



The 4 Cs: CEO, Culture, Communications, & Collaboration

Wednesday, January 8, 2014 • 5:30 – 8 p.m.
Constant Contact, Waltham, Mass.

■ Program Description

In today's highly competitive marketplace, organizations must remain agile, efficient, and responsive to the ever changing needs of their customers. Information must be accurately and effectively **communicated** across the entire organization so that important challenges/opportunities can be promptly addressed by company resources.

Within successful companies, the **CEO's** leadership assures that business units are closely aligned by the company's core values, mission, and strategic goals. As a result, shorter term objectives are clearly identified, while defining interdependencies and encouraging **collaboration** across the entire organization. Teamwork is endemic to a system in which everyone has a set of common goals and work together towards achieving those goals. Effective teams are characterized by trust, respect, and with a high degree of **communication** and **collaboration**.

Fostering a **culture** of collaboration may pose numerous hurdles for the **CEO** to overcome: additional time; perceived loss of autonomy; resistance to change; lack of confidence or trust in the decisions of others; conflicting perceptions; territorialism; and the diversity of skills and experience of team members.

However, these hurdles can be successfully overcome when the organization is properly aligned. With the leadership of the **CEO**, this alignment within the right **culture** will connect individual and team objectives to the higher level goals of the company, and show everyone how their efforts contribute to the overall success of the organization.

■ Panelists

Mike Tamasi, CEO, AccuRounds, Inc

Bob Weber, Managing Director, Next Stage Solutions, Inc

Brian Butler, Vice President of Sales & Marketing, The Allied Group

■ Moderator

Jon Nugent, Managing Director, Business Intelligence Solutions

■ January Event Co-Champions

Jon Nugent, Managing Director, Business Intelligence Solutions

Louise Rijk, LR Communications

■ Agenda

5:30 Registration, informal networking, buffet dinner

6:15 MDG announcements

6:20 Moderator introduction of panelists

6:30 Panelist presentations

7:30 Audience Q&A

8:00 Continued networking

■ About MDG

MDG's mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.

■ Speaker Biographies



Tamasi

Michael Tamasi is president and CEO of AccuRounds, an advanced manufacturer dedicated to being the leading value solution for custom mechanical components and assemblies used in numerous industries including medical, defense, semi-conductor, aerospace and oil/gas. He is a second-generation owner, working in the family business since 1985. Mr. Tamasi is active in several industry and educational organizations including the Greater Boston Manufacturing Partnership (where he is board chair), Massachusetts Advanced Manufacturing Collaborative, National Tooling and Machining Association and National Institute for Metalworking Skills. In 2010, he was appointed by Governor Patrick to the Massachusetts STEM Advisory Council. He sits on the advisory board for the mechanical engineering department at the University of New Hampshire, where he received a B.S. in mechanical engineering. He also received an MBA from Babson College.



Weber

Bob Weber is a global financial executive with 35 years of commercial and operational finance experience in the life science space, primarily within the medtech and pharmaceutical companies of Johnson & Johnson. He has M&A experience as director of business development for the J&J Orthopaedic Company, and was vice president of finance and management board member for a foreign based, privately owned medical diagnostic company. He joined Next Stage Solutions, Inc. in 2012 as a managing director supporting clients in the medtech space. Mr. Weber has participated in the worldwide commercialization of over 20 new products and directed key business initiatives including: integrated worldwide strategic planning processes, implementation of critical business systems, negotiation of strategic business alliances/partnerships, worldwide business teams, and evaluation of new business opportunities. He has an MBA from LaSalle University and a B.S. in finance from Iona College.



Butler

Brian Butler is vice president of sales and marketing of The Allied Group, a leading provider of sophisticated medical kitting and fulfillment services and high impact marketing communications programs for the life science industries. For the past 25 years he has held positions in marketing, sales and customer service. In his current role, he directs the efforts of a 35-person sales and marketing team, guiding strategic direction and spearheading business growth efforts. He is the author of *Find 'Em, Get 'Em, Keep 'Em—Proven Strategies for Attracting, Acquiring and Retaining the Right Customers*, created from his diverse experiences in sales and marketing, and life. He holds a B.S. in marketing from The University of Bridgeport and an MBA from Century University.



Nugent

Jon Nugent, managing director at Business Intelligence Solutions, is well versed in the various aspects of marketing, with a “strategic vision” and a combination of analytical skills and creative acumen. In his role, he has responsibility for all areas of marketing, including sales, public policy, media relations, promotion, web and digital marketing for all corporate programs. Business Intelligence Solutions is an IBM business partner, specializing in a comprehensive portfolio of business intelligence, performance management and advanced analytic applications for life science and healthcare organizations.

■ Upcoming Events

February 5 Forum

Advances in Human-Robotic Interaction: Present and Future Impact on the Medical Field

(At Constant Contact, Waltham)

The increasing use and adoption of robots is one of the most exciting developments in the medical field for the last 100 years. Whether it is the Da Vinci Surgical System conducting a hysterectomy or prostatectomy, the use of Baxter Robots in R&D laboratories or leveraging medical resources with the RP –Vita during hospital rounds, robots have clearly stepped out from the pages of science fiction.

Although robots have been used in the manufacturing arena since the 1970's, with the automobile industry leading the way, only in the past few years have they been adopted in the medical field. The initial concern that robots could create disruptions in the medical setting or, even worse, harm a patient, have been assuaged by advancements in technology, design and manufacturing techniques that have improved reliability, robustness and capabilities while reducing costs. Today, autonomous intelligent medical platforms are increasingly interacting with people in a safe, non-threatening manner.

Our panel of experts in the fields of surgical procedures, design and development, and robot manufacturing and customer focus will share why and how robots are becoming crucial in all aspects of health care, what advances and improvements are predicted for robotic health care and some of the key challenges that remain in bringing more of these devices to the delivery of medical care.

Please join us for an interactive panel presentation and discussion addressing the latest advances in robotics and robotic applications in the surgical and health care areas.

■ MDG Officers, 2013-2014

President

Dick O'Brien
robrien@mdgboston.org

Vice President

Stephen F. Amato, PhD
samato@mdgboston.org

Secretary

Jerrold M. Shapiro, PhD
jshapiro@mdgboston.org

Treasurer

Peter Fuchs
pfuchs@mdgboston.org

■ MDG Board of Directors, 2013-2014

Richard Andrews

randrews@mdgboston.org

Michael Drues

mdrues@mdgboston.org

Paul Hartung

phartung@mdgboston.org

Peter Madras

pmadras@mdgboston.org

Louise Rijk

Lrijk@mdgboston.org

Ashley Sherman

asherman@mdgboston.org

Anna Xia

axia@mdgboston.org

■ MDG Committee Co-Chairs, 2013-2014

Program Central

Ed Dolan
edolan@mdgboston.org
Stephen F. Amato
samato@mdgboston.org
Joe Berkowitz
jberkowitz@mdgboston.org

Event Operations

David Ennen
dennen@mdgboston.org

Membership

Louise Rijk
Lrijk@mdgboston.org
Paul Hartung
phartung@mdgboston.org
Patti Clark
pclark@mdgboston.org
Marie Cloutier
mcloutier@mdgboston.org

Partners & Alliances

Alan Kivnik
akivnik@mdgboston.org
Jennifer Ranz
jranz@mdgboston.org

Sponsorship

Joe Berkowitz
jberkowitz@mdgboston.org
Jon Nugent
jnugent@mdgboston.org
Ashley Sherman
asherman@mdgboston.org

■ MDG Special Interest Group Co-Chairs, 2013-2014

Marketing & Sales SIG

John Knott
jknott@mdgboston.org

Product Development SIG

Michael Aprea
maprea@mdgboston.org

Kevin Pelletier

kpelletier@mdgboston.org

■ MDG Staff

Director of Operations

William Munger
wmunger@mdgboston.org

■ MDG Consultants

Director of Communications

Donald Brichta
dbrichta@mdgboston.org

Administrator

Patti Clark
pclark@mdgboston.org

MDG Member News

News You Can Use

■ New Members

MDG welcomes these new members who joined last month:

Paul Hayre
Muhammad Khan

Lynn Kibblehouse
Scot MacGillivray

Ian Mcurry
Aaron Whipple

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

Juergen Blume
Roy Coleman
Paul Danis

Gerald Jennings
Michael Manzo
Peter Nalbandian

Barry Sands
Adrian Timmers
J.S. Wiley

■ Stay Connected with MDG



- ▶ Medical Development Group
- ▶ MDG – Product Development & Manufacturing Outsource – SIG
- ▶ MDG Marketing & Sales Special Interest Group



- ▶ twitter.com/MedDevGroup

Medical Development Group 2013-2014 Program Calendar

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

- Sep 11 Boston's Emergency Medicine Response to the Marathon Attacks:
The Inside Story of Saving Lives by Advance Planning & Rapid Deployment
- Oct 9 Developing Medical Devices For Children: Opportunities & Challenges (At Children's Hospital, Boston)
- Nov 6 Dentistry: The Rodney Dangerfield of Medical Devices
- Dec 4 New Product Launch in Asia-Pacific: How to Attack an Unmet Need
- Jan 8 Challenges Within Internal Culture, Communication & Collaboration Processes
- Feb 5 Advances in Human-Robotic Interaction: Present and Future Impact on the Medical Field
- Mar 5 Commercialization of Implantable and Innovative Devices: Development of Testing Standards to Minimize Risk and Maximize Safety
- Apr 2 Cardiac Disease: From Algorithms to Products
- May 7 Medical Device Innovation Under the Affordable Care Act: Where are the Biggest Opportunities for Growth?
- June 4 Tissue Regeneration: Regenerative Medicine & Materials

■ **January 2014 MDG Sponsors**

PREMIUM SPONSORS		
 optimum-tech.com	 nextstagesolutions.com	
ANNUAL SPONSORS		
 bridgemedica.com	 coghlincompanies.com/cogmedix	 essential-design.com
 farmpd.com	 foleyhoag.com	 g-cpa.com
 goodwinprocter.com	 intertek.com	 microtestlabs.com
 provenprocess.com	 sunriselabs.com	 ximedica.com
MEDIA SPONSORS		
 medsmagazine.com	 massdevice.com	