



## Medical Needs: From the Physician's View

November 2, 2005

Silicon Valley Bank

### ■ Program Description

This MDG Forum addresses the process of identifying and capitalizing upon the need for new medical devices. The forum features a panel of leading physicians and inventors who collectively hold dozens of patents and are considered pioneers in the development of medical devices based on their clinical experiences.

The panelists will discuss how a physician recognizes a medical need, develops product concepts to meet it, finds the necessary resources to create a patentable product, and tests its validity. In addition several inventor/physicians will present case studies outlining how they converted their ideas into a product, service or company, and at which point they sought outside help.

### ■ Agenda

- |                                         |                  |
|-----------------------------------------|------------------|
| • Networking, Food and Drink            | 6:00 - 6:30 p.m. |
| • Welcome, MDG introduction             | 6:30 - 6:40 p.m. |
| • Upcoming MDG Forums & Events          |                  |
| • Recognition of Sponsors               |                  |
| • Introduction of Panelists             | 6:40 - 6:45 p.m. |
| • Topic Review by Moderator & Panelists | 6:45 - 7:45 p.m. |
| • Questions & Panel Discussion          | 7:45 - 8:15 p.m. |
| • Wrap-up                               | 8:15 - 8:20 p.m. |

### ■ Panelists

**Daniel Kopans, M.D., F.A.C.R.**, Professor of Radiology, Harvard Medical School; Director of Breast Imaging, Massachusetts General Hospital

**Steven Corn, M.D.**, Associate Professor, Harvard Medical School and Director of Clinical Innovation, Brigham and Women's Hospital, Department of Anesthesia

**Julian M. Goldman, M.D.**, Program Leader, Plug and Play Project, Departments of Anesthesia & Biomedical Engineering, Massachusetts General Hospital

### ■ Moderator

**Eric T. Pierce, M.D., Ph.D.**, Department of Anesthesia, Massachusetts General Hospital

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## ■ Biographies



**Daniel B. Kopans, M.D.**, Professor of Radiology at the Harvard Medical School and Director of the Breast Imaging Division at the Massachusetts General Hospital, invented a guide wire and technique making possible accurate location and biopsy of small impalpable lesions found by mammography with a minimum of trauma to the patient. He developed an organized approach to breast image interpretation and reporting, helped pioneer double reading in the U.S. to reduce the likelihood of overlooking a cancer, was the leading expert on screening for women in their 40s and was largely responsible for providing women ages 40-49 access to routine annual mammography screening. Dr. Kopans investigates the use of digital mammography, breast MRI, ultrasound and nuclear medicine to improve breast cancer detection and diagnosis. He recognized the importance of limited angle tomography and developed the next generation high resolution three-dimensional x-ray mammography system known as digital breast tomosynthesis.



**Stephen B. Corn, M.D.**, Associate Professor at Harvard Medical School and Director of Clinical Innovation at Brigham and Women's Hospital, Department of Anesthesia, holds 28 patents and is responsible for devices that now have become standards of care for patients around the country. They all resulted from the same process — he wanted to buy a device, it didn't exist so he created one. Dr. Corn's inventions include a device to secure epidural catheters, an anesthesia docking station, an ambulatory intravenous holder, coded IV connectors and perhaps his biggest innovation, the first non-contact system to monitor breathing and detect apnea.



**Dr. Julian Goldman** is on the anesthesiology staff at MGH/Harvard where he is deeply involved with the "Operating Room of the Future" and CIMIT. He is also a Physician Advisor to Partners Healthcare Biomedical Engineering and Medical Director of the Biomedical Engineering Model Shop. He was medical director of a medical device company and is currently working on a number of projects in collaboration with device companies and the FDA including the "Plug and Play" initiative for medical devices. He has invented monitoring technology for cardiopulmonary bypass machines and neural network waveform analysis. Dr. Goldman is the former chair of the U.S. national standards committee for anesthetic and respiratory equipment (ASTM F29), and currently chairs standardization committees for airway devices, respiratory gas monitors and physiologic closed-loop controllers. He is president-elect of the Society for Technology in Anesthesia and is a Visiting Scholar in the FDA Medical Device Fellowship Program.



**Dr. Eric Pierce, Ph.D., M.D.**, is a practicing Anesthesiologist at Massachusetts General Hospital/Harvard Medical School. He has more than 10 years of medical device research and development experience, has designed and conducted numerous phase III and IV clinical trials involving medical devices, and has consulted for Baxter, Philips Medical Systems, Physiometrix and others. He has worked with engineers and designers, trained salespeople and support staff regarding clinical applications, traveled internationally to introduce new products, assisted with FDA approval process, advised on clinical trial design, conducted basic research and served as Advisory Board Member and interim Medical Director. He was on staff for 10 years at the New England Deaconess Hospital/ Beth Israel Deaconess Medical Center where he served as Director of Anesthesia Research and Vice Chairman of the Institutional Review Board. He then moved to Boston University Medical Center as Associate Professor and Director of Anesthesia Research. Recently he completed a fellowship at the FDA/CDRH.

## ■ MDG Mission

*Founded by entrepreneurs and consultants to foster collaboration and develop new opportunities for medical technology professionals.*

## ■ November Program Champions

Jerry Shapiro, Ph.D., President and CEO, Fem-Medical, LLC

Eric T. Pierce, M.D., Ph.D., Department of Anesthesia, Massachusetts General Hospital

## ■ MDG Officers

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## ■ Committee Chairs

Programming, Co-Chair	Lisa Sasso	<a href="mailto:lisasasso@comcast.net">lisasasso@comcast.net</a>
Programming, Co-Chair	Jerry Shapiro, Ph.D.	<a href="mailto:shapiro@gfhmedical.com">shapiro@gfhmedical.com</a>
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Sponsorship Chair	Mel Prenovitz	<a href="mailto:melpren@rcn.com">melpren@rcn.com</a>

We are always looking for volunteers to help.

Please email the chairperson if you would like to get involved with MDG.

## ■ Notes

# Medical Development Group

## 2005/2006 Program Calendar

### ■ Forum Panels (Silicon Valley Bank)

<b>2005</b>	September 7	Home Health Care
	October 6	Anticipating the Future of Medical Devices
	November 2	Medical Needs: From the Physicians View
	December 7	Product Design: New Platforms for Development
<b>2006</b>	January 11	Assessing Markets and Competition
	February 1	Corporate Strategy and Organization
	March 1	Investment and Funding of Medical Technology Companies
	April 5	Reimbursement: Coding, Coverage and Payment
	May 3	Human Factors and Patient Safety
	June 7	Bio-Medical (Combination Devices/Drugs)

### ■ Networking Meetings (Pizzeria Uno, Newtonville)

<b>2005</b>	July 20	Medical Device Approval Requirements
	August 17	Networking for Consulting
	September 21	Risk Management (FMEA, Design & Product)
	October 19	Contracts (Employee and Consulting)
	November 16	Testing for Early Design Development
	December 21	Impact of Software in Medical Devices
<b>2006</b>	January 18	Transitioning to the Medical Technology Fields
	March 15	CE Marking and Design Control Strategies
	April 19	Outsourcing: Design and Manufacturing
	May 17	Outreach: How Can MDG Help You?
	June 21	1st Annual MDG Networking Party

*If you are interested in sponsorship opportunities,  
please contact Mel Prenovitz at [mel@melpren.com](mailto:mel@melpren.com) or at 617-738-6599*

### ■ Upcoming Events

November 16	Merrimack Valley Venture Forum (MVVF) in collaboration with MedDev Group (MDG) presents: <b>Preparing for Due Diligence in the Life Sciences Industry:</b> <i>Making your life sciences startup attractive to investors, acquirers and strategic partners</i> UMass Lowell Conference Center, 600 Suffolk Street, Lowell, Mass.
November 16	MDG Networking featuring Testing for Early Design Development
December 7	MDG Forum - Product Design: New Platforms for Development

Please pre-register for Forum Panels  
For more information, visit [www.MedDevGroup.org](http://www.MedDevGroup.org)