

## Medical Development Group 2010 Program Calendar



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

2010	Jan 6	Women's Health: New Markets, Expanding Opportunities
	Feb 3	The Interoperability Challenge: Getting Devices to Talk to Each Other
	Mar 3	Neonates to Nonagenarians: Critical Unmet Needs of Special Patients
	Apr 7	Biomaterials, Polymers and Engineered Surfaces: What's New for Medical Devices
	May 5	The Future for Home Use Devices
	Jun 2	Nanotechnology and the Future of Medical Devices

### ■ Networking Meetings (*Rebecca's Cafe, 275 Grove Street, Newton*)

2010	Jan 20	Cost-effective Market Research for Startups
	Feb 17	Customer Service for Startups and Beyond: How to Do It Right
	Mar 17	Unlocking the Value in Dormant IP
	Apr 21	The Power of Trade Secrets: When Not to Patent Your Invention
	May 19	Product Liability for Device Manufacturers: Limiting Your Exposure
	Jun 16	The Evolution of Angel Financing: Changing Perspectives, Goals and Requirements
	Jul 21	GNP: Good Networking Practices
	Aug 18	Transitioning into the Medical Device Industry

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If you are interested in sponsorship opportunities,  
please contact David Kaufman at [dkaufman@meddevgroup.org](mailto:dkaufman@meddevgroup.org) or 617-345-6789.  
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### ■ Upcoming Events

#### May 11 & 18 Fourth Annual Educational Seminar

*Medical Device Regulatory Affairs for Non-Regulatory Professionals: What do non-regulatory professionals need to know?*  
Geared for both experienced medical device professionals as well as those new to the industry, this seminar is designed specifically for non-regulatory professionals who need a better understanding of the regulatory requirements necessary to bring new medical devices to the market. This unique seminar demonstrates important regulatory requirements and concepts through actual product case studies discussions emphasizing not simply following regulations but asking do the regulations make sense and what to do when they don't!

#### May 19 Networking *Product Liability for Device Manufacturers: Limiting Your Exposure*

Medical device manufacturers need to understand the legal and financial risks posed by a complex and evolving product liability framework. A leading medical product liability attorney will provide an overview of the critical liability issues currently facing device companies in light of recent court decisions and Congressional initiatives.

#### May 25 Entrepreneurial SIG *Not Your Father's Alternative Financing (6 p.m. @ Foley Hoag EEC, Waltham)*

You will hear and discuss in detail a variety of truly alternative funding opportunities: foundations, microfinancing, royalties, licensing, shells/pipes, non-profits, incubators and more.

#### May 26 Software SIG *Risk Management in Software Development*

Ever since Therac-25 killed several cancer patients in the 1980's, the FDA has been aware of the hazards in software for medical applications. Our speaker will provide a high-level overview of risk management in the software lifecycle. 5:30 p.m., Padanarum Room, Reservoir Place, 1601 Trapelo Road, Waltham.

#### June 2 Forum *Nanotechnology and the Future of Medical Devices*

Hear from pioneers in nanotechnology, business leaders and experts who are leading in the development of this field, which works on matter on an atomic and molecular scale—typically structures 100 nanometers or smaller in at least one dimension.

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

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## The Future of Home Healthcare Products and Devices

May 5, 2010  
Emerging Enterprise Center at Foley Hoag

### ■ Program Description

Join us in a conversation with industry thought leaders for a panel discussion on the rapidly growing category of home health care products and the technologies that are driving opportunities. Experts in business and marketing, technology, and human-centered design will share key data, information, and point of views on trends affecting this space. Through these varied perspectives, panelists will discuss the emerging opportunities that are forming at the intersection of business strategy, enabling technologies and human-centered design and development. Hear from entrepreneurs, technologists and adherence experts who are leading industry in the development of products and services targeting consumers and self managed healthcare.

### ■ Moderator

**David Barash, M.D.**, President, Concord Healthcare Strategies

### ■ Panelists

**Frank McGillin**, VP of Global Marketing, Philips Healthcare

**Ben Rubin**, Co-Founder and CTO, Zeo

**David Rose**, Chief Executive Officer, Vitality

**Devorah Klein, Ph.D.**, Principal, Continuum

### ■ May Program Co-Champions

**Mark Hanks**, VP of Program Development, Continuum

**Howard Guthermann**, Principal, DJR Technology Associates

### ■ Agenda

|      |                                                            |
|------|------------------------------------------------------------|
| 5:30 | Registration, informal networking, buffet dinner           |
| 6:15 | MDG announcements                                          |
| 6:20 | Opening comments by moderator and introduction of speakers |
| 6:30 | Frank McGillin presentation                                |
| 6:45 | Ben Rubin presentation                                     |
| 7:00 | David Rose presentation                                    |
| 7:15 | Devorah Klein presentation                                 |
| 7:30 | Panel Discussion/Q&A                                       |
| 8:00 | Wrap-up and adjourn                                        |

### ■ MDG Mission

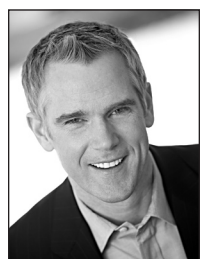
MDG's Mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.

## ■ Biographies



David Barash

**David Barash, M.D.**, has been providing expert strategic and operational advisory support to healthcare investors and development stage healthcare companies for nearly 10 years. With Concord Healthcare Strategies and its affiliate organizations, Dr. Barash provides guidance and hands-on assistance to medical technology companies and to investors in the medical technology industry. Before founding Concord Healthcare Strategies, Dr. Barash had been involved in direct healthcare management for over 15 years, and has been practicing medicine since 1984. Dr. Barash has served as executive vice president and medical director for a medical device company in Concord, Mass, where he was responsible for initial regulatory activities, implementation of the sales and marketing launch, business development, investor relations, clinical network establishment and clinical research. He has launched six products to market, has authored several peer-reviewed publications and had five patents pending. A fellow of the American College of Emergency Physicians, he is a member of the MIT Enterprise Forum, the Massachusetts Medical Device Industry Council, the American Heart Association, and the Society of Academic Emergency Medicine.



Frank McGillin

**Frank McGillin** brings over 20 years of sales, marketing and leadership experience in high growth consumer and healthcare businesses. He leads a global communications and branding team for Philips \$10B healthcare sector. McGillin was instrumental in driving a change in marketing communications at Philips from a fragmented silo approach to one that is globally aligned, more strategic and data based. He started and moderates the Innovations in Healthcare LinkedIn group, one of the top groups on the site. Prior to his current role, McGillin was senior director of marketing for Philips Oral Healthcare, where he helped Sonicare achieve category leadership. He cut his teeth at Johnson and Johnson, working across various OTC drug and consumer businesses. McGillin is a graduate of Northeastern University and earned his MBA from Fordham University.



Ben Rubin

**Ben Rubin** is the chief technology officer and co-founder of Zeo, a technology startup that has created the world's first personal sleep coach. Zeo is changing the way we measure and talk about sleep. As a technologist Rubin is constantly exploring the way measuring our bodies can improve quality of life. He holds a BS in computer engineering from Brown University, where he co-founded Zeo in 2003.



David Rose

**David Rose** is a technology visionary, serial entrepreneur and is chief executive at Vitality, a company that is reinventing medication packaging. Previously, he was founder and CEO of Ambient Devices where he pioneered embedding Internet information in everyday objects like umbrellas, light bulbs, bathroom mirrors and refrigerator doors, to make the physical environment an interface to digital information. Rose is the inventor on many patents including online photo-sharing, information visualization, interactive television systems, ambient displays, proximity sensing displays, and smart medication packaging. Rose teaches a popular course in tangible user interfaces at the MIT Media Lab and speaks frequently on product innovation at industry conferences and corporate retreats. He received bachelor degrees in physics and fine art from St. Olaf College and earned a Master's degree from Harvard University.



Devorah Klein

As a principal of Continuum, **Devorah Klein, Ph.D.**, is responsible for working with Continuum's health and wellness clients to design and develop healthcare systems and tools that enable physicians, nurses, caregivers and other stakeholders to deliver the best possible care. Her areas of expertise include human factors research and design, bespoke methodologies innovation, and adherence design. With over 10 years of experience, her portfolio includes tools for HIV diagnosis, media strategy, hearing aid innovation, and ice cream distribution. Adherence programs include therapies for treating diabetes, asthma, arthritis, multiple sclerosis and erectile dysfunction. Clients have included Lilly, GSK, St. Jude Medical and Abiomed. A qualified thought leader at the intersection of health, wellness, adherence and devices, Klein is a prolific writer and speaker. Recently she has presented to audiences at Harvard Business School, MIT, West Point, the Nantucket Conference and MassMEDIC. She is a member of the Human Factors and Ergonomics Society (HFES) and a reviewer for both the HFES Conference and the Australasian Medical Journal. She holds a B.A. in psychology from Wellesley College, and a M.A. and Ph.D. in cognitive psychology from the University of Illinois.

## ■ MDG Officers, 2009-2010

|                |               |                           |
|----------------|---------------|---------------------------|
| President      | Ed Berger     | eberger@meddevgroup.org   |
| Vice President | John Wlassich | jwlassich@meddevgroup.org |
| Secretary      | Dick O'Brien  | robrien@meddevgroup.org   |
| Treasurer      | ChongLim Kim  | clkim@meddevgroup.org     |

## ■ MDG Board of Directors, 2009-2010

|              |                 |                            |
|--------------|-----------------|----------------------------|
| Board Member | Barbara Bix     | bbix@meddevgroup.org       |
| Board Member | Joyce College   | jcollege@meddevgroup.org   |
| Board Member | Jim Goell       | jgoell@meddevgroup.org     |
| Board Member | Ralph Grabowski | rgrabowski@meddevgroup.org |
| Board Member | Lisa Sasso      | lsasso@meddevgroup.org     |
| Board Member | Jerry Shapiro   | jshapiro@meddevgroup.org   |
| Board Member | Marty Sklar     | mksklar@meddevgroup.org    |

## ■ MDG Committee Chairs, 2009-2010

|                                                     |                  |                              |
|-----------------------------------------------------|------------------|------------------------------|
| Alliances                                           | Alan Kivnik      | akivnik@meddevgroup.org      |
| Alliances                                           | Olga Cherniavsky | ocherniavsky@meddevgroup.org |
| Membership                                          | Brian Shoemaker  | bshoemaker@meddevgroup.org   |
| Networking                                          | Bob Ezzell       | bezzell@meddevgroup.org      |
| Operations                                          | David Ennen      | dennen@meddevgroup.org       |
| Programming                                         | Olga Taylor      | otaylor@meddevgroup.org      |
| Sponsorship                                         | David Kaufman    | dkaufman@meddevgroup.org     |
| Entrepreneurial SIG                                 | Marty Sklar      | mksklar@meddevgroup.org      |
| Product Development & Manufacturing Outsourcing SIG | Michael Aprea    | maprea@meddevgroup.org       |
| Software SIG                                        | Tony Raymond     | traymond@meddevgroup.org     |

## ■ MDG Volunteers, 2009-2010

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| Sherry Alpert, MDG Member News      | Craig Lazinsky, Marketing/PR      |
| Joe Civiello, Sponsorships          | Bill Munger, Programming Liaison  |
| Gary Duffy, Marketing/PR            | Maria Shonyo, MDG Conference List |
| Olivier Giuliani, Website Calendar  | Kimberly Simpson, Marketing/PR    |
| Sharon Herman, Marketing/PR         | Charlie Sweet, Operations         |
| Lee Jones, Marketing and Operations | Jim Vellenga, Operations          |

**MDG runs on volunteers. If you would like to get involved, email the committee chairperson above.**

## ■ MDG Alliance Partners

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|------------------------------------------------|---------------------------|
| 128 Innovation Capital Group                   | www.128icg.com            |
| Babson Life Sciences Club                      | www.babson-biotech.org    |
| Beacon Alliance                                | www.beaconalliance.org    |
| C-Net Boston (IEEE Consultants Network)        | www.boston-consult.com    |
| E-Net Boston (IEEE Entrepreneurs Network)      | www.boston-enet.org       |
| M2D2 (Mass. Medical Device Development Center) | www.uml.edu/m2d2/         |
| Massachusetts Life Sciences Center             | www.masslifesciences.com  |
| Medical Product Outsourcing                    | www.mpo-mag.com           |
| Merrimack Valley Venture Forum                 | www.mvvf.org              |
| MIT Enterprise Forum                           | www.mitforumcambridge.org |
| North Shore Technology Council                 | www.nstc.org              |
| Southern New England Entrepreneurs Forum       | www.sneef.umassd.edu      |
| The Capital Network                            | www.tcn.org               |
| WPI Venture Forum                              | www.wpiventureforum.org   |