Medical Technology Product Development: From Concept to Commercialization

Program Description

The rapid growth in health care spending creates a large need for new and innovative medical devices. To obtain funding as well as regulatory and reimbursement approvals, tough “qualifying” questions must be asked. These questions include:

- Does the product actually work?
- Is it filling a need?
- Will it make money?

This session’s speakers are experienced entrepreneurs who have addressed these issues. The speakers will discuss their strategies for getting ideas funded and developed while addressing key startup issues including:

- Building a team
- Gaining regulatory clearance
- Reimbursement strategies
- Finding commercialization partners
- Market acceptance

Case studies will show how medical device concepts were developed and brought to market including founder strategies for locating early stage investors as well as creating financial, commercial and clinical success.

NEW – Exhibits at the Forum

These sponsors and exhibitors will be available to discuss their capabilities and support resources for entrepreneurial and established life sciences businesses.

For more information, go to mdgboston.org
**Presenters**

**Richard Gill, PhD**  
**Board Director & Investing Member**  
**Launchpad Venture Group**  
Dr. Gill is a seasoned entrepreneur, CEO, investor, and board member. He is a longtime investor and director at Launchpad Venture Group, the largest angel investing group in the Northeast.  
Richard is active on the board of several startups. His most recent operational role was President & CEO of TruTouch Technologies, an alcohol testing and biometric device company, where he remains a board member.  
Prior to that he has been President & CEO at Genome Therapeutics, ActiveCyte, AnVil, Signet and ProNAi. He also held executive positions at Unilever and British Technology Group.  
He has executed business strategies, moved candidates into clinical trials, overseen M&A activities and much more. His degrees are in Physiology and Biochemistry, Chemistry plus a PhD in Endocrinology.

**Eugene A. Gregerson, M.S.**  
**Co-founder and CEO Mobius Imaging, LLC**  
Eugene is co-founder and CEO of Mobius Imaging, LLC. Mobius has developed a Mobile Helical Computed Tomography system for a broad range of surgical applications.  
Eugene was the founder and Chairman of Breakaway Imaging, LLC which was acquired by Medtronic Corporation. Eugene invented the O-arm Imaging System which produces real-time 2D and 3D x-ray imaging for intra-operative spine applications.  
Eugene received his Bachelor’s in Mathematics and Computer Science from BYU-Hawaii and his Master’s in Mathematics from Tufts University. He is the principal inventor on 20+ issued utility patents related to computed tomography and image guided surgical applications.

**Dirk Smith, M.S.**  
**Chief Technical and Human Resources Officer, Minnetronix, Inc.**  
Dirk is an inventor on 7 patents and the author and presenter on topics including biological signal processing, wireless device design and medical systems and processes.  
Throughout his career, he has worked on numerous medical devices and instruments. He also has significant experience with U.S. and international product safety and regulatory issues.  
Dirk co-founded Minnetronix in 1996. He graduated from the University of Iowa with a B.S. degree in electrical engineering and later earned an M.S. degree in electrical engineering from the University of Minnesota.

**Moderator**

**Roy J. Coleman, J.D.**  
**Partner, Iandiorio Teska & Coleman**  
Roy is Co-Chair of the Entrepreneur Special Interest Group and a member of MDG.  
Roy’s practice specializes in developing intellectual property strategies for his clients, as well as preparation of patent applications, patent infringement and validity opinions, and patentability search requests.  
Prior to joining the firm, Roy worked for two years as a biomedical research engineer investigating biomedical ultrasound back-scattering. Roy also worked for ten years as a software engineer and systems analyst prior to becoming a patent attorney.  
Roy received his BS in Biomedical Engineering from Boston University and his Juris Doctorate Degree from Franklin Pierce Law Center, in Concord, New Hampshire, specializing in Intellectual Property law.

**Co-Chairs**

**Paul Hartung**  
Visionary CEO and Board Member

**Keith Kowal**  
Control systems EE Manager  
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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 2015-2016 Program Calendar**

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

- **Sept 16**  Diabetes Today: Discipline, Devices & Development  
  *Co-Chairs: Dick O’Brien, Shweta Sharma, Aaron Cohen, Peter Madras*

- **Oct 21**  3D Printing Is Changing Everything  
  *Co-Chairs: Bill McIlhargey, Peter Fuchs*

- **Nov 4**  Med Tech Product Development: From Concept to Commercialization  
  *Co-Chairs: Paul Hartung, Keith Kowal*

- **Dec 2**  Smartphone apps to engage healthcare at home  
  *Co-Chairs: Kevin Franck, Jeff Karg*

- **Feb 3**  Solutions Looking for Problems  
  *Chair: Peter Madras*

- **Mar 2**  Nanotechnology in the Healthcare Industry  
  *Co-Chairs: John O’Gara, Jim O’Connor*

- **Apr 6**  Med device start-ups and companies in China  
  *Co-Chairs: Paul White, Grace Fu Palma*

- **May 4**  FDA’s Winchester Engineering and Analytical Center (WEAC)  
  *Co-Chairs: Hank Allard, Rich Nadeau*

- **June 1**  Surgical Navigation Systems for Image Guided Surgery  
  *Chair: Randy Chinnock*

**Member News**

MDG welcomes these new members:

- Scott Brechbiel
- Ron Bruckman
- Paul Chang
- Derick Daley (Sponsor)
- Dave DeLuca
- Federico Izzia
- Kyle Jarger
- Deborah M Johnson
- Thomas Joseph
- Chris Kokkinos
- Karen Lamkin
- Ron Lanton
- Katie McAuliffe
- Kristie Nagpal
- George Perros
- Barbara Piper
- Peter Rizzo
- David Schultz
- Marlene Schwarz
- Vaibhav Shah
- Gautam Shah
- Varun Shrimali
- Anthony Souza
- Steven Stanton
- Andreas Weiss
- Ravi Yasa
- Robert Zanghi

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

- Alexander Adam
- Christopher Auld
- Mark Bates
- Edward Berger
- Mark Bonifacio (Sponsor)
- Steven Colbert
- Annette Coleman
- Joyce College
- Kristian Dimatteo
- Edward Dolan
- Nancy Finn
- Donald Freeman
- David Funnell
- Ninad Gujar
- Kathleen Hagan
- Michael Mills
- Alan Raider
- Trish Robertson
- Eric Sandberg
- Nick Schminsky
- Charisse Sebastian
- Jerrold Shapiro
- Bob Steingart
- Crispin Weinberg

**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.