

## Medical Development Group 2007/2008 Program Calendar



### ■ Forum Panels (Foley Hoag Emerging Enterprise Center, Waltham)

- |             |         |   |
|-------------|---------|---|
| <b>2007</b> | Sept. 5 | Medical Product Launch Strategies   |
|             | Oct. 3  | Future of Clinical Diagnostics  |
|             | Nov. 7  | Trends in Healthcare Policy: How They Will Affect the Medical Device Industry                             |
|             | Dec. 12 | How to Identify and Interpret the Voice of the Customer   |
| <b>2008</b> | Jan. 9  | Successful Clinical Trial Strategies  |
|             | Feb. 6  | Getting Your Money Out: Harvesting and Preparing for Acquisition  |
|             | March 5 | Full Circle of Innovation — From Surgical Suite Invention to a Surgical Product                           |
|             | April 2 | Driving Physician Adoption of New Products  |
|             | May 7   | Manufacturing Alternatives & Options for Commercialization:<br>Turn Your Idea Into Something You Can Sell |
|             | June 4  | What's New in Neuroscience and Neurotechnology  |

### ■ Networking Meetings (Pizzeria Uno, Newton Corner)

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|-------------|----------|--|
| <b>2007</b> | Sept. 19 | Small Business Innovation Research Grants                    |
|             | Oct. 17  | Navigating Through GPOs and IHNs in Developing Contracts     |
|             | Nov. 28  | Painless Patenting   |
|             | Dec. 19  | HR Strategies for New Companies                              |
| <b>2008</b> | Jan. 23  | Evidence-Based Medicine and Clinical Trial Design            |
|             | Feb. 20  | Alternative Financing Strategies                             |
|             | March 19 | Value Proposition: Creating a Compelling Message             |
|             | April 16 | Alliances: How Small Companies Prosper with Larger Companies |
|             | May 28   | IRB: Patient Protection in Clinical Research                 |
|             | June 25  | Common Contracts Used in the Medical Device Industry         |
|             | July 16  | Case Study: Transitioning from Early Stage to Larger Company |
|             | Aug. 20  | Transitioning to a Career in the Medical Device Industry     |

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**If you are interested in sponsorship opportunities,  
 please contact Mel Prenovitz at [mprenovitz@meddevgroup.org](mailto:mprenovitz@meddevgroup.org) or 617-738-6599  
 or David Kaufman at [dkaufman@meddevgroup.org](mailto:dkaufman@meddevgroup.org) or 617-345-6789.**  
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### ■ Upcoming Events

#### March 19 Networking: *Creating a Compelling Value Proposition*

What problem does your product or service solve? How important is this problem? Who will benefit from the solution and how? These are questions every prospective customer, payer and investor will have. And, in today's competitive environment, success depends on providing them with clear, concise information that addresses these concerns-before they ask. Join us for a lively meeting where we'll discuss how to develop and deploy value propositions that will capture attention and motivate key stakeholders to take action.

#### April 2 Forum: *Driving Physician Adoption of New Products*

Whether your medical device is designed for use in the operating room, ambulatory clinic, physician office, or the home, a crucial first step is generating enthusiasm among the physicians that will use it. That's because commercial success depends on their acceptance, approval and often evangelism. Join us as our panelists discuss the impact that physicians have on the buying process in various clinical settings and what they look for before deciding to purchase or recommend a new device.

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

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## Full Circle of Innovation: From Surgical Suite Invention to a Surgical Product

March 5, 2008  
 Emerging Enterprise Center at Foley Hoag

### ■ Program Description

A case study of NOTES™ (Natural Orifice Translumenal Endoscopic Surgery™) demonstrates how all the players in the medical technology innovation game work together for mutual benefit. Our panelists will discuss how a physician's invention becomes a commercial product, how medical device companies get innovation ideas from their end users and how these new ways of collaboration are shaping the medical device industry. Today, physicians are becoming more active in challenging and changing the process of bringing new medical devices to market. We are seeing a variety of new technologies, conceived in the surgical suite or at the patient side, brought out via hospital-based technology transfer organizations. Transfer of a physician's concept into a commercial product involves traditional risks and efforts as well as new challenges for all the participants. NOTES provides an excellent case study, demonstrating how a new medical procedure that started in research hospitals triggers interest and involvement of the cutting edge medical device companies.

### ■ Co-moderators

**Martin J. Sklar**, CTO, Medical Development Partners, LLC  
**Randy Chinnock**, CEO, Optimum Technologies

### ■ Panelists

**Randy Chinnock**, CEO, Optimum Technologies  
**Bernard Haffey**, CEO, NDO Surgical  
**Ken Horton**, Director, New Technologies, Covidien  
**John J. Kelly, MD**, University of Massachusetts Medical Center

### ■ March Forum Co-Champions

**Olga Cherniavsky**, Chief Marketing Officer, Corum Medical, Inc.  
**Richard O'Brien**, Founder, Nagog Hill Partners

### ■ Agenda

5:30 – 6:15	Registration, informal networking, buffet dinner
6:15 – 6:20	MDG announcements
6:20 – 6:35	Moderator introduction of topic and panelists
6:35 – 8:00	Moderated panel discussion
8:00	Q&A and continued networking

### ■ MDG Mission

MDG's Mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities, and promoting best practices in enterprise management.

## ■ Biographies



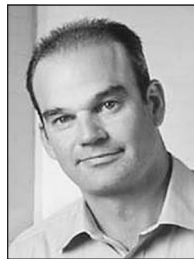
**Martin Sklar**

**Martin J. Sklar** is a partner and CTO of Medical Development Partners, LLC, a medical device consulting firm that helps life sciences companies bring products from concept to commercialization. As a medical device professional, Mr. Sklar has over 25 years of experience in business development, project management, invention, design/development engineering, analysis, quality, regulatory, manufacturing, engineering and product introduction of various medical products. He has experience in surgical, image guidance, automated laboratory, implant and other medical devices and systems. These products have been utilized for diagnostic and therapeutic applications in cardiology, orthopedics, neurology, and other key medical areas. He was a co-founder and the first president of Medical Development Group and is a member of the MDG Board.



**Randy Chinnock**

When it comes to using light in medical devices, people call **Randy Chinnock**. He is a physicist and the CEO of Optimum Technologies, Inc., a technology and product development firm that he founded in 1994. The company specializes in harnessing light to sense, image, measure, and treat. Mr. Chinnock and his staff help medical device and other life science companies commercialize extraordinary products in such technology areas as lasers, ophthalmic instruments, fiberoptics, microscopy, spectroscopy and endoscopy. In addition, the company is developing its own products in the area of real-time, *in-vivo*, fiberoptic cancer detection. For many years he was a participant in the evolution of minimally invasive procedures, and developed instruments for arthroscopy, laparoscopy, spine surgery, and other MIS applications.



**Bernard Haffey**

**Bernard Haffey** joined NDO Surgical, Inc. in April 2007 as president and CEO. Mr. Haffey was previously executive vice president and chief commercial officer at IntraLase Corp, an ophthalmic device company that recently was sold to AMO, Inc. for \$808 million. Mr. Haffey held a similar position at Summit Technology, Inc., which sold to Alcon Laboratories for \$972 million in 2000. Mr. Haffey previously also held various executive management positions at Mentor Corp and Hewlett Packard Co. Mr. Haffey earned his BA from Colgate University and his MBA from Cornell University.



**Ken Horton**

**Ken Horton** has over 20 years of experience within the global medical device industry. He has led all facets of product development from conceptual design to product commercialization. He has directed the development of products for general surgery, minimally invasive surgery, endoscopy, cardiology, cardiac electrophysiology and orthopedics. Mr. Horton also has been responsible for evaluating new technologies and companies for potential alliances, partnerships and acquisitions. Mr. Horton is currently the director of advanced technologies within Covidien, a \$10 billion global leader in medical devices and supplies, diagnostic imaging agents, pharmaceuticals and other healthcare products. Prior to Covidien, Mr. Horton held technical management positions within premier healthcare companies, including Cardinal Health, Baxter Healthcare, CR Bard and ACMI. He has multiple patents.



**John Kelly**

**John J. Kelly, MD**, is associate professor of surgery at the University of Massachusetts Medical School in Worcester. He is chief, general surgery, and director, minimally invasive surgery at UMass Memorial Medical Center. Dr. Kelly is currently collaborating with other surgical disciplines as well as colleagues in GI medicine to evaluate novel procedures and devices. A fellow of the American College of Surgeons, Dr. Kelly has written numerous articles for medical journals and has been a presenter at many medical conferences. He is a graduate of College of the Holy Cross and UMass Medical School.

## ■ MDG Officers, 2007-2008

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## ■ MDG Board of Directors, 2007-2008

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## ■ MDG Committee Chairs, 2007-2008

Programming	Olga Taylor	otaylor@meddevgroup.org
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Alliances	Olga Cherniavsky	ocherniavsky@meddevgroup.org
Operations	David Miller	dmiller@meddevgroup.org

## ■ MDG Volunteers, 2007-2008

Dianne Grattan, Programming  
 Richard Halpern, Programming  
 Eric Peterson, Web Site Calendar  
 Mike Toomey, Publicity  
 John Wlassich, Outsourcing SIG

***We are always looking for volunteers to help make our forums and networking successful. Please email the chairperson above if you would like to get involved with MDG.***

## ■ MDG Alliance Partners

128 Innovation Capital Group	www.128icg.com
Beacon Alliance	www.beaconalliance.org
C-Net Boston	www.boston-consult.com
E-Net Boston	www.boston-enet.org
MIT Enterprise Forum	www.mitforumcambridge.org
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