

Medical Development Group 2010-11 Program Calendar

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

2010	Sep 13*	The FDA, the Internet & Social Media: Regulatory Issues and Evolving Policy
	Oct 6	Concept to Commercialization: Turning an Idea into a Marketable Product
	Nov 3	Clinical Trial Design & Management in an Evolving Regulatory Environment
	Dec 15*	Healthcare Reform: Where We Are and What is Still to Come
2011	Jan 5	Accelerating New Technology Adoption and Minimizing Time-to-Revenue
	Feb 2	Hotbeds of Innovation: Advances in Treatment of Diabetes and Obesity
	Mar 2	Innovative Business Models for Startups
	Apr 6	Hotbeds of Innovation: Advances in Treatment of Diabetes and Obesity
	May 4	Reimbursement Wars: Stories from the Front Lines
	Jun 1	Computer Assisted Diagnostics: Opportunities and Obstacles *Special SuperNetworking Event

■ Networking Meetings (Rebecca's Cafe, 275 Grove Street, Newton)

2010	Oct 20	Building a World Class Management Team for Your Startup
	Nov 17	Successful Partnering: Crossing Organizational & Geographic Boundaries
2011	Jan 19	Product Launch Roadmap: What to Do and When to Do It
	Feb 16	Medical Device Entrepreneurship: Critical Success Factors
	Mar 16	Enabling Device Innovation: Advances in Engineering Design Tools
	Apr 27	Going Off-Shore: Opportunities and Pitfalls for Device Enterprises
	May 18	Sales Force Effectiveness: Strategic Options and Management Principles
	Jun 15	Essentials of Business Planning
	Jul 20	Legal and Regulatory Issues in Corporate-Physician Relations
	Aug 17	Getting into the Medical Device Industry

If you are interested in sponsorship opportunities,
please contact David Kaufman at dkaufman@meddevgroup.org or 617-345-6789.

■ Upcoming Events

April 27 Networking Going Off-Shore: Opportunities and Pitfalls for Device Enterprises

This networking presentation will differentiate outsourcing and off-shoring in practical terms followed by a presentation of key topics to contemplate when considering off-shoring your product. The presentation will also suggest a hybrid model that may achieve your cost goals, while more easily addressing other challenges of strictly off-shoring. This will be a thought-provoking program that will aid in developing a manufacturing strategy that will lead to high quality products that reach the market on time at an appropriate cost.

May 4 Forum Reimbursement Wars: Stories from the Front Lines

Securing adequate reimbursement from insurers is a prerequisite for commercial success for any medical technology. A distinguished panel of reimbursement professionals will recount their experiences, discuss how they address difficult reimbursement issues and extract the lessons that every medical technology company needs to learn.

May 12 MDG Special Course: Software Quality and the FDA: The Lean - Agile Way

This one-day course presents the basics of software quality for FDA compliance and shows how lean/agile development, properly applied, provides a solution to both high quality and high productivity.

May 16 2nd Annual Tri-State MedTech Event 4-7 p.m., Beechwood Hotel, Worcester

Please pre-register for MDG events.
For more information, visit MedDevGroup.org.

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Hotbeds of Innovation: Latest Advances in the Treatment of Diabetes and Obesity

April 6, 2011
Emerging Enterprise Center at Foley Hoag

■ Program Description

Do you or someone you love struggle with diabetes or obesity? Tonight's panel will review the origins of diabetes and obesity and explain why there is an increase in diabetes and obesity in the U.S. Why is the average American consuming more food and what are the latest comprehensive treatments in obesity? Learn from a distinguished panel of experts how far we have come from the "standard of care" to state-of-the-art diagnostics and novel medical devices for the treatment of diabetes and obesity.

■ Moderator

Kevin M. Dolan, Senior Human Resources Consultant, Harvard Medical School

■ Panelists

Jose Alberto Halperin, M.D., Associate Professor of Medicine, Director, Laboratory for Translational Research, Harvard Medical School and Brigham & Women's Hospital
John Nadai, M.D., Bariatrician, Massachusetts General Hospital
Bill Hartman, Director of Research, Essential

■ Event Champion

Judy Isaacson, Executive Consultant, VitalNow!

■ Agenda

5:30	Registration, informal networking, buffet dinner
6:15	MDG announcements
6:40	Opening comments by moderator and introduction of speakers
6:50	Speaker presentations
7:30	Q&A
8:00	Continued networking and dessert

■ 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



Kevin Dolan

Kevin Dolan is a senior human resources consultant with Harvard Medical School. He has more than 16 years experience in human resources in higher education, with a primary focus on labor and employee relations, mediation, and leadership coaching. Mr. Dolan who has had Type 1 Diabetes for 28 years, is active in efforts to combat diabetes. He uses integrated insulin pump and continuous glucose monitoring (CGMS) technology to manage his care. Last September, Mr. Dolan was honored as one of 12 winners of the first Harvard Catalyst InnoCentive Ideation Challenge: "What do we not know to cure Type 1 Diabetes?" He suggested developing new CGMS technology that samples blood sugar directly to improve patients' quality of life and blood sugar control. He served as co-chair of the ADA's 2007 Step Out to Fight Diabetes in the Merrimack Valley walk, has participated in the JDRF's Boston Walk, and will be serving on the committee for the ADA's 2011 North Shore Tour de Cure cycling event. Mr. Dolan holds a bachelor's in communications from the University of Maine and a master's in public affairs/policy from UMass Boston. He is also a Harvard-trained mediator.



Jose Halperin

Dr. Jose Halperin has made important scientific findings in cancer and diabetes. He is an associate professor at Harvard Medical School where he is director of the Laboratory for Translational Research. Dr. Halperin built the lab as a means of converting basic biological knowledge into practical benefit, otherwise described as the "bench-to-bedside" process. Based on a study of vascular abnormalities in diabetic patients, the lab has discovered a sequence of events that may contribute to the vascular complications commonly found in diabetic patients. These data suggest new methods for diagnosing persons at risk for developing diabetes and diabetes-associated vascular disease. A native of Argentina, Dr. Halperin did his medical studies and residency at the University of Buenos Aires. He joined the faculty at Harvard Medical School in 1984 and has been associated with Harvard and Brigham and Women's Hospital since.



John Nadai

Dr. John Nadai is an obesity medicine specialist at the Massachusetts General Hospital Weight Center, coordinating multidisciplinary care for patients with clinically severe obesity, involving nutritional-behavioral, pharmacological and surgical treatment. He obtained his M.D. at the University of Massachusetts Medical School, completed an internal medicine residency at the Lahey Clinic, and obtained an M.S. at the Harvard School of Public Health with interest in medical informatics and decision analysis. Prior to entering medical school, he worked as an R&D engineer in the field of digital signal processing, with contributions to digital voice and image compression, including the development of the JPEG coding standard.



Bill Hartman

Bill Hartman is the director of research at Essential. Hartman has a broad background in user-centered design and has led multi-disciplinary programs in a range of industries including consumer electronics, healthcare, industrial equipment, IT, and financial services. He has a particular interest in ethnographic research and collaborative design methods as means to humanize technology in compelling and differentiated ways. His recent work on health initiatives includes design research for web portals, disease management and telemedicine platforms, charge capture and patient information systems, and online communities. Prior to joining Essential in 2006, Mr. Hartman worked as an independent consultant to clients in a number of industries helping them on issues of product development, interaction design and user experience strategy. Mr. Hartman was previously a vice president of product development at Fitch Worldwide and a director of user experience at Scient, an eBusiness consultancy now part of Razorfish. He has a bachelor's degree from Davidson College and a master's from the Institute of Design/Illinois Institute of Technology.

Safety Assurance Cases and Security for Medical Devices

A special MDG course for specialists responsible for software controlled medical devices

This in-depth course, first of its kind, is being offered exclusively through MedDev Group. Registration is strictly limited to 30 students, so make sure to register early!

June 1, 2 & 3 - 8:30 a.m. - 5:30 p.m.
The Conference Center at Waltham Woods
(Massachusetts Medical Society)

MDG members can save twice!
Special early-bird discounts (by Feb. 28)
Special discount for MDG members

For more information:
Brian Shoemaker
bshoemaker@meddevgroup.org

MDG Marketing Volunteers Needed

Increase your visibility within MDG by volunteering for one of these roles:

- Online Calendar Master
- Web Site Content Manager
- Photographer
- PR Manager

For more information contact
Judy Isaacson at judy@meddevgroup.org.

MDG Member News

News You Can Use

■ New Members

Med Dev Group welcomes new members who have joined since the March 2011 Forum:

Frank Aubuchon	Jim Hacunda	Oscar Lazaro
Oded Ben-joseph	Tom Hood	Pete Pulsifer
Irita Dsilva	Tyna Hope	Steve Sanfacon
Dave Eustis	Gene Krofah	Kerry Timbers

In addition, we welcome back those who are returning to MDG:

Marie Cloutier	John Krowchun	Alan Oslan
Ernie Johnston	Joseph Maressa	Peter Vegeto
David Kaufman		

■ Did You Know?

- ▶ That you can edit any data in your member profile besides the expiration date? This includes your username and password—so if your username is the same as an email address you no longer use, you can change it to something else! Just log in and click the "My Profile" link in the stripe below the MDG banner.
- ▶ That MDG offers high-quality educational opportunities? Check the Events -> Courses page of the web site for the most recent educational events!

■ Stay Connected with MDG

You can stay connected with MDG on LinkedIn or twitter.



- ▶ MDG - Medical Software Special Interest Group
- ▶ Medical Development Group
- ▶ MDG - Product Development & Manufacturing Outsource - SIG
- ▶ MDG Marketing & Sales Special Interest Group



- ▶ twitter.com/MedDevGroup

■ April 11 Program Central Planning Meeting

Bring Your Ideas for 2011-12 MDG Programs

Join Program Central team members to **explore ideas and programs** for all MDG events for the coming year. Start at 5:30 p.m. with light dinner and refreshments, 6-8 p.m. for a brainstorming session to consider fresh, new ideas and the restoration of time-tested topics. Please RSVP to judy@vitalnow.net if you plan to attend.

The objective of all MDG Forums, Networking, SIGs and Special Events is to help members grow in the medical device (and related life sciences) industry understanding, awareness and career development. Program Central is prepared to lead this session and support the concepts and program ideas offered.

All members are encouraged to join in. This is the chance to get **your ideas** on the table for consideration. Remember, MDG is your volunteer organization serving the needs you and your fellow members find useful in building your career.

MPO
MEDICAL PRODUCT OUTSOURCING
Costa Rica Marriott Hotel, San Jose
May 11-13, 2011
Register now: mposymposium.com

MEDS
MEDICAL ELECTRONIC DEVICE SOLUTIONS
Register Now For FREE!
Attend a Special MEDS pavillion at the RTECC Boston Event May 24, 2011
Register now: medsmag.com/rtecc_boston

■ MDG Officers, 2010-2011

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■ MDG Board of Directors, 2010-2011

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■ MDG Committee Chairs, 2010-2011

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■ MDG SIG Chairs, 2010-2011

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■ MDG Volunteers, 2010-2011

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Cathy Lai, Membership Analytics

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Bill Munger, Programming Liaison
Peter Novello, Membership
Maria Shonyo, MDG Conference List
Charlie Sweet, Operations
Peter Vegeto, Membership
Jim Vellenga, Operations

MDG runs on volunteers. If you would like to get involved, email the committee chairperson above.