June 12 FORUM

Collaborating for Progress: What Engineers and Entrepreneurs Need to Know to Work with Doctors

Monday
June 12, 2017
5:30 – 8:30 PM
MDG Boston Events are held at the
Fine Arts Center
Regis College
235 Wellesley St.
Weston, MA

Premier Sponsors

Program Description

This month’s forum will bring the perspectives of accomplished medical development professionals from the engineering and medical disciplines who have successfully combined diverse disciplines and worked as part of multidisciplinary teams.

When Andrew von Eschenbach, former head of the FDA and National Cancer Institute, addressed MDG his talk was entitled: Basketball, not golf. This was a plea for teamwork in medical development, a common culture in complex engineering and physical science, but much less common in the practice of medicine.

Jessica Schenk will share her experiences on what innovation and product development look like from the engineer’s standpoint. She will describe the innovation process of an established medical device company and how physicians and engineers can join forces take a simple idea into the concept/prototype stage and ultimately deliver medical device products that revolutionize patient care.

Peter Rosenblatt will follow with what constitutes surgical “innovation” and how this differs from surgical “variation.” We’ll learn how innovation can come from various sources, be it careful planning or emergency situations. Peter will then describe the advantages and disadvantages of clinical oversight in product development. For although engineers have a vast amount of design knowledge, surgeons bring a unique sense of short-term problems encountered in the operating room as well as the long-term results, both of which are essential to product design.

For these reasons, we’ll see how surgeons remain vital to the development of new techniques and technologies.

Richard Cohen will then discuss common sense in the context of medical innovation. The audience will learn how the common sense process involves retrospective analyses of data and not the prospective evidence-based hypothesis testing which is the basis of experimental science.

The danger in relying on common sense will be demonstrated in the field of medicine, where time and again randomized, prospective clinical trials have demonstrated that a universally accepted clinical treatment paradigm was ineffective at best or patient harming at worst.

Retrospective analysis of data is a useful means of forming hypotheses, but these hypotheses must be tested prospectively.

For more information, go to mdgboston.org
MDG Boston 2017–2018 Forum Schedule

Aug 16  11th Annual:
Transitions Into and Within the Medical Device Industry

Sep 13  Brain and Spinal Cord Injury: Issues and Answers

Oct 4  Augmented and Virtual Reality -
From Games to Game Changing Developments

Nov 1  Consumables in Medical Devices

Dec 11  Body Shaping from the Outside

Jan 17  Advances in Lifesaving Pump Technologies

Feb 7  Wearables, Sensors

Mar 14  Health Information Technology -Clarity or Chaos

Apr 4  Success Strategies for Medical Device Startups

Apr 30  Genomics and epi-Genetics, Impact on Developments in Medicine

Jun 4  Pathways to Market

Location: Regis College Fine Arts Center, Weston, MA

July 13  15th annual Sunset Cruise & Networking Evening

Our “EntrepreneurSHIP 2017” on Boston
Harbor will be an enjoyable, casual wrap-up for the MDG 2016-2017 season, as we look forward to our
MDG events in August and for the next programming year, 2017-2018.
You don’t want to miss the boat.
Register today. See you dockside in July 13!

Sept 13  Brain and Spinal Cord Injury: Issues and Answers

This expanded forum will explore recent insights into two highly consequential injuries frequently affecting young people engaged in sports: to the brain and to the spinal cord.
Six speakers will explore newer insights into and consequences of these injuries and the business opportunities presented by recent medical developments.

Member News

Welcome these New MDG Members:
Denise Clarke  Allan Lewis
Brendan Cronin  Nancy Maki
Susan Dexter  David Mok
Muthu Dhandapani  Michael Mrvos
Tithi Dutta Roy  James Rudolph
Collins Emerhi  Patty Seybold
Keith Faucher  Michael Shelton
Anthony Ferrante  Ilsa Webeck
Jessica Holmes  Michael Whelton
Peng Meng Kou  Barry Yomtov
Maxwell Laurans  Zohar Zephreni

Renewed MDG Members:
Thomas Abert  Philip Hershberg
Jennifer Anderson  Pavel Hradecky
Larry Bell  Bryce Klontz
Joseph Berkowitz  Keith Kowal
Juergen Blume  Marcella Lynch
Jonathan Bretz  James Macon
Michael Burka  Peter Madras
Suzanne Conroy  Kuldip Medhe
Eric Cunningham  James O’Connor
Joe Grappin  Michael ONeill
Moderator

**Scott Stropkay**  
Partner and CoFounder, Essential Design  
As a designer and advisor to companies on cross-functional innovation, Scott uses design thinking methods to align management, marketing, R&D, engineering, and manufacturing goals in new product development processes. Scott designs products that simplify end-users experiences with new technologies. Working in the areas of human factors, industrial design and user-experience design, he has helped clients develop new surgical systems, diagnostic equipment, drug delivery devices, home therapy systems, monitoring wearables, robotic telepresence systems, control interfaces, and future medical service offerings.  
Prior to Essential Scott lead IDEO's Boston-based industrial design and human factors team and Fitch's Boston-based design team. He can be reached at scott@essentialdesign.com.

Co-Chairs

**Peter Madras, M.D.**  
President, MDG Boston  
MDG Boston Advisory Board Chairman

**John O’Gara**  
Medical Device and Life Science R&D management with a background in chemistry-based technologies  
Hologic, Inc.

If you have any comments regarding this forum, please send them to [MDGforums@MDGboston.org](mailto:MDGforums@MDGboston.org)
MDG Boston

We would like to thank the hundreds of volunteers who help to make this organization a success.

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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 through peer-to-peer communications.

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