

# 2017 BioMedical and Health Informatics Workshop

## Industry Presenter



### **Korey R. Johnson, MS, GfK Consumer Experiences North America**

Korey Johnson is Senior Vice President of User Experience at GfK. Korey works with other senior managers to shape UX strategy, particularly in the healthcare and medical device industry. Leveraging a strong background in Human Factors Psychology, Korey works closely with medical device manufacturers to plan and manage programs of human factors research that lead to the design of safe and effective medical technology and devices.

Korey is an active member of a number of professional societies, including the Human Factors and Ergonomics Society (HFES) and the Association for the Advancement of Medical Instrumentation (AAMI). He serves as GfK's primary representative on the AAMI Human Factors Engineering committee, and routinely speaks on user experience and medical device human factors at national and international conferences. Korey was a driving force in the development of GfK's medical device human factors practice and continues to lead that practice today.

Earlier in his career Korey leveraged his human factors background to improve user experiences in a variety of industries, including automotive and information technology. He worked briefly with Daimler Chrysler to improve in-vehicle navigation system interfaces, and in the course of his institutional research he developed a graphical authentication mechanism for which he and two co-inventors hold the patent.

Korey's focus on medical device human factors since joining GfK User Centric in 2007 has provided him with experience in many therapeutic areas and with many devices, including injection devices, infusion pumps, diagnostic devices, and imaging devices.

Korey has an MS in Human Factors Psychology from the University of Idaho and a BA in Psychology from Lewis and Clark College.