

## Medical Development Group 2006/2007 Program Calendar



### ■ Forum Meetings

- 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

### ► All remaining Forums this season will be at Foley Hoag's Emerging Enterprise Center in Waltham.

- April 11 Medical Device Project Management. Don't Let Success "Slip through the Cracks"
- May 2 Medical Device Software: Don't Let the Bits Byte
- 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

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**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.**  
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### ■ Upcoming Events

**June 20 Networking: *Surviving Surveillance in a Post-Market World***  
 "Post-market surveillance" is drawing a lot of attention since the FDA last year announced its "Post-Market Transformation Initiative," which is intended to assure device safety even after the device has been in the market place for a substantial amount of time. This talk will discuss the issues that device companies face as they struggle to comply and will offer some practical thoughts about how to overcome these challenges.

#### Two Summer Networking Events:

- July 18 *Working with Academia*
- Aug. 15 *Finding a Position in the Medical Device Industry*

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

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## Developing Collaborative Physician Relationships: A Closer Look

June 6, 2007

Emerging Enterprise Center at Foley Hoag

### ■ Program Description

Physician relationships: What can be learned in developing a collaborative approach enhancing their experience with products, services and company, that in turn results in customer loyalty. Market dynamics are forcing organizations to focus on the development of collaborative, long term relationships with physicians. An important part of this process is identifying mutually beneficial business growth opportunities that contribute to revenue enhancement. This program will focus on what is involved in collaborating with physicians and the process involved in building physician relationships from the early stages of product development, to commercialization, and finally to acquisition as a customer.

### ■ Moderator

**Mary McGinnis**, Vice President of New England Sales, Living Independently Group with QuietCare

### ■ Panelists

**Raymond Dunn, MD**, Chief of Plastic Surgery, UMass Memorial Medical Center

**Amarpreet Sawhney**, President and CEO, I-Therapeutix, Inc.

**Chris Aronson**, Eastern Regional Sales Manager, Cynosure Inc.

### ■ Agenda

- 6:00 - 6:30 Networking and light dinner
- 6:30 - 6:35 MDG announcements
- 6:35 - 6:45 Introduction of topic and panelists
- 6:45 - 7:00 Ray Dunn presentation. How to best integrate physicians in the early stage development process of a new device.
- 7:00 - 7:15 Amar Sawhney presentation: How to partner with physicians during the commercialization process
- 7:15 - 7:30 Chris Aronson presentation: Partnering with physicians to help grow their practice.
- 7:30 - 8:15 Moderated panel discussion
- 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.

■ **Biographies**



**Mary McGinnis**

**Mary McGinnis** has more than 20 years of leadership experience guiding top-tier companies, with nine of those years in mergers and acquisitions in the health care industry. An accomplished corporate strategist and marketer, her vision and expertise in business performance have driven notable enterprise growth in the home health care market place. At the VA in West Roxbury she was a critical care nurse for a number of years. Leaving the VA she ran a national for-profit home health care agency. Offering a rare blend of creative and operational strengths, Ms. McGinnis has achieved exciting company and product turnarounds and is recognized for her success in growing sales and profits with her current company, Living Independently Group with QuietCare. She received a bachelor of science in nursing from SMU.



**Raymond Dunn**

**Raymond Dunn, MD**, is chief of plastic surgery at UMass Memorial Medical Center in Worcester. A physician for 25 years, Dr. Dunn specializes in general surgery, hand surgery and plastic surgery. In addition to his surgical practice, Dr. Dunn is a professor in cell biology and surgery at UMass Medical School and also teaches biomedical engineering at Worcester Polytechnic Institute. He is certified by the American Board of Surgery, American Board of Plastic Surgery (and holds a certificate of added qualifications in hand surgery) and the National Board of Medical Examiners. Dr. Dunn graduated from Worcester Polytechnic Institute and Albany Medical College. He was a resident in general surgery at UMass Medical Center and a resident in plastic surgery at Eastern Virginia Medical School. He has been a presenter at conferences throughout his career, has published numerous articles in medical journals and written chapters in medical textbooks.



**Amarpreet Sawhney**

**Amarpreet Sawhney** is the founder, president and CEO of I-Therapeutix, Inc. a company focused on solving unmet needs in ophthalmic surgical wound closure and drug delivery. Prior to founding I-Therapeutix, Dr. Sawhney founded two successful biosurgical companies: Confluent Surgical, which was acquired by Tyco Healthcare in 2006 and Focal, Inc., which was acquired by Genzyme Corporation in 2001. Dr. Sawhney's innovations are the subject of almost 100 issued and pending patents in biomaterials and bio-surgery. His inventions include several "first-of-a-kind" surgical sealants to be approved by the U.S. FDA and one of them, DuraSeal, was recognized by the FDA as one of the most significant medical device approvals of 2005. Dr. Sawhney and Confluent have been recognized by several awards including the MassMEDIC Best Startup Company Award in 2005, Frost and Sullivan Product Innovation award, MIT Global Indus Technovators Award, and the New England Regional Ernst & Young Entrepreneur of the Year Award in 2006. In addition to being an entrepreneur Amar has also created a platform to support other entrepreneurs.

**Chris Aronson** has driven exciting new product introductions and is recognized for his success in growing sales and profits. His strategic approach to building a sales team is reflected in his work as the eastern regional sales manager at Cynosure, Inc. Currently he is focused on his laser consultants team to further build confidence among customers and prospects that Cynosure is the partner that can most effectively drive their business success. He previously worked for three years at Stryker Endoscopy. Mr. Aronson received his bachelor's in science from George Washington University where he majored in environmental science.

■ **MDG Officers, 2006-2007**

President	Martin Sklar, CTO, Medical Development Partners, 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
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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@shoobarassoc.com
Marketing Chair	Judy Isaacson	judy@vitalnow.net
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Sponsorship Chair	Mel Prenovitz	mel@melpren.com
Outreach Chair	Alan Kivnik	akivnik@corummedical.com
Operations Chair	David Miller	davidgmiller1@msn.com

■ **June Forum Champion:**

**Christine Zajac**, Marketing Communications Director, CynoSure

**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.**

## Thank You!

On behalf of MDG and the Programming Committee, we would like to thank the following Event Champions during the 2006-2007 season. MDG's success depends on the contributions of volunteers like these. Their hard work helped deliver a season of informative, entertaining and valuable programs.

Sincerely,  
*John Merhige*  
*Mariangela Powley*

### 2006-2007 Volunteer Event Champions

Gwen Acton	Anita Harris	Bob Palladino	Marty Sklar
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