



Boston's Emergency Medicine Response to the Marathon Attacks: *The Inside Story of Saving Lives by Advance Planning and Rapid Deployment*

A Special Kickoff to the MDG 2013-14 Season

September 11, 2013 • 5:30 – 8 p.m.

At our new location: Constant Contact, 1601 Trapelo Road, Waltham, Mass.

■ **Program Description**

Within two minutes of the first bomb blast at the Boston Marathon finish line on April 15, Dr. Alasdair Conn, chief of emergency services at Massachusetts General Hospital, was notified by Boston emergency authorities. As MGH prepared to receive its first wave of survivors needing trauma care, it immediately activated the MGH disaster response system. In all, 27 area hospitals became treatment centers for the more than 260 injured. This extraordinarily rapid and effective response, which saved many lives, did not “just happen.” It was built upon years of post-9/11 planning, preparation and drills by Boston-area hospitals in partnership with Boston Emergency Medical Services.

Dr. Conn and members of his team of professionals will describe the amazing medical story of the aftermath of the marathon bombing. They will relate the detailed response plan they created, that relied on communications, transportation, key medical equipment and disaster scenario drills. This enabled many victims to survive lethal, battlefield-like wounds, thereby setting a new standard for disaster response medical teams in the U.S.

■ **Panelists**

Alasdair Conn, MD, *Chief, Department of Emergency Medicine, Massachusetts General Hospital*

Paul Biddinger, MD, *Director of Operations for Emergency Medicine & Medical Director for Emergency Preparedness, Massachusetts General Hospital*

Ross D. Zafonte, DO, *Chief of Physical Medicine and Rehabilitation, Massachusetts General Hospital*

■ **Moderator**

Dmitry Nepomnayshy, MD, FACS, *Senior General and Bariatric Surgeon, Lahey Hospital*

■ **September Event Champions**

Dick O'Brien, *MDG President and Founder, Nagog Hill Partners*

Stephen F. Amato, PhD, *MDG Vice President and Head of Faculty in Regulatory Affairs, Northeastern University*

■ **September Event Co-Chair**

Suzanne McWhinney, *Director of Content, QuantiaMD*

■ **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



Alasdair Conn

Alasdair K. T. Conn, MD, is chief of emergency services at the Massachusetts General Hospital and associate professor of surgery at Harvard Medical School. He consults to many states on behalf of the American College of Surgeons Trauma Systems Consultations. His previous experience includes serving as chief of trauma at Boston University Medical Center, state chairman of the Massachusetts Committee on Trauma, deputy clinical director of the Maryland Institute for Emergency Medical Service Systems and medical director of the Maryland State Police Medivac Program. Dr. Conn also chaired the board of directors of the Boston MedFlight critical care transport. Born in England, he attended medical school at University of Edinburgh in Scotland and completed surgical training at the University of Toronto.



Paul Biddinger

Paul Biddinger, MD, FACEP, is the director of operations for emergency medicine as well as medical director for emergency preparedness at Massachusetts General Hospital in Boston. He is also director of the emergency preparedness and response exercise program at the Harvard School of Public Health and holds academic appointments at Harvard Medical School and at the Harvard School of Public Health. Dr. Biddinger has lectured nationally and internationally on preparedness and disaster medicine and is the author of articles and book chapters on emergency medical services and disaster medicine. He completed his undergraduate study in international relations at Princeton University, attended medical school at Vanderbilt University, and completed residency training in emergency medicine at Harvard.



Ross Zafonte

Ross D. Zafonte, OD, is Earle P. and Ida S. Charlton Professor and chairman of the Department of Physical Medicine and Rehabilitation at Harvard Medical School. He also serves as chief of physical medicine and rehabilitation at Massachusetts General Hospital as well as vice president of medical affairs research and education at Spaulding Rehabilitation Network. His laboratory work has focused on understanding mechanisms of recovery after brain and spinal cord injury and he is currently directing several large clinical treatment trials. Dr. Zafonte has published extensively on traumatic brain injuries, spasticity and other neurological disorders, and his textbook is considered one of the standards in the field of brain injury care. He has received several prestigious awards for his clinical care, research and teaching.



Dmitry
Nepomnayshy

Dmitry Nepomnayshy, MD, FACS, is a senior general and bariatric surgeon at Lahey Hospital (formerly Lahey Clinic) in Burlington, Mass. He is director of the bariatric surgery fellowship which he started in 2010, is associate program director of the general surgery residency program and an assistant professor of surgery at Tufts University School of Medicine. He is the program committee chair for 2013 annual meeting of the Massachusetts chapter of the American College of Surgeons and is involved with the Association of Surgical Education Committee on Simulation where he is spearheading an effort to improve residency training through better proficiency standards. Dr. Nepomnayshy has presented his work at national and regional meetings on bariatric surgery and simulation.

■ Upcoming Events

October 6 Forum (*At Children's Hospital, Boston*)
Developing Medical Devices For Children: Opportunities & Challenges

The development of medical devices for children has greatly lagged behind the development of devices for adults. The label "child" covers such diverse periods of human growth — from newborn to age 17 — that it creates a segmented and tiny market for device makers. Technical barriers challenge engineers to develop products for rapidly changing bodies. Implanted rigid devices do not grow with the child. And unless devices are designed with exquisite consciousness of child behavior, safety and patient compliance may be extremely difficult to attain.

Despite these challenges, some companies have succeeded in small, niche markets. There also are opportunities for incredible engineering accomplishments in solving health care needs. While the FDA has set up incentives for developing child age-specific pharmaceuticals, there is no similar program for medical devices.

Our October program will feature a panel of experts discussing the economic gaps, will examine some of the unique engineering hurdles and will look at one model for addressing some of these challenges.

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



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MDG Member News

News You Can Use

■ New Members

MedDev welcomes new members who have joined since the June Forum:

Ilya Bystryak
David Clarke
Denise de Murcia
Karen Feinberg
George Herzlinger

Suzanne McWhinney
Anna Mae Melchiorre
Loic Meston
Bob Mitchell
Jon Nugent

Michael O'Neill
Rick Porcaro
Sheldon Prenovitz
Jennifer Ranz
Anh Thai

Greg Tuers
Alan Wu

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

Steve Amato
Jennifer Anderson
Rich Andrews
Michael Aprea
David Arnold
Heinz Bachmann
Bob Baker
Al Barese
Larry Bell
Edward Berger
Joseph Berkowitz
Tom Bishop
Mark Bonifacio
Arthur Bookstein
Bill Bradley
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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

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