



# Museum of Medicine and Biomedical Discovery

News and Updates

Summer 2025 / Issue 4

## President's Corner



Dear Friends:

Welcome to the Summer, 2025 MMBD newsletter. Recent issues have described the museum's long-range plan, its path to financial viability, and feedback we received from a focus group conducted with middle school students. This issue highlights the key principles that will guide the design of the exhibits and help create an engaging and unique experience. We continue our Board Profile series and introduce you to Mike Meyer, one of our founding board members who has spent his career building and growing successful organizations across the healthcare industry.

As we enter our 4th year, I'm filled with a sense of awe, pride, and humility in what we've

## Board Profile: Mike Meyer



Mike Meyer, one of the board directors at the nascent Museum of Medicine and Biomedical Discovery, likes to say: "Living in a post Covid world it's clear medical science is under siege. However, it can't be denied that some of the greatest advances in longevity and quality of life have come from the development of antibiotics, treatments for cancer and other terrible diseases"

Meyer, has made a living of building and growing healthcare companies. He has been widely quoted in healthcare, oncology, mental health and retiree issues for various publications. Meyer is founder and host of the [Cancer Care at the Crossroads Summit](#) held every year in New York and California. He co-founded the [Institute for Mental Health Research](#). He also has an MBA from the University of Chicago.

But what is driving Meyer these days is helping his fellow museum leaders determine how to best present "discovery" at the museum or exhibit in a way people would really use it. History has shown us how science has become more important to human beings in the last century or two. Meyer adds; "A great museum should build upon a person's foundational knowledge of science. This place should be a repository of advances and act

accomplished together. Interest continues to increase and we are gaining momentum behind this critically important endeavor. As we engage with potential host sites, the factors that we find most encouraging - and position those cities at the top of our list - include:

- **Strong local advocacy:** a high level of interest and commitment expressed by city leaders, local organizations, and prominent individuals

- **Alignment of goals and interests:** a city with a strong heritage in science and medicine that appreciates the ways in which the museum will complement and enhance their reputation as a leader in these fields

- **Coordinated support:** a city that has existing mechanisms to help identify and facilitate public/private partnerships

- **Priority:** a city that embraces the museum as important part of its future and has committed significant financial and human resources to ensure its success

While no final decision has been made, I'm optimistic that we are on our way to finding a city where the Museum of Medicine and Biomedical Discovery will not only succeed but thrive.

With appreciation,

Mace Rothenberg, MD  
President & Executive Director  
Museum of Medicine and  
Biomedical Discovery

as a fortification of continued learning and much stronger understanding of advances." Meyer notes that the museum should help young people understand it is still a good opportunity to be in the health field as a career. He notes it would be beneficial if exhibits there offered up possibilities and a path to those careers.

"So, we have to figure out a way to create something that shows how medicine and science have helped diagnose or cure sickness (looking backwards, a Museum of Health Care if you will) and/or making people healthy and increasing their health & healthy living span (looking forward, a Museum of Healthy Living, perhaps)".

"For non-science audiences I think storytelling is an excellent option for explaining diseases and discoveries. Use stories to tell people what has worked and what could work," he notes.

"In my years on the board, Dr. Mace Rothenberg, the CEO of the museum, has helped draw me to this compelling concept. The time is right", Meyer said. "But our exhibits have to be fluid and keep up with the times."

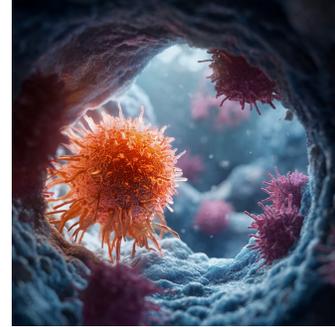
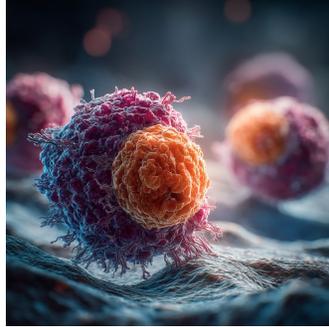
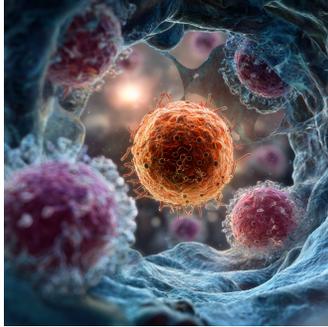
One area Meyer wants to bring to the museum are exhibits that describe advances in science, public policy and politics – to bring perspective on how some of these advances has become reality and have been paid for.

"We should include something to explain legislation that has been very important to medicine. For example almost a decade ago – the 21<sup>st</sup> Century Cures Act. This legislation from 2016 could be explained to people to show how government can improve human health. And we should also have a section that describes the current state of access to care. We really need to show visitors in a nonpartisan way why access is critical to their health and others. Because if you have all these amazing medical, health and scientific discoveries, what's the point if you can't get these new drugs and treatments out to people in an affordable way."

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## Creating a Unique Museum Experience

### 3 Guiding Principles



In our Spring newsletter, we described how we plan to grow from a single exhibit into a full-scale, multi-exhibit museum in a permanent location. A key to that success will be how well the museum connects with a broad array of visitors; people with vastly different expectations, areas of interest, and levels of comfort with scientific and medical language. With that goal in mind, we engaged the services of **Ralph Appelbaum Associates**, the world's largest practice dedicated to designing museums and narrative environments. We had the good fortune of working directly with RAA's CEO, Nick Appelbaum, and Laura Epstein, RAA's Lead Content Developer on this project. Their work identified three guiding principles for creating an engaging, enjoyable, and memorable experience for individuals who visit the Museum of Medicine and Biomedical Discovery:

**An Emotional Connection:** What will draw people to the museum in the first place? How will guests react when they enter the museum? How do we want them to feel during and after the visit? While there were many emotions associated with each of these stages, one sentiment carried through all phases of the experience: curiosity. This makes perfect sense: there has to be some level curiosity for a visitor to walk through the door and engage with interactive elements of the exhibit during their visit. We want the experience to provide visitors with an increased level of comfort and confidence that will enable them to continue their journey of discovery long after they've left the museum. We want visitors to appreciate the tremendous impact that scientific and medical advances have had on society; not just in terms of technological advances but by the impact that these advances have had on their lives and the lives of family, friends, and loved ones. Using a narrative approach, our goal is to have every person feel inspired, confident, and hopeful about medicine and biomedical research.

**The Value of an In-Person Experience:** In a world where information is just a keystroke away, what will make people want to visit a physical museum? The museum has to be more than a repository of facts and achievements. It has to create a richer, fuller, and more memorable experience than what is possible online, even with AI-enhanced tools. The key to accomplishing this is by making the experience interactive. There will be 360° pavilions where visitors are taken on immersive, first-person point-of-view journeys that enable them to actually see and experience a scientific discovery being made or an engineered T-cell being created, reintroduced into the body, homing in and killing a cancer cell. There will be kiosks (personalization zones) where visitors can dive ever deeper into an area that is of particular interest to them. And there will be social cluster zones where visitors will be able to engage in facilitated discussions of a particular ethical or scientific topic where there may be a variety of viewpoints. In an age of increasing isolation, people are yearning for an opportunity to connect with others who have gone through the same experience and share their thoughts, reactions, and concerns.

**Providing Context and Perspective:** It is nothing short of amazing how far science and medicine have progressed over the course of history. How did scientists think about inherited diseases before the discovery of DNA? How were discoveries made and what tools had to be developed to give us greater insight into the causes, treatment and even prevention of disease? Visitors could encounter holograms of the same researcher grappling with the same question in three different periods in history. In their own words, each researcher would describe what they knew about a particular process or disease and how they built a hypothesis around that knowledge. Guests would gain insight into how advances in technology enabled researchers to gain new understanding of these processes and, in some cases, change their thinking about them entirely. Guests could also listen to patients from three different periods of time give first-hand accounts of their diagnosis, treatment, and outcome which would underscore the progress that has been made against that particular disease.

Using a narrative approach that places advances in context and highlights their impact on people, the Museum of Medicine and Biomedical Discovery will convey the wonder, excitement,

and joy of these achievements in a way that will resonate with the general public. Our goal is for a visit to the museum to be engaging, enjoyable, and memorable. One that will educate, inform, and inspire people of all ages so that they come away feeling “I know”, “I trust”, and “I can imagine myself”.

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