

Medical Development Group 2007/2008 Program Calendar



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

- 2007** Sept. 5 Medical Product Launch Strategies
 Oct. 3 Future of Clinical Diagnostics
 Nov. 7 Trends in Healthcare Policy: How They Will Affect the Medical Device Industry
 Dec. 12 How to Identify and Interpret the Voice of the Customer
- 2008** Jan. 9 Successful Clinical Trial Strategies
 Feb. 6 Getting Your Money Out: Preparing for Acquisition
 March 5 Advances in Surgical Technology: Natural Orifice Surgery
 April 2 Driving Physician Adoption of New Products
 May 7 Manufacturing Alternatives & Options for Commercialization: Turn Your Idea Into Something You Can Sell
 June 4 What's New in Neuroscience and Neurotechnology

■ Networking Meetings (Pizzeria Uno, Newton Corner)

- 2007** Sept. 19 Small Business Innovation Research Grants
 Oct. 17 Navigating Through GPOs and IHNs in Developing Contracts
 Nov. 28 Painless Patenting
 Dec. 19 HR Strategies for New Companies
- 2008** Jan. 23 Evidence-Based Medicine and Clinical Trial Design
 Feb. 20 Alternative Financing Strategies
 March 19 Value Proposition: Creating a Compelling Message
 April 16 Alliances: How Small Companies Prosper with Larger Companies
 May 28 IRB: Patient Protection in Clinical Research
 June 25 Common Contracts Used in the Medical Device Industry
 July 16 Case Study: Transitioning from Early Stage to Larger Company
 Aug. 20 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

Dec. 19 Networking: Top Talent Selection: What Every Employer And Job Seeker Should Know

Two experts will discuss top talent selection from two important perspectives: employers and job seekers.

Jan. 9 Forum: Successful Clinical Trial Strategies

Clinical trials are complex. Our speakers will address why some trials succeed while others fail. They will offer strategies to overcome clinical obstacles.

March 5, 2008: PAN NE MEDTECH 2008 Conference

Mark your calendars for the first-ever **PAN NE MEDTECH 2008 Conference** to be held at WPI's Odeum Room with bus tours to WPI's new Bioengineering Institute's Gateway Center. The conference is a joint effort between the MedDev Group and the Biomedical Engineering Alliance and Consortium (BEACON) in Hartford, CT. More information will follow next month.

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

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How to Identify and Interpret the Voice of the Customer in Product Design

December 12, 2007
 Emerging Enterprise Center at Foley Hoag

■ Program Description

Are you hearing (the right) voices this time of year? Best practice medical device product design concentrates on understanding the Voice of the Customer (VOC) — and with good reason. Studies prove that companies that ignore the customer are setting themselves up for costly post-launch redesigns and rework that negatively affect operating results. If you are not listening to the voices of your customers, attend this VOC panel-presentation for refreshing insights from three innovators who are focused on the customer experience for medical device and instrumentation product development success..

■ Moderator

Jerrold M. Shapiro, Ph.D., President & CEO, Fem-Medical LLC

■ Panelists

Brad Goldense, Founder & President, Goldense Group, Inc.

Kat Darula, Senior design strategy manager, Item Group

Erika Alvarez, President, Alvarez Consulting LLC

■ December Forum Champion

Richard Halpern, President, Halpern Info Services

■ Agenda

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| 5:30 – 6:15 | Networking and light dinner |
| 6:15 – 6:25 | MDG announcements |
| 6:25 – 6:30 | Sponsor recognition |
| 6:30 – 6:40 | Jerrold Shapiro, Introduction of Topic and Panelists |
| 6:40 – 7:00 | Brad Goldense presentation |
| 7:00 – 7:20 | Kat Darula presentation |
| 7:20 – 7:40 | Erika Alvarez presentation |
| 7:40 – 8:00 | Q & A and Panel Discussion |
| 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**



Jerrold Shapiro

In the 37 years he has been in the medical device industry, **Jerrold M. Shapiro, Ph.D.**, has been both an intrapreneur within larger organizations and an entrepreneur in small and startup companies. He developed more than a dozen surgical devices, invented and patented four diagnostic devices and specializes in fast-track development of concepts into products. After many years working as a laboratory director, senior scientist, program manager, director of engineering and director of operations for medical device companies and universities, he founded Fem-Medical LLC in 2003 to introduce into the U.S. market an unconventional integrated medical product from Finland called FemiScan which trains incontinent women to become continent. Along with other MDGers, he is cofounder of the Hemetrics Development Corp., a prize-winning startup keeping CHF patients and elders alive via hydration monitoring.



Brad Goldense

Brad Goldense, founder and CEO of Goldense Group, Inc., a 20-year old Needham consulting and education firm concentrating in advanced business and technology management practices for line management functions. Mr. Goldense has consulted to over 200 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 500 manufacturing locations. He is an internationally recognized expert in rapid product development practices, and in R&D metrics. Prior to founding GGI in 1986, Mr. Goldense held positions at Computer Sciences Corporation's Index Group, Price Waterhouse, Lester B. Knight & Associates, and Texas Instruments. Mr. Goldense is a member of the faculty at the Gordon Institute of Tufts University. He holds a BS in civil engineering from Brown University and an MBA in cost accounting and operations from Cornell University. He holds professional certifications in new product development, manufacturing engineer, computer professional and production and inventory management.



Kat Darula

As senior design strategy manager at Item Group in Providence, R.I., **Kat Darula** has particular expertise in design research, concept, and design development coupled with significant experience in the disciplines of graphic design, exhibit design, marketing, brand strategy, and strategy consulting. Prior to Item, she served as principal of Multi, Design For People, a multidisciplinary design firm specializing in human centered design. She brings many years of hands-on experience developing and executing user research programs with comprehensive expertise in ethnographic interviewing, observational research, analysis of quantitative and qualitative research data, and development of design guidelines. Ms. Darula is particularly interested in understanding and capturing consumer behavior through ethnographical methods to uncover insights and unmet needs that consumers have with products, and then translate them into new product opportunities. She holds a master's degree in industrial design from RISD.



Erika Alvarez

Erika Alvarez, president of Alvarez Consulting LLC, helps companies access and interpret the Voice of the Customer. She applies a disciplined, structured, yet casual process that has worked across industries and at various stages of the product development cycle. Among the tools she employs are: Customer Conversation Labs, War Games and Brainstorming Innovation Sessions. These tools aid in uncovering needs and wants and in applying the findings to help meet corporate objectives. Ms. Alvarez began her career as a profit-minded, consumer packaged goods marketer for 10 years at The Gillette Company, Con Agra's Hunt Wesson Foods and Avery Dennison. For the past 10 years, she has been a consultant to companies who believe in engaging with the Voice of the Customer to design products and services that can connect deeply, and profitably, with customers. Past clients include McNeil, Warner Lambert (Pfizer), Starbucks, Harvard Pilgrim Health Care, Pepsi, MetLife and Procter & Gamble.

■ **MDG Officers, 2007-2008**

President	Lisa Sasso	lsasso@meddevgroup.org
Vice President	Ed Berger	eberger@meddevgroup.org
Secretary	Joyce College	jcollege@meddevgroup.org
Treasurer	Jim Goell	jgoell@meddevgroup.org

■ **MDG Board of Directors, 2007-2008**

Board Member	Barbara Bix	bbix@meddevgroup.org
Board Member	Kevin Hahnen	khahnen@meddevgroup.org
Board Member	John Merhige	jmerhige@meddevgroup.org
Board Member	Bob Palladino	rpalladino@meddevgroup.org
Board Member	Eleanor Repetto	erepetto@meddevgroup.org
Board Member	Jerry Shapiro	jshapiro@meddevgroup.org
Board Member	Marty Sklar	msklar@meddevgroup.org

■ **MDG Committee Chairs, 2007-2008**

Programming	Olga Taylor	otaylor@meddevgroup.org
Networking	Regina Au	rau@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
Operations	David Miller	dmiller@meddevgroup.org

■ **MDG Volunteers, 2007-2008**

Dianne Grattan, Programming
 Richard Halpern, Programming
 Olga Cherniavsky, Alliances
 Eric Peterson, Web Site Calendar
 Mike Toomey, Publicity

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
Beacon Alliance	www.beaconalliance.org
C-Net Boston	www.boston-consult.com
E-Net Boston	www.boston-enet.org
MIT Enterprise Forum	www.mitforumcambridge.org
Merrimack Valley Venture Forum	www.mvvf.org
North Shore Technology Council	www.nstc.org
WPI Venture Forum	www.wpiventureforum.org
Women Entrepreneurs in Science and Technology	www.westorg.org