

8<sup>th</sup> ANNUAL

# MedTech

INVESTING CONFERENCE

May 6-7, 2009

Graves 601 Hotel  
Minneapolis, MN

Co-Presented by



LifeScience Alley™

## Wednesday, May 6<sup>th</sup>

7:30-8:30

**Breakfast & Networking Reception**

Hosted By:



**DORSEY**

DORSEY & WHITNEY LLP

8:30-8:45

**Welcome & Opening Remarks**

**Don Gerhardt**

President & CEO  
LifeScience Alley

8:45-9:00

**The State of MedTech Venture Capital Trends**

PWC will set the stage by presenting tailored data from the quarterly MoneyTree Report specific to investment activity in the medical device market on a regional and national level.

**Jay Hare**

Partner  
PricewaterhouseCoopers

9:00-10:00

**The State of the Public Device Market**

A panel of seasoned healthcare investment bankers will share different perspectives on:

- The current state of the equity markets
- When we can expect to see a rebound
- Predictions on the IPO window
- M&A activity: who's looking for what

**Moderator:**

**Eric Tardif**

Senior Vice President, Corporate Strategy  
Gen-Probe Inc.

**Panelists:**

**Robert DeSutter**

Managing Director,  
Co-Head of Health Care  
Piper Jaffray

**Jeff Hoffman**

Managing Director  
JP Morgan Securities Inc.

**Kevin Davies**

Managing Director  
Co-Head, Healthcare  
Investment Banking  
RBC Capital Markets

**Luke Sarsfield**

Managing Director  
Goldman, Sachs & Co.

10:00-11:00

**Operationally Building Device Companies in the New Economy**

How are CEOs, CFOs and Board Members adjusting their strategies from an operations standpoint during an economic down period?

- How are they raising capital in a stagnant market?
- Did they batten down the hatches at the first sign of a vulnerable market?
- How has the market affected business and what are they doing differently now?

**Moderator:**

**Evan Ng**

Partner

Dorsey & Whitney

**Panelists:**

**Kadir Kadhiresan**

Principal

Johnson & Johnson Development Corp.

**Mike Partsch**

Founder & CEO

AcceleMed Management, Inc.

**Doug Kohrs**

CEO

Tornier, Inc.

**Howard C. Root**

Co-founder & CEO

Vascular Solutions Inc.

11:00-11:30

**Networking & Refreshment Break**

11:30-12:30

**Corporate Buyers Shopping List: *What are they looking for?***

This session is an in-depth conversation with several business development executives at various device companies that have been active on the M&A front. The discussion will explore:

- What types of technologies are they focused on for investments, alliances, or acquisitions
- How to get the Buyers attention
- Pitfalls and strategies for negotiating deals
- What deals are getting done
- The impact of discounted valuations
- Deal structures with lack of debt available
- At what stage in the company's development will they evaluate the company for investment or acquisition
- How would they decide to invest in a venture round versus acquire the company

**Moderator:**

**Sami Hamade**

Partner

Aberdare Ventures

**Panelists:**

**Chad Cornell**

Vice President, Corporate Development

Medtronic, Inc.

**Scott R. Miller**

Vice President,

Corporate Development & Licensing  
Covidien Ltd.

**Ann Hickey, MD**

VP, New Business Development

Peripheral Vascular Division

ev3 Inc.

INVITED: Roger Guidi

12:30-2:00

**Luncheon with Keynote**

**GROWING MEDTRONIC IN THE GLOBAL HEALTH CARE MARKET**

**Stephen N. Oesterle, M.D.**

Senior Vice President for Medicine and Technology  
Medtronic, Inc.

**Hosted By:**



2:00-3:00

**Impact of the Economic Meltdown on Financing Private Device Companies**

What are the implications of the economic meltdown on device companies, from an operating perspective, as well as relative to funding alternatives ranging from venture capital investments to debt. With longer times to exit, and less availability of capital, what are the implications for weathering the storm for a successful outcome?

**Moderator:**

**Kevin Wasserstein**

Managing Director  
Versant Ventures

**Panelists:**

**Rich Bowman**

President  
Debt Advisors Group

**Carter McNabb**

Managing Director  
River Cities Capital Funds

**Jonathan Norris**

Managing Director,  
Private Equity Group  
Silicon Valley Bank

**Jonathan Silverstein**

General Partner  
OrbiMed Advisors LLC

**Dennis Wahr**

President & CEO  
Lutonix

3:00-3:30

**Networking & Refreshment Break**

3:30-4:30

**The Serial Way...**

In this session, we will interview successful serial entrepreneurs to find out what drives them to keep building companies, what they've learned along the way, the difference between building a company today vs. when they first started, what it takes to be a great leader and where they see opportunities going forward?

**Moderator:**

**William Kaufman**

Partner, Corporate Finance and Transactions Group  
Oppenheimer Wolff & Donnelly LLP

**Panelists:**

**Mike Berman**

Medical Device Venture Catalyst  
Berman Medical

**Dan Sullivan**

President & CEO  
superDimension Inc.

Invited: Mark Knutson  
CEO of Enteromedics

4:30-5:30

**The Lightning Round**

The moderator will ask a variety of candid questions surrounding the current investing landscape and issues relevant to portfolio management.

**Moderator:**

**Bill Harrington**

Partner

Three Arch Partners

**Panelists:**

**Nathan Every MD, MPH**

General Partner

Frazier Healthcare Ventures

**Richard Ferrari**

Managing Director

De Novo Ventures

**Peter McNerney**

Partner

Thomas McNerney Partners

**Thomas D. Weldon**

Chairman, Managing Director

Accuitive Medical Ventures

5:30-6:30

**Cocktail Reception**

**Hosted By:**

**OPPENHEIMER**

OPPENHEIMER WOLFF & DONNELLY LLP

**Thursday, May 7<sup>th</sup>**

8:00-9:00

**Breakfast & Networking Reception**

9:00-10:00

**Health Plan & How Medical Directors Establish Medical Policy**

The panel will discuss the roles of evidence based medicine and comparative effectiveness in developing Medical Policy. What is the difference? Will Comparative Effectiveness impact they way they establish Medical Policy? What are the challenges and key issues Medical Directors face today? What are the best strategies for communicating with them and what should be avoided.

**Moderator:**

**Brent O'Connell**

Chief Medical Officer

Argenta TEC Advisors

**Panelists:**

**Fredrik P. Tolin, MD, MBA, FACS**

Medical Director

Chicago Commercial Market

Fiona Wilmont

**Elizabeth Brown, MD**

Board Certified Pathologist

10:00-11:00

**The New Administration**

What impact will the new administration have on reimbursement and healthcare coverage over the next 4 years? What are the restrictions of the sunshine act?

**Todd Evans**

Director, Pharmaceuticals and Life Sciences  
PricewaterhouseCoopers

11:00-11:30

**Networking & Reception Break**

11:30-12:30

**FDA Fireside Chat: The 510(k) Program Under Siege**

This session will be feature CDRH's Don St. Pierre who has a distinguished career with CDRH starting as field engineer testing medical devices in CDRH laboratories, then he progressed to a reviewer in two divisions (Cardiovascular Devices and Reproductive, Abdominal, Ear, Nose, Throat and Radiological Devices). He has been a Branch Chief and Deputy Director of the Division of Clinical Laboratory Device and was Deputy Director for New Device Evaluation in the office of OIVD and is currently Associate Director for Policy in OIVD. Mr. St. Pierre's education as an engineer and experience as a reviewer and manager within FDA make him well qualified to discuss what is happening within the Agency as it relates to the 510(k) program.

In this fireside chat, we will explore the contours of the 510(k) program and ask Mr. St. Pierre questions about whether he believes the scientific requirements are on the rise, do new employees understand and employ the substantial equivalence standard for clearance and what is CDRH doing to address these issues? We will ask his views about the 510(k) program generally and ask for an update on political developments.

**Interviewer:**

**Mark DuVal**

President  
DuVal & Associates

**Special Guest:**

**Don St. Pierre**

Associate Director for Policy and Operations  
Office of In Vitro Diagnostic Device Evaluation  
and Safety

12:30-2:00

**Luncheon with Keynote**

***"Research that Can Pay for the Lab Rat"***

*The Medical Devices Center is a new interdisciplinary center at the University of Minnesota where physicians and engineers work to develop commercializable products. The Innovation Fellows program, within the Medical Devices Center, is an example of this collaboration on steroids. A four-person team composed of post-doctoral level engineers and medical doctors are 100% immersed in "smart innovation" for a year. The goal of the program is to train leaders, improve health care, save lives and create intellectual property. Marie Johnson, Ph.D., Director of the Fellows program will discuss the program model and Benjamin Arcand, Ph.D., Innovation Fellow, will describe one of the medical devices created in the program.*

**Marie Guion Johnson, PhD**

Director  
Medical Devices Center Innovation Fellows Program University of Minnesota

2:00 – 4:00

**Master Class – New!**

**Managing the Burn Rate While Meeting the Regs –**

*A Who, What, When, Where, & Why of the Major Tasks you'll Encounter in Medical Device Development*

As the FDA demands more data and testing requirements become increasingly rigorous, the structure of today's start-up must adapt in order to more efficiently capture speed-to-market. Rules, regulations, and guidelines still drive successful medical device development and the secret to meeting key milestones remains knowing how to plan for multiple endpoints *up front*. However, in response to external forces, the models for successful start-up development are undergoing major changes.

This Master Class will provide tools and information for investors and entrepreneurs to successfully manage and lead a product through development in today's startup medical device world. A panel of seasoned project leaders will discuss the process of bringing a medical device to market by setting appropriate clinical, regulatory, reimbursement, marketing and technical strategies on the front end, followed by early discovery and risk management. This coordinated approach affords investors and entrepreneurs greater assurance in meeting company milestones – both cost-effectively and time-efficiently.

**Moderator:**

**Randall Nelson**

President

Evergreen Medical Technologies

**Panelists:**

**J. Robert Paulson**

President & CEO

NxtThera, Inc.

**Tom Waddell**

Principal

Project Leadership Services

**Paula R. Skjefte**

President & CEO

Waterford Consulting

*\* The workshop is included with the conference registration or you may register for it separately here. Visit [https://www.lifesciencealley.org/programs\\_events/detail.aspx?id=353](https://www.lifesciencealley.org/programs_events/detail.aspx?id=353) for information and registration for the MedTech Investing Conference, May 6-7, 2009.*

4:00pm

**Program Adjourns**