

MDG 2008/2009 Program Calendar



Emerging Technologies for Pulmonary/Sleep Medicine

February 4, 2009

Emerging Enterprise Center at Foley Hoag

- **Forum Panels** (Foley Hoag Emerging Enterprise Center, Waltham)
 - 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.)
 - 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

■ Upcoming Events

Feb. 18 Networking: *Getting into Your Buyers' Minds: Attracting the Clients Who Need Your Services Most*
Join marketing consultant Barbara Bix for a lively session where we'll discuss what you need to know to win over your most promising prospects—and concrete steps you can take to get started right away.

March 4 Forum: *What VCs Want and How They Get It: Assessing, Reducing & Managing Investment Risk*
Despite the uncertain economic outlook, VCs continue to seek out promising new technologies. The trick is knowing what matters most to your potential investors and addressing these issues early.

May 13 Product Development & Manufacturing Outsourcing SIG: *Business Matchmaking Event 2009*
Newton Marriott, 3 – 9 p.m.
The event brings together in one place buyers and sellers of products and services in the medical device and technology arena. **Register now as a Buyer or Seller at www.meddevgroup.org.**

■ MDG Job Board

Recruiters and Job Seekers! Please visit our online job board at www.meddevgroup.org. Click on Resources, then on Jobs. All job postings are free and open to the public.

■ Program Description

The fields of pulmonary and sleep medicine offer substantial opportunities for the development of innovative technologies: large and growing patient populations, significant unmet needs, unresolved technical issues in the delivery of care, clinical assessment and/or patient monitoring. There is enormous business potential awaiting enterprises that commercialize effective emphysema therapies, new bronchodilators and advanced drug delivery systems, and/or more effective approaches to the diagnosis and treatment of sleep apnea.

Our expert panel will combine specific operational and business development experience with a comprehensive perspective on the clinical, product development and business issues in these exciting clinical areas.

■ Moderator

Kevin T. McCusker, M.D., Staff Physician, Kindred Health Care Centers

■ Speakers

David Barone, Principal, Boston Medtech Advisors

Leslie Williams, Venture Partner, Battelle Ventures LLC

Robert Clarke, Ph.D., Senior Director of Research, Pulmatrix, Inc.

■ Agenda

- 5:30 Registration, informal networking, buffet dinner
- 6:15 MDG announcements
- 6:25 Moderator's introduction of panelists
- 6:35 Panelist presentations
- 7:20 Q&A
- 8:15 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.

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

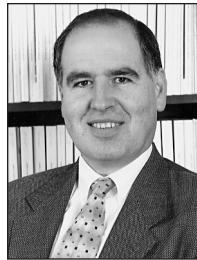
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■ **Biographies**



Kevin McCusker

Kevin McCusker is a practicing physician, board certified in internal medicine and pulmonary medicine. He has broad training and experience in sleep medicine as well as in all aspects of critical care medicine. A fellow of the American College of Chest Physicians, Dr. McCusker is currently a staff physician at Kindred Health Care Centers of Stoughton and Waltham. After completing his medical education at Kansas University Medical Center and a pulmonary fellowship at University of Arkansas, Dr. McCusker held teaching positions at the University of Arkansas, Washington University School of Medicine (St. Louis), the University of Tennessee and the University of Utah. He served as medical director of respiratory therapy and medical ICU (1997-2003) and as president of the medical staff (2002-2003) at Salt Lake Regional Medical Center, in Utah. He has won multiple awards for his teaching and is a widely published researcher and frequent speaker.



David Barone

David Barone has more than 25 years' experience in the healthcare and medical industry, including general, technical and operations management, strategic planning, marketing and business development. Mr. Barone held senior management positions in a number of medical device companies, overseeing product development, marketing, pilot manufacturing, clinical evaluations, regulatory affairs and intellectual properties. In addition, he is an accomplished entrepreneur, founding, financing and growing several healthcare service organizations. While leading these companies, Mr. Barone entered into clinical and business affiliations with many top-tier medical centers in the U.S., negotiated and successfully contracted with many of the national and regional health plans, and evolved high quality and efficient clinical delivery systems. He has consulted and assisted US and off-shore medical technology organizations, ranging from start-ups to Fortune 500 companies, in diverse areas including market development, opportunity analysis, regulatory and reimbursement strategies, business development, financing and more. Mr. Barone earned his bachelor's degree in electrical engineering from the Technion, Israel Institute of Technology, and both a master's in bio-medical engineering and an MBA from Rensselaer Polytechnic Institute, N.Y.



Leslie Williams

Recognized in 2006 as one of the top 100 leaders in life sciences by *PharmaVOICE* magazine, **Leslie Williams** has more than 20 years of industry experience in healthcare, management, commercial product development and marketing. As a Battelle Ventures venture partner, Ms. Williams assists early-stage technology companies with strategy, management and business development. She serves on the Board of CDI Bioscience, a Battelle Ventures portfolio company that has developed an innovative technology for increasing the yield of bioproducts. Her two decades-plus career runs the gamut from nursing to corporate executive leadership positions, including president and chief executive officer of Ventaira Pharmaceuticals. Under her leadership, the company became a significant player in the pulmonary-drug-delivery market and the company was sold the end of 2007. Ms. Williams holds an MBA from Washington University and a B.S. degree in nursing from the University of Iowa. Before entering industry, she was a critical-care nurse at Duke University, Medical College of Virginia and at the University of Iowa.

Robert Clarke joined Pulmatrix in 2004 and is responsible for all aspects of pre-clinical research and safety testing. As one of the company's initial scientists, Dr. Clarke was involved in the early stage growth of research and development programs that identified some of the key aspects of the Pulmatrix technology. Dr. Clarke oversees a group of molecular, cell and in vivo scientists dedicated to understanding the impact of Pulmatrix technologies in respiratory disease. Previously, Dr. Clarke was the associate director of life sciences at Alkermes Inc., managing a group of scientists performing in vitro and in vivo studies in support of the company's drug delivery technologies. Dr. Clarke holds a B.S. in biomedical engineering from Boston University, has a Ph.D. in physiology from Johns Hopkins University, and was a research fellow in respiratory biology at Harvard University. Dr. Clarke has co-authored over 80 chapters, papers and abstracts focused on pulmonary drug delivery and the role of particles and infection in the lung.

■ **MDG Officers, 2008-2009**

President	Lisa Sasso	lsasso@meddevgroup.org
Vice President	Ed Berger	eberger@meddevgroup.org
Secretary	Dick O'Brien	robrien@meddevgroup.org
Treasurer	Jim Goell	jgoell@meddevgroup.org

■ **MDG Board of Directors, 2008-2009**

Board Member	Barbara Bix	bbix@meddevgroup.org
Board Member	Joyce College	jcollege@meddevgroup.org
Board Member	Ralph Grabowski	rgrabowski@meddevgroup.org
Board Member	Michael Gram	mgram@meddevgroup.org
Board Member	Jerry Shapiro	jshapiro@meddevgroup.org
Board Member	Marty Sklar	msklar@meddevgroup.org
Board Member	John Wlassich	jwlassich@meddevgroup.org

■ **MDG Committee Chairs, 2008-2009**

Programming	Olga Taylor	otaylor@meddevgroup.org
Networking	Bob Ezzell	bezzell@meddevgroup.org
Membership	Brian Shoemaker	bshoemaker@meddevgroup.org
Marketing	Judy Isaacson	jisaacson@meddevgroup.org
Sponsorship	Mel Prenovitz	mprenovitz@meddevgroup.org
Sponsorship	David Kaufman	dkaufman@meddevgroup.org
Alliances	Alan Kivnik	akivnik@meddevgroup.org
Alliances	Olga Cherniavsky	ocherniavsky@meddevgroup.org
Operations	David Edden	dennen@meddevgroup.org
Outsourcing SIG	Kevin Pelletier	kpelletier@meddevgroup.org
Outsourcing SIG	Michael Aprea	maprea@meddevgroup.org
Corresponding Secretary	Bruce Horwitz	bhorwitz@meddevgroup.org

■ **MDG Volunteers, 2008-2009**

Sherry Alpert, MDG Member News
 Olivier Giuliani, Website Calendar
 Lee Jones, MDG Marketing and Operations

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
Beacon Alliance	www.beaconalliance.org
Boston Entrepreneur's Network	www.boston-enet.org
IEEE Consultants' Network	www.boston-consult.com
Merrimack Valley Venture Forum	www.mvvf.org
MIT Enterprise Forum	www.mitforumcambridge.org
North Shore Technology Council	www.nstc.org
Women Entrepreneurs in Science and Technology	www.westorg.org
WPI Venture Forum	www.wpiventureforum.org