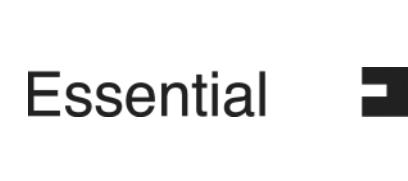


Medical Development Group 2010-11 Program Calendar

PREMIUM SPONSORS



ANNUAL SPONSORS



- **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 SIGapalooza: Super SIG Night
 - 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

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

Oct. 13 Software SIG Software QA Fundamentals
5:30-9 p.m., Reservoir Place, Padanarum Room, 1601 Trapelo Rd., Waltham

Oct. 20 Networking Building a World Class Management Team for Your Startup
To be remarkable, to truly optimize potential, to compete with and beat the competition, a high-growth startup must identify, assemble and motivate coherent teams. This session discusses the importance of human capital—and leading-edge best-in-class techniques and tools that allow leaders and investors to evaluate an individual's capabilities in the context of the team—and beyond, in the context of a fast-moving entrepreneurial environment.

Nov. 3 Forum Clinical Trial Design & Management in an Evolving Regulatory Environment
This event addresses important recent changes in FDA expectations on clinical trial requirements towards regulatory approval. Presentations will cover the fundamentals, benefits and challenges of Bayesian statistics; the clinical/regulatory landscape and challenges that face CAD device manufacturers; potential changes in the FDA 510(k) clearance process; and the impact of Comparative Effectiveness Research and Health Technology Assessments on reimbursement.

Nov. 3 & 4: MPO Symposium A conference for OEMs and contract manufacturers.
The Conference Center at Waltham Woods. Registration information available at mposymposium.com

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

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## Concept to Commercialization: Turning an Idea into a Marketable Product

October 6, 2010  
Emerging Enterprise Center at Foley Hoag

### ■ Program Description

Commercialization of medical device products from concept to manufacturing. This process will be examined from the perspectives of both larger established enterprises and small start-up firms. There are many challenges to encounter to successfully bring a new idea from concept to prototype and then to production. The considerations are particularly daunting in the highly litigious and tightly regulated medical device market. Small VC-backed startups often show a pattern towards breakthrough products or disruptive/paradigm shift type devices. Visionary leadership tends to be at the helm of the successful VC start-up in navigating through the many technical, business or regulatory risks. There is also a brand of visionary leadership at the helm of the larger enterprise, but here the new products in the firm's actual development pipeline have historically trended towards more incremental change in the existing markets they serve. That trend may be changing for large device firms under the pressures of healthcare reform. This forum will examine successfully navigating the product development pathway from both perspectives.

### ■ Moderators

**David Fink**, Vice President of Product Development, Ximedica, Providence, RI  
**Randy Chinnock**, President, Optimum Technologies, Inc., Southbridge, MA

### ■ Panelists

**Lee Burnes**, VP of Technology Development and Program Management, Vascular Therapies Division, Covidien, Mansfield, MA  
**Greg Erman**, CEO in Residence, Allied Minds, Boston, MA

### ■ October Event Coordinators

**Paul White**, Sales Manager, Optimum Technologies, Inc.  
**Andrea Laroque**, Marketing Manager, Ximedica

### ■ Agenda

5:30 Registration, informal networking, buffet dinner  
6:15 MDG announcements  
6:40 Opening comments by moderator and introduction of speakers  
6:50 Group interactive presentation  
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



David Fink

**David Fink** has over 30 years of successful new product development experience in the medical device industry ranging from early phase research, strategy and business development through to commercial launch. Prior to recently joining Ximedica, Mr. Fink was a director of research & development at Covidien/Kendall where for over 20 years he managed multiple development groups in the fields of cardiology, radiology, anesthesia/respiratory care and advanced wound care, including 12 years successful experience in antimicrobial device platform development. He has an accomplished technical background involving device and concept research, product design, process development, biosciences and clinical support. He holds a BSME from Union College.

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.

**Greg Erman** is CEO in residence of the medical technology portfolio at Allied Minds, a research commercialization private equity company. He leads new investments in medical device, diagnostic, analytical instrument and healthcare IT businesses and serves as CEO for a number of these portfolio companies. Prior to joining Allied Minds, Mr. Erman was president & CEO for three VC-backed companies where he managed the entire technology life cycle from academic research commercialization to exit multiple times. He has cultivated roughly 250 academic medical research projects over the last 10 years, built many companies from scratch, raised about \$100M in venture capital and successfully grown businesses to establish market leadership. Each of Mr. Erman's VC-backed companies exited to large public companies and in some cases generated returns of many multiples of investment. His recent work includes developing neurostimulation devices for treating chronic pain and other brain circuit dysfunctions and, earlier, founding Renalworks Medical Corporation which built an implantable hemofilter for ESRD & CHF and was successfully sold to Fresenius Medical Care in 2007. Greg holds BSEE and marketing MBA degrees with high honors from Rutgers University, is a mentor in six different organizations and sits on numerous boards of directors and advisory boards. He can be reached at [Greg.Erman@AlliedMinds.com](mailto:Greg.Erman@AlliedMinds.com)

**Lee Burnes** is the vice president of program management and technology development for Covidien's Vascular Therapies global business unit. Mr. Burnes has more than 20 years of medical device design and development experience and holds a B.S. in plastics engineering from the University of Massachusetts at Lowell. Mr. Burnes has led numerous R&D organizations throughout his career in such fields as urology, safety injection devices, neonatal and obstetrics and vascular disease management. Teams under his leadership have developed and brought to market numerous innovative solutions. He holds five U.S. patents and has more than 10 additional patents pending.



Randy Chinnock



Greg Erman



Lee Burnes

## MDG Member News

News You Can Use

### ■ New Members

**Med Dev Group welcomes all the new members who have joined since the September SuperNetworking:**

|                  |                |              |
|------------------|----------------|--------------|
| Walt Christensen | Andrew Eisman  | John Vittal  |
| Joe Curtis       | David Hamacher | Eric Walters |
| Dave Dalke       | Rick Kapoise   |              |
| Kevin Dooley     | Don Madden     |              |

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

|              |               |
|--------------|---------------|
| Tom Williams | Phil McKinley |
|--------------|---------------|

### ■ 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 the MDG LinkedIn Group is completely separate from the MDG online directory? The LinkedIn Group is useful for making connections with other professionals outside MDG, through a fellow MDG member. The primary resource for connecting with MDG members is still the online member directory.

### ■ Member News Announcements

Share your business news with fellow MDG members. We need Member News Announcements! Did you win a patent? Speak at a conference? Secure some funding? Land a new job? Send all your Member News to Sherry Alpert at [sherry@alpert-publicrelations.com](mailto:sherry@alpert-publicrelations.com).

### ■ MDG Alliances: A Valuable Resource

If you are already a member of MDG, you most likely have heard about the other regional groups that have formed alliances with MDG. MDG members can significantly expand their horizons by tapping into the resources of our alliance members and most often at a significant discount. For example ... “Attend a WPI Venture Forum event and pay as if you were a WPI Venture Forum Member.”

Our alliance partners are on the MDG web site. Visit the ON-LINE CALENDAR tab and see a list of the upcoming events at MDG and our alliance partners. Visit the ALLIANCES tab for a full listing of our alliance partners with a link to their web site and a note about the partner discount which is being offered to MDG members.

But remember, this special benefit is only for MDG members. If you are not already an MDG member, this is another valuable reason to join MDG. If you are an MDG member, this member benefit will broaden your horizons and save you money.\* You will also be supporting the efforts of our alliance partners who work hard to bring valuable programs to the community.

#### Current MDG Alliance Partners

|                                                             |                                                  |
|-------------------------------------------------------------|--------------------------------------------------|
| 128 Innovation Capital Group (128 ICG)                      | MIT Enterprise Forum                             |
| Babson Life Sciences Club                                   | New Hampshire High Tech Council                  |
| BEACON (The Biomedical Engineering Alliance and Consortium) | North Shore Technology Council                   |
| C-NET Boston (Boston Consultants Network)                   | SNEEF (Southern New England Entrepreneurs Forum) |
| E-NET Boston (IEEE Entrepreneurs Network)                   | The Capital Network (TCN)                        |
| Merrimack Valley Venture Forum (MVVF)                       | WPI Venture Forum                                |

\*You can obtain an MDG membership card as proof of your membership by going to the MEMBERS LOGIN tab and clicking on Membership Card in the grey column on the left.

**For additional information and to learn how to become an Alliance Partner, please contact our co-chairs: Alan Kivnik ([akivnik@meddevgroup.org](mailto:akivnik@meddevgroup.org)) or Lee Jones ([ljones@meddevgroup.org](mailto:ljones@meddevgroup.org)).**

### ■ MDG Officers, 2010-2011

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#### Vice President

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#### Secretary

Dick O'Brien  
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#### Treasurer

Sulo Musyaju  
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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

Sherry Alpert, MDG Member News  
Heinz Bachmann, Operations  
Joe Civiello, Sponsorships  
Roy Coleman, Programming Coordinator  
Eric Cunningham, Membership  
Gary Duffy, Marketing/PR  
Bruce Horwitz, Internet Support  
Cathy Lai, Membership Analytics

Craig Lazinsky, Marketing/PR  
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.**



Product Development & Manufacturing Outsourcing  
Special Interest Group

Thank you to all who responded to our recent survey. The PD&MO SIG plans to hold a series of workshops at Reservoir Place in Waltham on Best Practices Programming. Our first event will be held in November (TBD).



Marketing & Sales  
Special Interest Group

#### Introducing the New Marketing & Sales SIG

**First Event:** Secrets to Success in Medical Device Marketing  
**Keynote Speaker:** Bruce Lehman, President & CEO, LehmanMillet  
Thursday, Nov. 4 at 5:30 p.m.  
Rebecca's Café, 275 Grove Street, Auburndale, MA

### Register Now — Just 10 Days Away

## New England-Israel Business Council 2010 Life Sciences Summit

October 18-19, 2010 Waltham, MA



The 2010 Life Sciences Summit is the premier event in New England intended to foster relationships between the life science industry, research, healthcare and the investment community in New England and their counterparts in Israel. In addition to local participants, the Summit will host a delegation from Israel, including a Nobel Laureate, CEOs from 15 of the most promising Israeli pharmaceutical, biotech, and medical device companies, VCs, and others.

[neibc.org/2010summit](http://neibc.org/2010summit)