

Medical Development Group 2006/2007 Program Calendar



- **Forum Meetings** (Silicon Valley Bank, 1 Newton Executive Park, 2221 Washington St., Newton)
 - 2006 Sept. 6 Strategic Partnerships and Alliances: Assessing, Developing and Managing Relationships
 - Oct. 4 Anticipating and Responding to Changing Market Conditions Successfully
 - Nov. 1 Seeing the Light—New Advances in Diagnostic Imaging Using Optics and Light
 - Dec. 13 The Challenges of Medical Device Startups: Lessons Learned Along the Way
 - 2007 Jan. 10 Beyond FDA—Considerations in Clinical Trial Design & Conduct
 - Feb. 7 Distribution Options for Medical Device Companies
 - March 7 Integrative Medicine: Thinking Outside the Box
 - April 11 Medical Device Project Management: Challenges & Strategies for Development
 - May 2 Medical Device Software: Assessing Safety and Efficacy
 - June 6 Physician/Clinician Relationships: Making Them Work for You

- **Networking Meetings** (Pizzeria Uno, Newton Corner, and other locations)
 - 2006 July 19 Medical Technologies: State of the Industry
 - Aug. 16 Leadership & Team Building: Developing Intrapreneurial Skills
 - Sept. 20 Delivering Care Outside the Hospital as Boomers Turn 60
 - Oct. 18 Market Research: Improving Your Product and Market Decisions
 - Nov. 15 Medicare: The Changing Rules of Reimbursement (*Location: Silicon Valley Bank*)
 - Dec. 20 Does Size Really Matter: Small vs. Larger Companies
 - 2007 Jan. 17 Medical Device Outsourcing (*Location: Silicon Valley Bank*)
 - Feb. 21 Working the Angles: How to Get Good Press
 - March 21 Your Intellectual Property: How Much is it Worth?
 - April 18 Risk Management (ISO 14971): A Review
 - May 16 Strategies for Pre-Clinical Development
 - June 20 Post Market Surveillance: What to Expect
 - July 18 Working with Academia
 - Aug. 15 Finding a Position in the Medical Device Industry

~~~~~  
 If you are interested in sponsorship opportunities,  
 please contact Mel Prenovitz at [mel@melpren.com](mailto:mel@melpren.com) or 617-738-6599  
 or David Kaufman at [david\\_kaufman@hotmail.com](mailto:david_kaufman@hotmail.com) or 617-345-6789.  
 ~~~~~

■ Upcoming Events

February 21 Networking: *Working the Angles: How to Get Good Press*

Media coverage can be a great way to get your company known, raise money, and attract customers or employees—but the wrong kind of coverage can be disastrous. Come hear award-winning media relations expert Anita Harris—who has reported on health, science and technology for PBS and a host of other news outlets—discuss how to get the media attention you need and want.

February 21 Merrimack Valley Venture Forum: *The Birth and Growth of a Medical Device Product*

Co-sponsored by MDG (At UMass Lowell)

This event will examine in detail the steps required to proceed from a marketable idea or invention to a commercially feasible medical device product. You will hear successful executives speak and discuss the inherent problems facing this process—design/engineering, patenting process, funding, clinical trials, FDA approvals and more.

Please pre-register for MDG events.

For more information, visit www.MedDevGroup.org.

© Copyright - Medical Development Group, 2006-2007. All Rights Reserved

Distribution Options: How to Select Appropriate Sales Channels for Your Medical Device Products in the U.S. and Beyond

February 7, 2007
Silicon Valley Bank

■ Program Description

One of the largest expenses to affect your company's bottom line is the cost of sales. This program brings together three company founders with more than 75 years of business experience who will share their thoughts and knowledge on assessing markets and performing proper market research in order to make well-informed decisions on how to sell products in the most profitable way.

The first speaker will focus on determining the best domestic sales channel. The second speaker will focus on international distribution and then finally the moderator will present a case study to illustrate how to use both strategies to build a company. While the speakers are all successful entrepreneurs in the medical device industry, their lessons can be applied to any industry.

■ Moderator

Lisa Sasso, President/CEO, Medical Development Partners, LLC & Sasso Solutions

■ Panelists

Mel Prenovitz, Principal, The Incus Group - Interim Management and Consulting

Sandy von Stackelberg, Director, International, HydroCision, Inc.

■ Agenda

- 6:00 - 6:30 Networking and light dinner
- 6:30 - 6:35 MDG announcements
- 6:35 - 6:45 Moderator's introduction of topic and panelists
- 6:45 - 7:05 Mel Prenovitz — Domestic Sales Channels
- 7:05 - 7:35 Sandy von Stackelberg — International Sales Channels
- 7:35 - 7:45 Lisa Sasso — Case Study: Domestic Sales for an International Company
- 7:45 - 8:15 Moderated panel discussion/Q&A
- 8:15 - 8:20 Wrap-up
- 8:20 - 9:00 Networking

■ Biographies



Lisa Sasso

Lisa Sasso is the principal of Sasso Solutions, a medical device consulting company that helps “start-up’s start up” and which connects doctors, engineers and companies in a collaborative way with the ultimate goal of new product development and commercialization. Ms. Sasso also serves as president/CEO of Medical Development Partners, LLC, a company that she co-founded in 2005. This innovative medical device company validates new concepts and helps bring them to market. Ms. Sasso was the U.S. founder and past president/CEO of Radi Medical Systems, Inc., a high-tech medical device distributor of several innovative cardiology products. Her vision and strategic direction were responsible for the company’s explosive growth, with annual triple digit revenue since Radi’s inception in 1998 and profitability for five out of six years. By understanding the impact of new technology and the philosophic change required of customers, Ms. Sasso was able to market the company and products directly to physicians, hospital staff and hospital administration. She has an MBA in management from Bentley College, Graduate School of Business, a BBA in marketing and a BA degree in economics from University of Massachusetts at Amherst. In December 2004, she was recognized by the Babson College Center for Women’s Leadership for her efforts and ranked 28 out of 100 women-led businesses in Massachusetts. Ms. Sasso currently serves as a board member for two medical education service companies and one non-profit organization, Medical Development Group, where she is president-elect.



Mel Prenovitz

Mel Prenovitz is a seasoned business advisor with a life-long career in entrepreneurial ventures. He is a founding principal of The Incus Group providing interim management and consulting services to a broad range of industries and has been involved in several startups within the healthcare and medical device industries. Mr. Prenovitz was the founder of MP Video, a manufacturer/distributor of video, optical and electromechanical instrumentation. MP Video was a pioneer of endoscopic surgery and private labeled medical video cameras and fiberoptic products for more than half of all the surgical optics companies in the world achieving more than 50 percent worldwide market share for five consecutive years. Mr. Prenovitz received a BSBA in marketing from Babson College and completed graduate certificate programs at Babson’s Executive Education Program.



Sandy von Stackelberg

Sandy von Stackelberg has a 30-year career in international sales and marketing. He is currently director, international for HydroCision, the leader in HydroSurgery, where he has worked for the last three years. Mr. von Stackelberg was a co-founder of a consulting firm, MedEntry International, whose focus was bringing small and medium sized US medical device firms to the international market place. Prior to founding his own business, Sandy managed Boston Scientific in Turkey, Central Europe and India. His international experience includes 20 years based in Tehran, Paris, Brussels and Mumbai for industrial firms such as Litton, Emerson, United Technologies and Raytheon. Mr. von Stackelberg received a BA in economics and a BS in electrical engineering from Syracuse University, and an MBA in international business from Boston University. A U.S. citizen, Mr. von Stackelberg speaks French and German and studied Russian and Spanish.

■ 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.

■ MDG Officers, 2006-2007

President	Martin Sklar, Director, Business Development, AlvaMed, LLC
President-Elect	Lisa Sasso, President/CEO, Medical Development Partners & Sasso Solutions
Secretary	Joyce College, Clinical Marketing Consultant
Treasurer	Jim Goell, Ph.D., Product Development Consultant
Board	Jerry Shapiro, Ph.D., President and CEO, Fem-Medical, LLC
Board	Ed Berger, Ph.D., Larchmont Strategic Advisors
Board	Bruce Horwitz, President, TechRoadmap Inc.
Board	Judy Isaacson, Director, Vital Now!
Board	David Zlotek, President/CEO, NeuroTech, LLC

■ MDG Committee Chairs, 2006-2007

Programming Chair	John Merhige	jmerhige@pluromed.com
Membership Chair	Brian Shoemaker	bshoemaker@shoebarrassoc.com
Marketing Chair	Judy Isaacson	judy@vitalnow.net
Networking Chair	Mariangela Powley	mpowley@janikmedical.com
Sponsorship Chair	Mel Prenovitz	mel@melpren.com
Outreach Chair	Alan Kivnik	akivnik@corummedical.com
Operations Chair	David Miller	davidgmiller1@msn.com

■ February Forum Co-Champions:

Lisa Sasso, President/CEO, Medical Development Partners, LLC & Sasso Solutions
Mel Prenovitz, Principal, The Incus Group - Interim Management and Consulting

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.

**Now Live:
 The new MDG Web site.
www.meddevgroup.org**

The screenshot shows the MDG website interface. At the top, there is a navigation menu with links for 'About Us', 'Membership', 'Events', 'Resources', and 'Sponsors'. Below the menu is a banner image showing a medical professional in a lab. The main content area features a 'Welcome To The Medical Development Group' message, stating that MDG is a community of individuals professionally committed to the medical device and other medical technology industry segments. There is also a 'Get Involved' section with bullet points: 'MDG thrives because of the dedication of its volunteer members. Contact our Committee Chairs to see where your unique skills can best help MDG grow.' and 'Click here to review our committee activities.' The website also includes sections for 'Upcoming Events...' and 'News & Announcements'.