the treatment of mood disorders, there has been little progress in the development of self-management interventions for patients. This talk will introduce a novel tool, called Mental Health Telemetry Viewer (MHTV), that was developed by an interdisciplinary team at the Centre for Mobile Computing in Mental Health in Toronto. MHTV is a cross-platform mobile app that allows patients to track their moods and visualize progress over time. We’ll present our iterative design and development process, which included multiple patient focus groups, and give a live demonstration of the app. Our talk will be relevant to those with an interest in mobile healthcare applications and data visualization.

Crafting Scientific Visualizations: Creative Process and Best Practices
Gael McGill, PhD
Scientific visualization is a field that combines the complexities of science, the technical rigor of programming, the challenges of effective teaching and the creative possibilities of art and design. Publications, conferences, and workshops devote considerable attention to the tools, techniques, and data sets used in scientific visualization. Despite educational research that informs us on how visualizations impact target audiences like students, little attention is given to the thought process behind crafting visualizations and how it impacts those involved in planning and production. Many artists and animators report anecdotally that scientists and physicians with whom they collaborate gain new insights into their science as a result of navigating this process. ‘Visual thinking’ triggered during the planning of a visualization is thought to put familiar data into a new light. How exactly does the visualization process trigger such realizations? This presentation will offer insights into these questions while drawing from a range of projects for scientists/doctors, science museums, public broadcasting, publishers, software developers, and students.

Muriel McLaughie Miller Fine Art Lecture
Works by George Kozmon
The presentation is a chronological overview of 30+ years of art explorations. Focusing on drawings and paintings, Kozmon’s work examines three main themes of structures: architecture, figure, and mountain-scape. Grounded in the roots of representational traditions, the images bridge contemporary perceptions of the human condition in relation to the passage of time.

5:30 pm – 6:00 pm
Meet the Speakers • Networking
6:30 pm – 7:30 pm
Vesaliius Trust Live Auction
Founders Ballroom
Hors d’oeuvres and cash bar
Evening
Dinner on your own

Sponsored by
Artery Studios.
Abrahams–Bartlett

Peter Abrahams, MD, trained in London as a physician after teaching in the jungles of Sarawak, Borneo, for Peace Corps. He intended to become a surgeon but was side tracked into anatomy after writing Clinical Anatomy of Practical Procedures. This led to him being awarded a British Fulbright Scholarship to the University of Iowa (1975) in Anatomical Education. He was Clinical Anatomist at UCL (London) for 15 years and then held the Clinical Anatomist post at The University of Cambridge (UK) before moving to the new Chair of Clinical Anatomy at Warwick Post-Grad Medical School in 2006. He was awarded the BMA electronic publishing prize and the IMS prize for Interactive Skeleton CD-ROM. In 2005, with Craven and Lumley he won The Richard Asher Prize from the Royal Society of Medicine, London, for the best new medical textbook. His major works include the McMinn and Abrahams Clinical Atlas of Human Anatomy, now in its 7th edition and the Weir and Abrahams Imaging Atlas of Human Anatomy now in its 5th edition. In 2008, the American Association of Clinical Anatomists recognized his contributions as its Honoured Member. Dr. Abrahams set up, and is Director of the West Midlands Surgical Training Centre, a cadaveric operative suite and plastinate teaching centre for international health professionals. He also teaches anatomy for artists at the Slade School of Fine Art. He was a consultant to the Buckingham Palace Olympic Exhibition ‘Leonardo-Anatomiist’ and co-curated the ‘Mechanics of Man’ exhibition at Holyroode Palace for the Edinburgh Festival. He is now consultant to Fitzwilliam Museum on ‘A Michelangelo Discovery.’

Amanda Almon, MFA, earned a BFA in medical illustration from the Rochester Institute of Technology; an MFA in biomedical visualization from the University of Michigan, and is a Certified Medical Illustrator, accredited by CAAHEP and the Association of Medical Illustrators. Almon has expanded her recent work to include the development of innovative learning applications in the areas of medicine, health, and science information visualization. Almon creates 3D animations, mobile applications, and interactive media for pharmaceutical companies, hospitals, publishers, and educational games for children, adults, and clinicians. Currently, Almon is an assistant professor, developing a new interdisciplinary Art BFA degree program in Biomedical Art & Visualization at Rowan University within the College of Communication & Creative Arts, the Cooper Medical School and the School of Osteopathic Medicine.

Shizuka Aoki, MA, CMI, is the founder and lead medical artist at Anatomize Medical Media. She obtained both her bachelor of life science and Fine art degrees at Queen’s University in Kingston, Ontario before attending the Art as Applied to Medicine program at the Johns Hopkins University School of Medicine. Upon graduation, she was inspired to start her own studio after having been surrounded by entrepreneurs her whole life. Her most recent clients include Stanford University, National Geographic Magazine, HHMI and several medical technology firms. Shizuka has also helped to grow one of Canada’s largest ecommerce sites, currently remaining their Creative Director. Her experience in marketing and information design has helped to diversify her client-base as she hopes to broaden the scope of how medical illustration skills can be applied to growing medical and technology fields.

Susan Bartlett specializes in understanding the complex interactions that people have with the world around them, and in finding ways to make those interactions more meaningful and satisfying. As a Principal at Bridgeable, she helps organizations innovate by designing products and services that address patients’ and consumers’ unmet needs. In working with health-care organizations. Bridgeable frequently uses biomedical communication as a tool for communicating complexity to patients, clinicians, and other stakeholders in the health-care system. Her team at Bridgeable supports the development of the UPL.

Brennan–Chapman

Courtney Brennan, MS, is the current preparator for the Ornithology collection at The Cleveland Museum of Natural History. Courtney oversees and instructs volunteers in the Ornithology department and transfers and years of service as the Chief Medical Illustrator for the Journals of Plastic & Reconstrucructive Surgery and Clinical Techniques in Equine Practice. Kip is CMI Board Certified, an AMI Fellow, Past-President of the AMI, and an Adjunct Assist Professor for the GRU Graduate Program in Medical Illustration.

Kevin Brennan, MS, is a Clinical Assistant Professor in the Biomedical Visualization Program at the University of Illinois at Chicago. Prior to UIC he worked at Argopy Medical as a medical illustrator and the senior content developer for the award winning Visible Body Application. He is the head and founder of BioViz.

Thomas Brown, MS, is Founder and Creative Director of Vessel Studios. He is known for the elegance and intricacy of his work, and is a regular speaker on technique and theory in the field of Medical Animation. Prior to founding Vessel, he helped establish the animation department at Nuclaus Medical Media and acted as Animation Director for 8 years. His animations have been presented in some fun places, like the SIGGRAPH Evening Theater and the NASAQ tower in Times Square. Thomas is a 2005 graduate of the Medical College of Georgia.

Maria Burke, BFA, is the Exhibits and Design Manager at the Cleveland Museum of Natural History. Maria currently oversees the operations of the permanent exhibits at the Museum. Formerly she was the Museum’s taxidermist and preparator for the ornithology collection. She received a Bachelor of Fine Art degree in biomedical art from the Cleveland Institute of Art.

Courtney Brennan, MS, is the current preparator for the ornithology collection at The Cleveland Museum of Natural History. Courtney oversees and instructs volunteers in the ornithology department and transfers and years of service as the Chief Medical Illustrator for the Journals of Plastic & Reconstrucructive Surgery and Clinical Techniques in Equine Practice. Kip is CMI Board Certified, an AMI Fellow, Past-President of the AMI, and an Adjunct Assist Professor for the GRU Graduate Program in Medical Illustration.

Kip Carter, MS, CMI, a native of Atlanta, Georgia, earned an AA in biology from Oxford College of Emory University and an interdisciplinary BFA degree in scientific illustration from the University of Georgia. He received his master’s degree in medical illustration from the Medical College of Georgia in 1998. Kip has been illustrating veterinary medicine for over 33 years as the Chief of Medical Illustration in the Department of Educational Resources at the UGA College of Veterinary Medicine—a service unit recognized for its quality and innovation. His interest in surgical illustration led to a number of award-winning surgical atlases and years of service as the Chief Medical Illustrator for the Journals of Plastic & Reconstructive Surgery and Clinical Techniques in Equine Practice. Kip is CMI Board Certified, an AMI Fellow, Past-President of the AMI, and an Adjunct Assist Professor for the GRU Graduate Program in Medical Illustration.

Cassandra Cetlin recently worked on producing interactive e-books for McMaster University and is currently developing contracting animations to explain the human microbiome.

Amon Chait, PhD, has 25 years of experience at NASA, Anthela, and three other companies. He has co-founded and led revenue-based companies in biotech, contract research organizations, structural genomics, and optoelectronics. His training and experience covers physics, engineering, and biosciences. Dr. Chait has been the founder of an interdisciplinary lab at NASA, has held several academic positions at leading universities, including Tufts and Case Western Reserve University, has extensively published multiple fields, and is the co-inventor of multiple patents. For the past 18 years, Dr. Chait has led biotech companies performing contract drug discovery research for the largest (and smallest) pharmaceutical companies, developing multiple technologies of significant impact in life sciences. He is presently the co-founder and CEO of Cleveland Diagnostics, a company co-founded with Cleveland Clinic that is dedicated to advancing a simple and effective line of advanced cancer tests using readily available biological fluids.

David Chapman joined the staff of the Cleveland Museum of Natural History in 1991 as the casting technician in Vertebrate Paleontology. Now working in Physical Anthropology, he has been molding and casting a variety of fossils, bones, and other objects for more than 20 years. His projects have involved objects as varied as armored fish, a dinosaur skull, a hominin rib cage, a giant crocodile, and rotten teeth.
PRESENTERS

Choi–Devasagayam

Edwin Choi, MA, is a recent graduate of the Medical and Biological Illustration program at the Johns Hopkins University School of Medicine. He graduated with a dual degree in general biology and painting & drawing at the University of Washington. For his thesis, he collaborated with the Interventional Radiology department at Johns Hopkins Hospital to create an educational interactive that teaches patients and physicians about bariatric embolization. His current interests include sound visualization through the use of image sonification, a technique that produces musical sounds using visual information.

Delos Cosgrove, MD, is Chief Executive Officer and President, Cleveland Clinic, and his leadership has emphasized patient care and patient experience, including the re-organization of clinical services into patient-centered, organ and disease-based institutes. He launched major wellness initiatives for patients, employees and communities. Dr. Cosgrove is a sought-after speaker worldwide. He has addressed the Senate Health, Education, Labor and Pensions Committee in Washington, D.C. He is regularly quoted and featured in national magazines and newspapers, including a cover story in Time, and major articles in Newsworld, the New York Times, and the Washington Post. He has appeared on CNN, Fox, MSNBC, NBC, CBS, The Charlie Rose Show on PBS, and many other national media outlets.

Chris Converse, a graduate of the Rochester Institute of Technology, has over 20 years experience in graphic and interactive design, with a unique focus on both design and development. Chris possesses development skills across such languages as PHP, HTML, CSS, JavaScript, jQuery, and AngularJS, making his design execution optimal across various media. Chris is also a featured speaker at various industry-related conferences, including the Adobe MAX, Hew Design, AIGA, and PepCom. Watch his step-by-step courses online at Lynda.com and Udemy.com, download free templates on Adobe Developer Community, and find more events, articles, templates, and courses at chrisconverse.com.

Natalie Cormier is a graduate student at the University of Toronto completing her Master of Science degree in biomedical communications. Prior to moving to Toronto, she received a B.Sc. in Chemical Engineering with a specialization in Biomedical Engineering from the University of New Brunswick in Fredericton. Within the field of biomedical communications, she is interested in exploring how 3D visualization and information design can educate and inspire different audiences.

Michael Corrin teaches in the University of Toronto’s Biomedical Communications graduate program. He has worked at Toronto’s Hospital For Sick Children (SickKids) as part of the About Kids Health (http://www.aboutrighthealth.ca) team, and has developed web-based professional education resources as a member of Toronto General Hospital’s Perioperative Interactive Education (PIE) group. He continues to collaborate with the latter, developing and evaluating a low fidelity web-based trans-esophageal echocardiography simulator. His current interests include padding in boreal lakes, and the development of open anatomical digital toolkits and workflows for medical illustrators.

Fabian de Kok-Mercado, MA, CMI, is a Certified Medical Illustrator who received his master’s degree in medical and biological illustration from the Department of Art as Applied to Medicine at Johns Hopkins University School of Medicine. He is currently the Scientific Illustrator, Animator, and Designer for HHH’s Department of Science Education where he produces science education resources targeted to a high school and undergraduate audience. Prior to joining HHH, he was the Medical Illustrator and Lead Designer for the NH National Institute of Allergy and Infectious Diseases Integrated Research Facility. He co-founded ProfilArt, Studio with his wife and colleague, Lydia Gregg, in 2008. As a member of the AMI, he has chaired the Salon, taught numerous workshops, and techniques showcases, and is a member of the Board of Certification of Medical Illustrators.

Naveen Devasagayam is a biomedical communicator from the Biomedical Communications master’s program at the University of Toronto (2015). He enjoys creating effective solutions to complex visual problems, which was the basis for his master’s research project in molecular visualization. Naveen was recently named to the Top 25 finalists in the Social Sciences & Humanities Research Council’s (SSHRC) 2015 Storytellers challenge, which featured his molecular visualization research.

Dimare–Gauthier

Paul Dimare has had a productive 30-year career as an illustrator with a diverse range of assignments and clients. His editorial art has been seen by millions of people in leading magazines, books, television, and all types of publications in the US and abroad. He also enjoys advertising illustration, corporate annual reports, sales media, and large display graphics. His clients include The Smithsonian Institution, National Geographic Society, NASA, many leading Defense contractors, Popular Mechanics Magazine and many corporate clients. He works in a wide variety of fields such as aerospace and defense, science and technology, historical art, and industrial design. He currently creates most of his art digitally and with 3D modeling programs.

Richard L. Drake, PhD, Director of Anatomy and Professor of Surgery, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, and Cleveland Clinic, where he is currently providing support for online training. Bill is living proof that you can teach “an old dog new tricks.”

Bill Garriott graduated from OSU with a BS in medical illustration, and received his master’s degree in bibliical studies from Ashland Theological Seminary. He has worked as a medical illustrator and graphic artist for Columbus Children’s Hospital, Case Western Reserve University, and Cleveland Clinic, where he is currently providing support for online training. Bill is living proof that you can teach “an old dog new tricks.”

Andrea Gauthier, BAA, MScBiMC, is a biomedical illustrator and media developer in the Greater Toronto Area. She has created illustrations and interactive media for clients including Bridgeable Research + Design, Imagineering Media Services, Pearson Publishing, and Conservation Ontario. Andrea discovered the field biomedical communications while completing a Bachelor of Applied Arts in scientific illustration at Sheridan College and decided to continue her undergraduate studies in biology in order to later pursue a master’s degree in Biomedical Communications (BiMC). Two years later she successfully applied to the MScBiMC program at the University of Toronto where she developed a game-based anatomical study aid, which has played a major role in directing her current research trajectory. She is now back in school pursuing a PhD in medical sciences at University of Toronto, where she is investigating how the design of digital learning games can influence students’ understanding of molecular processes and systems and how these relate to health and disease mechanisms.

Veronica Falconieri, MA, is a biomedical animator and illustrator in the High Resolution Electron Microscopy Lab in the National Cancer Institute of the National Institutes of Health. She works primarily on cell and molecular visualizations for research audiences. Veronica received her MA in Medical and Biological Illustration from the Department of Art as Applied to Medicine at Johns Hopkins University School of Medicine in 2014. She completed her BA in biological sciences and studio art at Smith College in 2012. In 2014, she was awarded the Alan Cole Scholarship by the Vesalius Trust for her work animating the molecular mechanism of HIV entry.

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Gregory–Kozmon

Jill K. Gregory, MFA, CMI, is the Manager of Academic Medical Illustration at Mount Sinai Health System in New York City. Part of the Instructional Technology Group, her team creates illustrations and animations that enhance teaching and learning, improve patient care, and support MSHS’s position on the forefront of both clinical practice and biomedical research and education. Jill received a Bachelor of Arts in biology and studio art at the College of Wooster in Ohio, and earned a master’s degree in medical and biological illustration at the University of Michigan. She has a long history of AMI volunteerism, and was the Chair of the Board of Governors from 2009–2010.

Mariya Khan was born in Moscow, Russia, and came to the United States with her family age fifteen. She received her Bachelor of Fine Arts Cum Laude from Virginia Commonwealth University and subsequently worked as a graphic designer and video editor. She loves hanging out with her dog, dancing, cooking, reading, and never smiling for photos. She also enjoys mountain biking, graphic novels, and occasionally playing music. Mariya sees biomedical illustration as a perfect recipe for using drawing to gain knowledge of the world, with infinite opportunities to unravel complicated tangles, solve previously unvisualized puzzles, and meditate on the patterns of nature.

Lancefield–McBride

Robert Lancefield recently used 3D printing to develop new models for an otoscopy simulator used by medical students across Canada and the United States.

Jesse Knowles works with 3DMD customers in hospitals, universities, government agencies, and manufacturing companies in the Americas to help them achieve their 3D imaging objectives. Users such as imaging professionals, researchers, surgeons, and team coordinators need 3DMD applications including clefť/craniofacial, cancer, trauma, prosthetics, genetics, oral surgery, breast reconstruction, head and neck reconstruction, burns, facial recognition, biometrics, human factors and others. jknowles@3dmd.com

Leila Lax, PhD is an assistant professor and design research scientist in the masters program in Biomedical Communications at the University of Toronto. She began her career as a medical legal illustrator practicing and teaching, and continues to teach this specialization. In 1996, she completed a MEd in Health Professions Education. In 2001, she expanded online educational design of visual knowledge building and methods of individual and collective transformative assessment. Over the past 14 years, Leila’s work as design research scientist has involved creative direction, interactive pedagogic design, and iterative evaluation, working with multidisciplinary teams composed of medical illustrators/ animators, web-designers, programmers, virtual simulators and health care practitioners/educators. Leila believes in creating opportunities for collaborative innovation and attributes the award-winning success of her medical and interprofessional education programs to the synergies of co-design.

Peter Leynes, MScBMC, is a graduate of the University of Toronto Biomedical Communications program and has a Bachelor of Science in physiology from McGill University. He is currently the Director of Medical Animation at Klick Health in Toronto.

His interests include comics, video games, and the Vancouver Canucks.

Nick Klein is a Co-Founder and the Director of Innovation at the award-winning ISO-FORM LLC where he dreams things up and produces interactive experiences, animations, and imagery in support of initiatives across the healthcare industry. Nick is an experienced and engaging presenter who loves to share his enthusiasm for emerging technology as it applies to medical visualization and storytelling. Nick especially loves co-presenting with Russ who, unlike Nick, actually knows what he’s talking about. He is an active member of the Association of Medical Illustrators, the Computer Graphics Society, and the International Game Developers Association.

Leila Lax, PhD

Leila Lax, PhD is an assistant professor and design research scientist in the masters program in Biomedical Communications at the University of Toronto. She began her career as a medical legal illustrator practicing and teaching, and continues to teach this specialization. In 1996, she completed a MEd in Health Professions Education. In 2001, she expanded online educational design of visual knowledge building and methods of individual and collective transformative assessment. Over the past 14 years, Leila’s work as design research scientist has involved creative direction, interactive pedagogic design, and iterative evaluation, working with multidisciplinary teams composed of medical illustrators/ animators, web-designers, programmers, virtual simulators and health care practitioners/educators. Leila believes in creating opportunities for collaborative innovation and attributes the award-winning success of her medical and interprofessional education programs to the synergies of co-design.

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Paul Marasco, MD, is an associate staff scientist in the Department of Biomedical Engineering, Lerner Research Institute, Cleveland Clinic. He is also Director of Ampute Research in the Department of Physical Medicine and Rehabilitation at the Rehabilitation Institute of Chicago. He received a PhD in neuroscience from the Vanderbilt Brain Institute and completed his post-doctoral training at the Center for Bionic Medicine at the Rehabilitation Institute of Chicago. He directs the Bionic Integration where he and his team work to understand how sensation is organized and functions in the brain and nerves. Using translational approaches they investigate a variety of sensory/cognitive pathways to ‘close-the-loop’ and to provide natural touch and movement feedback for artificial limbs.

Jennifer McBride, PhD holds her in neuroscience from Purdue University and a BS in psychology from South Dakota State University. During her graduate studies, Dr. McBride explored enhancement of somatosensory conduction by pharmacologically manipulating potassium-channel blockers to mechanically injured spinal cord. While at Purdue she served as a teaching assistant in gross anatomy and neuroanatomy for first-year medical students enrolled at Indiana University. Dr. McBride is the Thread Director of Histology and Course Director for Musculoskeletal Sciences 1 in the Lerner College of Medicine. Her responsibilities include coordination of the curriculum within the histology thread and developing, organizing and evaluating the content of the year 1 Musculoskeletal Sciences course. In addition to these responsibilities, Dr. McBride participates in the planning and teaching of year 1 and 2 anatomy and neuroanatomy sessions. She also serves as a member of the College Admissions.

George Kozmon, an internationally collected artist, is best known for his monumental architectural paintings, which have been widely exhibited and critically acclaimed throughout the US and abroad. He is the recipient of numerous awards including the National Endowment for the Arts Individual Artist Fellowship, and four Ohio Arts Council Grants. His resume reflects over 30 solo exhibitions in commercial, academic and institutional venues, and over 100 two-person, invitational, or group shows. Kozmon’s work is represented in prestigious public and private collections including the Art, the Akron Art Museum, Hyatt Regency, IBM, the Butler Institute of American Art, Astor Residence Hotel, and the Progressive Collection. His most recent project was Cloudscape, an 80-foot by-80-foot canvas, painted on site for IngenuityFest 2013, the premier art and technology event in Ohio, with attendance over 45,000. As well as being a full-time artist, Kozmon is an active contributor to the culture of greater Cleveland. (Thrive an artspace); teaches, lectures, and curates exhibitions at galleries, universities, and museums in the United States and abroad. He is the premier art and technology event in Ohio, with attendance over 45,000. As well as being a full-time artist, Kozmon is an active contributor to the culture of greater Cleveland.
Ali Nabaviadzed, PhD, completed his degree in functional anatomy and evolution at the Johns Hopkins University School of Medicine in June 2014. Since graduation, he has become a postdoctoral scholar teaching Gross Human Anatomy to medical students at the University of Chicago Pritzker School of Medicine. His research interests include functional morphology, evolution, and scientific visualization of comparative cranofacial musculoskeletal anatomy throughout Vertebrata, both of living and extinct species.

Derek Ng, PhD, has his degree in biochemistry and develops interactive data visualization tools for molecular structural biology.

Jennifer K. Nieves is the Museum Registrar and Archivist for the Dittrick Medical History Center. She joined the Dittrick Museum as Registrar and Assistant Archivist in 1989 after graduating with a master’s degree in museum studies and archival administration from Wright State University. In 1998 Jennifer was appointed Archivist for the Center, while retaining her responsibilities as Museum Registrar. Since joining the Dittrick staff, Jennifer has been an active member of the Medical Museums Association and has served as Secretary/Treasurer since 1998. She is also a member of the Archivists and Librarians in the History of the Health Sciences (Local Arrangements Committee Chair (2009), Member at Large (2010-2012), the Cleveland Archivist Roundtable, the Ohio Academy of Medical History (Membership Coordinator and Secretary/Treasurer) and the Society of Ohio Archivists.

Bill Nottingham is a Principal of Nottingham Spirik, a leading business innovation firm. Bill represents its second generation. Bill Nottingham received his Industrial Design degree from the Cleveland Institute of Art. After graduation, he was one of only two designers recruited by General Motors that year for automobile design. While at GM, Bill was involved in the development of the Cadillac Escalade, Cadillac DTS, and the award-winning Cadillac Sixteen show car. Since joining Nottingham Spirik 13 years ago, Bill has lead major innovation programs for Fortune 500 companies that have taken him around the world several times. Bill serves on boards for the Cleveland Institute of Art and Case Medical Center.

Joy Qu, MScBC, is a master of the Graduate in biomedical communication science from the University of Toronto. She is the newest member of the TVA Surg team and a graduate of the MScBC program at the University of Toronto. She works for an NIH-funded educational project at the Toronto Video Atlas of Surgery production team, where she develops surgical videos and animations designed to instruct physicians specializing in liver, pancreas, and transplant surgery. From observing a wide variety of surgeries and producing 3D animations of varying complexity, she has learned to appreciate the intricacies within the anatomy of the abdominal cavity. Along with Paul Kelly and Albert Fung, she is committed to advancing techniques that can teach complex surgical operations in the form of clear 3D visualizations in combination with linear storytelling.

Joe Samson, MA, is a medical illustrator and animator in the College of Veterinary Medicine at the University of Georgia. He currently is working on a NIH-funded educational project to produce learning modules and case studies for use in an undergraduate physiology course. The materials he is creating focus on the application of important concepts in cardiovascular physiology, glucose homeostasis, and renal physiology, and in engendering student interest in biomedical research. Developing the content for this project has expanded Joe’s capabilities in the development of realistic interactive 3D models and use of augmented reality in education. He believes that implementation of these
Christopher Smith, MA, recently graduated from the Department of Art as Applied to Medicine at the Johns Hopkins University School of Medicine in May 2014. Since graduation, he has become a surgical illustrator for CRC press, and also began his PhD studies into the new field of Evolutionary Developmental Anthropology. He is currently focused on combining scientific visualization with research into craniofacial evolution and development to elucidate complex scientific questions with medical implications.

Joel Solloway, Technical Director and Show Producer, began his professional career as a researcher and illustrator with a concentration in broadcast advertising, corporate audio production, and sound design for live show events. In 1985, Solloway took the helm of Beachwood Studios, a full service audio/video production and post-production facility as its audio production group manager. He began the process of studio transformation from analog to one of the country’s first complete digital recording studios. With entertainment, stage management, and corporate production expertise, Solloway created EventWorks4D, LLC, a holographic solution design firm focusing on special event production, digital audio/video media design, and CG animation. His corporate event expertise includes the creation and development of Mission holographic projection staging, business meeting design, live shows, awards galas, political campaign logistics, and product launches. With the introduction of innovative holographic staging and displays, the company produces events across the country. With audiences ranging from 100 to 300,000, Solloway has staged events for companies that include The National Football League, The Pro Football Hall of Fame Enshrinement Festival, The Cleveland Clinic, Sterns Corporation, OfficeMax, Burberry Worldwide, and GlaeserSmithKline to name but a few. On the political scene, Solloway was consulting producer for the 2008 Presidential Debates, White House event producer for the Annual Easter Egg Roll, and was Deputy Director-Technical Troubleshooter’s at the Democratic National Convention.

Andrew Swift, MS, earned his degree in medical illustration from the Medical College of Georgia in 1999. Following graduation, Andrew worked as an assistant professor at MCG with a joint appointment in the Department of Medical Illustration and the Department of Surgery. Section of Neurosurgery. Andrew was an associate professor with the Medical Illustration Graduate Program from 2000 until 2010. He is currently Partner/Creative Director for Iso-FORM LLC. Andrew has been a Professional Member of the Association of Medical Illustrators since 2000, and was recognized as a Certified Medical Illustrator in 2002.

Elizabeth Turcotte has extensive brand marketing expertise with a concentration in Consumer and Payer marketing, as well as the experience in developing multi-channel enterprise level capabilities. She was involved in successful launches in specialty markets and in-line promotion for various primary care categories. Elizabeth’s fourteen-year career in the pharmaceutical industry spans across Bristol-Meyers Squibb (BMS) and Novo Nordisk. In her role leading the BMS Patient Hub, her primary focus is on defining the future of Patient Engagement and developing enterprise level capabilities to support it. The UPL is one of the Patient Hub’s major initiatives.

Travis Vermilye, MFA, is an assistant professor in the Department of Visual Art, College of Arts and Media, University of Colorado Denver where he instructs students in the art of creating scientific and medical imagery. Travis works from his Denver, Colorado, studio on various types of medical and biological illustration and animation projects. He holds a Master of Fine Arts in medical and biological illustration from the University of Michigan and is experienced in multiple areas ranging from 2D traditional illustration to 3D animation and graphics to physical modeling and sculpture. He has experience creating anatomical models, illustrations, and animations derived from medical image data for the surgical planning of more than 20 cases of conjoined twins. His current work is focused in the areas of public health and patient education.

Shelley Wall, PhD, CMI, is a certified medical illustrator and an assistant professor in the Biomedical Communications program, University of Toronto. Her areas of research include visual methods in the medical humanities, biomedical representations of sex and gender, graphic medicine, and the history of medical illustration.

Maureen holds a bachelor’s degree in mechanical engineering from Kettering University (formerly GMI) along with a master’s degree and PhD in biomedical engineering from The Ohio State University.

Jason Sharpe, MScBMC, is a certified medical illustrator and graduate (2003) of the MSc Biomedical Communications program at the University of Toronto. In 2004, he cofounded AXS Studio, where he leads a talented team of medical illustrators, animators, and interactive developers. With a diverse background in fine art, engineering and advertising, Jason brings a unique, multidisciplinary approach to medical science visualization. He has won numerous awards, authored a book on biomedical visualization, and helped develop AXS Studio into a top-tier medical communications company.

Bob Shepard, MS, is arguably the country’s foremost medical-legal visual consultant and illustrator. He is President and CEO of MedVisuals, Inc., the nation’s largest and most experienced medical-legal illustration company with offices in Richmond, Dallas, and New Orleans. He graduated with honors from the Medical College of Georgia’s accredited medical illustration graduate program in 1980. For more than 25 years, Bob has been a Professional Member of the Association of Medical Illustrators and is a Fellow in the Association. He has been a Board Certified Medical Illustrator since the inception of the certification process in 1992. Bob reviews approximately 700 medically related cases a year, develops visual strategies for demonstrative evidence to support case arguments, and works with 18 other medical illustrators to develop the final demonstrative aids. He has illustrated numerous medical textbooks and chapters dealing with a wide variety of subject matter including brain injuries, trauma, complications of surgery, foot and ankle injuries and surgeries, and gastroenterology. The Association of Medical Illustrators has presented Bob with multiple “Awards of Excellence in Medical-Legal Illustration,” and he has overseen the development of dozens of other award-winning illustrations and animations. Bob’s visual training and abilities, in combination with his vast experience working with many of the nation’s foremost attorneys and experts, allow him to consult upon and provide visual solutions to help solve and communicate issues that span beyond medical issues into all types of litigation.

Cory Sandone, MAMI, FAMI, Director of the graduate program in Medical and Biological Illustrations since 2013, specializes in surgical illustration and has used watercolor to create several large, color surgical atlases. She is the co-author of the Cameron-Sandone Atlas of Gastrointestinal Surgery. As an Associate Professor she teaches and illustrates in the Department of Art as Applied to Medicine. She is a board certified medical illustrator (CMI). Cory grew up in Connecticut and received her BA in studio art from Oberlin College in 1982. She did graduate work at Johns Hopkins, receiving her MA in medical and biological illustration in 1986. Cory has been a professional member of the Association of Medical Illustrators (AMI) for over 20 years and currently serves on the AMI Board of Governors and as chair of the Communications Editorial Council. She teaches coursework in drawing, watercolor, surgical illustration, operating room sketching, and portfolio preparation and is an advisor for graduate student research. Cory enjoys developing curriculum to reflect topics in our profession and has lectured on a variety of subjects including the related histories of dissection and anatomical illustration, illustration for patient education, illustrating minimally invasive surgery and combining teaching and illustrating careers. She enjoys combining traditional media with digital tools to help retain a handcrafted look and feel to her images. She is a voracious reader and is proud to be a resident of Baltimore City.

Maureen Schickel, PhD, is an application engineer supporting the Mimics Innovation Suite. She joined Materialise in December of 2014 excited to begin a career bringing 3D printing applications to medicine. Maureen’s career pathway began at General Motors working in crash safety with a focus on mechanics and finite element analysis. She went on to study tissue engineering and biomechanics as a graduate student adding cell culture, optical microscopy, and some microbiology to her mechanics and finite element background. Maureen’s unique backgound linking engineering with medicine is currently being used to support hospitals interested in 3D printing models of patient anatomy.
Katie Weimer, MS, joined Medical Modeling in 2008 and was instrumental in the development of the new area of Virtual Surgical Planning. In April of 2014 Medical Modeling joined 3D Systems and Katie’s role is now Director of Product Development within 3D Systems Healthcare business unit. She works to create a more cohesive Healthcare offering spanning provision of software technology, 3D printing technology, personalized surgery services and implant production technology. With the creation of the new role 3D Systems aims to revolutionize Healthcare by combining proprietary and powerful workflows the Digital Thread with the ability to create templates, guides, instruments and even implants using 3D printing technologies. Katie has been involved in 3D printing in healthcare for nearly eight years. She received her undergraduate degree in mechanical engineering from the University of Missouri – Kansas City. She then continued on to receive her Master of Science degree in mechanical engineering. She has published over ten manuscripts in scientific/clinical journals, co-authored an upcoming book chapter and has spoken on her area of expertise in personalized surgery nationally and internationally.

Jerry Won is currently collaborating with researchers from Laval University’s Neurophotonics Centre to create a 3D animation explaining a novel nanoscopic imaging technique.

Nicholas Woolridge is a tenured associate professor in and director of the Biomedical Communications graduate program at the University of Toronto. His teaching focuses on 3D visualization and cinematic design. He conducts research in the development of digital media as instruments of biomedical research, teaching, and patient assistance. He is the co-author (with Jason Sharpe and Charles Lumsden) of In Silico: 3D Animation and Simulation of Cell Biology with Maya and MEL.
AMI 2015 SATELLITE SALON

AMI will be hosting a Satellite Salon during the entire month of July at the HIMSS Innovation Center in Cleveland. HIMSS is the only physical and virtual, state-of-the-art, testing, exhibition and conference facility that offers real-time demonstration of how healthcare technologies contribute to safer, higher quality and more cost-effective care and ensures that information gets to the right people at the right time to enable informed decisions.

The Innovation Center offers a highly visible and connective environment, catering to all individuals with a stake in healthcare, including healthcare technology solution providers, healthcare executives and professionals, policy influencers; and healthcare consumers.

The Innovation Center is the only location in the world where vendors can validate—with other industry players—how their health IT solutions simply and seamlessly integrate and operate with emerging technology; and a place where all visitors can experience interactive demonstrations to help them learn more about innovation, current health IT initiatives and the importance of health IT. It’s the perfect location for AMI to share their work with the local community.

The following companies will be conducting pre-scheduled interviews during the conference:

- Arthrex
- CRC Press
- VESSEL STUDIOS
- Medical Illustration R.I.T.Art
- +MEDILLSB.COM

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