

## MDG 2008/2009 Program Calendar



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

2008	Oct 2	Personalized Medicine: Is There a Role for Devices in the Coming Revolution?
	Nov 5	Unmet Clinical Needs and Potential Device Solutions: Case Examples and Cautionary Tales
	Dec 3	Expert Panels, Advisory Boards and User Groups: Using Key Opinion Leaders to Help Achieve Business Goals
2009	Jan 7	Global Strategies for Market Penetration: Don't Get Lost When You Go Abroad
	Feb 4	Emerging Technologies for Pulmonary/Sleep Medicine
	Mar 4	What VCs Want and How They Get It: Assessing, Reducing & Managing Investment Risk
	Apr 1	Advances in Cardiology Devices: Does Performance Match the Promise?
	May 6	Trends in Medical Device Mergers & Acquisitions: Experience and Expectations
	Jun 3	Why Devices Fail and What You Need to Do to Prevent It From Happening

### ■ Networking Meetings (Visit [www.meddevgroup.org](http://www.meddevgroup.org) for meeting location.)

2008	Sep 10	Season Opener: SuperNetworking
	Oct 15	Critical Issues in Medical Technology Licensing
	Nov 19	Creating a Marketing Plan for a New Medical Device
	Dec 17	Using the Internet to Network Effectively: LinkedIn, Facebook, etc.
2009	Jan 21	From Manager to Innovative Leader: Are Leaders Made or Is It in Their DNA?
	Feb 18	Getting into Your Buyers' Minds: Attracting the Clients Who Need Your Services Most
	Mar 18	How to Prepare for Financing and How to Close the Deal
	Apr 22	Changing Expectations for Quality Management Systems: Ensure a Clean FDA Audit
	May 20	Creating a Lifetime of Referrals
	Jun 17	Public Sector Financing for Seed-Stage Companies
	Jul 15	Risk-Based Product Development: An Emerging Paradigm for Design, Validation & Manufacturing
	Aug 19	Transitioning to a Career in the Medical Device Industry

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### ■ Upcoming Events

**Jan. 21 Networking:** *From Manager to Innovative Leader: Are Leaders Made or Is It in Their DNA?*

This dynamic interactive presentation will focus on best leadership practices in life sciences. Four decades of research including a recent in-depth global study of leaders in over 80 medical device and pharmaceutical firms pinpoint the leadership behaviors of the industry's superstars.

**Feb. 4 Forum:** *Emerging Technologies for Pulmonary/Sleep Medicine*

### ■ Two exciting programs from MDG:

**Recruiters and Job Seekers!** Please visit our online job board at [www.meddevgroup.org](http://www.meddevgroup.org). Click on Resources, then on Jobs. All jobs postings are free and open to the public.

**Product Development & Manufacturing Outsourcing SIG:** *Business Matchmaking Event 2009*

May 13, Newton Marriott, 3 – 9 p.m.

The event brings together in one place buyers and sellers of products and services in the medical device and technology arena. **Register now as a Buyer or Seller online at [www.meddevgroup.org](http://www.meddevgroup.org).**

## Global Strategies for Market Penetration: Don't Get Lost When You Go Abroad

January 7, 2009  
Emerging Enterprise Center at Foley Hoag

### ■ Program Description

One of the major questions facing an emerging company is the geography of its target markets: do we stay within the US or plan a global presence, where do we go first, and how do we succeed? No company or product can succeed in entering a new geography without two major components of strategic marketing: understanding the special characteristics and requirements of the target market; and creating awareness among target customers of the company/product.

Early planning of clinical trials, properly staged regulatory submissions, and understanding of reimbursement systems may help your company save significant funds and shorten the time to first sale. The decision to enter into a strategic alliance with global partners, and the choice of the right partners, may be crucial. Our panel of specialists, each with years of experience and success in entering global markets, will share their knowledge and provide information that will be sure to interest new entrepreneurs and practiced business leaders alike.

### ■ Moderator

**Harry Glorikian**, Managing Partner, Scientia Advisors

### ■ Speakers

**Lise N. Halpern**, Founder, FocusOnStrategies

**Ed Berger**, Principal/Founder, Larchmont Strategic Advisors

**Bob Linke**, President, Linke & Associates

### ■ Agenda

5:30	Registration, informal networking, buffet dinner
6:15	MDG announcements
6:25	Moderator's introduction of panelists
6:35	Panelist presentations
7:20	Q&A
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.

Please pre-register for MDG events.

For more information, visit [www.MedDevGroup.org](http://www.MedDevGroup.org).

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## ■ Biographies



**Harry Glorikian**

**Harry Glorikian** heads Scientia Advisors based on 20 years of experience in the health care and life science industries. He is known worldwide as a leader in helping companies streamline their operations and accelerate their growth. Having held senior management positions at Applied Bio Systems, Signet Laboratories, in Massachusetts, and at X-Cell Laboratories, Inc., in California, Mr. Glorikian has deep commercial background in diagnostics, molecular biology, proteomics, cellular biology and biodefense. His unique understanding of technologies, operations and strategy from both buyer and internal company perspectives has shaped Scientia's sophisticated framework and proprietary analytic tools. He writes for industry media, is frequently quoted in periodicals, and is a sought-after speaker who advises media and industry leaders on current trends in life science, health care and business. Mr. Glorikian also serves on many advisory boards. He is an avid inventor who has several patents and patents pending in the US and abroad. He holds an MBA from Boston University and a BA in Biology from San Francisco State University.



**Lise Halpern**

With undergraduate degrees in electrical engineering and English, and a master's degree in biomedical engineering, **Lise Halpern** began her career over 25 years ago as a design engineer for Haemonetics Corp. Ms. Halpern quickly transitioned to marketing where she held positions of increasing responsibility in the global launch of new products for blood collection and laboratory separations. She subsequently joined Intra Sonix, a start-up company commercializing an ultrasound-guided laser surgery, and then expanded her experience in simultaneously growing companies and introducing products in her position as vice president of marketing at Transfusion Technologies. As a key member of the management team she helped the company raise funds, forge key strategic alliances, and build infrastructure for product development and global sales and marketing. Transfusion Technologies successfully launched its first product, the OrthoPAT System, in just three years after its inception. The company was ultimately acquired by Haemonetics, where the OrthoPAT system became the fastest growing product in the company's portfolio. Ms. Halpern founded FocusOn Strategies in 2007 to provide marketing and strategic planning consulting services to help medical device companies achieve their strategic goals.



**Edward Berger**

A senior healthcare executive with special insight into the impact of public policy on business planning and operations, **Edward Berger** founded Larchmont Strategic Advisors in 2005 to help life sciences companies deal effectively with the strategic challenges and opportunities posed by the rapidly evolving healthcare regulatory and policy environment. Dr. Berger has provided reimbursement analysis and strategy development consultation to a variety of clients developing new technologies in fields including neural monitoring and neuromodulation, gastrointestinal surgery, severe pulmonary dysfunction, clinical laboratory testing, and personalized medicine. In addition to reimbursement-related services and public policy analysis and advocacy, his areas of expertise include media relations, investor relations, research ethics and patient protection and corporate compliance programs.



**Bob Linke**

**Bob Linke** has over 23 years of diversified healthcare experience in the pharma/ biopharmaceutical, medical device, diagnostic, and healthcare informatics markets. Through his consulting practice Linke & Associates he provides strategic and operational consulting services to a range of growing life science companies. Prior to his current consulting work, Mr. Linke worked with a leading health information company and private equity firm to monetize a significant portfolio of data assets. Prior to this venture, Mr. Linke was President & CEO of Rapid Micro Biosystems, where he developed and executed the strategy to commercialize imaging based rapid microbiology testing systems for pharma and biotech manufacturers, built and lead the senior management team and organization and raised \$20 million in private capital. Prior to joining GPS, he was the president and CEO of Periodontix, Inc., a venture-backed biopharmaceutical company. Mr. Linke also has an extensive business leadership background that includes senior sales, marketing and general management positions at leading healthcare companies that include Baxter International, Caremark International and Sunstar Inc. (Japan).

## ■ MDG Officers, 2008-2009

President	Lisa Sasso	lsasso@meddevgroup.org
Vice President	Ed Berger	eberger@meddevgroup.org
Secretary	Dick O'Brien	robrien@meddevgroup.org
Treasurer	Jim Goell	jgoell@meddevgroup.org

## ■ MDG Board of Directors, 2008-2009

Board Member	Barbara Bix	bbix@meddevgroup.org
Board Member	Joyce College	jcollege@meddevgroup.org
Board Member	Ralph Grabowski	rgrabowski@meddevgroup.org
Board Member	Michael Gram	mgram@meddevgroup.org
Board Member	Jerry Shapiro	jshapiro@meddevgroup.org
Board Member	Marty Sklar	msklar@meddevgroup.org
Board Member	John Wlassich	jwlassich@meddevgroup.org

## ■ MDG Committee Chairs, 2008-2009

Programming	Olga Taylor	otaylor@meddevgroup.org
Networking	Bob Ezzell	bezzell@meddevgroup.org
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Outsourcing SIG	Michael Aprea	maprea@meddevgroup.org
Corresponding Secretary	Bruce Horwitz	bhorwitz@meddevgroup.org

## ■ MDG Volunteers, 2008-2009

Sherry Alpert, MDG Member News  
Olivier Giuliani, Website Calendar  
Lee Jones, MDG Marketing and Operations

***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
Babson Life Sciences Club	www.babson-biotech.org
Beacon Alliance	www.beaconalliance.org
Boston Entrepreneur's Network	www.boston-enet.org
IEEE Consultants' Network	www.boston-consult.com
Merrimack Valley Venture Forum	www.mvfvf.org
MIT Enterprise Forum	www.mitforumcambridge.org
North Shore Technology Council	www.nstc.org
Women Entrepreneurs in Science and Technology	www.westorg.org
WPI Venture Forum	www.wpiventureforum.org