



Anticipating and Responding to Changing Market Conditions

October 4, 2006
Silicon Valley Bank

■ Program Description

Reimbursement regulations change. An industry leader endorses a competitor's product. A larger, better-capitalized company enters your market. Changes in related technologies enable patients to receive care in more settings--rehab, out-patient, or even the home. Any of these events could render your entire marketing plan—and perhaps your company--obsolete. Yet, change is a fact of life. What can you do to prepare? What tools will help you anticipate change? What marketing tools do you need to adapt to unanticipated change rapidly and effectively.

Our panelists will tell us:

- * What event changed their market
- * How they responded
- * What tools they used to anticipate change
- * What tools they used to respond to the change
- * What tools they wished they had in place before change struck

■ Agenda

- 6:00 – 6:30 Networking and Light Dinner
- 6:30 – 6:50 Robert Palladino Presentation
- 6:50 – 7:00 Hillel Bachrach Presentation
- 7:00 – 7:10 Stephen Sandler Presentation
- 7:10 – 7:20 Ralph Grabowski Presentation
- 7:20 – 7:45 Panel Discussion / Q&A
- 7:45 – 8:00 Wrap-up & Adjourn

■ Moderator

Robert Palladino, Chief Financial Officer, Microsulis Americas, Inc.

■ Panelists

Hillel Bachrach, Managing Partner, 20/20 HealthCare Partners, LLC

Stephen A. Sandler, President, VMARK Associates, Inc.

Ralph Grabowski, President, marketingVP

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■ Biographies



**Robert
Palladino**

Robert Palladino, chief financial officer at Microsulis Americas, Inc., has extensive finance and operations experience within the healthcare industry. Before joining Microsulis, he was the executive vice president and CFO of Biosphere Medical where he successfully led several public offerings for the company in changing and complex market conditions. Prior to this, Mr. Palladino worked in senior positions for Cortek, Inc, C.P. Clare Corp. and the Kendall Company (a Tyco company). He also worked for the Bank of Boston in both its cash management and treasury divisions. Mr. Palladino spent several years as an adjunct professor of finance at Bentley College and holds a BA from the University of New Hampshire and an MBA from Babson College.



Hillel Bachrach

Hillel Bachrach is a dynamic executive with 30 years of hands-on management and directorship with all aspects of successful commercial global introductions of new, innovative and revolutionary medical technologies. His work has led to significant sustained and profitable growth providing direct and positive impact on the valuation of the corresponding enterprise. Mr. Bachrach founded ESC Medical Systems (now Lumenis) in 1993, one of the first medical laser/flash lamp companies addressing cosmetic applications. In 1999 Mr. Bachrach founded MSq, Ltd., another innovator in the medical laser field. He has served as the CEO of Orex Computerized Radiography, and is president or chairman of Odin Medical Technologies, Inc., UltraSpect, Ltd., Rcadia Medical Imaging, Ltd., and Coridus, Ltd. He received his MBA from the Kellogg Graduate School of Management and a B.S in electrical engineering from Technion Israeli Institute of Technology.



**Stephen
Sandler**

Stephen A. Sandler, president of VMARK Associates, Inc., has more than 25 years of experience in the development of corporate strategic plans as well as the launch and ongoing marketing of biomedical products ranging from groundbreaking medical devices to advanced biotechnology products. VMARK's clients have ranged from pre-commercial start-ups to Boston Scientific. In the pre-commercial stage, VMARK develops business plans and investor presentations that facilitate the raising of capital. It also provides marketing expertise that assures that the product fits the clinical and reimbursement needs of the marketplace. For companies with commercial products, VMARK develops marketing communications programs targeted at clinicians, consumers, administrators, managed care organizations and investors. Mr. Sandler previously served as vice president and CFO of National Information Services and worked at Peat Marwick Mitchell & Company, where he passed the CPA examination.



**Ralph
Grabowski**

Ralph Grabowski practices as a vice president of marketing for startups or chief marketing officer, as a marketing consultant to established companies and as a temporary executive for turnarounds and re-starts. He focuses on the front-end, fact-gathering, analytical marketing process to steer technology-based enterprises. Mr. Grabowski writes about marketing, teaches marketing, and researches how marketing contributes to success. He has worked as marketing vice president at Brooks Automation, marketing consultant at Cytoc and marketing vice president at Phoenix Controls. Mr. Grabowski's market research guided Cytoc's technology, launched their ThinPrep pap smear test to 65 percent more women's disease detection, to \$3.65 billion market capitalization, and led to new legislation, the Clinical Lab Improvement Amendment (CLIA). He helped launch new companies and new fields which have become worth more than \$10 billion. He co-founded MIT's entrepreneurship program, "Starting and Running a HighTech Company."

■ **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. (Abridged.)

■ **MDG Officers, 2006-2007**

| | |
|-----------------|--|
| President | Martin Sklar, Director, Business Development, AlvaMed, LLC |
| President-Elect | Lisa Sasso, President, Medical Development Partners & Sasso Solutions, LLC |
| Secretary | Joyce College, Manager, Business Development, CardioVantage Inc. |
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■ **MDG Committee Chairs, 2006-2007**

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| Programming Chair | John Merhige | john.merhige@preludedevices.com |
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| Outreach Chair | Alan Kivnik | kivnik@rcn.com |
| Operations Chair | David Miller | davidgmiller1@msn.com |

■ **October Forum Co-Champions:**

Barbara Bix, Principal, BB Marketing Plus
Robert Palladino, Chief Financial Officer, Microsulis Americas, Inc.

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)

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|-------------|----------|--|
| 2006 | Sept. 6 | Strategic Partnerships and Alliances: Assessing, Developing and Managing Relationships |
| | Oct. 4 | Anticipating and Responding to Changing Market Conditions Successfully |
| | Nov. 1 | Optical Technology in Disease Diagnosis and Therapy |
| | Dec. 13 | Medical Device Startup Failures: An Autopsy |
| 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)

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|-------------|----------|--|
| 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 (<i>Location: Silicon Valley Bank</i>) |
| | Dec. 20 | The Startup Environment: Small vs. Larger Companies |
| 2007 | Jan. 17 | Outsourcing: A Guide to Being 'Virtual' (<i>Info on new location to follow</i>) |
| | 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

Oct. 18 Networking Meeting: Market Research: Using It to Improve Your Product and Market Decisions
Market research can help create a business plan, launch a new product or service, fine tune existing products and services and expand into new markets. Come hear about the impact of market research on design, product development and fault analyses..

Nov. 1 Forum: Seeing the light—Using Optical Technology and Light in Disease Diagnosis and Therapy
Join us for a lively discussion focused on new technologies, clinical successes and the complexity of selling the concept of a new minimally invasive diagnostic imaging product to investors.

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***)

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