



Medical Device Commercialization: Getting Great Ideas to Market IEEE Engineering in Medicine and Biology Society Pre-conference Workshop 5

Organizer: Larry Kuusisto, Vice President of Education, LifeScience Alley®
Co-chairs: Paula Skjefte, President/CEO, Waterford Consulting
Brian Rembish, President, MedTech Leadership™

This unique and comprehensive full-day program is a blueprint, showing what it takes to be successful in medical device development and commercialization. The team of speakers that constructed this program holds an impressive history of broad-based expertise and successful implementation in medical device commercialization. Attendees should gain a broad understanding of the many challenges involved and how they fit together in the process of successfully commercializing medical devices. Topics to be covered include:

- The Commercialization Challenge/Opportunity & Process Overview
- Getting Started - Where Do Ideas Come From?
- Concept Development / Business Planning
- Feasibility
- Design Development
- Regulatory, Clinical, & Reimbursement
- Commercial Launch → Market Adoption → Standard of Care
- Entrepreneur / Intrapreneur Panel - Successful Commercialization Examples

Workshop speakers include:

- **Steve C de Baca**, Vice President of Quality, Boston Scientific Corporation
- **Bill Combs**, Distinguished Engineer, Medtronic, Inc.
- **Bob Dummer**, Manager of Technology Transfer, Synovis Surgical Innovations
- **Mark DuVal**, President, DuVal & Associates
- **Joe Galatowitsch**, President and Managing Partner, Dymedex Consulting
- **Paul Hansen**, Trade Commissioner, Consulate General of Canada
- **Lynn Ihlenfeldt**, VP Product Development, Minnetronix, Inc.
- **Larry Kuusisto**, Vice President of Education, LifeScience Alley
- **Roy Martin**, VP of Medical Research, The Integra Group
- **Kevin McArdle**, President and Principal Consultant, McArdle Business Advisors
- **Carla Monacelli**, Managing Partner, Argenta Reimbursement and Argenta TEC
- **Randy Nelson**, President, Evergreen Medical Technologies, LLC
- **Bob Paulson**, President/CEO, NxThera, Inc.
- **Brian Rembish**, President, MedTech Leadership™
- **Paula Skjefte**, President/CEO, Waterford Consulting
- **Gerry Timm**, Professor of Urologic Surgery, University of Minnesota
- **Dan Titcomb**, Founder and Managing Principal, Pulse Innovation, Inc.
- **Tom Waddell**, Principal, Project Leadership Services

Date and Location: September 2nd, Hilton Minneapolis
Fees: Conference Registrants \$80; Workshop Only \$200
To register: <http://www.embc09.org/registration.html>