

## 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

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

- 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

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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

#### March 21 Networking: *Your Intellectual Property: How Much is it Worth?*

Join us for a discussion to understand how to value IP in new device companies. How much is your IP actually worth?

#### April 11 Forum: *Medical Device Project Management: Challenges and Strategies of Development*

Medical device development is normally a complex process, involving participation from all disciplines within an organization, and at the same time must be accomplished within the regulatory requirements set forth by the FDA. Project management is a formal discipline that many organizations have adopted to address these development challenges. (*Note: The April Forum is on the second Wednesday this month.*)

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

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## Integrative Medicine — *Thinking Outside the Box*

March 7, 2007  
 Silicon Valley Bank

### ■ Program Description

What your doctor DIDN'T learn in medical school could ease your pains and treat disease. Most physicians only become aware of the benefits of alternative treatments when their first patients come back looking and feeling good. Yet, this growing field provides opportunities for professionals to introduce novel medical devices that are often as—or more—effective than more conventional treatment regimens. Join our panel of clinicians and entrepreneurs as they discuss exciting new technologies that they're using to diagnose and treat conditions such as spinal decompression, bruxism (teeth grinding), age-related neurodegenerative disorders, and a variety of mental conditions such as ADD/ADHD, depression, anxiety and panic disorders.

### ■ Moderator

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

### ■ Panelists

**Vera Novak, M.D., Ph.D.**, Director of SAFE Laboratory, Beth Israel Deaconess Medical Center; Assistant Professor in Medicine, Harvard Medical School

**Steven R. Teta, D.C.**, Chiropractor, Mill City Chiropractic & Non-Surgical Treatment Center

**Glenn Bancroft**, Chief Operating Officer, TotalGard Corp.

**David E. Myer, Ph.D.**, Chief Research Scientist, Boston Neurofeedback Center

### ■ Agenda

- 6:00 - 6:30 Networking and light dinner
- 6:30 - 6:45 MDG announcements
- 6:45 - 7:00 Moderator's introduction of topic and panelists
- 7:00 - 7:15 Vera Novak Presentation
- 7:15 - 7:30 Steve Teta Presentation
- 7:30 - 7:45 Glenn Bancroft Presentation
- 7:45 - 8:00 David Myer Presentation
- 8:00 - 8:30 Panel Discussion
- 8:30 Adjourn

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**Now Live: The new MDG Web site. [www.meddevgroup.org](http://www.meddevgroup.org)**



■ **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.



**Vera Novak**

**Vera Novak, M.D., Ph.D.** is an assistant professor in medicine at Harvard Medical School and director of the SAFE (Syncope and Falls in the Elderly) Research Program at the Beth Israel Deaconess Medical Center. The long-term goal of the SAFE program is to promote rigorous, cutting-edge research on cerebrovascular and locomotor regulation in age-related disorders that can be translated into comprehensive clinical evaluations and treatment plans for the prevention of cognitive decline, falls and strokes in the elderly. Dr. Novak has expertise in short-term cardiovascular regulation using a time-frequency mapping in ECG, blood pressure, blood flow velocity and EEG as predictors of abrupt events such as seizures or syncope. Her studies in gait have demonstrated the effects of aging on cardiac-locomotor coupling and foot pressure distribution.



**Steven Teta**

**Steven R. Teta, D.C.**, graduated magna cum laude from the University of Bridgeport College of Chiropractic in 2003. Upon becoming licensed to practice chiropractic he became a partner of a group practice in Salem, where he was the attending chiropractic physician for 18 months before selling his ownership share to focus on his own private practice. In December 2004 Dr. Teta opened Mill City Chiropractic & Non-Surgical Treatment Center in Lowell. He now specializes in non-surgical spinal decompression for the treatment of various disc related problems in the lower back. Dr. Teta also specializes in cold laser therapy for the treatment of such conditions as carpal tunnel syndrome. In addition, his practice also offers Graston soft-tissue therapy for the treatment of muscular and soft-tissue injuries as well as general chiropractic care.



**Glenn Bancroft**

**Glenn Bancroft** founded TotalGard Corp. in 1997 with his brother, Dr. James Bancroft. Their initial product, the Totalgard Orthodontic Sports Mouthguard was designed to address the need of patients for a cost effective solution for ever changing teeth positions. They quickly established this mouthguard as the market leader and presently sell to more than 70 percent of the AAO orthodontists. In 2000, they introduced a second product: a cost-effective solution for people who grind or brux their teeth. They introduced the Stressgard to the orthodontic market and also marketed it via catalog sales. In 2005, they started selling their products over the Internet. Utilizing pay-per click campaigns from Google and Yahoo, they now sell over 50 units per day online. The next step is marketing their products through retail drug stores.



**David Myer**

**David E. Myer Sr., Ph.D.** is the chief research scientist at Boston Neurofeedback Center, a leading firm in the delivery of neurofeedback training and quantitative electroencephalography (QEEG brain mapping). He develops EEG systems that optimize effectiveness of neurofeedback training, increasing its utility. Neurofeedback is a non-invasive method for managing a variety of conditions including ADD/ADHD, depression, anxiety, panic disorders and many learning disabilities. Originally trained as an analog electronics designer, Dr. Myer devoted 30 years to technical advancements spanning gas chromatography, mass spectrometry, phased array imaging ultrasound, ion implantation, electronically controlled prosthetic elbows and high-speed paper money counting machines. His wife, Dr. Anita Myer, is the company's founder and CEO.

■ **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@shoobarassoc.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       |

■ **March Forum Co-Champions:**

**Barbara Bix**, Principal, BB Marketing Plus  
**Jerrold M. Shapiro, Ph.D.**, President and CEO, Fem-Medical LLC

**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.**

Educational Opportunities Through MDG

**Designing Cardiovascular Devices: Begin with the Body in Mind™**

*Presented by Dr. Michael Drues*

This seminar provides an overview of cardiovascular anatomy, physiology and pathophysiology from a medical device perspective. The unique Begin with the Body in Mind™ approach first tries to understand how the body is "designed" to work—then how to design a medical device to work with the body—not against it! Multiple examples of cardiovascular devices and procedural videos are presented in an interactive format.

**Course dates: Tuesday evenings, May 1, 8, 15, 22 & 29**

*For additional information, visit [www.meddevgroup.org](http://www.meddevgroup.org) to secure your space for this exciting course!*

**Please note that the April, May and June Forums will be located at:**  
**Emerging Enterprise Center at Foley Hoag**  
 Bay Colony Corporate Center  
 1000 Winter Street, Waltham  
 Suite 4000, North Entrance, 4th Floor