

Medical Development Group 2008/2009 Program Calendar



Unmet Clinical Needs and Potential Device Solutions— Case Examples and Cautionary Tales

November 5, 2008
Emerging Enterprise Center at Foley Hoag

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

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| 2008 | Oct 2 | Personalized Medicine: Is There a Role for Devices in the Coming Revolution? |
| | Nov 5 | Unmet Clinical Needs and Potential Device Solutions:
Case Examples and Cautionary Tales |
| | Dec 3 | Expert Panels, Advisory Boards and User Groups:
Using Key Opinion Leaders to Help Achieve Business Goals |
| 2009 | Jan 7 | Global Strategies for Market Penetration: Don't Get Lost When You Go Abroad |
| | Feb 4 | Emerging Technologies for Pulmonary/Sleep Medicine |
| | Mar 4 | What VCs Want and How They Get It: Assessing, Reducing & Managing Investment Risk |
| | Apr 1 | Advances in Cardiology Devices: Does Performance Match the Promise? |
| | May 6 | Trends in Medical Device Mergers & Acquisitions: Experience and Expectations |
| | Jun 3 | Why Devices Fail and What You Need to Do to Prevent It From Happening |

■ Networking Meetings (Visit www.meddevgroup.org for meeting location.)

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| 2008 | Sep 10 | Season Opener: SuperNetworking |
| | Oct 15 | Critical Issues in Medical Technology Licensing |
| | Nov 19 | Creating a Marketing Plan for a New Medical Device |
| | Dec 17 | Using the Internet to Network Effectively: LinkedIn, Facebook, etc. |
| 2009 | Jan 21 | From Manager to Innovative Leader: Are Leaders Made or Is It in Their DNA? |
| | Feb 18 | Getting into Your Buyers' Minds: Attracting the Clients Who Need Your Services Most |
| | Mar 18 | How to Prepare for Financing and How to Close the Deal |
| | Apr 22 | Changing Expectations for Quality Management Systems: Ensure a Clean FDA Audit |
| | May 20 | Creating a Lifetime of Referrals |
| | Jun 17 | Public Sector Financing for Seed-Stage Companies |
| | Jul 15 | Risk-Based Product Development:
An Emerging Paradigm for Design, Validation & Manufacturing |
| | Aug 19 | 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

Nov. 12 & 13 Medical Product Outsourcing Symposium

Join your peers at this symposium with an MDG member discount. MDG is a silver sponsor of the event, which is being held in Waltham. A special rate of \$395 is available exclusively to MDG members and affiliates. To receive this rate, send an email to Howard Revitch at howard@rodpub.com or call 201-825-2552, x343. Full details online at www.mposymposium.com.

Nov. 19 Networking: Positioning Your Medical Device for Success: Developing a Compelling Marketing Plan
 Joyce College, R.N., clinical marketing consultant and partner, Medical Development Partners, LLC, will speak about the nuts and bolts of developing a marketing plan that will work for your company. (At Pizzeria Uno, Newton Center)

Dec. 3 Forum: Using Key Opinion Leaders to Help Achieve Business Goals

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

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■ Program Description

Despite enormous advances in medical technology in recent years and decades, and a corresponding increase in therapeutic options available to treat patients in many disease areas, there are still numerous intractable clinical problems as well as inadequacies in diagnostic and surgical tools and techniques. These unmet clinical needs define the past failures and the future opportunities for emerging medical technology companies.

Multiple disciplines must work together to identify unmet clinical needs and design and develop innovative tools and therapeutic technologies to address them while dealing with the financial imperatives of maintaining commercial viability. A distinguished panel of experts will provide compelling examples of this process as well as the progress being made in selected clinical areas.

■ Moderator

Steve Sandler, Managing Director, VMARK Associates

■ Speakers

David Dove, MD, MBA, President and CEO, Aeris Therapeutics, Inc.

Beth Loring, Director of Research and Usability, Farm

Thomas Farb, President, Estabrook Medical

■ Agenda

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| 5:30 | Registration, informal networking, buffet dinner |
| 6:20 | MDG announcements |
| 6:30 | Moderator's introduction of panelists |
| 6:40 | Panel presentations |
| 7:40 | Q&A |
| 8:00 | Adjourn |

■ 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



Stephen Sandler

Stephen A. Sandler, managing director of VMARK Associates, Inc., has over 25 years of experience in developing corporate strategic plans as well as the launch and ongoing marketing of biomedical products ranging from groundbreaking medical devices to advanced biotechnology products. VMARK's clients have ranged from pre-commercial start-ups to Boston Scientific, Smith + Nephew and Johnson & Johnson. In the pre-commercial stage, VMARK provides value in two ways to companies and their investors. VMARK develops business plans and investor presentations that facilitate the raising of capital and provides marketing expertise that assures that the product fits the clinical and reimbursement needs of the marketplace. For companies whose products are already commercialized, VMARK develops marketing communications programs targeted at the relevant constituencies which may include clinicians, consumers, administrators, managed care organizations and investors. Prior to his years in healthcare marketing, Mr. Sandler served as the vice president and CFO of National Information Services, a publicly held minicomputer systems company. Prior to that, he worked at Peat Marwick Mitchell & Company, where he passed the CPA examination.



David Dove

David Dove, MD, MBA, is president and CEO of Aeris Therapeutics, Inc, a medical technology company in Woburn. Dr. Dove has extensive experience in healthcare and in the management of emerging life science companies. Prior to joining Aeris, Dr. Dove was president and CEO of Celadon Science, Inc. (now Advanced Biohealing Inc.), a biotechnology company focused on skin and wound healing. Dr. Dove also served as the president and CEO of TEI Biosciences, a regenerative medicine company, and as chief operating officer of Immunotherapy, Inc., a biotechnology company developing novel treatments for cancer. Dr. Dove received an M.D. degree from New York University and completed his residency in internal medicine at the University of Washington. He holds an M.B.A. from the Haas School of Business at Berkeley and a bachelor of arts in cell biology from Middlebury College.



Beth Loring

Beth Loring heads research and usability activities at Farm, a product development firm in Hollis, N.H. She has over 20 years of experience consulting on product design and usability, with expertise in the areas of user requirements gathering, user interface design, and usability evaluation methods. Ms. Loring has worked on the design and evaluation of a wide array of products, including insulin injectors, patient monitors, point-of-care devices, two-way radios, hospital communications systems, digital cameras, vehicle navigation systems and home networked technologies. She has particular expertise in the design of products for older consumers. Ms. Loring holds an M.S. in engineering design from Tufts University and is a certified human factors professional. She has over 20 publications and is coauthor of the book, *Moderating Usability Tests: Principles and Practices for Interacting*, with Joseph Dumas (Morgan Kaufmann Publishers, 2008).



Thomas Farb

Thomas Forest Farb is president of Estabrook Medical in Waltham, a start-up medical device and pharmaceutical company and is interim CEO of Veroscan, Plano, Texas, a company that automates the inefficient and often inaccurate process of manual counting surgical items in the operating room, prior to and during invasive surgeries. From 2006 - 2008, Mr. Farb was president & chief operating officer of Indevus Pharmaceuticals (NASDAQ: IDEV), in Lexington, an \$80 million company developing and marketing pharmaceuticals and devices to urologists and endocrinologists. Mr. Farb implemented a strategy of utilizing its 100 person sales force to sell both drugs and devices to the same physician call points. From 1998 - 2006, Mr. Farb participated in the private equity and venture capital industries. In 2003 he co-founded and was managing director of the Boston- and Shanghai-based private equity firm, New America Partners where he established a China-based venture fund with Shanghai. Previously, he was general partner and chief financial officer of the private equity firm, Summit Partners and held senior management positions with Interneuron Pharmaceuticals and Cytoc Corp.

■ MDG Officers, 2008-2009

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■ MDG Volunteers, 2008-2009

Sherry Alpert, MDG Member News
David Ennen, MDG Operations
Olivier Giuliani, Website Calendar

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
Babson Life Sciences Club	www.babson-biotech.org
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WPI Venture Forum	www.wpiventureforum.org