IDEO KNOW HOW

When Wednesday November 18th at 5:00 pm

Where 715 Café

Who Marc Koska, OBE

Marc has worked tirelessly over the last 25 years on Global Healthcare with a focus on Injection Safety. Back in 1984 he read a newspaper article predicting the spread of HIV through re-using medical syringes. He went on to invent an AD (Auto Disable) syringe called K1 that physically prevents re-use. Marc and the K1 have been credited with saving in excess of 5,000,000 lives and his invention is licensed by 14 manufacturers around the developing world. All Marc's energy is now put into lobbying for legislation change with his charity *The SafePoint Trust* - delivering hard-hitting safe injection campaigns. Recently in India a five day campaign led to 600 million Indians seeing the safe injection message and the Minister of Health mandating the use of AD syringes in all Government hospitals and clinics.

Visit www.marckoska.com



Dennis Boyle

Dennis is a senior Partner at IDEO and manages key client relationships, currently in the Health and Wellness arena. In the past, these clients have included Apple, Dell, Palm, Handspring, and Procter & Gamble.



Program

5:00 Health

Dennis Boyle will offer a provocation about design for health and wellbeing.

5:15 **Shameless** - How you have to be, to change something in this world.

Marc Koska will tell the story of his efforts to save lives through injection safety, and lobbying to influence legislation.

5:50 Discussion

Dennis Boyle will moderate a discussion.