Building Intelligent Mobile Health Applications for Today and the Future

Wednesday  
Dec 2, 2015  
5:30 – 8:30 PM  
Constant Contact Headquarters  
Waltham, MA

Meeting Agenda:  
5:30 - 6:15  
Arrival, Networking & Dinner  
6:15 - 6:30  
Announcements & Introductions  
6:30 - 8:00  
Speakers and Q&A  
8:00 - 8:30  
More Networking

Healthcare is in a state of change like no other time in the last half century and mobile applications are playing an increasingly important role.

Mobile applications have the potential to simultaneously reduce cost and improve clinical outcomes. However, a successful mobile application project is driven by many factors.

Program Description

This forum provides corporate healthcare decision-makers perspective on how and when to use smartphone apps to meet a business and/or clinical objective. Some topics that will be discussed are:

1. Should our product or service include a mobile application?  
2. How can we clearly define use cases that lead to a successful mobile application?  
3. Where’s the money?  
4. How will regulators view our mobile application?  
5. What are the implications of proprietary sensor integration including analysis algorithms?

Specific insights and case studies will be shared regarding the initial go/no go decisions on app development and how they can improve the consumer/patient experience and clinical outcomes through adherence and behavioral changes.

Upcoming Events

Annual Holiday Networking:  
Wed, Dec 9  
5:00 – 8:30 PM  
Bertucci’s  
(150 Worcester Rd, Framingham, MA )

Forum:  
Wed, Feb 3, 2016  
5:30 – 8:30 PM  
New Technologies for Unmet Medical Challenges  
(Constant Contact)

For more information, go to mdgboston.org
Presenters

Jay Althoff
CEO of Modus Health
A veteran of early-stage technology and services companies, is currently CEO of Modus Health, a health care technology startup focused on providing accurate and actionable physical activity data and analytics across multiple platforms, including mobile, to inform clinical decision-making, improve efficiency for payors, and optimize outcomes for patients. Prior to joining Modus in 2015, Jay was CEO of PlanetTran, a sustainable transportation company, which he led through its 2014 sale. Previously he served as Chief Development Officer of Zeo, an early leader in the connected wellness industry, which provided a sensor-based sleep management system to consumers, including highly-rated iOS and Android apps. Before that Jay spent nearly a decade as part of the management team that grew Circles, a marketing services start-up, to profitability and an over 10x increase in revenue prior to exit, ending as Chief Strategy Officer. Jay is Board Chair of Common Impact, a local nonprofit.

Deborah Hernandez
Deborah brings a broad background working in the healthcare industry, including pharmaceuticals, biotech, health informatics, medical technology, and hospital marketing. Most recently she was a Director at Communispace Health where she worked in business development and also led account teams to deliver key insights from health care professionals and patients, including exploring the role of healthcare apps. Prior to joining Communispace, Deborah was the Senior Director of Marketing Communications and Public Affairs at Boston Children’s Hospital where she and her team led the multi-channel launch of their Until Every Child is Well campaign and the development of one of the first hospital navigational apps, MyWay. She has led marketing and sales efforts at Abbott, TAP Pharmaceuticals, Biogen, and at StemCyte. She received her undergraduate degree in nursing from Vanderbilt Univ. and her MBA from Kellogg at Northwestern Univ.

Jeremy Dalnes
Co-Founder of Pulse Insights
Pulse Insights (www.pulseinsights.com) is a customer experience optimization platform that leverages voice of customer data combined with deep industry expertise to create agile learning programs driving material improvement in the metrics that matter for our clients. Prior to Pulse Insights, Jeremy served as Worldwide Director of Digital Strategy for Johnson & Johnson Medical Devices where he led global digital strategy to drive customer engagement and loyalty. Previously, Jeremy was VP of E-Business for Panasonic North America, where he was responsible for all online sales and marketing for Consumer Electronics North America. Originally from Chicago, Jeremy has worked in customer acquisition strategy, PR, and online advertising technology both in California and New York for such innovative and entrepreneurial companies such as Home Decor Products, Consumer Health and Wellness Startup, Zeo and Excite.com

Co-Moderators & Co-Champions

Jeff Karg
Director, Program Development at TechEn, Inc.
A veteran of the product development consulting industry, he is the primary inventor on 23 patents in areas ranging from medical devices to consumer products. Jeff focuses on the intersection of technology and program structure development. Bringing the two together to deliver new products within the resource limitations we all face. His clients range from Fortune 100's to startups. His start-up, nAscent BioSciences was sold to ThermoFisher in 2005. He holds a MSME from Stanford University.

Kevin Franck
Bose Corp
New product management and channel marketing
Kevin has twenty years of academic, clinical and industry experience in health care and bionic medical / hearing devices. He has directed clinical programs and provided care in the hospital environment, led independent grant-funded research and educational programs as faculty in the university environment, developed products and strategy on the leadership teams for established global and start-up bionic medical and consumer hearing product companies, and provided management consulting professional services.
MDG Boston

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

MDG Officers, 2014-2016

President
Peter Madras
pmadras@mdgboston.org

Secretary
Jerrold M. Shapiro, PhD
jshapiro@mdgboston.org

Treasurer
Peter Fuchs
pfuchs@mdgboston.org

MDG Board of Directors

Teo Dagi
tdagi@mdgboston.org

Paul Hartung
phartung@mdgboston.org

William McIlhargey
wmcilhargey@mdgboston.org

Lisa Sasso
lsasso@mdgboston.org

Ashley Sherman
asherman@mdgboston.org

Anna Xia
axia@mdgboston.org

MDG Special Interest Groups

CEO SIG
Rudi Scheiber-Kurtz
scheiberkurtz@nextstagesolutions.com

Dick O’Brien
dick@nagoghillpartners.com

Diagnostics SIG
John Wyatt
john.wyatt02@gmail.com

Entrepreneurial & Clinical
Roy Coleman
rcoleman@iandiorio.com

Marketing & Sales SIG
John Knott
johnk@jtdtechsales.com

David Hamacher
davidh@getbettersales.com

Medical Software SIG
Eric Poole
eric@rkt-tech.com

Product Development SIG
Michael Aprea, Co-Chair
maprea-sdw@cox.net

Kevin Pelletier, Co-Chair
kpelletier@massmaterials.com

MDG Committee Co-Chairs

Program Central
Ed Dolan, Co-Chair
edolan@mdgboston.org

Geoffrey Moodie
Assistant VP, Programming
gmoodie@maquet.com

Joe Berkowitz, Co-Chair Networking
jberkowitz@mdgboston.org

Michael Mills, Co-Chair Networking
MJDMills@gmail.com

Event Operations
David Ennen
dennen@mdgboston.org

Membership
Paul Hartung
phartung@mdgboston.org

Marketing
Dick O’Brien
robrien@mdgboston.org

Digital Communications
Kristie Nagpal
knagpal@mdgboston.org

Partners & Alliances
Alan Kivnik
akivnik@mdgboston.org

Business Development & Sponsorship
Joe Berkowitz
jberkowitz@mdgboston.org

Ashley Sherman
asherman@mdgboston.org

Leaders/Resources
Marie Cloutier (Membership)
marie@mariec.com

Jeff Karg (Program Central)
jeff.karg@techen.con

Sean Phillips (Membership)
sean@rocketsd.com

FoleyHoag: David Pierson, Partner

MDG Consultants

CPA
Andrew S. Goloboy

Graphic Design and Photography
Bill Denison
bill@denisondesigngroup.com

MDG Staff

Director of Operations
William Munger
wmunger@mdgboston.org
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  New Technologies for Unmet Medical Challenges
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:
Kathleen Aubrey
David Campanella
Steve F. Doroff
Ben Du
Joseph Forkey
William Goff
Sean Lorenz
Michael Mellor
Steve Owens
Yi Qian
Praveen Ramanathan
Kristine Schroeder
Iris Stammberger
Richard Sullivan
Christina Swanson
Steve Weisner
Jingzhong Zhang
Alexandra Zimmerman

In addition, we welcome back those who have renewed their MDG membership:
David Adriaansen
Andrew Bodkin
Eric Cunningham
Yossi Elaz
David Ennen
Robin Galinsky
Alireza Ghodrati
Bill Hoeker
Alan Lucas
Mark Marchessault
William McIlhargey
Ian McRury
Alan Osian
Mikayla Pasciuto
Michael Patz
Mel Prenovitz
Brian Rapp
Eric Walters

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.