

## 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

#### Oct. 17 Networking: Navigating Through GPOs and IHNs in Developing Contracts

You've developed a new medical device in record time. You've cleared all of the regulatory hurdles; docs love the product; clinicians love it. But they can't buy your device because it is not on the group purchase contract. Learn why you need to consider these consolidated purchasing groups from the design phase onward.

#### Nov. 7 Forum: Trends in Health Care Policy: How They Will Affect the Medical Device Industry

Join a panel of leading health policy analysts and advocates for a discussion of critical policy initiatives that will help shape the future of medical device and life science companies in Massachusetts and the nation.

#### Nov. 8 & 9 Medical Product Outsourcing Symposium

Join your peers at this symposium with an MDG member discount. MDG members receive a \$400 discount. Register online at [www.mposymposium.com](http://www.mposymposium.com) and select the box for "Current MedDev Group Members" to receive the discount. MDG is a silver sponsor of the event, which is being held in Waltham.

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

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## The Future of Clinical Diagnostics

October 3, 2007  
Emerging Enterprise Center at Foley Hoag

### ■ Program Description

What does the future hold for clinical diagnostics, more precisely in vitro diagnostics (IVD)? What role has this important modality played, and what role is it expected to play, in the practice of medicine and the delivery of care? And what does that mean for would-be entrepreneurs contemplating an entry into this space? Although IVD is often considered a subset of medical devices, it's also a different animal in many ways. We will explore those differences and address issues such as:

- How does IVD impact the delivery and cost of healthcare?
- Exactly how are clinical laboratory operations changing?
- Is molecular diagnostics having an impact yet? What's the trend?
- What dynamics are in evidence for point-of-care (POC) testing? Is it finally gaining traction?
- What new technologies are finding applications in IVD, and why?
- How are healthcare delivery systems being integrated? How is IVD related to medical informatics? Are chemistry and imaging coming together?
- What do investors look for in an IVD play? Is that different from devices or biosciences?

### ■ Moderator

Joseph J. Kalinowski, Principal, Trilogy Associates

### ■ Panelists

James H. Nichols, Ph.D., Director, Clinical Chemistry, Baystate Health

Manfred Scholz, Ph.D., President, Scholz Consulting Partners

Michael J. Magliochetti, Ph.D., President and CEO, Claros Diagnostics

### ■ Agenda

- 5:30 – 6:15 Networking and light dinner  
6:15 – 6:25 MDG announcements  
6:25 – 6:30 Sponsor recognition  
6:30 – 6:40 Joe Kalinowski, Introduction of Topic and Panelists  
6:40 – 7:00 Jim Nichols, Clinical Lab and POC Perspective  
7:00 – 7:20 Manfred Scholz, Market and Business Perspective  
7:20 – 7:40 Mike Magliochetti, Entrepreneur and Investment Perspective  
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



**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. He began his career as an engineer with GE's Missile and Space Division, then sold and conducted contract research with Battelle Memorial Institute. Kalinowski later joined Corning, where he spent 11 years affiliated with that firm's medical and laboratory businesses. Mr. Kalinowski then joined Ohmeda as director of R&D for its noninvasive monitoring business in pulse oximetry. He later joined Betagen, a life science 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 spun out from Pfizer. Mr. Kalinowski has led Trilogy since its formation, serving clients ranging in size from start-ups to Fortune-100s in industries including clinical diagnostics, laboratory and process instruments, medical and surgical devices, pharmaceuticals, patient monitoring, biotechnology and medical informatics.



**James Nichols**

**James H. Nichols, Ph.D., DABCC, FACB**, is an associate professor of pathology at Tufts University School of Medicine and director, clinical chemistry, for Baystate Health in Springfield. Dr. Nichols spent several years as associate director of clinical chemistry, director of point-of-care testing, and an associate professor of pathology at Johns Hopkins Medical Institute prior to moving to Massachusetts. Dr. Nichols is responsible for clinical chemistry including core automated chemistry, immunoassay, endocrinology, toxicology/therapeutic drug analysis, esoteric and point-of-care testing conducted through Baystate Reference Laboratories, one of America's largest hospital-based outreach programs. Dr. Nichols' research interests span evidence-based medicine, information management, laboratory automation, point-of-care testing and toxicology. Dr. Nichols received his B.A. in general biology/premedicine from Revelle College, University of California at San Diego, a masters and doctorate in biochemistry from the University of Illinois, Urbana-Champaign. Dr. Nichols was a fellow in the postdoctoral training program in clinical chemistry at the Mayo Clinic.



**Manfred Scholz**

**Manfred Scholz, Ph.D.**, is the founder, president and principal consultant of Scholz Consulting Partners. He has extensive business development, licensing, operations and strategic consulting experience in the biotechnology and diagnostic industries. He was president and chief operating officer at Stem Cell Preservation Technologies, vice president for business development at IQuum, senior director for business development at Large Scale Biology Corporation, senior consultant at Boston Biomedical Consultants, and held various system development and global marketing positions at Dade Behring. Prior, he held research positions at Massachusetts General Hospital, Harvard Medical School and Max Planck Institute for Biophysics. He researched and published in the fields of oncology, infectious diseases and in vivo imaging technologies. He received his Ph.D. in physics from Johann Wolfgang Goethe-University, Frankfurt, Germany and his M.B.A. from Babson College, Wellesley, Mass.



**Michael Magliochetti**

**Michael J. Magliochetti, Ph.D.**, has most recently transitioned from the position of entrepreneur-in-residence with Oxford Bioscience Partners LP, a leading life science venture capital firm, to president and CEO of Claros Diagnostics, a developer of rapid point-of-care immunoassay technology. Previously, Dr. Magliochetti was CEO of RMH, a company focused in orthopedics, which was acquired. Previously, he served as CEO of HemaMetrics, a private blood monitoring and diagnostic technology company. Dr. Magliochetti was CEO of UroSurge, a company specializing in products for the urology market of which a sale transaction was executed. He has held senior positions with the medical device company, Haemonetics Corp., and the polymer products company, Delta Surprenant. Dr. Magliochetti has served on the advisory board for the Pediatric New Technology Initiatives Group of Children's Hospital in Boston and is advisor to the non-profit Institute for Pediatric Innovation. He is a member of the board of directors of Spire Corporation.

## ■ MDG Officers, 2007-2008

President	Lisa Sasso	lsasso@meddevgroup.org
Vice President	Ed Berger, Ph.D.	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	mjsklar@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  
Olga Cherniavsky, Alliances  
Eric Peterson, Web Site Calendar

## ■ October Forum Champions

**Howard E. Guthermann, Ph.D.**, Principal, DJR Technology Associates

**Joseph J. Kalinowski**, Principal, Trilogy Associates

***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.mvfvf.org
North Shore Technology Council	www.nstc.org
WPI Venture Forum	www.wpiventureforum.org
Women Entrepreneurs in Science and Technology	www.westorg.org