

ADVANCING MEDICAL TECHNOLOGY



LifeScience Alley®
TENTH ANNUAL
CONFERENCE
& EXPO 2011



December 7, 2011 – Minneapolis, MN

KEYNOTE SPEAKERS



Richard Kuntz, MD, MSc
Senior Vice President &
Chief Scientific, Clinical
& Regulatory Officer,
Medtronic, Inc.



David Moen, MD
President, Fairview
Physician Associates,
Fairview Health Services



**Alison H. Page, MHA,
MSN, RN, CEO,**
Baldwin Area Medical
Center, Inc.



**Craig E. Samitt, MD,
MBA, President & CEO,**
Dean Health System



Leslie A. Saxon, MD
Chief, USC Division of
Cardiovascular Medicine,
Executive Director, USC
Center for Body Computing,
Keck School of Medicine,
University of Southern
California

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www.LifeScienceAlleyConference.org

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BUILD YOUR NETWORK

INCREASE YOUR KNOWLEDGE

IMPROVE YOUR BUSINESS

ADVANCING MEDICAL TECHNOLOGY

The Tenth Annual LifeScience Alley® Conference & Expo

Join medical technology professionals from around the globe to share vital resources, practices, and information on the shifting commercialization and health care delivery landscape.

Increase your opportunity for success by building your professional network and increasing your knowledge of the latest industry developments.

WHAT YOU WILL LEARN

Hear experts discuss critical industry topics including:

- The shifting FDA regulatory landscape
- New product engineering strategies
- Influencers in purchasing your products
- The impact of mobile apps on health care delivery
- New sources of medtech capital
- Cost effectiveness in the reimbursement landscape

WHO SHOULD ATTEND

This year's Conference & Expo is intended to provide immediate value to those working in and supporting the medtech community, including professionals in the following areas:

- Executive Leadership
- Product Development and R&D
- Clinical and Regulatory
- Finance and Investing
- Reimbursement
- Marketing and Sales
- Manufacturing and Quality
- Academia
- Health Care Technology and Delivery

WHY MINNESOTA?

Minnesota is the epicenter for medical technology innovation, boasting a robust infrastructure of supporting organizations, advanced academic institutions, and an active entrepreneurial community.

Our state is home to international headquarters or major facilities for **3M, Beckman Coulter, Boston Scientific, Mayo Clinic, Medtronic, St. Jude Medical**, and many other world leaders in medical technology research and development. Minnesota has over 400 FDA-registered medical device companies, the highest medical device employment density in the U.S., and, with 100+ biotech and pharmaceutical firms, one of the fastest growing bio/pharmaceutical sectors in the nation.



ABOUT LIFESCIENCE ALLEY®

LifeScience Alley, the largest state-based life sciences trade association in the U.S., has a 26-year track record of enabling business success for its members through educating workforces, providing leadership on developing good state and federal public policy, supporting advancement in research and technological innovation, and fostering industry connections.

www.LifeScienceAlley.org



LifeScience Alley®

 <p>PREMIER SPONSOR</p>			 <p>cutting through complexity™</p> <p>PRE-EVENT VIP RECEPTION</p>	 <p>Delivering what's next.™</p> <p>NEW TECHNOLOGY SHOWCASE</p>
 <p>SESSION TRACK</p>	 <p>SESSION TRACK</p>	 <p>SESSION TRACK</p>	 <p>SESSION TRACK</p>	 <p>SESSION TRACK</p>
 <p>IP CORNER</p>	 <p>PADFOLIO</p>	 <p>CYBER CAFÉ</p>	 <p>LANYARD</p>	 <p>INNOVATION & COLLABORATION CENTER</p>
 <p>INTERNATIONAL ALLEY</p>	 <p>CLOSING RECEPTION</p>	 <p>QUICK REFERENCE GUIDE</p>	 <p>GOURMET COFFEE CART</p>	 <p>GOURMET COFFEE CART</p>
 <p>CONFERENCE GUIDE WRAP</p>	 <p>SUPPORTING CONFERENCE</p>	 <p>SUPPORTING CONFERENCE</p>	<p>RESERVE YOUR SPACE TODAY!</p> <p>A range of high-impact sponsorship and exhibitor opportunities are available to fit any budget. Contact Marsha Golob at The Event Group, Incorporated, 763.548.1307 or marsha.golob@eventshows.com, or visit www.LifeScienceAlleyConference.org.</p> <p><i>Sponsors and Exhibitors as of 8/15/11. Sponsor trademarks are the sole property of the sponsoring company or organization and their use here does not imply endorsement of the sponsoring company or organization or any of its subsidiaries.</i></p>	
 <p>SUPPORTING CONFERENCE</p>	 <p>SUPPORTING CONFERENCE</p>	 <p>SUPPORTING CONFERENCE</p>		

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 Regents of the University of Minnesota, through its School of Nursing
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FACILITY & CITY TOURS

December 6, 2011 - Additional Registration Option

The journey from idea to implementation and delivery has many stops – research labs to clinical testing to manufacturing. Take advantage of this opportunity to tour such world-renowned medical care and technology facilities as **3M**, **Mayo Center of Innovation**, and the **University of Minnesota Medical Devices Center**. Also available is an exciting package to the **Mall of America**, the nation's largest retail and entertainment complex.

Visit www.LifeScienceAlleyConference.org/registration.html for more information.



EXHIBIT HALL

Open 7:00 – 8:00 a.m.,
9:15 a.m. – 12:00 p.m.,
1:45 – 5:00 p.m.

Make valuable business connections with nearly 200 exhibiting organizations, and build your network with industry leaders.



Presentations during Luncheon General Session and from 9:30 – 11:30 a.m. and 2:00 – 3:30 p.m. in the Exhibit Hall

10 companies will display their novel medical technologies. See back cover for this year's winners!

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INTERACTIVE ZONE

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All day in the Exhibit Hall

Explore medical technologies up close in this hands-on display.

INTERNATIONAL ALLEY

All day in the Exhibit Hall

The International Alley showcases companies and organizations from around the world.

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SPOTLIGHT THEATER

Presentations from 9:30 – 11:30 a.m. and 2:00 – 3:30 p.m. in the Exhibit Hall

Discover cutting-edge medical technologies in the Spotlight Theater. Seven New Technology Showcase companies will give brief presentations in this part of the Exhibit Hall throughout the day.

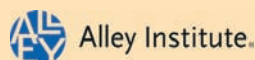
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IP CORNER

Presentations from 9:30 – 11:30 a.m. and 2:00 – 3:30 p.m. in the Exhibit Hall

Learn the best ways to protect your intellectual property from top IP attorneys in this panel discussion-style theater.

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STUDENT RESEARCH POSTER SESSION

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All day in the Exhibit Hall

This session showcases academic research in life science related fields from colleges, universities, and technology campuses across the region.

Call for Applications

Apply online at www.LifeScienceAlleyConference.org

CLOSING RECEPTION

4:15 – 5:00 p.m.

Engage with fellow medical technology industry members to collaborate on ideas and share resources in this closing networking reception.

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ADDITIONAL SPONSORSHIPS AVAILABLE

INNOVATION & COLLABORATION CENTER

All day in the Exhibit Hall

The Innovation & Collaboration Center encourages private business meetings and networking during the day.

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AGENDA & REGISTRATION

AGENDA

7:00 a.m.	Registration Opens						
7:00 - 8:00 a.m.	Exhibit Hall Open – Refreshments Inside						
8:00 - 9:15 a.m.	Breakfast General Session – <i>Seeing Beyond Silos - Innovative Collaborations among Providers, Payors, and Industry</i> Richard Kuntz, MD, MSc , Senior Vice President & Chief Scientific, Clinical & Regulatory Officer, Medtronic, Inc. David Moen, MD , President, Fairview Physician Associates, Fairview Health Services Alison H. Page, MHA, MSN, RN , CEO, Baldwin Area Medical Center, Inc. Craig E. Samitt, MD, MBA , President & CEO, Dean Health System						
9:15 a.m. - 12:00 p.m.	Exhibit Hall Open – Refreshments Inside <i>Presentations in the Spotlight Theater and IP Corner (9:30 - 11:30 a.m.)</i>						
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TRACKS	FINANCE & LEADERSHIP	RESEARCH & INNOVATION	PRODUCT DEVELOPMENT & ENGINEERING	CLINICAL & REGULATORY	REIMBURSEMENT	HEALTH IT	SALES & MARKETING
SESSION 1 10:15 - 11:45 a.m.	New World Sources of Medtech Capital	Ethnographic Research with Clinicians and Patients	Frugal Engineering for Medical Devices	The Shifting Global Regulatory Environment	Sharpening Your Clinical and Cost Effectiveness Strategy	Innovative Technologies in Remote Monitoring	New Influencers in the Purchase of Your Products
12:00 - 1:45 p.m.	Luncheon General Session – Leslie A. Saxon, MD , Chief, USC Division of Cardiovascular Medicine, Executive Director, USC Center for Body Computing, Keck School of Medicine, University of Southern California New Technology Showcase Presentations Alley Institute Student Research Poster Session Awards Presentation						
1:45 - 5:00 p.m.	Exhibit Hall Open – Refreshments Inside <i>Presentations in the Spotlight Theater and IP Corner (2:00 - 3:30 p.m.)</i>						
SESSION 2 2:00 - 3:30 p.m.	Strategies for a Highly Successful Business Model	Open Innovation in Medtech	Miniaturization of Medical Devices	Predictive Preclinical Data	The Accountable Care Organization (ACO)	Innovative Mobile Health Apps	Protecting Your Products in International Markets
3:45 - 4:15 p.m.	Afternoon General Session – Keynote						
4:15 - 5:00 p.m.	Closing Reception						

REGISTRATION OPTIONS

	OPTION 1	OPTION 2	OPTION 3	OPTION 4
Early Registration Ends November 10	7:00 a.m. – 5:00 p.m.	7:00 – 11:45 a.m.	12:00 – 5:00 p.m.	1:45 – 5:00 p.m.
Regular Registration November 11 – December 5	Full Conference Best Value!	Morning Only Breakfast General Session, Seminar Session 1, and Exhibit Hall	Afternoon Only Luncheon General Session, Seminar Session 2, Afternoon General Session, Exhibit Hall, and Closing Reception	Closing Reception & Afternoon Exhibit Hall Only Afternoon General Session, Exhibit Hall, and Closing Reception
On-Site Registration Starts December 7 at 7:00 a.m.				
Member Early	\$325	\$200	\$225	\$70
Member Regular	\$425	\$200	\$225	\$70
Member On-Site	\$475	\$300	\$325	\$85
Non-Member Early	\$375	\$250	\$275	\$70
Non-Member Regular	\$475	\$250	\$275	\$70
Non-Member On-Site	\$525	\$350	\$375	\$85
Full-Time Faculty	\$159			
Full-Time Student <small>Proof of enrollment in a qualified program required</small>	\$99			
Facility Tour <small>Additional Registration Option</small>	\$139	\$219		
City Tour <small>Additional Registration Option</small>	\$49			

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SEMINAR SESSION DESCRIPTIONS

SEMINAR SESSION ONE – 10:15 - 11:45 a.m.

FINANCE & LEADERSHIP

SESSION ONE	<p>New World Sources of Medtech Capital</p> <p>This session – aimed at business leaders – will examine the latest trends in medtech funding with a focus on what motivates today’s venture capitalists, corporate investors, government grants, and angel investors as well as those influencers behind the scenes.</p>	SPEAKERS	<p>Barbara Rummel, JD, Partner, Lindquist & Vennum, PLLP Mike Swenson, CIMA, Private Wealth Advisor, Private Banking Investment Group at Bank of America, Merrill Lynch <i>Additional Speakers TBA</i></p>
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RESEARCH & INNOVATION

SESSION ONE	<p>Ethnographic Research with Clinicians and Patients</p> <p>The world’s most well-respected innovators understand the vital nature of human factors and observation of users in the process of bringing new or improved products to market. Hear from experts who share how they go about gaining and applying this critical insight.</p>	SPEAKERS	<p>Rose Anderson, Designer & Researcher, Center for Innovation, Mayo Clinic Joseph Cafazzo, PhD, P.Eng, Director of Healthcare Human Factors & Personal Health Information Technology Lead, Centre for Global eHealth Innovation, University Health Network (UHN) Tad Simons, PhD, Co-Founder & Director, Pyxera</p>
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PRODUCT DEVELOPMENT & ENGINEERING

SESSION ONE	<p>Frugal Engineering for Medical Devices</p> <p>This powerful approach is essential to developing products and services in emerging markets and responding to the changing regulatory environment. While cost discipline is part of the process, removing features from existing products to sell them in the developing world is a losing proposition. Learn how this “clean sheet” engineering approach is changing the way mature-market medtech companies can meet the unique needs of customers in emerging markets while being competitive and profitable.</p>	SPEAKERS	<p>Dirk Smith, MS, Vice President of Engineering, Minnetronix, Inc. <i>Additional Speakers TBA</i></p>
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CLINICAL & REGULATORY

SESSION ONE	<p>The Shifting Global Regulatory Environment</p> <p>Medtech regulatory experts will share their up-to-the minute views on how best to address major changes in process and predictability occurring in the U.S. and abroad, including recent decisions regarding the FDA’s 510(k) approval process.</p>	SPEAKERS	<p>Mark Gardner, MBA, JD, Associate Attorney, DuVal & Associates P.A. Lisa Wipperman Heine, MSc, Global Vice President, Clinical Affairs, Vascular Therapies, Covidien/ev3 Connie O’Connor, Senior Project Manager, DEKRA Certification Inc. Heather Rosecrans, Vice President of Regulatory Affairs, Medical Device Manufacturers Association (MDMA)</p>
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REIMBURSEMENT

SESSION ONE	<p>Sharpening Your Clinical and Cost Effectiveness Strategy</p> <p>Increasing pressure on the reimbursement landscape forces redefinition of value to clinical users, payors, and other key stakeholders. Understand what matters most to each party and how to better support your value proposition in today’s more cost-sensitive environment.</p>	SPEAKERS	<p>Mark Domyahn, MBA, Director, Global Market Access and Reimbursement, Zimmer, Inc. Thomas Marr, MD, Medical Director for Clinical Relations, HealthPartners Health Plan Barb Peterson, MBA, President & CEO, Emerson Consultants, Inc.</p>
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HEALTH IT

SESSION ONE	<p>Innovative Technologies in Remote Monitoring</p> <p>This session will explore a range of applications – implantable medical devices, wearable external products, and telemedicine for disease management – that share the ability to greatly improve patient outcomes. What unique challenges and opportunities exist for these new technologies?</p>	SPEAKERS	<p>Mark Decker, BA, Vice President, Sales Operations, Airstrip Technologies Ken Hoyme, MS, CSEP, Senior Fellow, Systems Engineering, Boston Scientific Andy Tsai, CEO & Co-Founder, ReFlex Wireless Inc. Kai Worrell, President, Worrell Design, Inc.</p>
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SALES & MARKETING

SESSION ONE	<p>New Influencers in the Purchase of Your Products</p> <p>In this evolving market, who is the new customer – the patient, the clinician, the procurement specialist, the employer, the government, the insurer? Gain insights to help you target the most effective marketing approach to each segment, based on its individual needs.</p>	SPEAKERS	<p>Brian Price, MBA, Senior Director of National Accounts, Reimbursement & Health Economics, Tornier Scott Schneider, Chief Marketing Officer, OttoBock April Scott, Marketing Manager, GE Healthcare Interventional Services</p>
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SEMINAR SESSION TWO — 2:00 - 3:30 p.m.

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SESSION TWO

Strategies for a Highly Successful Business Model

One of the most defining elements of success for winning companies is the strategic crafting of their business model, based on a clear understanding of market demand and gap analysis. How will you lead this critical aspect of your firm's development in an ever-changing environment?

SPEAKERS

Michael Dale, BS
Mark Deem, Managing Partner, The Foundry LLC
Andy LaFrence, CPA, Chief Financial Officer, CNS Therapeutics, Inc.

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SESSION TWO

Open Innovation in Medtech

The new marketplace for outsourced innovation offers scientific and engineering firms novel ways to tap into global expertise quickly, cost-effectively, and efficiently. Learn how to maximize these evolving platforms – such as “Ideagoras” – for your own innovation activities.

SPEAKERS

Jeffery Davis, MD, Director, Space Life Sciences, NASA
Jon Fredrickson, Global Vice President, Government, InnoCentive, Inc.
Additional Speakers TBA

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SESSION TWO

Miniaturization of Medical Devices

One of the most game-changing areas in medical device advancement is in technology miniaturization. With the evolution of increasingly smaller devices that boldly challenge the old limits of engineering, how will this movement impact your existing products and what new opportunities will it create?

SPEAKERS

Chris Conger, MSc, Vice President of Research & Development, IntriCon Corporation
John Dzarnoski, PhD, Director of Microelectronic Packaging, Starkey
Steve Weeres, Director of Engineering, Spectrum Design Solutions

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 **Medtronic**

SESSION TWO

Predictive Preclinical Data

How can you more efficiently and cost-effectively predict patient outcomes for your medical technologies using simulation and animal models? Learn about who to engage in this stage of product development in order to enable greater success.

SPEAKERS

Donald Palme II, PhD, Head of Division, Sinclair Research
Thomas Varricchione, RRT, MBA, Principal Advisor, Clinical & Regulatory Affairs, Ximedita, LLC
Robert Washabau, VMD, PhD, Dipl. ACVIM, Professor of Medicine and Department Chair, College of Veterinary Medicine, University of Minnesota

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SESSION TWO

The Accountable Care Organization (ACO)

This new health care model promises to help realign incentives, bringing down the cost of care while improving quality. Medtech companies see great opportunities for innovative cost-saving technologies that better fit this new model. How will ACOs actually impact the medtech market?

SPEAKERS

Babette Apland, MS, MBA, Senior Vice President, Health and Care Management, HealthPartners
Joshua Schneck, Founder & President, Snow Communications
Additional Speakers TBA

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Canada 

SESSION TWO

Innovative Mobile Health Apps

Who are the developers behind today's newest mobile health care apps and what are their strategies for success? These innovators will share insights on how they are approaching regulatory approval and market development in this exciting new segment.

SPEAKERS

Jean-Jacques Dubray, PhD, CEO, Canappi
Mathieu Petitjean, PhD, President, Mednest
Additional Speakers TBA

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SESSION TWO

Protecting Your Products in International Markets

As you expand sales globally, learn what it takes to protect your products from reverse engineering, diversion, and counterfeiting – common pitfalls that can destabilize your export marketing efforts and devalue your brand equity. International marketing experts will share effective methods for addressing these challenges.

SPEAKERS

Blair Allen, Vice President, Global Sales & Marketing, ACIST Medical Systems
Trevor Gunn, PhD, Senior Director, International Relations, Medtronic, Inc.
John Nealon, Senior Vice President, General Manager Women's Health, American Medical Systems



LifeScience Alley®

Coming together to collaborate, innovate, succeed.

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ADVANCING MEDICAL TECHNOLOGY



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CONGRATULATIONS 2011 WINNERS

Look for these companies in the special display area in the Exhibit Hall!

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Inspire Upper Airway Stimulation (UAS)
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Mindful Scientific, Inc.

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Eden Prairie, MN

QuickCheck Health, Inc.

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Visit the *Spotlight Theater* to hear these companies present their technologies throughout the day

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