The Surgical Suite Responds to the New Business Model of Healthcare

There is no question about it. THE BUSINESS OF HEALTHCARE IS EVOLVING AT AN IMPRESSIVE PACE as economic proponents expand their influence within the industry.

Targeting best practices with an endless array of financial benchmarks, they are not just asking, but demanding answers to the cost of care, while acting as “gate keepers” to go or no-go decisions.

Program Description
The surgical suite is not immune to this evolution, as it experiences new scrutiny in efficiently managing assets supporting their specialty procedures. Due diligence of surgical procedures and technologies require proof of efficacy under cost, care and compliance guidelines, with baseline issues including:

- proven outcomes that are now weighed against a cost benefit analysis
- building acceptable cost structures to reform “gold standard” techniques
- the ability to gain coding and/or carve-outs status

MDG continues to track and understand these transforming events in order to prepare our membership for the needs of these new dynamics. This month’s Forum will focus specifically on the OR Suite, a traditional money maker for both users and developers of technology driven products, where innovative experts are not only developing, but also marketing the “next best widget”.

Is it PROCESS RELATED – measures used determining technology efficacies in the surgical suite
Is it STRATEGY RELATED – the delivery of niche surgical procedures turning the complex – simple
Is it TREND RELATED – a natural change evolving under the FOUR C’s of an evolving industry

Upcoming Events
Thurs April 16: 7:30 AM – 9:30 AM
CEO SIG: GROWTH STRATEGY II
Product & Market Diversification
(Constant Contact)

Wed May 6: 5:30 – 8:30 PM
Advancing Women’s Health: Gender Centered Treatments for What Worries Women
(Constant Contact)
Richard L. Trembowicz
Principal, Paragon Health Consulting; President, MedicaMetrix, Inc.

As President of MedicaMetrix, Richard is participating in the development of a medical device that assists in the diagnosis of prostate cancer. At Paragon Health Consulting, Richard guides insurance companies through Exchange implementation, including initial offering of Qualified Health Plans and expansion into new states. Richard was previously the Vice President of Business Development, Celtic Insurance, Exchange policy liaison with HHS / CMS / CCIIO, state governments and industry organizations, business planning and product development. Celtic Insurance, through its Massachusetts subsidiary CeltiCare of Massachusetts, was the only national insurer with experience on the Massachusetts Exchange (the Massachusetts Health Connector Authority). Richard is a graduate of Harvard College and Boston University School of Law.

Panelists

Arthur Mourtzinos, MD
Director of the Continence Center and Vice-Chairman of the Institute of Urology, Lahey Clinic

Art will consider the cost analytics that impact a hospital’s economic profile.

Dr. Mourtzinos has been a staff physician at the Lahey Clinic Medical Center since 2006 and now serves as vice-chairman of the Institute of Urology. His research interests include male and female urinary incontinence, pelvic reconstructive surgery and cost-benefit analysis of surgical procedures. He is a graduate of The Seven Year Combined BA/MD Program at Boston University and a recent graduate of the MBA program at Babson College, with a health science concentration. Dr. Mourtzinos is active at Tufts Medical School as an instructor and member of the admissions committee. Dr. Mourtzinos was recently selected as the Executive Director of the Lahey Clinic Alumni Association. He is also a member of the Board of Trustees, Lahey Clinic Foundation, and a member of the Board of Trustees, Parkland Medical Center Foundation, and an ad hoc reviewer for several journals.

Dennis Crowley
Vice President of Corporate Development & Licensing, Covidien

Dennis will present a view from the manufacturer’s side on technology development that now must satisfy both the clinical and financial positions.

Dennis was previously with Tyco International for 12 years in various roles within Business Development and Operations. He began his career at Tyco in Corporate Strategy and Business Development and spent 5 years in Europe as Director of M&A for the Flow Control division, during which it grew from $100M in revenue to over $2.5B globally. He returned to Tyco International as Senior Director of M&A and later as VP of Operational Excellence for Tyco Engineered Products and Services, Dennis has led or worked on over 110 acquisitions and divestitures in all major regions of the world (e.g. North America, Europe, and Asia) in his career. The final consideration of these transactions ranges from $10M to over $5B. Dennis graduated cum laude from Harvard College in 1992 with a degree in Economics.

Michael S. Sherman, MD, MBA
Chief Medical Officer and Senior Vice President, Harvard Pilgrim Health Care

Michael will offer a reimbursement perspective that “follows the money” to hospitals and surgery centers.

Dr. Sherman serves on the faculty of Harvard Medical School’s Department of Population Medicine, as chair of the Board of Managers of the Harvard Pilgrim Health Care Institute and as a mentor for emerging physician executives enrolled in the AHIP Executive Leadership Program.

Prior to joining Harvard Pilgrim, Dr. Sherman held leadership roles at Humana, UnitedHealth Group, and Thomson Medstat (now Truven). He is a diplomate of the American Board of Anesthesiology and American Board of Medical Management. A fellow of the American College of Physician Executives, he also represents the health plan perspective on the Massachusetts Statewide Quality Advisory Committee. Dr. Sherman is a frequent speaker at national and regional conferences and lectures regularly as part of the Harvard Business School executive education program on value measurement in healthcare.

Co-Champions

Bill McIlhargey – Principal, WPM Enterprise

Mel Prenovitz – CEO at EndoSphere Surgical, Inc.
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 Bring 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:  
Genie Bachert  
Ingrid Centurion  
Steven Conover  
Anthony Coston  
Wes DeHaan  
Sean DiStefano  
David Gamache  
Marty Takessian  
Rajesh Thomas  
Vinoth Vasu

In addition, we welcome back those who have renewed their MDG membership:  
Fred Calnan  
Marie Cloutier  
Charlie Tate  
Edward Barile  
Aaron Cohen  
Philip Hershberg  
Phil Nachman  
Peter Colgan  
Susan Hsiong  
Al Stancampiano  
Bob Rosenberg  
Nancy Haskins-LeBlanc  
Carolyn White  
Bill Denison

Explore the NEW MDG Boston website at www.mdgboston.org

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.