



## Computer Assisted Diagnostics: Opportunities and Obstacles

June 1, 2011

Emerging Enterprise Center at Foley Hoag

### ■ Program Description

Computer aided diagnosis is a term encompassing a wide variety of devices today. There have been tremendous advances in this field over the past few years. At this session, three speakers will speak to the challenges in developing, commercializing and driving adoption of three different diagnostics, including ECG based algorithm for assessing risk of sudden cardiac death, Magnetic Resonance Spectroscopy (MRS) for diagnosis of neurological diseases and a novel human genomic sequencing diagnostic.

### ■ Moderator

**David R. Pierson**, Partner, Foley Hoag LLP

### ■ Panelists

**Richard Cohen, MD, PhD**, Whitaker Professor in Biomedical Engineering, MIT

**Mary Pat Lancelotta**, Director, Strategic Marketing, Foundation Medicine, Inc.

**Alexander P. Lin, PhD**, Clinical Spectroscopist, Center for Clinical Spectroscopy, Brigham and Women's Hospital

### ■ Event Champions

**Howard Guthermann**, DJR Technology Associates

**Nandini Murthy**, ENEM Consulting LLC

### ■ Agenda

5:30 Registration, informal networking, buffet dinner

6:15 MDG announcements

6:40 Opening comments by moderator and introduction of speakers

6:50 Speaker presentations

7:30 Q&A

8:00 Continued networking and dessert

### ■ 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.

## ■ Speaker Biographies



**David Pearson** is a partner with the law firm Foley Hoag LLP where he chairs the Venture Capital/Emerging Companies Practice Group and assists in leading business initiatives at the Emerging Enterprise Center. Mr. Pearson represents a broad range of emerging companies, including those in the life sciences, medical device, cleantech, software and technology industries. He also represents U.S. and foreign venture capital firms throughout the U.S., advising public and private companies in corporate finance, securities, mergers and acquisitions and general corporate and contract matters, including entity formation, founder arrangements, angel and venture capital financings, equity incentive plans, strategic transactions, and technology licensing and distribution arrangements. Mr. Pearson earned an A.B., magna cum laude, from Yale University and a J.D., cum laude, from Harvard Law School.



**Richard Cohen** is the Whitaker professor in biomedical engineering at MIT. Dr. Cohen focuses on the application of physics and engineering to solve problems in biology and medicine, particularly in developing cardiovascular diagnostic and therapeutic technologies. He has developed a noninvasive measurement in electrocardiographic signals to identify individuals at risk for sudden cardiac death from heart rhythm disturbances. He is a founder of Cambridge Heart, Inc., which has commercialized this technology which has been successfully tested in clinical trials and is being introduced into widespread clinical practice. He also co-directs the Biomedical Enterprise Program which is a combined MBA/SM degree program jointly administered by the Harvard-MIT Division of Health Sciences and Technology and the MIT Sloan School of Management. Dr. Cohen has a B.A. in chemistry and physics from Harvard College, an M.D. from Harvard Medical School and a Ph.D. in physics from MIT.



**Mary Pat Lancelotta** is director of strategic marketing at Foundation Medicine, Inc., a personalized cancer diagnostics company that aims to bring comprehensive cancer genome analysis to routine clinical care. Prior to joining Foundation, Ms. Lancelotta held various roles in corporate and commercial strategic planning at Quest Diagnostics, the largest diagnostics reference laboratory in the U.S., where she led the corporate and regional strategic planning process for a \$4.7B physician business. Her early career was as a consultant with Accenture where she led multi-national cross-functional teams in the design, development and testing of enterprise software for international implementations. She received an MBA from Columbia Business School and a bachelor's degree in biochemistry from Boston College.



**Alexander P. Lin** is the clinical spectroscopist at the Center for Clinical Spectroscopy at Brigham and Women's Hospital and instructor of radiology at Harvard Medical School. Dr. Lin is a graduate of the California Institute of Technology (B.S. biology, M.S. bioengineering, Ph.D., biophysics). Since 1997, his focus has been on developing clinical applications using magnetic resonance spectroscopy. He was awarded the Young Investigator's Award in 2003 for his work in Alzheimer's disease and NIH Fellows Research Award for his work on carotid imaging. Currently, he is funded by the Department of Defense to study the differences in brain biochemistry resulting from mild traumatic brain injury and post-traumatic stress disorder in soldiers returning from the Middle East as well as a CIMIT Innovation Grant to study the long-term effects of repetitive head injury in professional athletes.

# MDG Member News

News You Can Use

## ■ New Members

Med Dev Group welcomes new members who have joined since the May 2011 Forum:

JonDock Allen  
Chas Burr  
Sid Chowdhury

Ross Dahman  
Robert Diloreto  
John Ferreira

Jacqui Prendergast  
Paul Souza  
Mary Beth Totten

In addition, we welcome back those who are returning to MDG:

Regina Au  
Mark Dallmeyer  
Tom Fitzgerald

Art Madenjian  
Jacqui Prendergast  
Robert Rosenberg

Stephen Spector  
Kenneth Stern

## ■ Did You Know?

- ▶ That when you joined MDG, you created a personal profile in a rich database of between 300 and 400 members? Make sure to check the database – the information it holds, the searches you can run – by logging in to our members resource at <http://www.meddevgroup.org/membersonly.htm>.
- ▶ That you can edit any data in your member profile besides the expiration date? This includes your username and password – so if your username is the same as an email address you no longer use, you can change it to something else! Just log in and click the “My Profile” link in the stripe below the MDG banner.
- ▶ That you can always check your expiration date and pay online? Log in to the membership system and click the “My Profile” link – your expiration date appears near the bottom of the page.
- ▶ That presentations from past MDG meetings are posted in the members-only area? When you log in, click the “Past Presentations” link – meeting dates and topics are shown, with links to open the posted presentation (converted to PDF form).

## ■ Stay Connected with MDG

You can stay connected with MDG on LinkedIn or twitter.



- ▶ MDG - Medical Software Special Interest Group
- ▶ Medical Development Group
- ▶ MDG – Product Development & Manufacturing Outsource – SIG
- ▶ MDG Marketing & Sales Special Interest Group



- ▶ [twitter.com/MedDevGroup](https://twitter.com/MedDevGroup)



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araider@meddevgroup.org

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lsasso@meddevgroup.org

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jshapiro@meddevgroup.org

**Marty Sklar**

msklar@meddevgroup.org

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akivnik@meddevgroup.org  
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ljones@meddevgroup.org

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jisaacson@meddevgroup.org

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Brian Shoemaker  
bshoemaker@meddevgroup.org

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Bob Ezzell  
bezzell@meddevgroup.org

**Operations**

David Ennen  
dennen@meddevgroup.org

**Program Central**

Dick O'Brien  
robrien@meddevgroup.org

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David Kaufman  
dkaufman@meddevgroup.org  
Jeff Sprung  
jsprung@meddevgroup.org

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msklar@meddevgroup.org

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John Knott  
jknott@meddevgroup.org  
Sharon Herrman  
sherrman@meddevgroup.org

**Product Development & Manufacturing**

Michael Aprea  
maprea@meddevgroup.org  
Kevin Pelletier  
kpelletier@meddevgroup.org

**Software**

Tony Raymond  
traymond@meddevgroup.org  
Brian Shoemaker  
bshoemaker@meddevgroup.org

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