

Thursday, May 19

7:00-7:45am Networking Breakfast

Hosted By:



7:45-8:00 OPENING REMARKS

8:00-8:30 MEDTECH INNOVATION: THE RACE FOR GLOBAL LEADERSHIP

PwC's Innovation Scorecard evaluates the innovative capacity and capabilities of nine countries: Brazil, China, France, Germany, Israel, India, Japan, the UK and the US. The scorecard highlights how innovation leaders of today may find their position slipping during the next decade.

- Why more device innovators are moving outside the US to seek clinical data, new-product registration, and first time revenue
- Will US consumers ultimately be last in line to benefit from advances in MedTech

Albert Malvey, MD, Global Account Director, Healthcare Group
PricewaterhouseCoopers, LLP

8:30-9:15 THE FUNDING GAP

Can VCs still balance the risk/reward equation to justify investing in Early Stage Device Companies? If not, who will?

Moderator:

Bill Harrington, Partner – Three Arch Partners

Panelists:

Mike Carusi, General Partner – Advanced Technology Ventures

Casper de Clercq, Partner – Norwest Venture Partners

Allan May, Founder, Life Science Angels, and Managing Partner, Emergent Medical Partners

Hank Plain, Partner – Morgenthaler Ventures

9:15-10:00 BUILD TO FLIP: DEVELOPING PRODUCTS VS. COMPANIES

Traditionally, VCs have funded ideas that can become stand alone companies giving them multiple exit options. Big caps also were looking for such companies to buy and grow. With the capital requirements and regulatory timelines increasing, should we stick to this model or allow for more product extension companies?

- Can the "build to flip" model yield better risk/reward ratios?
- What are the buyers looking for?
- What should VCs invest in?
- What should entrepreneurs focus on?

Moderator:

Sami Hamade, Partner – Aberdare Ventures

Panelists:

Jan Garfinkle, Founder & Managing Director – Arboretum Ventures

Michael Glennon, Chairman & Co-founder – Pavilion Medical Innovations LLC

Russ Sampson, President & CEO – Sierra Surgical Technologies

Eric Simso, Former VP, Strategic Alliances – Boston Scientific Corporation

10:00-10:30 AM REFRESHMENT & NETWORKING BREAK

10:30-11:15 **Serving 2 Masters: CMS and the FDA – One Clinical Trial: Two different needs**
What can we do as a community to move the pendulum back in the right direction? This discussion will focus on the similarities and differences between FDA and CMS requirements for clinical trials. How will the design of a clinical study meet both agencies' requirements to ensure expedited approval and a positive coverage and payment plan?

Moderator:

Ann Quinlan-Smith, *President – Alquest, Inc.*

Panelists:

Richard Baer, MD, *Medical Director – Emerson Consultants*

Gary Goetzke, *Director of Reimbursement - Celleration*

Chris Pulling, *CEO – The Integra Group*

Dan Schultz, *Senior Vice President, Medical Devices and Combination Products – Greenleaf Health LLC*

11:15-12:00 **BREAKING INTO ASIAN MARKETS**

Hear from road warriors who have successfully broken into the Asian Markets.

- How the payment structure, regulatory and reimbursement approval process differs
- Market opportunities – when and how to pull the trigger on an Asia strategy

Moderator:

Wendy Yan, *Partner – Faegre & Benson, LLP*

Panelists:

J.P. Peltier, *Managing Director – Piper Jaffray & Co.*

Barry Wilson, *Former President Medtronic International, Board Director, Private Equity Partner and Venture Capital Advisor*

Chen Yu, M.D., M.B.A., *Partner – Vivo Ventures*

12:00-12:45 **THE CORPORATE PHILOSOPHY ON STRUCTURING DEALS**

Gain first hand perspectives from the leading business development execs on medtech deal structures.

Moderator:

Bruce Machmeier, *Partner – Oppenheimer, Wolff & Donnelly, LLP*

Panelists:

Bulend Corbacioglu, *Vice President, Business Development & Licensing – Covidien*

Chad Cornell, *Vice President, Corporate Development – Medtronic, Inc.*

Susan Morano, *Vice President, New Business Development – Johnson & Johnson*

12:45-2:15 **Luncheon and Keynote**

Hosted By:

OPPENHEIMER
OPPENHEIMER WOLFF & DONNELLY LLP

1:15-2:00 **An Update on Federal Legislative Action Affecting the Device Industry**

Congressman Erik Paulsen

District 3, Minnesota

Co-Chair of the Med Tech Caucus

2:00-2:15 **Coffee and Dessert Break**

2:15-4:00 CONCURRENT DEVICE SPECIALTY TRACKS

These specialty tracks are designed to provide a deeper understanding of the clinical needs and how they are being met with innovative devices.

TRACK 1: NEUROMODULATION

Track Chair: Kevin Wasserstein, *Managing Director – Versant Ventures*

2:15-2:30 Lay of the Land

Donald Deyo, *Vice President, Research and Development - Medtronic Neuromodulation*

2:30-3:00 Physician Perspective

Aviva Abosch, M.D., Ph.D.

*Associate Professor, Department of Neurosurgery
Director, Stereotactic, Functional, and Epilepsy Surgery
University of Minnesota Medical School*

3:00-3:40 Technology Showcase

Mark R. Bausinger, *Chief Financial Officer – Neuronetics*

Todd Langevin, *President & COO - FNMI*

Chas McKhann, *President & CEO – Apnex Medical*

Ben Pless, *President & CEO – Autonomic Technologies*

TRACK 2: STRUCTURAL HEART DISEASE: VALVES

Track Chair: Sam Nickerson, *Vice President, Healthcare – Investor Growth Capital US*

2:15-2:30 Lay of the Land

Sam Nickerson, *Vice President, Healthcare – Investor Growth Capital US*

2:30-3:00 Physician Perspective

Robert Schwartz, MD, FACC, FAHA, FSCCT

*Director of Translational Research and Medical Director of Education
Minneapolis Heart Institute Foundation*

3:00-3:40 Technology Showcase

Larry Blankenship, *President & CEO – ValveXchange*

Nawzer Mehta, *Vice President of Clinical Affairs – Cardiac Dimensions*

John Seaberg, *President & CEO – NeoChord Inc.*

3:40-4:00 Networking Break

4:00-6:00 CONCURRENT DEVICE SPECIALTY TRACKS

These specialty tracks are designed to provide a deeper understanding of the clinical needs and how they are being met with innovative devices.

TRACK 1: ORTHOPEDIC INNOVATION

Track Co-Chairs: **Milt McColl**, *Venture Partner – New Leaf Venture Partners*
Bill Harrington, *Partner – Three Arch Partners*

4:00-4:05 **Lay of the Land**
Bill Harrington, *Partner – Three Arch Partners*

4:05-4:20 **The View from the Street**
Bill Plovanic, *Managing Director, Equity Research, Medical Devices Analyst – CANACCORD/Genuity*

4:20-5:00 **The View from the Clinic**
Richard Kyle, MD, *Chairman, Department of Orthopedic Surgery
Hennepin County Medical Center*
Thomas Nelson, MD, *Orthopedic Surgeon – Twin Cities Orthopedics*

5:00-5:30 **Technology Showcase**
Maurice Ferré, MD, *President & CEO – Mako Surgical*
Scott Rader, *President & CEO – IlluminOss Medical*

5:30-6:00 **Panel Discussion and Q&A**
Moderator: **Milt McColl**, *Venture Partner – New Leaf Partners*
Panelists:
Maurice Ferré, MD, *President & CEO – Mako Surgical*
Richard Kyle, MD, *Chairman, Department of Orthopedic Surgery –
Hennepin County Medical Center*
Thomas Nelson, MD, *Orthopedic Surgeon – Twin Cities Orthopedics*
Bill Plovanic, *Managing Director, Equity Research, Medical Devices Analyst –
CANACCORD/Genuity*
Scott Rader, *President & CEO – IlluminOss Medical*

TRACK 2: PULMONOLOGY

Track Chair: **Jonathan Silverstein**, *General Partner – OrbiMed Advisors*

4:00-4:15 **Lay of the Land**
Jonathan Silverstein, *General Partner – OrbiMed Advisors*

4:15-5:00 **Physician Perspective**
David S. Wilson, MD, *Pulmonologist – Columbus Regional Hospital*

5:00-5:45 **Technology Showcase**
Dan Sullivan, *President & CEO – superDimension*
Erin McGurk, *President & CEO – PneumRx, Inc.*
R. King Nelson, *President and CEO – Uptake Medical*

6:00-9:30 **10th ANNIVERSARY DINNER RECEPTION & CASINO PARTY**
At Seven Sushi Ultralounge & Skybar
700 Hennepin Ave, Minneapolis, MN 55403

Hosted By:

PiperJaffray

9:30 PM **Conference Adjourns**