



## Assessing Markets and Competition – Techniques of Evaluation

January 11, 2006  
Silicon Valley Bank

### ■ Program Description

An exciting new technology that solves an unmet medical need is only part of the story. How do you define your addressable market and how big is it? Who are your customers, both users and purchase decision makers? What barriers to entry exist? What are the growth trends and what factors will drive future growth? What will motivate or deter users from adopting the new technology? Who is the competition and what is their likely response? Who else is working on solving the problem, in similar or drastically different methods, and what impact will these alternatives have on the adoption of your product? These and other questions need to be answered as you determine the commercial viability of a new product or technology.

This Forum will address the principles and methods of assessing the market and competition of new medical technologies as their commercialization potential is analyzed. The panelists will present their expert views from three unique perspectives: an industry consultant advising established and developing clients, a serial entrepreneur evaluating a technology's marketability pre- and post-company launch, and an industry leader considering and judging new market opportunities.

### ■ Agenda

- |  |                  |
|--|------------------|
| • Networking, Food and Drink                 | 6:00 - 6:30 p.m. |
| • Welcome, MDG introduction                  | 6:30 - 6:40 p.m. |
| • Topic Review and Introduction of Panelists | 6:40 - 6:50 p.m. |
| • Panelist Presentations                     | 6:50 - 7:50 p.m. |
| • Questions & Panel Discussion               | 7:50 - 8:25 p.m. |
| • Wrap-up                                    | 8:25 - 8:30 p.m. |

### ■ Panelists

**Joseph Kalinowski**, Principal, Trilogy Associates

**Tom Davison**, Chief Executive Officer, Sontra Medical

**Bill Densel**, Director, Endosurgery New Market Development, Boston Scientific

### ■ Moderator

**Jeff Hovis**, Managing Principal, Product Genesis

### SPONSORS



BURNS & LEVINSON LLP



## ■ Biographies



**Jeff Hovis**

**Jeff Hovis** leads Product Genesis, and is responsible for executive-level interface for technology and innovation strategy client programs. In addition, he serves as a senior advisor to *Global 2000* CTOs and CMOs on strategic innovation issues.

Jeff has extensive experience in strategic marketing and technology landscape projections for medical, life sciences, industrial, commercial, and consumer products, and is involved in all aspects of innovation strategy development, ranging from trend and convergence projections, to market analysis, market opportunity and business case synthesis, to platform, roadmap and product requirement specification generation.

Jeff has a SB in Chemistry and SM in Mechanical Engineering from MIT, and an MBA in Technology Marketing from Northeastern University. He is on the Board of Advisors for the Children's Hospital Boston PPDI, the R&D Committee of MassMEDIC, and an advisor to the MIT Innovation Lab technology commercialization program.



**Joseph Kalinowski**

**Joseph Kalinowski**, Principal of Trilogy Associates, founded the management consulting firm in 1989 following a 24-year career building businesses with new products.

Kalinowski began his career as an engineer with GE's Missile and Space Division, then Battelle Memorial Institute. Later, he joined the Corning corporate R&D organization where he spent 11 years affiliated with Corning's medical and laboratory businesses in positions of increasing responsibilities.

Mr. Kalinowski then joined Ohmeda as Director of R&D for its noninvasive monitoring business in pulse oximetry. He later joined Betagen, a biotech venture in DNA blot imaging, as VP of Development. He then took on interim responsibility as Director of Business Development for Deknatel, a surgical devices firm now part of Genzyme.

Joe has led Trilogy Associates since its formation, serving clients ranging in size from start-ups to Fortune-100's in industries including clinical diagnostics, laboratory and process instruments, medical and surgical devices, pharmaceuticals, patient monitoring, biotechnology, and medical informatics.



**Thomas Davison**

**Thomas W. Davison, Ph.D.** is the President and CEO of Sontra Medical Corporation (NASDAQ SC: SONT). Since joining Sontra, Dr. Davison has led the Company's transition from an early stage R&D company to a product development, marketing, and manufacturing company. Prior to joining Sontra, Dr. Davison was the founder and CEO of Endius, Inc., where he invented and commercialized the first endoscopic spine fusion technology and surgical procedure.

Dr. Davison was also the co-founder and President of UltraCision, the technology leader in ultrasonic surgery, where he led a team which developed the Harmonic Scalpel. UltraCision was sold to Ethicon Endosurgery, a J&J company, in 1995. Dr. Davison also has held various executive management and technical positions within the medical technology industry during his thirty plus year career.

Dr. Davison holds a BA in Biology/Chemistry and a Ph.D. in mammalian physiology from Kent State University. Dr. Davison holds sixteen patents including four on ultrasonic surgical technologies.



**Bill Densel**

**Bill Densel** has over 13 years experience in a wide range of medical device businesses. Currently, he is serving as Director, New Market Development, for the Endosurgery division of Boston Scientific. The majority of his career was spent at Genzyme Corporation, where he held several positions in global marketing, business development and sales management with the Biosurgery division.

Mr. Densel holds a BA in Economics from Duke University. Upon graduation, he served for four years as a Special Operations Officer in the U.S. Navy.

■ **MDG Mission**

*Founded by entrepreneurs and consultants to foster collaboration and develop new opportunities for medical technology professionals.*

■ **January Program Champions**

**John Merhige** is President of Prelude Devices, a group organized to identify and then pursue early stage medical device opportunities. He has performed business development consulting for a number of medtech startups and brings extensive commercial and operational leadership to the effort of building a device company. John has managed a \$50 million business unit and served as National Sales Manager and Director of Business Development for Fortune 500 companies. He graduated from Dartmouth College with a mechanical engineering degree and returned to Dartmouth for his Masters Degree in engineering and business management. John is on the program committee of the MedDev Group (MDG) and the Merrimack Valley Venture Forum (MVVF) as well as a member of MassMEDIC.

**Charles Brunner.** Since 1984, Mr. Brunner has been developing new product innovations to either meet the changing needs of existing markets, or to grow companies into new markets. As a Director with Product Genesis, Mr. Brunner is responsible for supporting clients across the full range of Product Genesis innovation offerings, as well as for managing the programs and client relationships. Through his career, he has been involved in product innovations ranging through a variety of industries, products, and markets. This diverse experience set, gained over 2 decades of product innovation, has provided insight into and understanding of the common denominators surrounding challenges of innovation and growth as well as sensitivity to the differentiating characteristics of client organizations.

■ **MDG Officers**

President	Martin Sklar, Director, Business Development, AlvaMed, LLC
President-Elect	Mark Ettlinger, Medical Invention and Design Consultant
Secretary	Joyce College, MBA, RN
Treasurer	Bruce Horwitz, President, TechRoadmap Inc.
Board	David Barone, Principal, Boston MedTech Advisors, Inc.
Board	Sara Dolinsky, Director, Boston MedTech Advisors, Inc.
Board	Lisa Sasso, President, Sasso Solutions
Board	Jerry Shapiro, Ph.D., President and CEO, Fem-Medical, LLC

■ **Committee Chairs**

Programming, Co-Chair	Lisa Sasso	lisasasso@comcast.net
Programming, Co-Chair	Jerry Shapiro, Ph.D.	shapiro@gfhmedical.com
Membership, Co-Chair	Brian Shoemaker, Ph.D.	bshoemaker@hdscentral.com
Membership, Co-Chair	David Coleman	davidcoleman@rcn.com
Marketing Chair (Acting)	Sara Dolinsky	sdolinsky@bmtadvisors.com
Sponsorship Chair	Mel Prenovitz	mel@melpren.com

We are always looking for volunteers to help.  
Please email the chairperson if you would like to get involved with MDG.

■ **Notes**

---



---



---



---



---



---

# Medical Development Group

## *2005/2006 Program Calendar*

### ■ **Forum Panels** (Silicon Valley Bank, Newton Lower Falls)

<u>2005</u>	September 7	Home Health Care
	October 6	Anticipating the Future of Medical Devices
	November 2	Medical Needs: From the Physicians View
	December 7	Product Design: New Platforms for Development
<u>2006</u>	January 11	Assessing Markets and Competition
	February 1	Corporate Strategy and Organization
	March 1	Investment and Funding of Medical Technology Companies
	April 5	Reimbursement: Coding, Coverage and Payment
	May 3	Human Factors and Patient Safety
	June 7	Bio-Medical (Combination Devices/Drugs)

### ■ **Networking Meetings** (Pizzeria Uno, Newton Corner)

<u>2005</u>	July 20	Medical Device Approval Requirements
	August 17	Networking for Consulting
	September 21	Risk Management (FMEA, Design & Product)
	October 19	Contracts (Employee and Consulting)
	November 16	Testing for Early Design Development
	December 21	Impact of Software in Medical Devices
<u>2006</u>	January 18	Power Networking
	February 15	Transitioning to the Medical Technology Fields
	March 15	CE Marking and Design Control Strategies
	April 19	Outsourcing: Design and Manufacturing
	May 17	Outreach: How Can MDG Help You?
	June 21	1st Annual MDG Networking Party

**If you are interested in sponsorship opportunities,  
please contact Mel Prenovitz at [mel@melpren.com](mailto:mel@melpren.com) or at 617-738-6599**

### ■ **Upcoming Events**

January 18      Power Networking

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