

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 Optical Technology in Disease Diagnosis and Therapy
 - Dec. 13 Medical Device Startup Failures: An Autopsy
 - 2007 Jan. 10 Regulatory Perspectives on Clinical Trial Design
 - Feb. 7 Distribution Options for Medical Device Companies
 - March 7 Integrative Medicine: Thinking Outside the Box
 - 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 (*Info on new location to follow*)
 - Dec. 20 The Startup Environment: Small vs. Larger Companies
 - 2007 Jan. 17 Outsourcing: A Guide to Being 'Virtual' (*Info on new location to follow*)
 - Feb. 21 Garnering and Managing Media Attention
 - 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

If you are interested in sponsorship opportunities,
please contact Mel Prenovitz at mel@melpren.com or at 617-738-6599

■ Upcoming Events

Sept. 20 Networking Meeting: *Out-of-Hospital-Health Care Delivery for Boomers*

Join us as we discuss the criteria for successful devices that will keep up with and enhance the trend toward out-of-the-hospital health care for an aging population. We will focus on policy issues, costs and insurance companies, as each has its place in the phenomenon. Rob Scheschareg, founder and president of Intuitive Care Advisors, will deliver the keynote presentation.

Oct. 4 Forum: *Anticipating and Responding to Changing Market Conditions*

Reimbursement regulations change. An industry leader endorses a competitor's product. A larger, better-capitalized company enters your market. Changes in related technologies enable patients to receive care in more settings--rehab, out-patient, or even the home. Any of these events could render your entire marketing plan—and perhaps your company--obsolete. Yet, change is a fact of life. What can you do to prepare? What tools will help you anticipate change? Join us to hear an expert panel share how they responded to changing market conditions.

Please pre-register for Forum Panels
For more information, visit www.MedDevGroup.org

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Strategic Partnerships in the Medical Device Industry

September 6, 2006
Silicon Valley Bank

■ Program Description

Partnerships are playing an increasingly important role in business strategy for medical device and life science companies. They include a variety of structures such as: mergers and acquisitions, marketing and sales alliances, licensing deals, research and development collaborations, and outsourcing relationships. Partnerships have become a significant early funding option for small companies, and a source of valuable new innovation for bigger companies.

This panel will consider some of the challenges and best practices to forming and managing strategic alliances, including: structuring of the deal for win/win outcomes, identifying appropriate partners, developing metrics to monitor and detect problems, managing relationships, determining valuations of partnerships, and becoming a "partner of choice".

■ Agenda

- 6:00 – 6:30 Networking and Light Dinner
- 6:30 – 6:40 Welcome, MDG Introduction
- 6:40 – 6:45 Overview: Gwen Acton
- 6:45 – 8:15 Panel Discussion & Questions
- 8:15 – 8:20 Wrap-up

■ Moderator

Gwen Acton, President, Vivo Group, Concord, MA

■ Panelists

Robert J. Crowley, President, Massachusetts Technology Development Corporation, Boston, MA

Robert W. Cunningham, COO, RainDance Technologies, Guilford, CT

Paul Magnin, CEO, Novelis, Inc., Methuen, MA

David Milne, General Partner, SV Life Sciences Advisers Inc., Boston, MA

Robert A. Rabiner, President & CEO, SelvaMedical, Tiverton, RI

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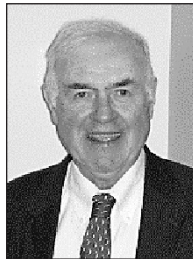
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■ Biographies



Gwen Acton, Ph.D., is president of Vivo Group, a strategic consulting firm specializing in improving scientific productivity in research and alliances. Prior to this, she was director of scientific development at the Whitehead Institute, where she ran the operations for the Functional Genomics Program, a \$40 million multi-party research collaboration between Bristol-Myers Squibb, Millennium Pharmaceuticals and Affymetrix. She also served as a faculty member at Harvard University in the Department of Molecular and Cellular Biology. Dr. Acton is the author of two industry reports published by the Cambridge Healthtech Institute, and the book *The Bluffers Guide to Genetics* to be published in 2007.



Robert J. Crowley has been associated with Massachusetts Technology Development Corporation (MTDC) since its inception in 1978 and has been president and CEO since 2002. Robert is one of the most experienced venture capital investors in early-stage technology companies in the region. Robert currently serves as a director of three MTDC portfolio companies: ImPress Systems, Inc., TerraTherm, Inc. and Texterity, Inc. Robert is a board member and former chairman of the MIT Enterprise Forum, and a former chairman and director of the Smaller Business Association of New England.



Robert W. Cunningham is chief operating officer of RainDance Technologies, Inc. Previously, with scientists and physicians from MIT and Boston University, he founded endoVia Medical Inc. to develop a new generation of robotic instruments for minimally invasive surgery. Serving as president and CEO, he directed the company's financing, administrative and development activities at its Norwood facility. He also was president of Haemocell Inc., a filtration technology manufacturer, and co-founder of the Solco Hospital Products Group, Inc., a developer of vascular grafts and surgical transfusion products. He entered the medical device industry in 1980 with Haemonetics Corp.



David Milne has been a general partner at SV Life Sciences Advisors since 2005. His primary investment focus is the medical device sector where he has made five investments since joining the firm. David currently serves on the boards of Spinal Kinetics, EBR Systems, Sadra Medical, OsteoLign, AqueSys and Abdominis. David spent 12 years at Boston Scientific Corp. where he was vice president of corporate business development, responsible for 50 transactions totaling nearly \$2 billion consisting of acquisitions, equity investments and development partnerships. In this role he was a member of the board of directors of eight early stage medical devices companies.



Paul Magnin, Ph.D., is president and CEO of Novelis, Inc., a privately funded, early-stage start-up focused on an interventional cardiology application. From 1998 through 2003, Dr. Magnin was the president and CEO of LightLab Imaging. LightLab Imaging brought to market a proprietary technology that employs infrared light to make images with resolution on the micron scale for interventional cardiology, endoscopy, neurology, and surgical microscopy. He was the general manager of Hewlett-Packard's imaging systems business from 1996–1998 when Hewlett-Packard was the largest and most profitable ultrasound company in the industry.



Robert A. Rabiner is president of Selva Medical Inc. Prior to that, he was co-founder, president and CEO of OmniSonics Medical Technologies. He has held executive-level positions at: American Cynamid Company, United States Healthcare Corp. and Surgeon's Choice. Bob has led successful product and division launches, acquired and integrated new technologies and directed external partnerships within these companies. He was selected as a "Technology Pioneer 2003" by the World Economic Forum in recognition of the innovation and potential impact of the OmniWave technology, and that same year he was named as one of Fast Company magazine's "Fast 50 Champions of Innovation."

■ 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. (Abridged.)

■ MDG Officers, 2006-2007

President	Martin Sklar, Director, Business Development, AlvaMed, LLC
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■ MDG Committee Chairs, 2006-2007

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■ September Forum Co-Champions:

Gwen Acton, President, Vivo Group
John A. Merhige, President, Prelude Devices

We are always looking for volunteers to help make our forums and networking successful. Please email the chairperson if you would like to get involved with MDG.