



Seeing the Light—New Advances in Diagnostic Imaging Using Optics and Light

November 1, 2006
Silicon Valley Bank

■ Program Description

Bulky, expensive imaging devices, such as CT, MRI and PET, remain the tools of choice for first-line general diagnosis. Now, new advances in the use of light and optics will expand the scope of diseases that physicians can diagnose without opening up the patient. From a simple test for Alzheimer's Disease that measures changes in the eye, to a device that uses light to diagnose peripheral arterial disease without damaging tissue, our panelists will describe how their non-invasive products use light and optics in novel ways to achieve dramatic results.

■ Agenda

6:00 – 6:30 Networking and Light Dinner
 6:30 – 6:50 Randal Chinnock Presentation
 6:50 – 7:00 Peter Norris Presentation
 7:00 – 7:10 Jenny Freeman Presentation
 7:10 – 7:20 Paul Hartung Presentation
 7:20 – 7:45 Panel Discussion / Q&A
 7:45 – 8:00 Wrap-up & Adjourn

■ Keynote Presenter

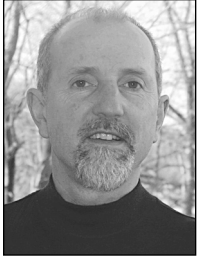
Randal Chinnock, President, Optimum Technologies, Inc., Southbridge, MA

■ Panelists

Peter Norris, CEO, Tomophase, Burlington, MA
Jenny Freeman, MD, CEO, Hypermed, Inc., Waltham, MA
Paul Hartung, CEO, Neuroptix Corp., Acton, MA

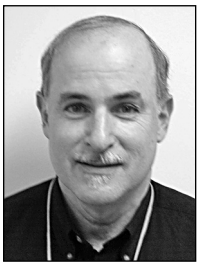
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■ Biographies



Randal Chinnock

Randal Chinnock commercializes technologies that use light to diagnose and treat disease. He has been involved with scores of medical devices and laboratory instruments that sense, image, irradiate or analyze organs, tissues or body fluids. Recent examples include an ophthalmic instrument for measuring refractive error of the eye, an LED illuminator for cancer drug activation, a disposable endoscope for viewing inside body cavities, an optical scanning system for fitting hearing aids and a laser system for treating gum disease. As president of Optimum Technologies Inc. since its founding in 1994, Mr. Chinnock has worked with companies of all sizes on the development and commercialization of light-based devices. His 27 years of experience include engineering, manufacturing, marketing and general management positions at several companies engaged in electro-optical devices and systems, including Varian, Smith & Nephew and Henke Sass Wolf of America. In addition to its engineering and production services, his company is currently developing its own proprietary optical cancer detection technology under funding from the National Cancer Institute.



Peter Norris

Dr. Peter E. Norris is one of the founders of Tomophase Corp., where he serves as chairman and chief executive officer. Previously, Dr. Norris was a founder of NZ Applied Technologies, which started with three employees in 1993 and quickly grew to more than 50. It was named as one of the 50 fastest growing technology companies in New England by Deloitte & Touche LLP in 1998. The company was acquired by Corning Inc. for \$150 million in 2000 and renamed Corning Applied Technologies. He previously was vice president, process technology at EMCORE Corp. and a principal member of the technical staff at GTE Laboratories. Dr. Norris has been granted 11 patents in the area of solid-state materials and devices and has one patent pending. He has presented many talks and papers at U.S. and international conferences in the areas of compound semiconductor technology, silicon device technology and complex oxide-based materials and devices. He holds doctorate, master's and bachelor's degrees in engineering from MIT.



Jenny Freeman

Dr. Jenny Freeman, M.D., president and CEO of HyperMed Inc., has over 20 years of broad hands-on experience in medicine, research and entrepreneurship, including clinical and academic cardiothoracic surgery, biomedical research of sub-cellular processes and medical device innovation. HyperMed Inc. is a private medical device company that is dedicated to bringing hyperspectral technology to medicine. HyperMed plans to launch OxyVu in 2007 as its first commercial product to assist physicians in the diagnosis and care of patients with diabetic foot complications and peripheral vascular disease. Dr. Freeman continues to contribute to both the science and business growth of HyperMed. Prior to building HyperMed, Dr. Freeman founded and ran Argose, Inc., a medical device company and Cheirologic Partners, a Wall Street research analysis firm.



Paul Hartung

Paul Hartung is president and CEO of Neuroptix Corporation. He has a proven track record launching successful startup businesses and leading Fortune 500 organizations. Mr. Hartung has extensive experience in the laser and medical device industries, including managing manufacturing for Summit Technologies, Inc., a leading developer of the LASIK procedure and other laser eye correction procedures. Prior to Neuroptix, Mr. Hartung was vice president of operations at Winphoria Networks, a successful mobile communications startup acquired by Motorola. Before that he was senior director at 3Com Corporation, where he was involved in a number of mergers and acquisitions, and directed global operations and new product introductions. At Trumpf, Mr. Hartung developed high power automated laser systems for industrial applications. As director of R&D at Laser Fare Ltd., he developed new laser processing techniques for the medical device industry and other applications. He started his career as an advanced manufacturing engineer at General Electric Co. Mr. Hartung graduated from MIT with an MS degree in mechanical engineering.

■ **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.

■ **MDG Officers, 2006-2007**

President	Martin Sklar, Director, Business Development, AlvaMed, LLC
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Board	Judy Isaacson, Director, Vital Now!
Board	David Zlotek, President/CEO, NeuroTech, LLC

■ **MDG Committee Chairs, 2006-2007**

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■ **November Forum Co-Champions:**

Dick O'Brien, Director of New Business Development, Optimum Technologies, Inc.

Rick Rollins, Business Development & Marketing Consultant

**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.**

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 Seeing the Light—New Advances in Diagnostic Imaging Using Optics and Light
 - Dec. 13 The Challenges of Medical Device Startups: Lessons Learned Along the Way
 - 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 (*Location: Silicon Valley Bank*)
 - 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

Nov. 15 Special Event: *The New Inpatient Medicare Rules: Their Impact on Medical Device Companies*
Lee Grindheim, president, Healthcare Reimbursement, LLC, will discuss the new major changes in Medicare payments to hospitals and their impact on medical devices. Moderator: Gary Gaumer, Ph.D., assistant professor of health care administration, Simmons College. (***New location: Silicon Valley Bank***)

December 13 Forum: *The Challenges of Medical Device Startups: Lessons Learned Along the Way*
Relatively few medical device company startups succeed. Why? Many factors contribute: Leadership and investors may lack sufficient experience. The organization and internal infrastructure may not be developed in time. The market changes or turns out not to be as expected. Longer than anticipated product development or FDA approval, or an inability to obtain suitable reimbursement levels, can drain cash and put a financial strain on a fledgling organization. What can be learned from others' experience starting and running a medical device company in their first two years? What advice will help others trying to do the same thing?

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