Medical devices are a rapidly evolving component of essential healthcare technology and delivery.

This all-day conference will provide an overview of how emerging technologies and commercialization strategies are contributing to critically important medical device advances, resulting in dramatic changes in health care and the industry’s ability to address critical unmet medical needs.

**The Morning Session**

*Celebrating the Expanding Horizon for Medical Devices*

Celebrate successes in medical device design and commercialization through the keynote speakers and the organizational case studies which will highlight advances in technologies and approaches.

**The Afternoon Session**

*The Evolving Road To Market – Opportunities and Risks for Medical Device Development*

Two different speaker tracks for a more intimate discussion with organizational and technology leaders who are making important strides in advancing technologies and getting life-changing devices to the clinic.

**Innovation is at the Forefront**

Active industry leaders and trusted advisors are gathering to be Presenters and Speakers at MEDInnovation Boston.

You will hear their stories of success and their challenges along the way to commercialization. These leaders will share their steps to building new modes of patient care, pioneering novel funding strategies, and devising paths to the clinic that are working today.

**Meet Your Peers**

There will be ample time for Q&A, insuring the value of each session includes the interactivity of the attendees as well as the presenters.

Time is built into the day’s schedule for continuing the discussion with your peers about how they are maneuvering through the innovative process and eventually through the path to commercialization.
This Conference Is Different
MEDInnovation Boston 2018 is not a large conference, but it is an important conference. Seating and exhibit space is limited to provide an extremely interactive and interconnecting day.

This conference will provide an overview of how emerging technologies and commercialization strategies are a critical contribution to important medical device advances.

The results will be dramatic changes in health care and the industry’s ability to address critical unmet medical needs.

Our Speakers Will Describe Innovation At The Forefront
Presenters and Speakers at this Conference are active industry leaders and trusted advisors.

You will hear stories of success and the challenges along the way to commercialization.

These leaders will share their steps to building new modes of patient care, pioneering novel funding strategies, and devising paths to the clinic that are working today—with ample Q&A and networking time.

Presentations Will Generate A Conversation With The Attendees
Our speakers will be encouraged to be visionary and speculative. They have been instructed that they are not giving scientific or technical presentations – there is no publication or peer review.

They will be having a conversation with the audience, with a group of professionals who are interested in their work, their contributions, their products and their businesses.

This interest extends to their personal story – how they became involved, what they have learned, where they might have failed and where they may have succeeded.

MedInnovation Boston 2018 addresses key strategies for the commercialization of emerging medical technologies:

- How do the medical device and related life sciences construct the essential models to take the critical step to move emerging medical technology to market to serve patients?
- Where will we find the necessary financial resources to make this pathway feasible – to deliver success to provide the sustainable revenues to invest, and reinvest, to support development and growth?

Benefits of Attending
- Interact directly with speakers and others to gain connections and ideas that are immediately actionable
- Learn about marketable advantages from having clinically tested and approved precedents
- Learn about and understand the latest advances and trends driving the wearables market
- Understand how genomics can lead to market extension opportunities for medical devices as well as pharmaceuticals
- Learn how genomics can help identify new targets to monitor for early diagnosis/preventative care
- Hear from leading experts about how to better leverage their personal care emerging market
- Seating is limited for this full conference which includes all sessions, exhibits, lunch, breaks, and an end-of-day networking reception.

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Who Will Attend?

Corporate Leaders and CEOs focused on new product development
Marketing, R&D, Design Engineers looking to find hidden answers to building paths to market segments and developing opportunities to capture patient and channel growth
Company Teams reaching out to launch and create solutions for patients
Development Professionals considering research, reimbursement, channel, and target audience definitions to develop product revenues
Senior C-Level Management leaders charged with the responsibility to find fresh innovation and take it to market
Hospitals and Clinicians looking for the latest technologies to save lives

Meet the Keynote Speakers

“Celebration of Emerging Medical Technology”

John McDonough, President, CEO (since 2007)
T2 BioSystems
Mr. McDonough held various positions at Cytyc Corporation, a company engaged in the design, development, manufacturing and marketing of clinical products that focus on women’s health, and ultimately served as president at Cytyc Development Corporation.
Mr. McDonough had the responsibility of designing and executing Cytyc Corporation’s growth strategy for expanding the company from a single product company with revenue of approximately $300 million to a diverse women’s health company with revenue of approximately $750 million.
He led the efforts that resulted in Cytyc’s acquisition by Hologic, Inc. in October, 2007, for over $6 billion. He has served in senior executive management and CEO roles in several private and public companies. He is currently a member of the board of directors at Solace Therapeutics and Cytrellis Biosystems.

Luncheon and Fireside Chat “Innovation Insight”

Jeffrey Burbank and Paul Gudonis will be on stage, following their introductory remarks, with Sherrie Trigg, Editor and Director of Medical Content, Medical Design Briefs.
Topics will range from funding challenges to growing a product line and everything in between. Attendees will ask their own questions and join in on the discussion

Jeff Burbank, CEO, Board Member (since 1998)
NxStage Medical Inc.

Mr. Burbank has led NxStage since its inception, guiding it through all of its developmental phases to the successful initiation and rapid growth of commercial activities, its initial public offering, the acquisition of Medisystems Corporation, the evolution of the product line, and into services.
He has over 30 years of in-depth management experience with companies developing, marketing, and manufacturing of medical products. Prior to founding NxStage, he co-founded Vasca, Inc., a company providing innovative implantable access devices, where he was the president and CEO, as well as chairman of the board. He gained significant renal industry experience during his nine years in the Renal Division at Gambro, Inc.
Mr. Burbank is a board member of Cryolife, a leader in medical devices and tissue for use in cardiac and vascular surgeries.

Paul Godonis, Chairman & CEO (since 2013)
Myomo, Inc.

Mr. Godonis has been Myomo’s CEO for five years and has led the commercialization of the company’s portable home devices.
Mr. Godonis brings 30 years of experience in launching new technology-based products and services to Myomo. His career spans the fields of software, telecommunications, Internet services, and robotics.
Mr. Godonis served as President at FIRST robotics and as CEO of Genuity and Centra Software. Mr. Godonis has a BS from Northwestern McCormick School of Engineering and an MBA from Harvard Business School.

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Commercializing Emerging Technologies for Unmet Medical Needs

MEDInnovation Boston presenters provide overview on how medical devices are significantly contributing to many of the most important medical technology advances that are now changing health care.

Medical devices, and related life sciences, are innovative, essential, and rapidly evolving components of healthcare technology and delivery.

The emerging technologies and innovation will be the building blocks to address unmet critical needs.

The **Morning Session** will celebrate successes in medical device design and commercialization through keynote speakers and organizational case studies highlighting advances in technologies and approaches.

The **Afternoon Session** will feature two speaker tracks for a more intimate discussion with organizational and technology leaders who are making important strides in advancing technologies and getting life changing devices to the clinic.

Some of the key aspects to be discussed throughout the day are:

- Genomics for Personalized Medicine
- Engineering advances in hardware, software, and materials
- Cloud-connected and algorithm driven data capture and analysis
- Major advances in wearables, 3D printing, and other technologies
- Effectively counteracting cyberattacks
- The increasing role of consumer products (e.g., Fitbit) and smart assistants (e.g., Alexa, Siri) in patient selfcare

**THE MORNING SESSION**

A **Celebration of Emerging Medical Technology** will be the kickoff message from our Keynote Speaker for the Morning Session, **JOHN McDONOUGH**, Chief Executive Officer, T2Biosystems.

John, with his T2Biosystems team, is at the epicenter of today’s newest diagnostic devices.

T2Biosystems is developing innovative applications of proven technology in a space of high unmet need—the rapid, identification of infectious disease agents in patients when it is most urgently needed (e.g., sepsis).

T2 Magnetic Resonance (T2MR) Technology enables direct sample analysis of whole blood without relying on blood culture—thereby transforming the diagnostics space by quickly providing accurate and actionable information to clinicians to save lives.

John will share the background of the organizational focus on healthcare diagnostics and approach for choosing commercial targets.

**CASE STUDIES**

Three leading technology companies will review opportunities to create paradigm shifting products.

*Leveraging internal competencies can uncover opportunities in an adjacent space* Ben Schlatka, Co-Founder & SVP, Med Device & Life Sciences, MC10, Inc. will discuss how MC10 used its revolutionary stretchable electronics to bring to market thin, flexible adhesive sensors with broad applications for biometric healthcare analytics.

MC10 augmented the company’s novel technology with a complete end-to-end system with mobile interfaces, cloud storage and analytical tools to create a high barrier to competitors.

*Identifying overlooked market niches in a commoditized world* Mike Ferris, SVP, Marketing, Sterilis Medical, LLC, will share the process that Sterilis went through to revolutionize the disposal of medical waste by shifting the disposal approach and coming up with a much more economical, environmentally safe, and lower risk solution.

*Developing a medical device where a legacy device existed but it didn’t meet analytical needs* Bryan Nolan, Founder & CEO, Biometry

Bryan has developed a point-of-care diagnostic technology to optimize therapy for asthma with secondary applications in diagnosing lactose intolerance.

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professionals at the bedside.

to facilitate the practical application of “best practices” for health
the data, devices and online resources must be intelligently integrated
integrated electronic health records, and much more. Most critically,
comprehensive, computer-driven analysis of patient tissues,
tracking/monitoring of health.

will moderate this Q&A opportunity for attendees.

Medical Design Briefs
Sherrie Trigg, Editor and Director of Medical Content,

Medical

will evolve dramatically.

As individual genomics for patients enters the clinic, health care
will vary dramatically.

This includes identifying risk profiles for earlier intervention, advances
in individualized treatments in order to create truly personalized
medicine, new tools for patient compliance, including those driven
by artificial intelligence and augmented reality, and overall better
tracking/monitoring of health.

Medical devices will play a very large role – applications include
comprehensive, computer-driven analysis of patient tissues,
integrated electronic health records, and much more. Most critically,
the data, devices and online resources must be intelligently integrated
to facilitate the practical application of “best practices” for health
professionals at the bedside.

THE AFTERNOON SESSION
The Evolving Road To Market – Opportunities and Risks
for Medical Device Development

The afternoon will kick off with two Keynote
during lunch. Starting with Jeffrey Burbank,
CEO & Founder, NxStage Medical, Inc.
Jeffrey started NxStage from scratch in 1998 to
target an in-home opportunity to serve the medical
needs of patients requiring kidney dialysis. He watched
patients facing the extraordinary logistics, and the lack of appropriate
equipment. Often the very needy struggled with the treatment that was
fundamental to maintaining their health and lives.
Jeff has been able to find resources to design and develop unique
products to fit his target market and meet patient needs — the NxStage
team has created strong market share as his market niche has grown.

Next will be Paul Gudonis, Chairman & CEO, Myomo,
Inc. As a commercial stage, pioneering wearable
medical robotics company leader, Paul has addressed
these challenges with a unique approach that all fund
raising companies should hear.

Paul will discuss the company’s decision to go public
via the JOBS Act/Regulation A+ process. Myomo was the first company
to successfully conduct an IPO under the Reg A+ rules and have its
shares listed on a national exchange. He will speak about the timeline,
costs, advantages, and disadvantages of using this route to access the
capital markets, and provide insights to other medical device and related
life science executives considering this process.
While this is a little-known approach, since this SEC Regulatory change
was initiated in 2015, 60 companies, including Myomo, have now raised
$600 Million dollars under its provisions.

Following these two presentation will be a Fire Side Chat
Innovation Insight – Jeffrey Burbank and Paul Gudonis will be
on stage, following their introductory remarks, with Sherrie Trigg,
Editor and Director of Medical Content, Medical Design Briefs. Sherrie
will moderate this Q&A opportunity for attendees.

TWO AFTERNOON TRACKS
A more intimate discussion with organizational and technology leaders
who are making important strides in advancing technologies and
getting life-changing devices to the clinic will provide attendees the
opportunity to focus. Each session will have two Breakout Topics.

SESSION 1 Expanding Horizons for Medical Devices
Breakout A Advancing Personalized Medicine –
Genomics Shows The Way: Genomics Expansion
of Medical Device Markets

As individual genomics for patients enters the clinic, health care
will vary dramatically.

This includes identifying risk profiles for earlier intervention, advances
in individualized treatments in order to create truly personalized
medicine, new tools for patient compliance, including those driven
by artificial intelligence and augmented reality, and overall better
tracking/monitoring of health.

Medical devices will play a very large role – applications include
comprehensive, computer-driven analysis of patient tissues,
integrated electronic health records, and much more. Most critically,
the data, devices and online resources must be intelligently integrated
to facilitate the practical application of “best practices” for health
professionals at the bedside.

Breakout B Improving Lives — Wearables, Accessibility,
and Competition from Consumer Products: Integrating
Cross-Industry Technologies

Advances in computing power, algorithms, miniaturization and
manufacturing are facilitating the rapid creation of extraordinarily
diverse and useful wearables and related devices that often include
artificial intelligence and augmented reality.

From continual monitoring of vital signs to instant diagnosis, health
care providers are finding that patients are using these devices
themselves to take more responsibility for their health and well-being.

Key issues include risks/safety concerns for FDA regulated vs.
non-regulated consumer devices — whose and what data should
be trusted and acted upon?

SESSION 2 The Evolving Road to Market - Opportunities & Risks
Breakout C Balancing Patient Privacy, Data Security, and
Patient Care in the Rapidly Changing Tech and Regulatory
Environment: Impact on Seamless Patient Safety

Understanding Current Trends in HIPAA Legislation and How to
Approach this Critical Platform Type for Seamless Patient Safety.
As healthcare information collection becomes easier, data security
is essential. Follow expert thinking in utilization of the latest in
cybersecurity installations and take away knowledge and watch-outs
for your own benefit.

Breakout D Scanning, 3D Printing, and Smart Materials
Technologies: A View Into What’s Next

This track will describe recent innovations in scanning, 3D printing and
activated smart materials; how they are being used today, and what to
expect in the near future.

June 25, 2018
Westin Waltham Hotel

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Commercializing Emerging Technologies for Unmet Medical Needs

June 25, 2018
Westin Waltham Hotel

Meet the Presentation Team for MEDInnovation Boston 2018

Our Speakers Are Encouraged to be Visionary and Speculative
They have been instructed that they are not giving scientific or technical presentations – there is no publication or peer review.

You will hear stories of success and the challenges along the way to commercialization, as these leaders share their steps to building new modes of patient care, pioneering novel funding strategies, and devising paths to the clinic that are working today.

There is ample time built into the schedule for continuing the discussion through Q&A and networking time.

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Key topics include:

- Creating Paradigm-Shifting Products
- Advances in Wearables and Personalized Medicine
- Genomics: Shaping the Future of the Medical Device Industry
- Cyberattacks: Critical Solutions for Patient Safety
- Developments and Challenges in 3D Printing and Other Cutting-Edge Technologies

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Commercializing Emerging Technologies for Unmet Medical Needs

8:30 – 9:15  Keynote: ‘Celebration of Emerging Medical Technology’
John McDonough
President, CEO, T2 Biosystems

9:15 – 9:45  Exhibit Break
9:45 – 11:30  Session 1: Celebrating the Expanding Horizon for Medical Devices

Breakout A: Advancing Personalized Medicine in New Ways – Genomics Shows The Way
Moderator: Marnie Gelbart, PhD
Director of Programs, Personal Genetics Education Project

Topic 1: Implementation of Genomic Medicine
Presenter: Nicoletta Sidiropoulos, MD
Medical Director of Genomic Medicine
Department of Pathology and Laboratory Medicine for the UVM Health Network

Topic 2: Building a Startup to Apply Genomics to Precision Medicine
Presenter: Patrice Milos
Co-Founder & CEO, Medley Genomics

Topic 3: Genomics for Cardiac Disease
Presenter: Daniel Levy, MD
Chief, NHLBI, NIH, Dir, Framingham Heart Study Professor, BU School of Medicine

11:15 – 11:30  Q&A
11:30 – 11:50  Exhibit Break
11:50 – 12:30  Lunch and Keynotes

Keynote 1: Jeffrey Burbank
CEO, NoStage Medical, Inc

Keynote 2: Paul Gudonis
CEO, Chairman, Myomo Inc

12:30 – 1:00  Fireside Chat - ‘Innovation Insight’
Jeffrey Burbank & Paul Gudonis
MODERATOR – Sherrie Trigg
Editor and Director of Medical Content
Medical Design Briefs

1:00 – 2:00  Dessert, Coffee, Networking – Exhibit Area
2:00 – 3:30  Session 2: Celebrating the Expanding Horizon for Medical Devices

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Chief, NHLBI, NIH, Dir, Framingham Heart Study Professor, BU School of Medicine

3:00 – 3:30  Q&A
3:30 – 4:00  Exhibit Break – Networking
4:00 – 5:30  Session 2: The Evolving Road To Market – Opportunities and Risks for Medical Device Development

Breakout C: HIPAA, Data Integration and Cybersecurity – Are They Compatible?
Moderators: Jeff Karg
CEO, Boston Innovation
Jonathan Bretz
CEO, RSQM Associates

Topic 1: HIPAA
Presenter: Colin Zick
Partner, Foley Hoag

Topic 2: Data Integration
Presenter: Peter Madras, MD
President, MDG Boston

Topic 3: Implementation
Presenter: Brian Geisel
CEO, Geisel Software

4:00 – 5:30  Session 2: The Evolving Road To Market – Opportunities and Risks for Medical Device Development

Breakout D: Scanning, 3D Printing, and Smart Materials Technologies: A View Into What’s Next
Moderators: Scott Stropkay
Partner, Essential Design
Jack Beszcak
Program Manager, Medtronic

Topic 1: 3-D Printing Innovations and Applications
Presenter: Sam Onukuri
Senior Fellow, Head, 3D Printing Center of Excellence, Johnson and Johnson

Topic 2: Scanning Technologies and Applications
Presenter: Darshana Zaveri, MPA
President & CEO, Lantos Technologies

Topic 3: Smart Material Innovation and Application
Presenter: Daniel Laser, PhD
CEO, Applaud Medical, Inc

MDG Boston (Medical Development Group), the premier association connecting medical technology professionals in New England, is partnering with Medical Design Briefs, the #1 publication for medical design engineers and managers, to produce this event.

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