



Ian Morrison, Ph.D.

Ian is an internationally known author, consultant, and futurist specializing in long-term forecasting and planning with particular emphasis on health care and the changing business environment. He combines research and consulting skills with an incisive Scottish wit to help public and private organizations plan their longer-term future.

Ian has written, lectured, and consulted on a wide variety of forecasting, strategy, and health care topics for government, industry, and a variety of nonprofit organizations in North America, Europe, and Asia. He has spoken to a range of audiences from the boards of Fortune 100 companies to the Chinese Academy of Social Sciences in Beijing. Ian has worked with more than 100 *Fortune 500* companies in health care, manufacturing, information technology, and financial services. Recent client sponsors include XL Capital, Pfizer and Kaiser Permanente. He is a frequent commentator on the future for television, radio, and the print media.

Ian is the author of *Healthcare in the New Millennium: Vision, Values and Leadership* (Jossey-Bass, 2002). His previous book: *The Second Curve - Managing The Velocity of Change* (Ballantine, 1996) was a New York Times Business Bestseller and *BusinessWeek* Bestseller. Ian has co-authored several books and chapters, including *Future Tense: The Business Realities of the Next Ten Years* (William Morrow, 1994) and *Looking Ahead at American Health Care* (McGraw-Hill, 1988). He also has co-authored numerous journal articles for publications such as *Chief Executive*, *Encyclopedia Britannica*, *Across the Board*, *The British Medical Journal*, *New England Journal of Medicine*, and *Health Affairs*.

Ian is a founding partner in Strategic Health Perspectives (SHP), (a forecasting service for clients in the health care industry), along with joint venture partners Harris Interactive and the Harvard School of Public Health's Department of Health Policy and Management. Ian is President Emeritus of the Institute for the Future (IFTF) and Chair of IFTF's Health Advisory Panel. From 1996-1999, Ian was retained by Accenture as Chairman of the Health Futures Forum, in that capacity he chaired a number of Health Futures Forums in Asia, Australasia, and North America.

Before coming to IFTF in 1985, Ian spent seven years in British Columbia, Canada, in a variety of research, teaching, and consulting positions. He holds an interdisciplinary Ph.D. in urban studies from the University of British Columbia; an M.A. in geography from the University of Edinburgh, Scotland, and a graduate degree in urban planning from the University of Newcastle-upon-Tyne, England.

He is a member of the Board of Directors of Spherion Corporation (an NYSE company); an immediate past director of the Health Research and Education Trust (HRET), the research



and education arm of the American Hospital Association; a director of the Center for Health Design; and a director of the California Health Care Foundation. Ian also serves as a member of the Stakeholders Advisory Committee of the Program for Health Systems Improvement at Harvard University.

Ian is a proud member of GlobalScot, a network of Scottish expatriates convened by the new Scottish Executive to help promote Scotland's economic development interests internationally. True to his Scottish roots, Ian is an avid, though average, golfer.