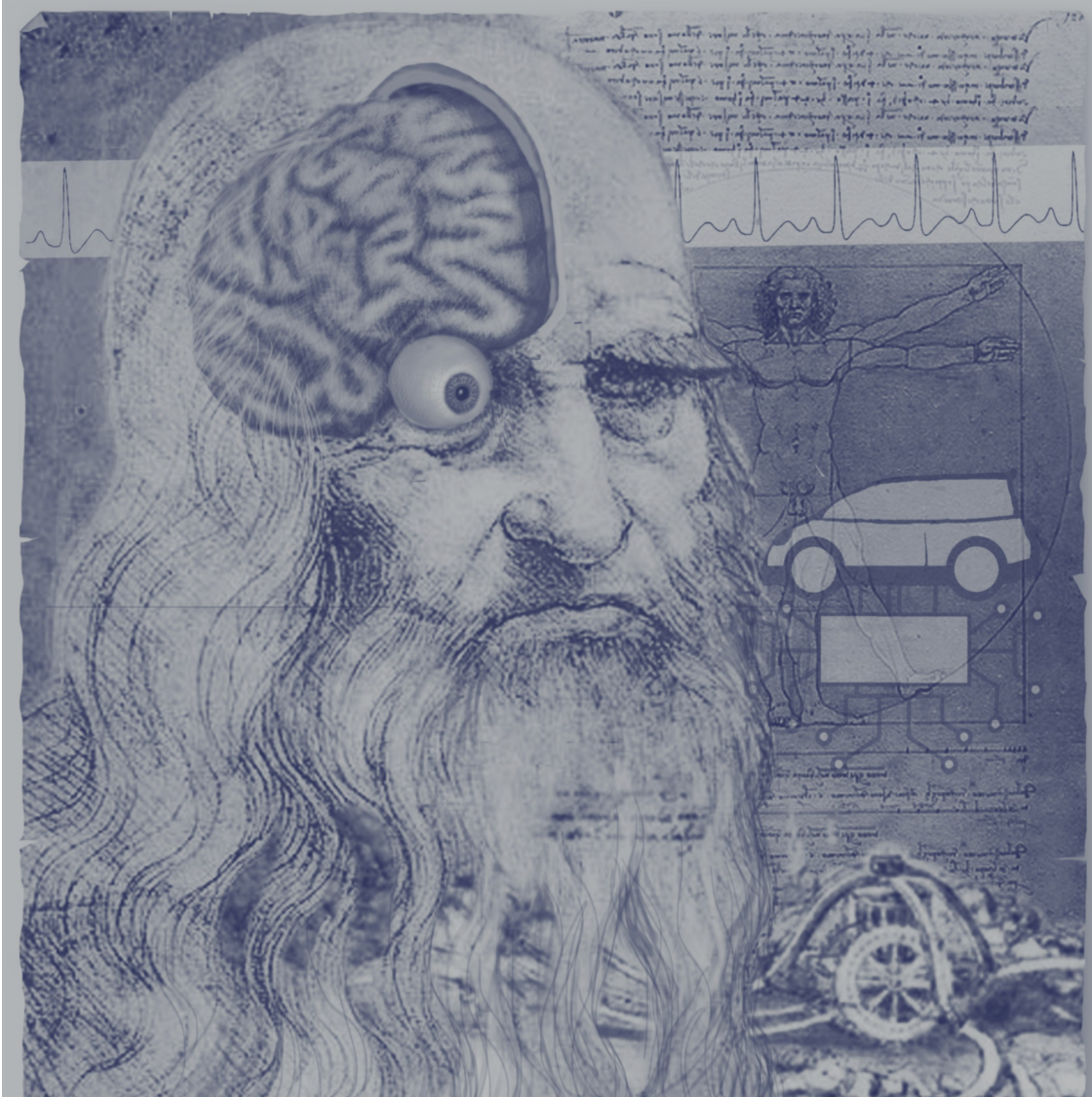


# *The Eye, The Brain and The Auto*

## 8<sup>th</sup> World Research Congress on Vision and Driving

October 7-9, 2018

### *Impact of Disruptive Autonomous Vehicle Technology on Health and Wellness*



(About the Illustration)

Leonardo da Vinci epitomized the term “Renaissance Man.” Best known for his paintings, Leonardo’s work as a scientist, inventor and anatomist are shown in this illustration.

Artistic license permits the addition of the EKG and the autonomous vehicle because, had he been born five hundred years later, Leonardo may well have been a keynoter at *The Eye, the Brain and The Auto 8th World Research Congress*

**Pledge  
Your  
Support**

- ◆ What questions should the auto industry ask those in health care to help solve?
- ◆ How can medical and visual scientists play a role in human factors and auto design issues?
- ◆ How does a revolution in transportation influence human medicine?
- ◆ Can sensor data or driving performance changes indicate possible health challenges?
- ◆ What role will this democratization of transportation play in human medicine and rehabilitation?
- ◆ How must these vehicles be modified for the blind and/or physically handicapped communities?
- ◆ Can physicians identify design changes in semi-autonomous systems in response to known medical challenges?



## *Impact of Disruptive Autonomous Vehicle Technology on Health and Wellness*

October 7 – 9, 2018

### **Presenting- \$100,000 (FMV\*: \$4,545.50)**

- Up to two exhibit tables and eight exhibit staff with premium placement
- Program attendance for eight non-CME registrants
- Eight tickets for the Bartimaeus Dinner
- Company name and support level recognition in the Congress program
- Company name and support level on signage at the registration area

### **Visionary- \$50,000 (FMV\*: \$3,427.50)**

- Up to two exhibit tables and six exhibit staff with premium placement
- Program attendance for six non-CME registrants
- Six tickets for the Bartimaeus Dinner
- Company name and support level recognition in the Congress program
- Company name and support level on signage at the registration area

### **Signature - \$30,000 (FMV\*: \$2,276.50)**

- One exhibit table and four exhibit staff with premium placement
- Program attendance for four non-CME registrants
- Four tickets for the Bartimaeus Dinner
- Company name and support level recognition in the Congress program
- Company name and support level on signage at the registration area

### **Bartimaeus Dinner- \$10,000 (FMV\*: \$1,125.50)**

- Program attendance for two non-CME registrants
- Two tickets for the Bartimaeus Dinner
- Company name and support level recognition from the podium
- Company name and support level on signage at the registration area

### **Leadership - \$5,000 (FMV\*: \$1,164.50)**

- One exhibit table and two exhibit staff
- Program attendance for two non-CME registrants
- Two tickets for the Bartimaeus Dinner
- Company name and support level recognition in the Congress program
- Company name and support level on signage at the registration area

### **Poster Session- \$5,000 (FMV\*: \$1,119.50)**

- Program attendance for two non-CME registrants
- Two tickets for the Bartimaeus Dinner
- Company name and support level recognition from the podium
- Company name and support level on signage at the registration area

### **Pioneer - \$2,500 (FMV\*: \$611.50)**

- One exhibit table and one exhibit staff
- Program attendance for one non-CME registrant
- One ticket for the Bartimaeus Dinner
- Company name and support level recognition in the Congress program
- Company name and support level on signage at the registration area

Engagement in any sales/ marketing activities within the Program are prohibited, this includes references made to specific company products, procedures, etc.

NOTE: All exhibitors are required to complete and sign the Henry Ford Continuing Medical Education Letter of Agreement.

\*FMV = Fair Market Value



DEPARTMENT OF OPHTHALMOLOGY  
Detroit Institute of Ophthalmology

October 7-9, 2018

*The Eye, The Brain and The Auto*  
8<sup>th</sup> World Research Congress on Vision and Driving  
*Impact of Disruptive Autonomous Vehicle Technology on Health and Wellness*

**Partnership Pledge Commitment Form**

<b>Company Name:</b>		
Name provided in this section will appear in applicable material exactly as shown. Please type/print legibly.		
<b>Contact Name &amp; Title</b>		
<b>Address:</b>		
<b>City</b>	<b>State</b>	<b>Zip code</b>
<b>Phone:</b>	<b>Fax:</b>	<b>Email:</b>

<b>Partnerships</b>	<input type="checkbox"/> Presenting \$100,000 (FMV = \$4,545.50)	<input type="checkbox"/> Visionary \$50,000 (FMV=\$3,427.5)	<input type="checkbox"/> Signature \$30,000 (FMV = \$2,276.5)	<input type="checkbox"/> Bartimaeus Dinner \$10,000 (FMV= \$1,125.50)	<input type="checkbox"/> Leadership \$5,000 (FMV=\$1,164.50)
	<input type="checkbox"/> Poster Session Partner \$5,000 (FMV= \$1,119.50)	<input type="checkbox"/> Pioneer \$2,500 (FMV= \$611.50)	<input type="checkbox"/> Other Donation \$ _____	<b>Note: All supporters are required to sign the CME Letter Of Agreement. Commitment is due by 7/1/2018</b>	

**TOTAL: \$ \_\_\_\_\_**

<b>If paying by credit card complete &amp; sign below:</b>							
CC Type (circle one)		VISA	MC	AMEX	Discover	Personal <input type="checkbox"/>	Business <input type="checkbox"/>
Name on Card							
Card Number							
Expiration Date				Security Code			
Address (if different from above)							
City			State			Zip	
Signature					Date		
<b>Payment options (Financial commitment due 7/1/2018. Payment due by 8/1/2018)</b>							
Payment (check one)	<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card	<input type="checkbox"/> Please Invoice				
Make check(s) payable to: <b><u>HENRY FORD HEALTH SYSTEM</u></b>  Mail to: Detroit Institute of Ophthalmology Attn: Roseanne Horne 15415 E. Jefferson Avenue Grosse Pointe Park, MI 48230				For questions please contact Ashley Hunt (18AUTO/H10187) (Development Office) at (313) 874-4318 or <a href="mailto:ahunt3@hfhs.org">ahunt3@hfhs.org</a> Federal Tax I.D. 38-1357020			

# *The Eye, The Brain and The Auto*

## *8th Biennial World Research Congress*

### *Impact of Disruptive Autonomous Vehicle Technology on Health and Wellness*

**Date: October 7-9, 2018**

**Place: Motor City Casino Hotel, Detroit, MI**

#### **Organizing Committee:**

**Elizabeth Baron**, Virtual Reality & Advanced Visualization, Ford Research Lab Product Center, Dearborn, MI

**Larry Burns, Ph.D., M.S., B.S.**, Former VP Research & Development, General Motors, Warren, MI

**Thomas G. Dennehy, M.S., B.S.**, Analytics Center of Excellence, Element Fleet Management, Van Buren Twp., MI

**Paul A. Edwards, M.D., F.A.C.S.**, Chairman, The McCole Chair, Department of Ophthalmology, HFHS, Detroit, MI

**David J. Goldman, M.D.**, Assistant Medical Director, Detroit Institute of Ophthalmology, HFHS, Detroit, MI

**Philip C. Hessburg, M.D.**, Medical Director, Detroit Institute of Ophthalmology, HFHS, Detroit, MI

**Roseanne Horne**, Coordinator World Research Congresses, Detroit Institute of Ophthalmology, HFHS, Detroit, MI

**Gerald McGwin, Jr., M.S., Ph.D.**, Professor, Department of Epidemiology, University of Alabama at Birmingham, AL

**Lylas G. Mogk, M.D.**, Center for Vision Rehabilitation and Research, HFHS, Detroit, MI

**Edward R. O'Malley, M.D.**, Former Physician-in-Charge Henry Ford Medical Center – Cottage, Grosse Pointe Farms, MI

**Cynthia Owsley, Ph.D.**, Professor, Ophthalmology, Director, School of Medicine, Univ. of Alabama, Birmingham, AL

**Joseph Rizzo, M.D.**, Harvard Medical School, Massachusetts Institute of Technology, Boston, MA

#### **Objectives: At the end of the three-day world congress attendees will:**

- appreciate the potential that big data management and the disruptive IT technology developing in the transportation industry may play in health care and wellness
- understand the role that user's vision and cognition will play in a journey from no driver assist technology to full autonomy—i.e. level zero to level five.
- better understand how the medical field can contribute to and benefit from the development of autonomous vehicles and the technology for their safe universal acceptance
- have a clear understanding of the progress being made in autonomous vehicle development and the potential role this disruptive technology might have in human medicine
- have reviewed progress in the field of human-machine interface in automotive transportation and the roles that vision and cognition will play in this rapidly unfolding field

If you have questions or interest in supporting this congress by attendance,  
abstract submission or financially, please contact

Roseanne Horne at 313-936-1968 or [Rhone1@hfhs.org](mailto:Rhone1@hfhs.org)



**DEPARTMENT OF OPHTHALMOLOGY**

*Detroit Institute of Ophthalmology*

# *The Eye, The Brain and The Auto*

## 8<sup>th</sup> World Research Congress on Vision and Driving

October 7-9, 2018

Motor City Casino Hotel, Detroit, MI

### **On Disruptive Technologies:**

In 1856 Henry Bessemer conceived a way to convert iron to steel. In so doing he allowed the construction of bridges to metamorphose from stone Key-stone structures to the wide steel spans Santiago Calatrava designs today.

*Disruptive metal technology!*

Could Bessemer have conceived of the steel ribbed skyscrapers we take for granted today?

In 1794 Robert Street conceived the internal combustion engine. Displacing mules, oxen, horses, saddle makers, harness leather workers.

*Disruptive power technology!*

Could Street have conceived the elegantly presented North American International Auto Show or the gasoline powered electricity generators many of us depend on to light our homes after electric storms?

In 1850 Joseph Swann conceived a light bulb. But it wasn't until 1879 that Thomas Edison finally achieved a bulb with a more durable filament in a vacuum globe ending thousands of years of oil lamps, candles, kerosene systems, gas lights.

*Disruptive lighting technology!*

Could Joseph Swann or Thomas Edison have conceived of a night major league baseball

So we now conceive of autonomous vehicles. But what role will this disruptive technology bring to human health care besides delivering the patient to his/her physician for care?

game lit as brightly as Woodward Avenue at high noon?

**We ask where this disruptive transportation technology will impact health care and where we in human medicine and its related worlds of research will find roles in that unfolding technology.**

And what role will health care professionals, vision scientists, human machine interface experts, and physiologic data gather-  
gradual, several dec-  
disruptive transportation  
velopment of these au-  
ing analysts play in the  
ade, development of this  
technology and in the de-  
tonomous vehicles?



**DEPARTMENT OF OPHTHALMOLOGY**

*Detroit Institute of Ophthalmology*