

Medical Development Group 2010-11 Program Calendar

PREMIUM SPONSORS



logicpd.com



optimum-tech.com

ANNUAL SPONSORS



farmdesigninc.com



eclipsepd.com



essential-design.com



intertek.com



massmaterials.com



solidvision.com



goodwinprocter.com



cogmedix.net



alvamed.com



g-cpa.com



sunriselabs.com



mbbp.com



ximedica.com



foleyhoag.com



massdevice.com

■ 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 |

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

■ Upcoming Events

Jan. 5 Forum Accelerating New Technology Adoption and Minimizing Time-to-Revenue

The sizable investments in new technologies and inherent solutions to clinical applications present medical device manufacturers with a dynamic need to get to market quickly and effectively. To exist, then to prosper, medical device companies must get a return on their new initiatives by satisfying customers. No simple task. Come join us in this Forum to absorb the lessons of an accomplished market leading medical device company taking a leading edge technology - product and procedure, to market in 'real time.'

Jan. 19 Networking Product Launch Roadmap: What to Do and When to Do It

This presentation is designed for medical device employees that want a thorough overview of the product launch cycle and roadmap. We will review the entire process of getting a product to market, with specific focus on successful product launch, and all the activities it requires. Of special interest to the MDG constituency will be an overview of where R&D and other engineering-based functions fit in the product launch process.

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

© Copyright - Medical Development Group, 2010-2011. All Rights Reserved.

SuperNetworking Event

Healthcare Reform: Where We Are and What is Still to Come

December 15, 2010
Emerging Enterprise Center at Foley Hoag

■ Program Description

The Patient Protection and Affordability Act of 2010 is likely to go down as the most important U.S. health care legislation since the creation of the Medicare program in 1964. It is also the most controversial and possibly the least well understood major Federal policy innovation of the Obama administration. One thing, however, seems certain – the health care reform of 2010 has established a framework for health care system change that may have a profound effect on the competitive arena and commercial prospects of life science companies and health service providers. Learn about what health care reform really means—what has already been implemented and what is still to come, what that you've heard is real and what is myth, what still has to happen to realize the quality improvement and cost control goals of the legislation—from a panel of experts deeply involved with the practicalities of the health care legislative and policy implementation processes.

■ Moderator

Edward E. Berger, Ph.D., Principal, Larchmont Strategic Advisors

■ Presenters

Thomas Barker, Partner, Foley Hoag LLP

Brian P. Carey, Partner, Foley Hoag LLP

Tom Hubbard, New England Healthcare Institute

■ 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



Edward Berger

A senior healthcare executive with special insight into the impact of public policy on business planning and operations, **Edward Berger** founded Larchmont Strategic Advisors in 2005 to help life sciences companies deal effectively with the strategic challenges and opportunities posed by the rapidly evolving healthcare regulatory and policy environment. Dr. Berger has provided reimbursement analysis and strategy development consultation to a variety of clients developing new technologies in fields including neural monitoring and neuromodulation, gastrointestinal surgery, severe pulmonary dysfunction, clinical laboratory testing, and personalized medicine. In addition to reimbursement-related services and public policy analysis and advocacy, his areas of expertise include media relations, investor relations, research ethics and patient protection and corporate compliance programs.



Thomas Barker

Since joining Foley Hoag in March of 2009, **Thomas Barker** has focused his practice on Medicare and Medicaid reimbursement issues for innovator pharmaceutical products; provided legal, regulatory and strategic advice for multiple Medicare providers, including dialysis facilities, medical device manufacturers, and innovator pharmaceutical companies; provided crisis counseling and legal advice to Medicare Advantage and Medicare Part D plans undergoing CMS audits; and, with the enactment of health care reform legislation, has begun counseling clients on the multiple changes to health care laws that have occurred as a result of the legislation. Prior to coming to Foley Hoag, Mr. Barker served in a succession of high-level federal health care policy positions throughout the Bush administration. In 2008, he served as acting general counsel of HHS; from 2005 – 2008 he served as health policy advisor under HHS Secretary Michael Leavitt. Mr. Barker played a key role in the implementation of several major health policy initiatives during his time at HHS: the Medicare Prescription Drug Benefit (Medicare Part D); Medicaid modernization; the president's agenda on health care transparency and health information technology; and the President's health care access proposals. He also chaired HHS briefings on Medicare and Medicaid policy, and assisted in the initiative to rebuild the New Orleans health care infrastructure following Hurricane Katrina.



Brian Carey

Brian Carey's law practice focuses on advising life sciences companies, health care providers and private equity investors on federal legislative and regulatory issues. His work with biotechnology, pharmaceutical and medical device companies includes advice and counsel on legislative aspects of the Medicare prescription drug coverage, Medicare coverage and reimbursement, and food and drug issues. He also represents health care provider clients before the Centers for Medicare & Medicaid Services on National Coverage Decisions, reimbursement under the Hospital Outpatient and Inpatient Prospective Payment Systems and in Medicare Coverage Advisory Committee proceedings. Mr. Carey's extensive background in health care policy matters includes serving as a legislative aide to Sen. Edward M. Kennedy, where he worked on health care, food and drug and biotechnology legislation, including the Prescription Drug User Fee Act of 1992 and Dietary Supplement Health and Education Act of 1994.



Tom Hubbard

Tom Hubbard leads New England Healthcare Institute projects on comparative effectiveness research, patient medication adherence, and prevention and wellness initiatives. Mr. Hubbard leverages his policy and technology experience to examine ways the country's health care system can be transformed, focusing on the promotion of medical innovation and the improvement of quality and efficiency in clinical care. Mr. Hubbard previously spent seven years at the Massachusetts Technology Collaborative (MTC), where he led industry-focused projects and supervised the annual publication of the MTC Index of the Massachusetts Innovation Economy. His work has included supervising the I-495 Technology Corridor Partnership, an industry-municipal collaboration on growth, and leading projects on broadband deployment, federal research funding advocacy, and nanotechnology. Previously, Mr. Hubbard served as executive assistant for economic affairs to U.S. Sen. John Kerry, as deputy director of development for Gov. Michael Dukakis, and as director of community development and planning for the city of Gardner, Mass. He is a graduate of Harvard College and holds a master's in public policy from Harvard's Kennedy School of Government.

MDG Marketing Volunteers Needed

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

- Photographer
- PR Manager
- Web Site Content Manager

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

MDG Member News

News You Can Use

■ New Members

Med Dev Group welcomes all the new members who have joined since the November Forum:

| | | | |
|----------------|---------------|-----------------|---------------|
| Rich Abraham | Bob DeLisa | Susan Hsiong | Dale Ritter |
| Mark Beran | Stephen Faris | K Joanne Kalp | Bhavdeep Shah |
| Bill Bird | Jenny Fern | John Moore | Mary Sherman |
| Reid Birkett | Kevin Flynn | Nina Pang | Michael Tymm |
| George Burdick | Craig Goldman | Benjamin Powell | |

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

| | | |
|------------------|----------------|---------------------------|
| Richard Andrews | Arnie Freedman | Maria Shepherd |
| Olga Cherniavsky | Karen Lamkin | Martin Sklar |
| Robert Ezzell | Bob Miller | Nancy Van Schooenderwoert |
| Michael Fairbank | Ronda Moore | Alexander Vybornov |

■ 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 you can insert your own photo, and provide a link to your web site, directly into your online profile?

■ Calling all MDG Members!

The MDG Marketing and Sales Special Interest Group wants YOU—or your input, at least! Check your email inbox. You should have received an invitation to complete the Marketing and Sales SIG poll, and to suggest what you'd topics you would like the SIG to schedule in the coming year. If you didn't see the email, but would like to complete the poll, just log in to the MDG members-only area and click on the link “Marketing and Sales SIG Interest Poll” in the left-hand menu. It's brief—but the information will be essential!

■ 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.

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 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.) 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 |

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

■ MDG Officers, 2010-2011

President

Ed Berger
eberger@meddevgroup.org

Vice President

Joyce College
jcollege@meddevgroup.org

Secretary

Dick O'Brien
robrien@meddevgroup.org

Treasurer

Sulo Musyaju
smusyaju@meddevgroup.org

■ MDG Board of Directors, 2010-2011

Laura Appleton
lappleton@meddevgroup.org

Barbara Bix
bbix@meddevgroup.org

David Kaufman
dkaufman@meddevgroup.org

Alan Raider
araider@meddevgroup.org

Lisa Sasso
lsasso@meddevgroup.org

Jerry Shapiro
jshapiro@meddevgroup.org

Marty Sklar
mksklar@meddevgroup.org

■ MDG Committee Chairs, 2010-2011

Alliances

Alan Kivnik
akivnik@meddevgroup.org

Lee Jones
ljones@meddevgroup.org

Marketing

Judy Isaacson
jisaacson@meddevgroup.org

Membership

Brian Shoemaker
bshoemaker@meddevgroup.org

Networking

Bob Ezzell
bezzell@meddevgroup.org

Operations

David Ennen
dennen@meddevgroup.org

Programming

Olga Taylor
otaylor@meddevgroup.org

Sponsorship

David Kaufman
dkaufman@meddevgroup.org

Jeff Sprung
jsprung@meddevgroup.org

■ MDG SIG Chairs, 2010-2011

Entrepreneurial

Marty Sklar
mksklar@meddevgroup.org

Marketing & Sales

John Knott
jknott@meddevgroup.org

Sharon Herrman
sherrman@meddevgroup.org

Product Development & Manufacturing Outsourcing

Michael Aprea
maprea@meddevgroup.org

Kevin Pelletier
kpelletier@meddevgroup.org

Software

Tony Raymond
traymond@meddevgroup.org

Brian Shoemaker
bshoemaker@meddevgroup.org

■ MDG Volunteers, 2010-2011

Sherry Alpert, MDG Member News

Heinz Bachmann, Operations

Joe Civiello, Sponsorships

Roy Coleman, Programming Coordinator

Eric Cunningham, Membership

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.