Bringing Bionics to Life

Bionics has already transformed ability and redefined normal for many people affected by illness, injury, deformity or aging.

Program Description
Bionics is an active electro/mechanical subset of medical devices that replace biologic function. For decades to come, bionics will:

• Expand in the variety of systems they replace,
• Improve in the functional ability they provide,
• Be welcomed by healthcare systems due to their justified cost efficacy.

All innovations experience unique business challenges. Bionic challenges include:

• High expectations for those in need,
• Costs an order of magnitude higher than existing alternatives
• Medical channels that may be unprepared for step changes in innovation.

This evening’s speakers will share the learnings from successes and failures of such challenges within three business aspects of bionics:
1. Sales and support of the mature sensory bionic ear market
2. Product development of the early commercial motor bionic market
3. Funding dynamics of new orphan bionic markets

This presentation is relevant to people who use, clinicians who prescribe, academics who study, businesspeople who innovate, and advocates who promote bionics.

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Design and Development of Optics-based Medical Devices

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Upcoming Events

Tues Sept 23  5:30 – 8:00 PM
Networking Event: Transitioning Into and Within the Medical Device Industry
(Constant Contact)

Wed Oct 1  5:30 – 8:30 PM
Forum: Intellectual Property Approaches To Safeguard Value
(Constant Contact)

Thurs Oct 30  11:30 AM – 5:00 PM
Joint MDG-FDA Medical Device Workshop Working Together – Keeping Informed
(Constant Contact)

Wed Nov 5  5:30 – 8:30 PM
Forum: Optical Cancer Detection: 20 years of Lessons Learned and 20 Years Of Future Promise
(Constant Contact)
Kevin Franck
Business Developer at Ear Machine

Kevin has twenty years of academic, clinical and industry experience in bionics. He directed the cochlear implant program and provided clinical care at The Children’s Hospital of Philadelphia. He led independent grant-funded research and educational programs as faculty of the UPENN School of Medicine. He developed products and strategy on the leadership teams for Cochlear Ltd (the global leader in bionic hearing devices in Australia), and for BIOM (a start-up bionic ankle-foot prosthetic in Bedford MA). Kevin serves on the board of non-profit deaf advocacy and educational organizations.

Sam Silberman
Senior Area Manager at Cochlear Americas

Sam has worked for Cochlear Ltd, the global leader in bionic hearing devices, for almost 15 years. Sam leads the upper mid-Atlantic and NYC metro US sales territory. He provides sales, clinical and surgical support directly to the medical distribution channel, and advocacy support to candidates and users of the bionic device. Sam will share his experience providing traditional commercial support for a non-traditional bionic intervention. He will address the challenges unique to bionics working with patients, clinicians, hospitals and payers. Sam will also share his own hearing journey as a bionic ear user.

Jonathan Kuniholm
President at Shared Design Alliance/Open Prosthetics

Jon is a mechanical and biomedical engineer with skills in physical design and prototyping, as well as electromechanical control. He is particularly interested in empowering user innovation in underserved markets, design education and environments and infrastructure that encourage innovation. Jon has applied these skills and interests in the creation of an open-source collaboration to improve on the designs of state-of-the art bionic prosthetics. Jon joined Revolutionizing Prosthetics, an initiative of the Defense Advanced Research Projects Agency (DARPA), is a member of the National Council on Disability, and the President of Shared Design Alliance/Open Prosthetics. Jon is a US marine who lost part of his right arm when his patrol was ambushed near Haditha, Iraq. He has been featured on popular media such as NPR, Ted and other venues. Jon will share his perspective on how to create products and markets for orphan medical conditions such as limb loss.

Brian Frasure
Director of Clinical Education at BIOM

As an amputee athlete, engineer, and certified prosthetist, Brian has a unique understanding of how advanced technologies interface with the biomechanics of the body. Brian has over 18 years’ experience in advanced prosthetics as a world-class amputee athlete, patient care provider for Hanger and as a bionic clinical expert. He has spent the past nine years working with prosthetic manufacturers to advance bionic technology by providing input to research and development team and fine tuning devices in the market place. Brian will share his experience bringing a new bionic intervention to prosthetists and amputees.

Co-Champions for this Forum

Kevin Franck, Business Developer at Ear Machine
Dan Healey, Product developer/consultant for medical devices and robotics
MDG Boston
We would like to thank the hundreds of volunteers who help to make this organization a success.

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MDG Boston 2014-2015 Program Calendar

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

Sept 10  Bringing Bionics To Life
Co-Champions: Kevin Franck, Dan Healey

Oct 1   Intellectual Property Approaches To Safeguard Value
Co-Champions: Rob Adelson, Roy Coleman, Stanley Chalvire

Nov 5   Optical Cancer Detection: 20 years of Lessons Learned and 20 Years Of Future Promise
Co-Champions: Bob Andrews, Randy Chinnock

Dec 3   The Radical Transformation of Healthcare: The Rise Of Virtual Care Delivery
Co-Champions: Kevin Fickenscher, MD, Shankar Krishnan, MD

Jan 7    Making Medical Technology More Human
Co-Champions: Mike Wiklund, Sean Phillips

Feb 4   Devices And Combination Products For Neurodegenerative Disease
Co-Champions: Paul Hartung, Richard O’Brien

Mar 4   Combination Devices: Diversity In Type And Application
Co-Champions: John O’Gara, Rich Andrews

Apr 1   The Surgical Suite Responds to the New Business Model of Healthcare
Co-Champions: Bill McIlhargey, Melvin Prenovitz

May 6   Advancing Women’s Health:
Gender Centered Treatments for What Worries Women
Co-Champions: Anna Xia, Jerry Shapiro

June 3  Keep It Agile – Keep It Legal
Co-Champions: Eric Poole, Jeff Karg

Member News
MDG welcomes these new members who joined last month:
Jim O’Connor
Michael Barros
James B. Macon
Michael Jackson
Shirley Fowler
Patti Clark
Nicole Mackenzie
Nick Schmansky
Anwar Upal

In addition, we welcome back those who have renewed their MDG membership:
Paul Shay
Michael Mills
Alexander Vybornov
Arvind Ramadorai
John Ferreira
Linda Tempelman
Andy Carter
Michael O’Neill
W. Burke Bero

About MDG Boston
MDG is the professional association for career building, knowledge acquisition and mutual support for New England medical technology professionals.

MDG sponsors Forums, Networking, SIGs (Special Interest Groups), Workshops and Special Events where diverse industry leaders can share their experience and knowledge as presenters and one-on-one.