Counterfeit Medical Devices: A Threat To Your Business And Your Health

Wednesday
Nov 2, 2016
5:30 – 8:30 PM

MDG Boston Events are held at the Fine Arts Center Regis College 235 Wellesley St. Weston, MA

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Once only seen in flea markets and in shady storefronts, counterfeit products are now a substantial problem in the world economy.

The global electronic world has enabled foreign merchants to sell counterfeit goods directly in the United States.

Program Description
The OECD (Organization for Economic Cooperation) estimates that trade in counterfeit goods is nearly half a trillion dollars a year.

Fake products crop up in everything from handbags to perfume to electronics. Sophisticated counterfeiters are now selling counterfeit medical devices and components. Patients, physicians, hospitals and companies have become victims of this plague. Counterfeiters have duplicated blood testing components, stethoscopes, vaginal mesh products, spinal screws and surgical components.

The problem is especially acute as the life expectancy of medical devices increases. Hospital and physicians search for new components on the internet and often become victims of counterfeit components.

The problem of counterfeiting affects everyone—patients, hospitals and manufacturers.

Imagine the frightening scenario of these events:

- A hip replacement or surgical implant fails due to defective counterfeit components.
- A company faces public scandal and brand diminishment when news reports reveal that it has used counterfeit supplies and components.
- Companies lose value when their intellectual property is stolen and copied by counterfeiters.

Patients are horrified when their doctors tell them that counterfeit spinal hardware was implanted during back surgeries.

Join this very timely MDG Boston (Medical Development Group Boston) seminar that will identify techniques for battling the threat of counterfeit medical devices, components and supplies. You will learn how to:

1. Detect counterfeit products.
2. Protect your supply chain from counterfeits.
3. Develop best practices to avoid counterfeits in your manufacturing process.
4. Work with the government to stop the federal flow of counterfeits.

Join moderator John Brooks as he leads the discussion of this critical subject with leading companies, law enforcement, the FDA, legal experts and industry authorities. Our panelists will discuss legal, regulatory, clinical, brand and financial risks, and will provide solutions to this growing problem.

Upcoming Events
MDG Boston Holiday Event
Dec 7 5:30 - 8:30
Bertucci’s
150 Worcester Rd, Framingham, MA
Forum
Dec 13 5:30 - 8:30
Healthcare Innovation for Developing Countries
Forum
Jan 4 5:30 - 8:30
Breakthroughs in Diagnosis and Treatment of Ovarian and Breast Cancer

“If you are not constantly worried about counterfeiters you probably don’t have a very good product — that’s how bad it is.”
James Kilts
Former Vice Chairman Proctor and Gamble Co.
Maura Rooney, MS
Supervisory Consumer Safety Officer
New England District
Maura has been with the FDA for seven years. Prior to joining FDA, she worked for more than 10 years in the medical device industry.

He has a 25 year career leading global brand protection, channel compliance, marketing and sales on behalf of companies with revenues ranging $2M to over $7B.

Roy has also authored articles, and lectured at several conferences and university programs focused on brand protection. He is a graduate of Western Illinois with a BA in Marketing and received his M.B.A. from the Cox School of Business at SMU.

Mark Schonfeld, Partner
Burns & Levinson
Mark concentrates his practice in complex business and intellectual property litigation, especially protection of corporate intellectual property through effective methods of trademark, copyright and patent litigation.

Mark has extensive experience in protecting the world’s leading brand names from infringement and is responsible for the seizure of millions of dollars in counterfeit merchandise from distribution centers, retail operations and factories that manufacture counterfeit products.

He is also highly skilled in preventing and stopping “gray market” imports by using innovative techniques.

Mark also serves as counsel to the Imaging Supplies Coalition, an organization formed by prominent computer companies to combat counterfeiting and unfair and deceptive trade practices affecting the computer supplies industry.

Maura Rooney, MS
Supervisory Consumer Safety Officer
New England District
Maura has been with the FDA for seven years. Prior to joining FDA, she worked for more than 10 years in the medical device industry.

In her current role, she is responsible for supervising a team of investigators who inspect medical device manufacturers in New England and in countries worldwide.

She has a MS in Mechanical Engineering from Worcester Polytechnic Institute.

Petro Arvanitis
Petro Arvanitis, formerly with Smith & Nephew (S&N), will also address the problem of international counterfeiting of medical devices.

At S&N, Petro focused on International market and product development where he saw a range of counterfeit product copies in Europe including Germany, the Benelux, Czech Rep., Poland, Austria and Switzerland as well as in the mid-East and Africa.

Petro also saw examples of direct copies of products from manufacturers primarily in China and India.

Presenters

Roy Albiani, MBA
Global Director of Brand Protection
Johnson & Johnson
With over a decade of experience, Roy has been a pioneer in its Global Brand Protection program.

He presently leads and guides Johnson & Johnson’s Medical Device segment to develop business strategies which proactively protect patients and brands from counterfeit, diversion and other illicit trade.

Mark Schonfeld, Partner
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John L. Brooks III, MSBA, CPA
Managing Director of Healthcare Capital LLC
Member of MDG Boston Advisory Board
Healthcare Capital advises early-stage life sciences companies and specializes in advancing disruptive and innovative solutions in healthcare, especially in obesity, pre-diabetes, and diabetes.

Mr. Brooks is on the board of a number of for-profit and not-for-profit organizations and is the former President and Chief Executive Officer of the Joslin Diabetes Center, a Boston based diabetes research, clinical care, and education organization.

Mr. Brooks is a well-known life sciences executive. He has co-founded seven life sciences companies, including Insulet (PODD), a disruptive insulin delivery company. He was a co-founder of Prism Venture Partners, a $1.25B venture capital firm.

Prior to that, Mr. Brooks was a senior medical device executive at Pfizer, and a senior manager at Arthur Andersen & Co. in Boston, MA, where he focused on early stage companies.

A native of Massachusetts, he holds an M.S. in Business Administration and a B.B.A. cum laude from UMass at Amherst and he is a Certified Public Accountant.

Moderator

Mark Schonfeld
Partner, Burns & Levinson, LLP

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Principal, Edge Rep Solutions
MDG Boston Board Member

Rich Nadeau
President, eComp
Electronic Components Inc.

Mark Schonfeld
Partner, Burns & Levinson, LLP
MDG Boston 2016–2017 Forum Schedule

Sep 14  Reading Your Mind: Understanding Your Brain Through Physical Response
   Co-Champions: Peter Madras, Geoffrey Moodie, Trish Robertson

Sep 28  10th Annual: Transitioning Into and Within the Medical Device Industry
   Champion: Lisa Sasso

Oct  5  Medical Device Security in a Connected World
   Co-Champions: Dick O'Brien, Eric Soederberg

Nov  2  Counterfeit Medical Devices: A Threat to Your Business and Your Health
   Co-Champions: Hank Allard, Rich Nadeau, Mark Schonfeld

Dec 13 Healthcare Innovation for Developing Countries
   Co-Champions: Christina DeMur, Paul Hartung, Prakash Manandhar

Jan 18  Breakthroughs in Diagnosis and Treatment of Ovarian and Breast Cancer
   Co-Champions: Dave Jacobs, Jerry Shapiro

Feb  1  Improving Patient Safety: through Hardware and Software Product Design
   Co-Champions: Ingrid Centurion, Eric Cunningham

Mar  1  Personalized Healthcare: Gimmick, Gadget or Outcome Driven
   Co-Champions: Jeff Karg, Keith Kowal

Apr  5  Three Perspectives on Value: Manufacturer, Provider, and Payer
   Champion: Aaron Cohen

May  1  Cost Effective Geriatric Care
   Co-Champions: Hank Allard, John Libertino

Jun 12  Collaborating for Progress: What Engineers and Entrepreneurs need to know to work with Doctors
   Co-Champions: Peter Madras, John O’Gara

NEW Location: Regis College Fine Arts Center, Weston, MA

Member News

MDG welcomes these new members:

Vincent Barry
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Seth D. Carmody, Ph.D.
Penny Chase
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Timothy Russell
Lisa Thompson
Benjamin Wallace

The following have renewed their MDG membership:

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John Beck
Dave Buzzo
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Joyce College
Arthur Combs
Kristian Dimatteo
Edward Dolan
Jenny Fern
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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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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.