



## Commercial Launch Strategies for Medical Devices

September 5, 2007

Emerging Enterprise Center at Foley Hoag

### ■ Program Description

You are a medical device entrepreneur with a “blockbuster” product that cannot fail in the marketplace. No matter whether your exit strategy is to go public or be acquired, the best way to maximize the value of your effort is with a successful commercial launch of your product. Relatively few medical device companies are able to drive rapid adoption of their products. A truly successful launch requires a significant amount of planning and coordination among many different groups from development to regulatory to reimbursement to sales, marketing and supply chain.

What are the myriad tasks that must be accomplished in order to achieve a successful commercial launch? How should they be sequenced? What are some of the interdependencies among the tasks? This program will take a “case study” approach, where a group of highly experienced executives will each assess the case study and present their “functional” perspectives on how to successfully launch the product. Specific functions represented on the panel will include marketing, sales, supply chain/manufacturing, finance/funding.

### ■ Moderator

**Michael Gram**, Business Development, Maxiom Group

### ■ Panelists

**John Geisel**, Partner, Growth Strategy Partners

**Heather Annaloro**, President, Advent Consulting

**Peter Smith**, Director, Supply Chain, Maxiom Group

**Robert Palladino**, Director, Gagnon Capital Advisors

### ■ Agenda

5:30 – 6:15	Networking and light dinner
6:15 – 6:25	MDG announcements
6:25 – 6:40	Mike Gram introduction of topic and panelists
6:40 – 7:00	Heather Annaloro — Marketing Perspective
7:00 – 7:20	John Geisel — Sales/Channels Perspective
7:20 – 7:40	Peter Smith — Supply Chain/Manufacturing Perspective
7:40 – 8:00	Robert Palladino — Financing Perspective
8:00 – 8:10	Mike Gram — Case Wrap Up
8:10 – 8:30	Additional Q &A and Comments
8:35	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



**Michael Gram**

**Michael Gram** has over 30 years of experience in managing technology-based businesses. His background includes design and manufacturing of medical telemetry systems as well as providing business and systems consulting to a variety of medical device and biotech companies. Mike's credentials include a BS in biomedical engineering from Northwestern University as well as an MBA from Northwestern's Kellogg School of Management. He currently works for Maxiom Group, a leading business and IT consulting firm. Maxiom focuses exclusively on the medical technology, biopharma and related industries as it looks to achieve profitable growth and sustained market leadership.



**John Geisel**

**John Geisel** is an experienced senior medical industry executive who has enjoyed success in large part due to his ability to understand the needs of the medical customer. He has experience with external defibrillators, MRI technology for diagnosing heart disease, anesthesia monitors, and critical care monitoring systems. He has also worked with software-based systems for arrhythmia monitoring, anesthesia information management and physician billing. Mr. Geisel's career highlights include starting the U.S. subsidiary of Datex-Engstrom, a Finnish manufacturer of medical monitoring systems, and growing revenues from zero to \$48 million. He also led start-up sales across the eastern half of the U.S. for Nellcor as it introduced pulse oximetry to the anesthesia market. More recently he was president of Access CardioSystems.



**Heather Annaloro**

**Heather Annaloro**, founder and president of Advent Consulting, has over 20 years of experience in marketing, product development, sales and business development. She founded Advent Consulting in 2000 after a successful career at Datex-Ohmeda, a global healthcare equipment and information systems solutions provider. Previously she worked for Hewlett-Packard's Medical Product Group and MCI Telecommunications. Heather holds a master's degree in management from the J.L. Kellogg Graduate School of Management at Northwestern University, and a bachelor of arts degree in economics from Tufts University. She currently serves on the board of directors of Central Catholic High School of Lawrence and is a volunteer leader with the Executive Women's Golf Association of Boston.



**Peter Smith**

**Peter Smith** is director of supply chain practice for Maxiom Consulting Group, a Boston-based firm focused on biotech and life sciences industries. He has extensive consulting and industry experience in all aspects of supply chain management. Besides life sciences, he has considerable industry experience in chemicals, food, automotive, transportation, and consumer packaged goods. Prior to joining Maxiom, Mr. Smith served as director of supply chain planning at Cabot Corp., a Boston based chemicals manufacturer. At Cabot, he also served as director of business process improvement, where he led the company's ERP implementation efforts; and as director of manufacturing logistics. Before joining Cabot, Mr. Smith was a consultant with AT Kearney and with Arthur D. Little where he led and participated in numerous engagements to improve supply chain, manufacturing, and purchasing operations for client organizations.



**Robert Palladino**

**Robert Palladino** is a director at Gagnon Capital Advisors, where he advises public and private companies on issues of finance, operations, and strategy. With nearly 30 years in senior positions with public and private healthcare, biotech and consumer products companies, Mr. Palladino brings a significant amount of first-hand knowledge to work for his clients. He has particularly in-depth experience in the areas of operations management, mergers and acquisitions, public and private financings and strategic planning. Previously, Mr. Palladino was chief financial officer with Microsulis, a UK-based medical device manufacturer focused on treatments through microwave technology. He was executive vice president and chief financial officer of Biosphere Medical, a NASDAQ-listed embolotherapy medical device developer and manufacturer.

## ■ 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	aktivnik@meddevgroup.org
Operations	David Miller	dmiller@meddevgroup.org

## ■ MDG Volunteers, 2007-2008

Dianne Grattan, programming  
Richard Halpern, alliances  
Eric Peterson, Web site calendar

## ■ September Forum Champions

**Mike Gram**, Business Development, Maxiom Group  
**Robert Palladino**, Director, Gagnon Capital Advisors

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

# Medical Development Group

## 2007/2008 Program Calendar

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

<b>2007</b>	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
<b>2008</b>	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)

<b>2007</b>	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
<b>2008</b>	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

#### **Sept. 19 Networking: *Small Business Innovation Research Grants***

Seeking funding for your next medical device or life sciences project? Each year, the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs provide more than \$2 billion in non-dilutive funding to small technology-based companies. These grants and contracts fund high risk/high return R&D to develop novel innovative technologies that will lead to new commercial products and services. This presentation will provide an overview of the programs, including eligibility, strategic use of funds and the electronic application process.

#### **Oct. 3 Forum: *The Future of Clinical Diagnostics***

An update on this \$25 billion worldwide market and the opportunities it affords.

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