

Medical Development Group 2008/2009 Program Calendar



Personalized Medicine: Realities and Implications for Entrepreneurs, Start-ups and Established Players

October 2, 2008
Emerging Enterprise Center at Foley Hoag

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

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| 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 for meeting location.)

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| 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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If you are interested in sponsorship opportunities,
please contact Mel Prenovitz at mprenovitz@meddevgroup.org or 617-738-6599
or David Kaufman at dkaufman@meddevgroup.org or 617-345-6789.

■ Upcoming Events

Oct 15 Networking: *Critical Issues in Medical Technology Licensing*

Carol Pratt, a partner at Foley Hoag LLP, will speak on how licensing can be a significant source of revenue, or even a complete exit strategy, for a medical device company.

Nov 5 Forum: *Unmet Clinical Needs and Potential Device Solutions: Case Examples and Cautionary Tales*

Nov 12 & 13 Medical Product Outsourcing Symposium

Join your peers at this symposium with an MDG member discount. MDG is a silver sponsor of the event, which is being held in Waltham. A special rate of \$395 is available exclusively to MDG members and affiliates. To receive this rate, send an email to Howard Revitch at howard@rodpub.com or call 201-825-2552, x343. Full details online at www.mposymposium.com.

Please pre-register for MDG events.
 For more information, visit www.MedDevGroup.org.

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■ Program Description

Personalized medicine, the use of genetic and genomic information to predict, prevent and treat disease, has the promise "to transform medicine from 'one-size-fits-all' to a personalized approach delivering the right treatment to the right patient at the right time – every time," according to Michael O. Leavitt, secretary of the Department of Health and Human Services. Healthcare providers are already using genetic testing to identify DNA variants that predispose some people to certain diseases. Although personalized medicine holds tremendous promise to transform medical research, drug discovery, clinical trials, product development, data management, clinical informatics and medical practice, many challenges exist for life sciences companies, regulatory authorities, healthcare providers, service organizations, payers and patients before realizing the potential of personalized medicine. Panelists will discuss the value proposition, myths, realities and implications of personalized medicine.

■ Moderator

David Hendren, General Partner, Catalyst Healthcare Ventures

■ Speakers

Dr. Patrice Milos, Vice President & Chief Scientific Officer, Helicos BioSciences

Dr. Colin Brennan, Chief Technology Officer & Senior Vice President for Business Development, BioTrove, Inc.

Dan Rippey, President and CEO, Allegro Diagnostics, Inc.

■ Co-champions

David Hendren, General Partner, Catalyst Health Ventures

Robert J. Burger, Chief Technology Officer and Vice President Product Development, Proxemics

■ Agenda

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| 5:30 | Registration, informal networking, buffet dinner |
| 6:00 | MDG announcements |
| 6:15 | Moderator's introduction of topic and panelists |
| 6:25 | Panelists' brief comments on personalized medicine |
| 6:45 | Roundtable discussion with panelists |
| 7:30 | Q&A |
| 8:00 | 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 Hendren

David Hendren is a general partner of Catalyst Health Ventures, where he focuses on cutting-edge technologies applied in health care and life sciences, including medical devices, convergence technologies, and diagnostic opportunities. His experience includes involvement in projects to develop technologies applied in medical and surgical robotics, general surgery, cardiac and vascular surgery, invasive cardiology, orthopedics, endoscopy, minimally invasive and endoluminal surgery, gastroenterology, bariatric medicine, diabetes, infectious disease, ophthalmology, imaging, informatics, telemedicine and disease management. Before co-founding Catalyst in 1998, Mr. Hendren began his career as a corporate lawyer in 1986, working with clients ranging from start-ups to established public and private companies; institutions providing financing; and organizations involved in commercializing health care and other technology. He has written and lectured extensively on topics including early-stage finance, entrepreneurship, start-ups, commercializing technology, corporate transactions, and the venture capital process. He holds an AB from Dartmouth College and a JD from Northwestern University.



Patrice Milos

Dr. Patrice Milos is vice president and chief scientific officer of Helicos BioSciences, Inc. She previously served as executive director at Pfizer Global Research and Development, where she was responsible for leadership, strategic alignment and execution of the scientific disciplines of pharmacogenomics, proteomics, metabolomics and RNA profiling across the Pfizer portfolio from early discovery to marketplace. She joined Pfizer in 1993 and held numerous research positions of increasing responsibility focusing on cardiovascular and metabolic disease, pharmacogenomics, DNA sequencing, biomarkers and molecular sciences. Dr. Milos serves on the National Advisory Council for Human Genome Research and was pivotal in the establishment and oversight of key strategic investments in the genomics area for Pfizer. She also sits on several editorial boards for journals and has published and presented extensively in the areas of genomics and personalized medicine. She earned master's and Ph.D. degrees at Rensselaer Polytechnic Institute in Troy, N.Y. and received her BA from the College of Saint Rose in Albany, N.Y.



Colin Brenan

Dr. Colin Brenan is a co-founder, chief technology officer and senior vice president for business development of BioTrove Inc. He has over 20 years of experience in invention, R&D and commercialization of advanced life science technologies at MPB Technologies Inc., McGill University, the Massachusetts Institute of Technology, BOMECC LLC, Salt Lake Sensors LLC and, most recently, BioTrove. Dr. Brenan has extensive knowledge and expertise in building early-stage commercial ventures to create customer and shareholder value and a proven track record in obtaining financing from corporate, public and private sources. Dr. Brenan publishes extensively and holds multiple patents in the fields of confocal microscopy, spectroscopic imaging, microsurgical robotics and biomicro- and nanosystems technologies and their life science applications, including human diagnostics. He regularly consults for the National Institutes of Health; is a reviewer for IEEE, IEE and AIP journals; is a senior member of the IEEE. He received his bachelor's, master's and Ph.D. degrees from McGill University.



Dan Rippey

Dan Rippey is president and chief executive officer of Allegro Diagnostics, Inc. He has over 15 years of experience in general management and the life sciences including business development, finance and marketing for public traded companies as well as medium-sized and early stage firms. He previously worked for Johnson & Johnson and Bristol-Myers Squibb in medical devices and pharmaceuticals, as well as for DFB Pharmaceuticals, where he headed the corporate development department. Additionally, Mr. Rippey previously served as CEO of MacroClyclics, an early stage radiopharmaceuticals and radiodiagnostics company, and headed the mergers and acquisitions and business planning department for CellStar, a publicly traded wireless logistics and distribution company. Mr. Rippey holds an MBA in finance and marketing from Columbia Business School and a Master's degree in health science and technology from the Harvard-MIT Division of Health Science and Technology.

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■ MDG Volunteers, 2008-2009

Sherry Alpert, MDG Member News
David Ennen, MDG Operations
Olivier Giuliani, Website Calendar

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

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