



The Convergent Innovation Webinar Series:

Inventing “One-World” Solutions for Lifelong Wellness and Sustainable Economic Growth

Don't Do Brain Surgery When You Get a Headache: Complexity and Multi-Stakeholder Decision Making in the Time of COVID 19



Amalia Mary Issa, PhD, MPH is an internationally renowned scientist in the field of precision medicine. In 2001, Dr Issa founded and continues to serve as the Director of the Personalized Medicine & Targeted Therapeutics Center™, one of the world's first centers focused on precision medicine. She undertook some of the earliest translational and implementation research of what is now known as precision medicine and has been engaged in leading a systematic multidisciplinary team effort to investigate and address questions regarding the integration of precision medicine into practice and health systems and to build and develop the science of precision genomic healthcare delivery. Notably Dr. Issa pioneered the science of precision medicine decision science. Dr. Issa holds degrees from McGill University (Ph.D. - Dept. of Neurology & Neurosurgery), the UCLA School of Public Health (MPH) and completed fellowship training at Harvard Medical School.

June 19, 2020

1:00 pm EST

(2 hrs in length)

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Chair: Laurette Dubé (Scientific Director of MCCHE)

Co-Chair & Moderator: John G. Keogh (Managing Principal, Shantalla Inc. Toronto)

ABSTRACT: The world is becoming increasingly ever more complex, even as we have more information and data than ever before. The problem is not accessing information. The problem is making sense of information for effective actions and outcomes. Whether we are discussing precision medicine, AI or COVID19, undertakings in healthcare and society in general are characterized by complexity. The principal components of complexity are interdependency of relationships and uncertainty. Building on prior work in decision science, this talk provides an analysis of a sampling of decision distortions and derailments using the ongoing COVID19 pandemic as an illustrative case study to begin a dialogue with the panelists on the question: how can we leverage systems thinking and the multi-stakeholder decision making to address globally relevant and complex issues?

Panel Discussion: A multi-disciplinary panel will follow the presentation to advance convergence science and innovation on the multiscale mechanisms for behavioral change and ecosystem transformation at scale for solution to COVID-19 recovery and beyond. Taking the health sector as entry point, the panel will also address challenges at the juncture with agriculture and food.

ABOUT THE SERIES: The **Convergent Innovation Webinar Series** features cutting edge science, technology and innovation in agriculture, food, environment, education, medicine and other domains of everyday life where grand challenges lie at the convergence of health and economics. Powered by data science, artificial intelligence, and other digital technologies, this disciplinary knowledge bridges with behavioural, social, humanities, business, economics, engineering, and complexity sciences to accelerate real-world solution at scale, be it in digital or physical contexts. Initiated in the agri-food domain, the series is now encompassing other grand challenges facing modern and traditional economies and societies, such as ensuring lifelong wellness and resilience at both the individual and population levels.

Global Pulse Innovation Platform:



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