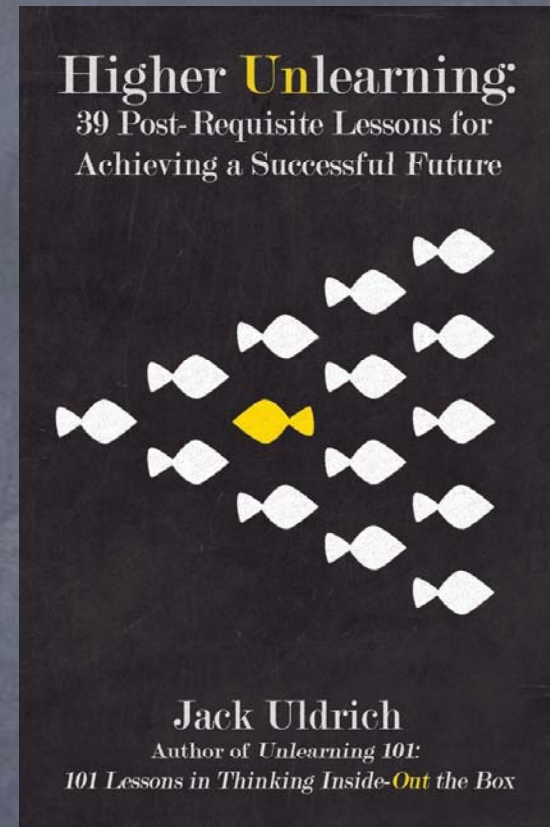


# The Future Requires Unlearning



Jack Uldrich

Healthcare Trustees of New York State  
Annual Conference  
September 17, 2011

# Knowledge Is Good



# Unlearning 101

To attain knowledge, add things every day.  
To attain wisdom, subtract things every day."  
Lao Tzu

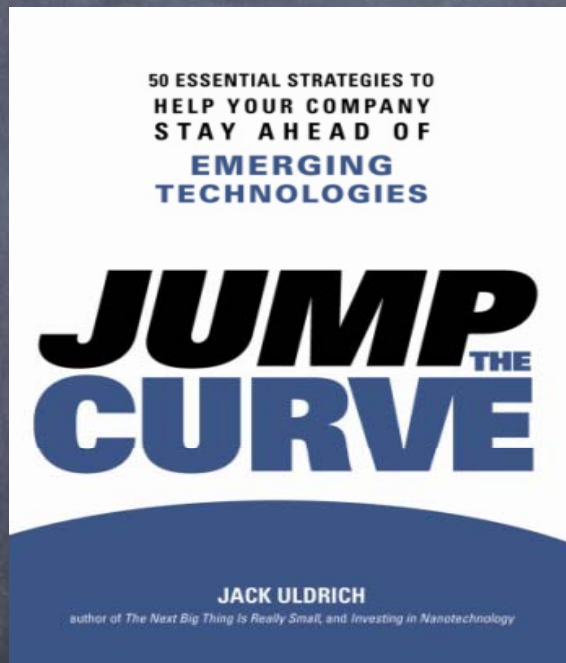
“To attain knowledge, add things every day. To attain wisdom, subtract things every day.” Lao Tzu

# Question

QuickTime™ and a  
decompressor  
are needed to see this picture.

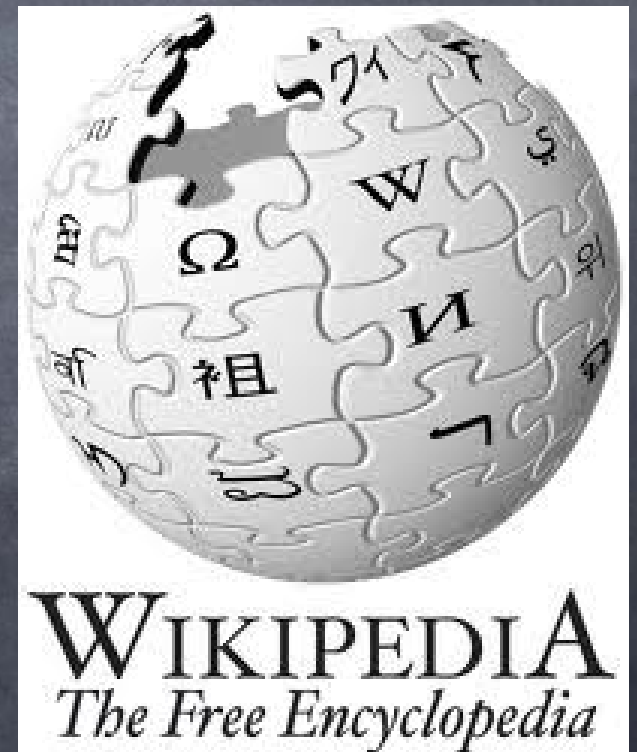
QuickTime™ and a  
decompressor  
are needed to see this picture.

# Tooth Fairy Question





# 1,000 Reasons to Care About the Future



Learn to Spell ....

ZENZIZENZIZENZIC

“Web-based  
video  
conferencing will  
grow 250-fold  
from 2010 to  
2015.”



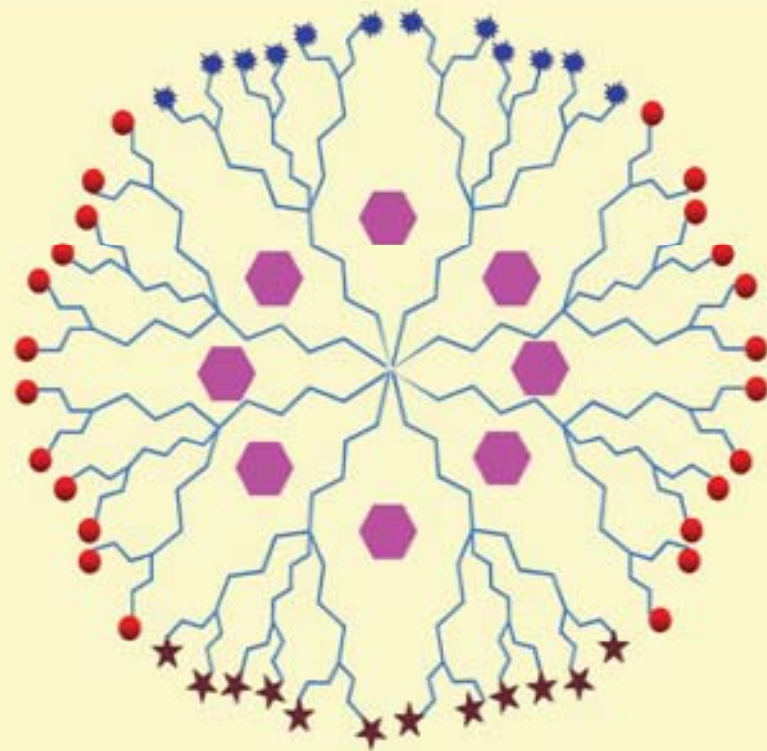
# Question:

What is the relationship between the following numbers?

- A. One
- B. One thousand
- C. 1 million
- D. 1 billion
- E. 1 trillion

# 1 to Thousands: Nanotech





- |                     |                      |
|---------------------|----------------------|
| ★ Attached Drug     | ● Solubilizing group |
| ⬡ Encapsulated Drug | ★ Targeting moiety   |

# 1,000 to 1 Million: Robotics



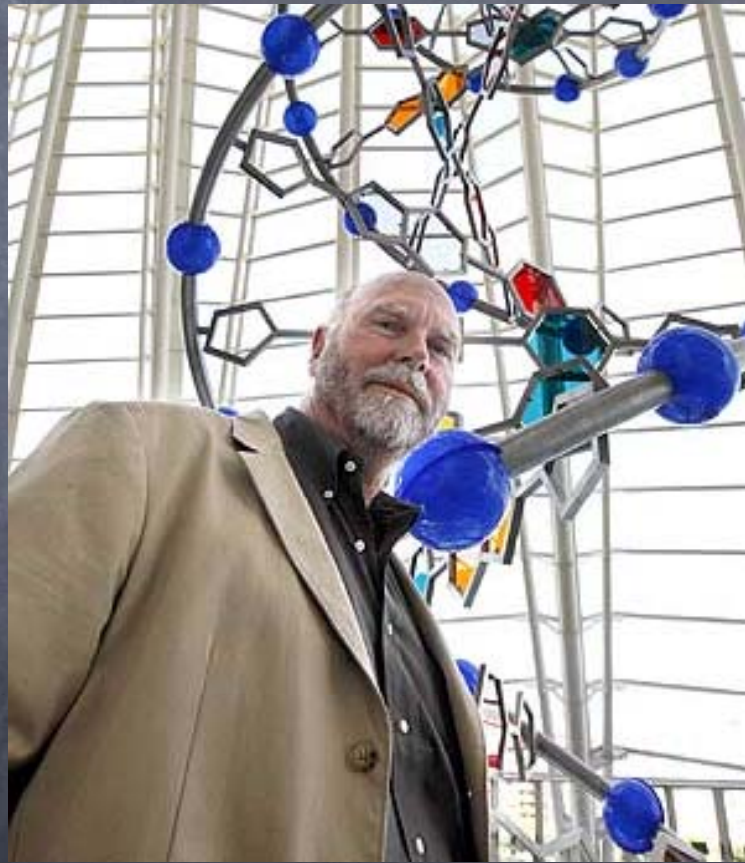
# 1 Million to 1 Billion: RFID



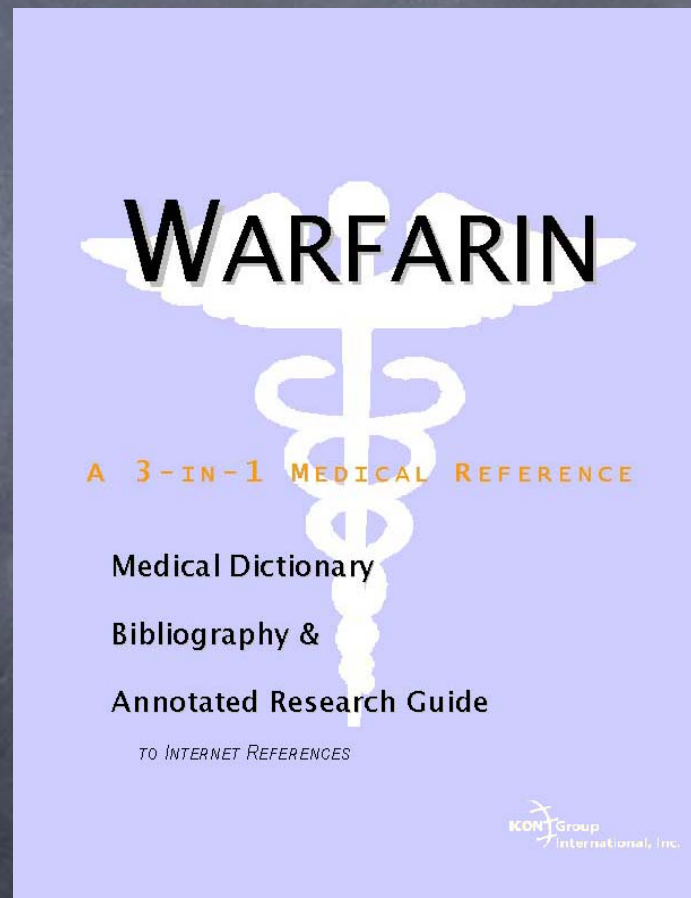
# Wireless Medication Caps



# 1 Billion to 1 Trillion



# Warfarin



# 1 Trillion to 20 Quadrillion



ΣΚΕΨΟΥ

THINK



МАЙ

बेए

**\$3,400**

KEN

**\$4,400**

WATSON

**\$1,200**

BRAD



# Question:



# Social Media





# e-Patient Dave



“the most underutilized resource is the patient ...”

Question (Yield):







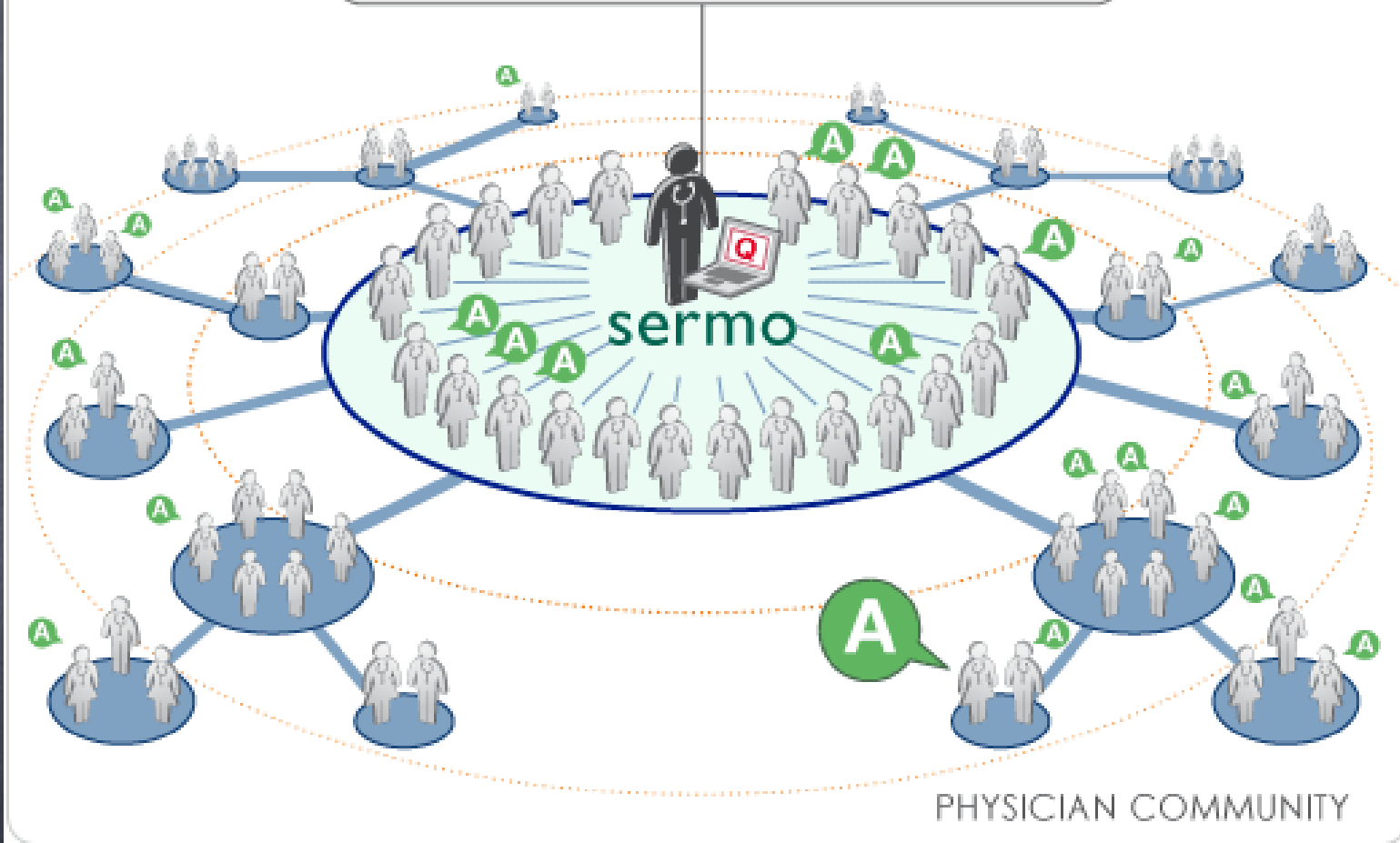
# Is This What You Think of Social Media?

QuickTime™ and a decompressor are needed to see this picture.

# You Are Looking at it Wrong

QuickTime™ and a  
decompressor  
are needed to see this picture.

Physicians post observations and questions



# Become Uncomfortable in Your Own Skin



Question:

What is the name of the tallest mountain in the world?

# Mount Everest



# The Answer is Mauna Kea

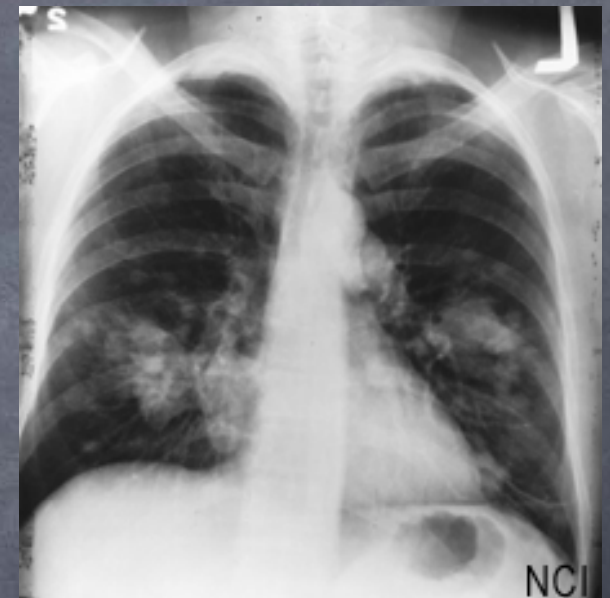


# The Reason?



# Cancer

“Yet in most cases of cancer doctors still base their treatment on where in the body a tumor has sprung up, rather than on which molecular aberrations have caused it.”



# Question:





Day 20



Day 25



Day 28



Day 30



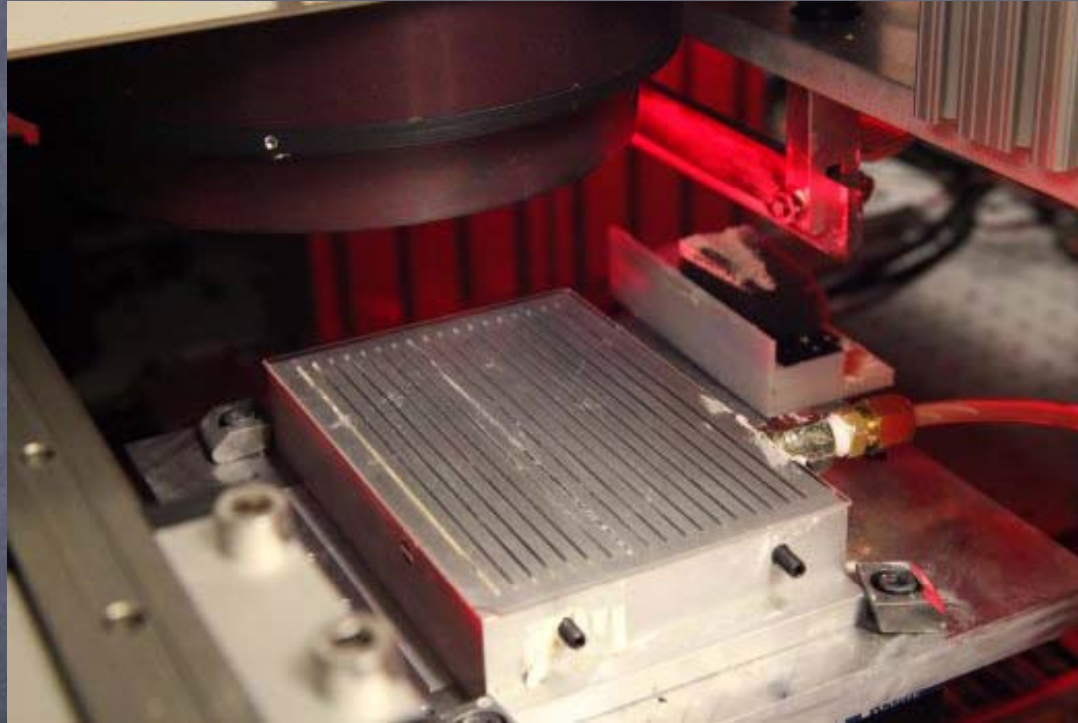
# Visualize the Future ...



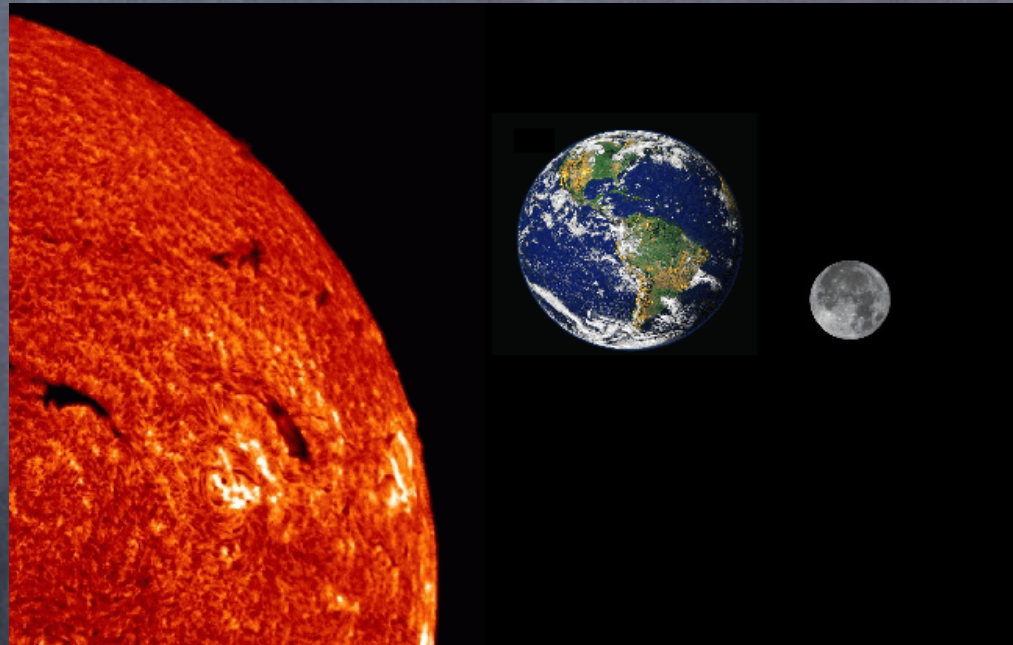
# Manufacturing



# Ultrasound Transducer



# Question: Why Does It Get Hot in the Summer?





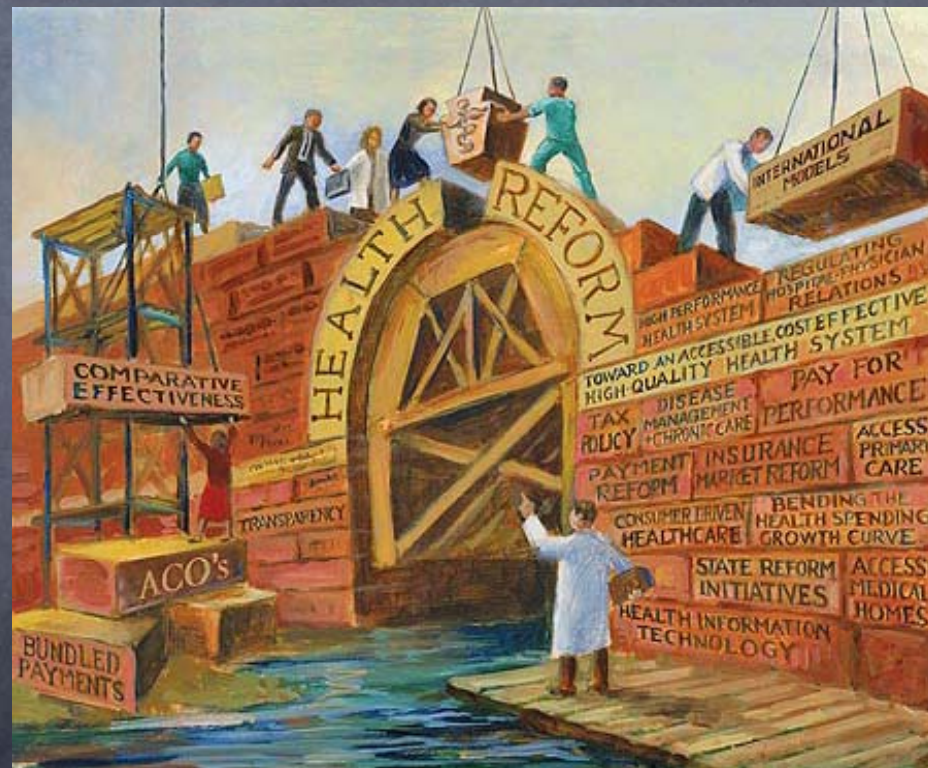
# What Do You See?



# Think Differently



# Accountable Care Organizations



Question:  
Which Way Is the Dancer  
Turning?

QuickTime™ and a  
GIF decompressor  
are needed to see this picture.



# Unlearn Your Idea of a Mentor?



# Question:

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.

# Did You Count Three?

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.

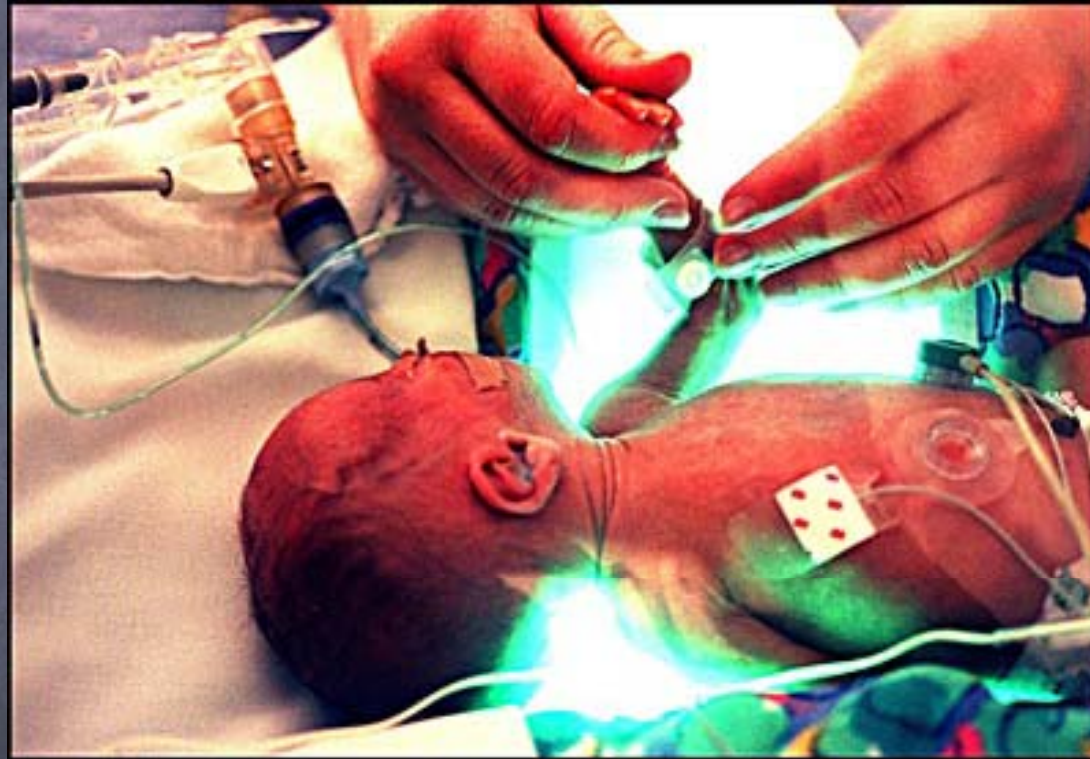
See what isn't there



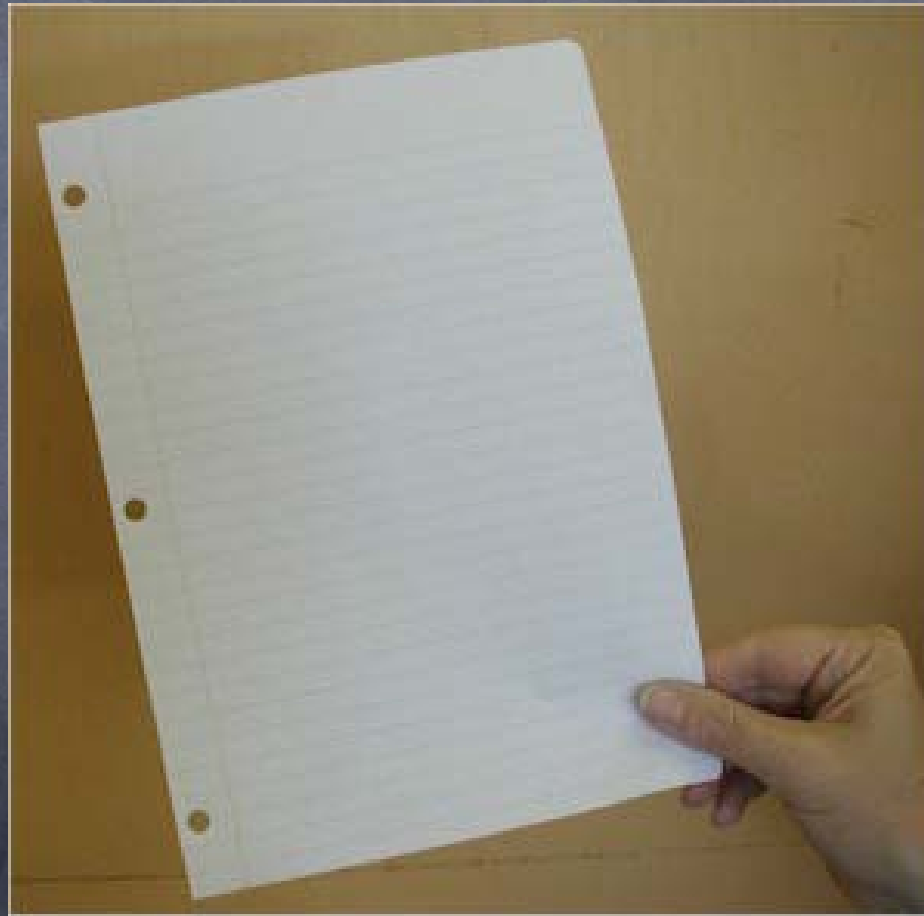
# Data Mining the Future



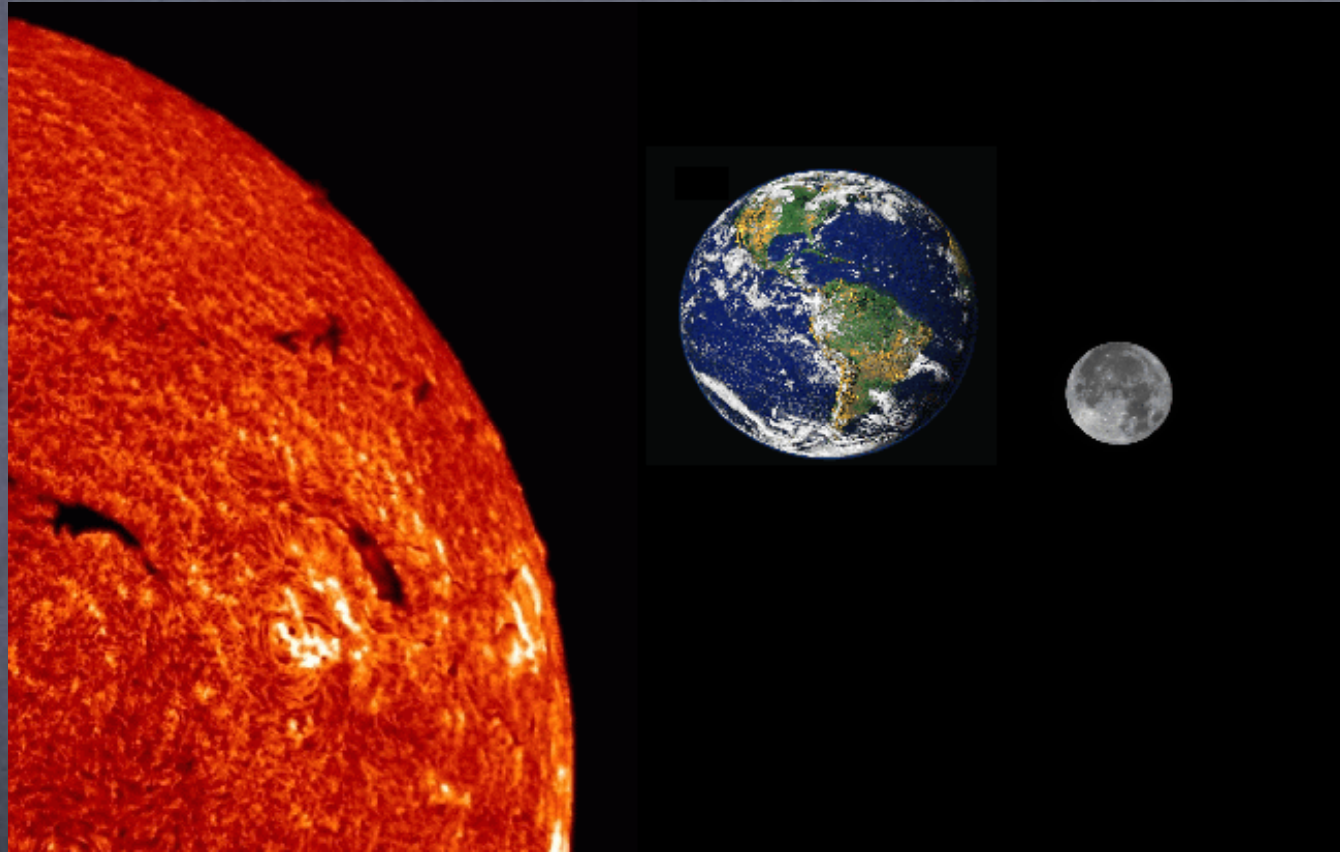
# Neo-natal Care



# Question?



# 62 Million Miles!!!!



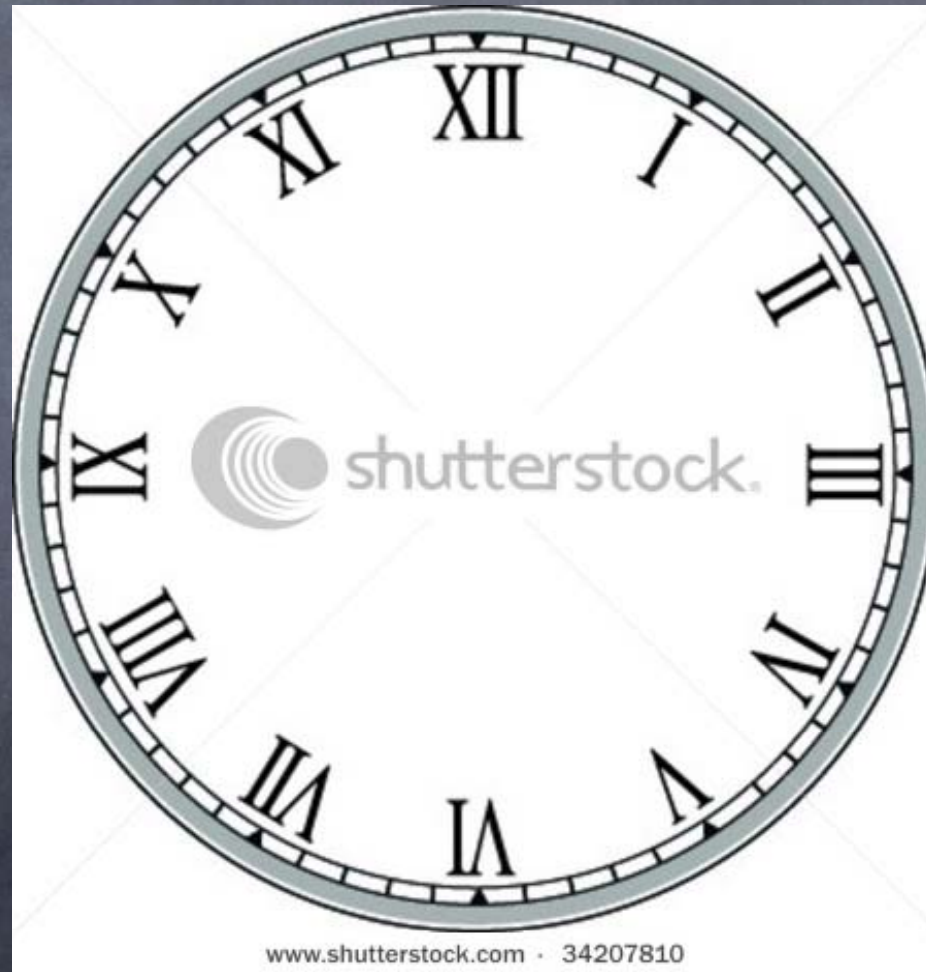
# Lab-Made Trachea



# What's Impossible?



# Question (Clock)



# Time to Change!



# Contact

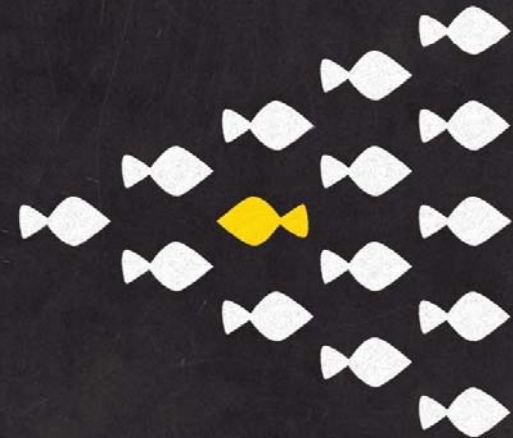
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**Higher Unlearning:**  
39 Post-Requisite Lessons for  
Achieving a Successful Future



**Jack Uldrich**

Author of *Unlearning 101:*

*101 Lessons in Thinking Inside-Out the Box*

# Break

