Dentistry: The Rodney Dangerfield of Medical Devices

Wednesday, November 6, 2013 • 5:30 – 8 p.m.
Constant Contact, Waltham, Mass.

**Program Description**
In the medical device world, dental product development has emerged as an extraordinarily successful nexus for combining cutting edge technologies. These advances are providing huge productivity gains, better fitting and functioning prosthetics, greater patient convenience and better esthetics for a market that is $80 billion in North America and over $300 billion worldwide.

During the presentations you will hear about:
- 3D CAD/CAM
- 3D printing and fabrication
- New imaging technologies (optical, X-ray and CT)
- Implants, surgical planning & guided surgery
- Mass customization
- Materials (ceramics, composites, resins, nano, and alloys)
- Collaboration software & workflows

**Panelists**
- Larry Bodony, President, Exocad North America
- Ron Roche, Senior Territory Manager, Straumann
- Scott Root, President, Dentsply Implants North America

**Moderator**
- Randal Chinnock, Founder/CEO, Optimum Technologies

**November Event Champion**
- Bob Steingart, Founder/Principal, Steingart & Associates

**Agenda**
- 5:30 Registration, informal networking, buffet dinner
- 6:15 MDG announcements
- 6:20 Moderator introduction of panelists
- 6:30 Panelist presentations
- 7:30 Audience Q&A
- 8:00 Continued networking

**About MDG**
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.
Speaker Biographies

**Larry Bodony** is an engineer and engineering manager, whose career has involved breakthrough product developments in electronic music (Kurzweil Music), chip design (Wang), computer graphics (Edsun, Brooktree), electronic commerce (Wearlogic), RFID security (Lockheed Martin), and most recently in computer dentistry. From 2007 to 2011 Mr. Bodony was vice president of systems integration at Sensable Technologies, coordinating the first commercial product for 3D printed partial dentures. In his latest role as president of Exocad North America, a pure dental CAD supplier, he leads the marketing, sales and support for Exocad's system integration partners. He holds a master's degree in electrical engineering from MIT.

**Ron Roche** is an entrepreneurial sales executive with a record of accomplishment in the medical device sector. As a technical product expert, Mr. Roche has lectured at most dental schools and post-doctoral programs in the eastern U.S. He has built an expertise in the application of advanced imaging technologies, including 3D radiography (computed tomography) and 3D surface scanning (digital impressions), to the dental market and the dental implant market. Since 2010, he helped launch the Straumann Guided Surgery platform in the U.S., including setting up a laboratory network to handle the casework generated. He was educated in engineering and business at Clarkson University and Babson College and has focused on the dental market since 1998.

As an executive in the field of dental/medical devices and healthcare for over 25 years, **Scott Root** is the president of Dentsply Implants, North America, a leading provider of comprehensive dental implant solutions and a company within Dentsply International. He came to Dentsply through its acquisition of Astra Tech where he was president and CEO of its North American company for seven years. Prior to that, he spent 14 years in various senior management roles in sales and marketing at The Straumann Company. He began his career at Procter & Gamble where he spent five years in various roles in sales and sales management. He holds a B.S. in finance, investments and communications from Babson College.

**Randal Chinnock** is founder & CEO of Optimum Technologies, Inc. Since its founding in 1994, the firm has focused on helping clients commercialize technologies that use light to diagnose and treat disease. The OTI team has contributed to the successful launch of scores of medical devices and laboratory instruments based on optical technologies. Areas of particular expertise include ophthalmic instruments, disposable endoscopic cameras, robotic vision systems, 3D vision systems, retinal imaging, spectroscopy, laser delivery systems, and optical cancer detection. Mr. Chinnock’s 30-plus years of experience includes positions in engineering, manufacturing, marketing and general management at several companies engaged in electro-optical devices and systems, including Varian, United Detector Technologies, Smith & Nephew and Henke Sass Wolf of America. He holds a B.S. in engineering physics from the University of Colorado and studied mechanics and materials science at Johns Hopkins University.

**Bob Steingart** was formerly president of dental products at Sensable Technologies, where he led the turnaround in 2005, and started the dental business, which became the fastest growing and largest division. Sensable raised $12 million in venture investment in 2010, and was ultimately sold to 3D Systems. He is currently founder/principal of Steingart & Associates, a consulting firm focused on commercializing innovative technologies. Mr. Steingart has extensive experience in many diverse high-tech markets and technologies, and previously held senior executive positions at Sitara Networks, Synapix, Avid Technology, Lotus Development, EMC, Kurzweil Applied Intelligence and Digital Equipment and holds two patents in digital dentistry. Mr. Steingart holds an MBA from Harvard Business School, and a B.S. and M.S. in electrical engineering and computer science from MIT.

Upcoming Events

**December 4 Forum**

**New Product Launches in Asia Pacific: How to Address the Sale of Life Science and Medical Device Products in These Unique Countries and Markets**

*(At Constant Contact, Waltham)*

December’s forum features senior medical device company executives and industry experts sharing experiences, success stories and lessons learned in launching new life sciences and medical device products in Japan, India and China. If you want to gain first-hand knowledge about the opportunities and issues needed to succeed in in the Asia-Pacific region, this forum is the one to attend.

With the U.S. and European markets for life science and medical device products becoming increasingly saturated, established and start-up companies are turning to the rapidly growing Asia-Pacific market for growth. For many companies, the strategy for these markets was to either extend existing brands or strip features from existing brands in order to attract highly cost-conscious consumers. This is no longer the case; the Asia-Pacific market cannot be looked at as a single market. Each country must be viewed uniquely both in addressing life science and medical device regulatory issues as well as crafting sales and distribution strategies.
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New Members

MedDev welcomes new members who have joined since the October Forum:

Jerry Brightbill
Luke Kashdan
Rene Myers
Roy Strunin

Daniel Brown
Pierre Levasseur
John O’Gara

Peter Covitz
Douglas MacDonald
Robert Packard

In addition, we welcome back those who have renewed their MDG membership:

George Burdick
Kempton Coady
Laura Startzenbach

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2013-2014 Program Calendar

**Forum Panels (Location: Constant Contact Headquarters, Waltham, unless noted otherwise)**

- Sep 11 Boston's Emergency Medicine Response to the Marathon Attacks: The Inside Story of Saving Lives by Advance Planning & Rapid Deployment
- Oct 9 Developing Medical Devices For Children: Opportunities & Challenges *(At Children's Hospital, Boston)*
- Nov 6 Dentistry: The Rodney Dangerfield of Medical Devices
- Dec 4 New Product Launch in Asia-Pacific: How to Attack an Unmet Need
- Jan 8 Challenges Within Internal Culture, Communication & Collaboration Processes
- Feb 5 Advances in Human-Robotic Interaction: Present and Future Impact on the Medical Field
- Mar 5 Commercialization of Implantable and Innovative Devices: Development of Testing Standards to Minimize Risk and Maximize Safety
- Apr 2 Cardiac Disease: From Algorithms to Products
- May 7 Medical Device Innovation Under the Affordable Care Act: Where are the Biggest Opportunities for Growth?
- June 4 Tissue Regeneration: Regenerative Medicine & Materials

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