

# Soren Kaplan, Ph.D.

DISRUPTIVE INNOVATION, NEW BUSINESS MODELS,  
AND INNOVATION CULTURE



Healthcare Disruptive Innovation

Soren Kaplan is a globally recognized keynote speaker, the author of the bestselling and award-winning books, *Leapfrogging* and *The Invisible Advantage*, a writer for *FastCompany*, an affiliated professor at the Center for Effective Organizations at USC's Marshall School of Business, and the Founder of InnovationPoint.



Dr. Kaplan has delivered keynote speaking and strategy projects to a wide range of organizations, including HMO's like Kaiser Permanente, Catholic Health systems like Ascension Healthcare, Associations like the Academy of Family Physicians, Medical Device companies like Medtronic, Pharmaceutical companies like Roche, Medical Equipment companies like Philips Healthcare, and service providers including long term care facilities and home care providers.

Dr. Kaplan possesses a deep understanding of the dynamics of disruptive innovation and change — and uses stories, humor, and compelling case examples both inside and outside of healthcare to communicate leadership's imperative for change and specific strategies for creating new service lines and business models to navigate the rapidly changing landscape.

**Every keynote is customized to the unique needs of the client so they:**

- Learn about the different types of innovation essential for their future – from incremental to disruptive
- Obtain principles and practices for innovating products, services, processes, or business models
- Gain insight from real-world trailblazers both inside and outside of the healthcare industry
- Instantly apply new knowledge to real challenges or opportunities through interactive, facilitated group breakouts



## “Clients Buzz about Soren”

“Soren’s engaging keynote jump started our event and got the entire audience thinking about how we can transform the healthcare landscape.”

Eric Silfen, MD, SVP &  
Chief Medical Officer  
Phillips Healthcare



“Soren’s unique ability to tailor his message, facilitate collaboration, and push the thinking of senior executives, puts him in the top tier of speakers.”

Meredith Anastasio  
Managing Director  
Lincoln Healthcare Group



“From the moment he walked off stage people were quoting his catchy sound bytes throughout the remainder of our event.”

Charlotte Jones-Burton  
Director, US Medical  
Bristol-Myers Squibb Pharmaceuticals



“Dr. Kaplan offers what every organization needs to take innovation and performance to the next level.”

John S. Jordan, CAE, CEO  
Academy of Family Physicians



“He was able to captivate, inspire, and transform a diverse group of physicians, nursing directors and senior leadership with a combination of a keynote and an applied workshop.”

Dr. Stephanie Duggan  
Chief Medical Officer  
Sacred Heart Health System



“Dr. Kaplan’s focus on practical application worked well with our globally diverse audience, while also providing a new way to look at creating breakthrough ideas.”

Renee Dineen  
Head of Organizational Development  
Hoffmann-La Roche

