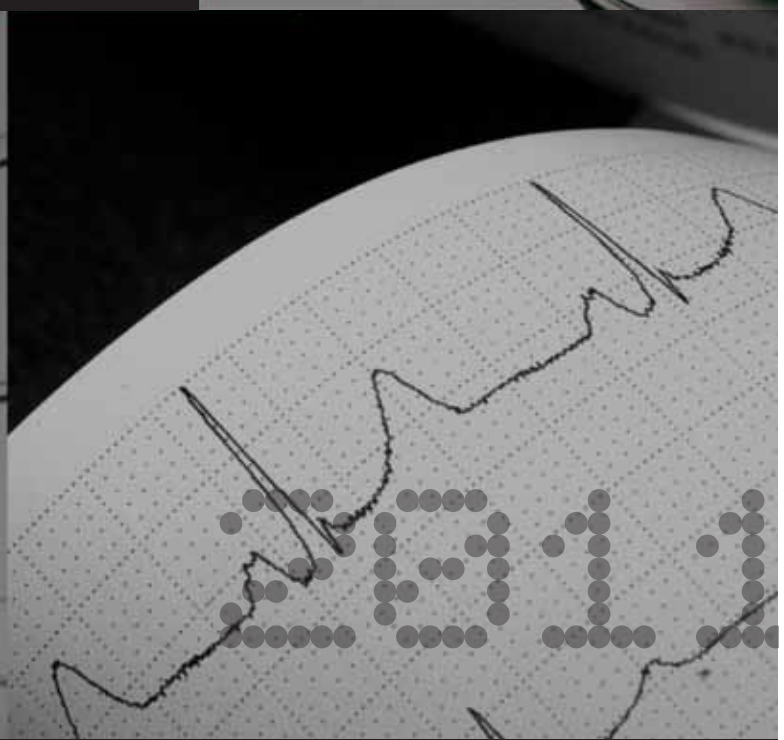


2011

MEDICAL TECHNOLOGY INNOVATION

Ivey Medical Technology
Innovation Symposium

2011



Global Health System Innovations

SAVE
THE DATE

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Leadership

ICHIL Global Health Conference 2011

Presented by The Ivey Centre for Health Innovation & Leadership

November 28 and 29, 2011

AstraZeneca 

Richard Ivey School of Business
The University of Western Ontario

IVEY



Innovation



There's a saying that learning and innovation go hand in hand. That's why it is with great pride that I offer my support to the Ivey Centre for Health Innovation and Leadership and the Entrepreneurship Cross-Enterprise Leadership Centre for initiating the Medical Technology Innovation forum. It's a learning platform that enables academics, entrepreneurs and industry experts to share knowledge and insights on how to create a more effective and efficient health-care system in Canada.

Organizations, whether public or private, more than ever, need to create a culture of continuous innovation. That's what leadership demands today. Innovation not only takes leadership, it *is* leadership.

However, the word "innovation" is often used interchangeably with "invention" and spoken of as something only a handful of start-ups or elite research labs are capable of. I disagree. Everyone is capable of being innovative because innovation is not all about creative gadgets and revolutionary ideas; it's about uncovering opportunities and capitalizing on new possibilities.

We need to stop looking to our small groups in research and development for new ideas, products or services. We need to stop counting on governments to stimulate innovation through funding and other incentives.

Instead, we need to step up to the responsibilities of leadership and integrate innovation in the way we operate every day by actively seeking out new perspectives, experiences and outlooks.

Doing so starts with events like this where we seek new ideas and welcome dissent, discussion and controversy. This is innovation at its best.

By collaborating and breaking down barriers between government, business and academia, you can leverage the vast knowledge and creativity to bring new medical technology ideas to life.

I offer my best wishes for a successful forum and applaud you for your leadership.

Sincerely,

Carol Stephenson, O.C.
Dean, Richard Ivey School of Business



Welcome



Dear Participants:

On behalf of the Ivey Centre for Health Innovation and Leadership, in partnership with the Entrepreneurship Cross-

Enterprise Leadership Centre, it gives me great pleasure to welcome you to the 2011 Medical Technology Innovation Symposium.

At ICHIL, we believe that to make health care sustainable we need to encourage and inspire the adoption of innovative technologies, systems and processes. Medical technologies have a significant and positive impact on the health care system by reducing costs, increasing quality of patient care, and improving health outcomes for Canadians. Yet, all too often these technologies are not adopted in health agencies.

This symposium will examine the strategies that medical technology innovators need to succeed in the global health care marketplace and will identify the approaches that health institutions must take to embrace these innovations.

I look forward to the conversation, debate and discussion that will occur over the next two days.

Sincerely,

Dr. Anne Snowdon

Chair, Ivey Centre for Health Innovation and Leadership



Dear friends and colleagues,

Successful business leaders need to be able to look beyond specific functions such as finance, marketing and

operations to tackle issues that span their entire organization – growth, innovation, productivity and globalization – and they must understand how every part of the business fits into a complex and ever-evolving business environment.

This, of course, is exactly how successful entrepreneurs have always worked, and it explains the role of the Entrepreneurship Cross-Enterprise Leadership Centre at the Richard Ivey School of Business.

Along with Ivey's Centre for Health Innovation and Leadership, we are delighted to welcome you to the 2011 Ivey Medical Technology Innovation Symposium, and look forward to exploring the challenges and opportunities surrounding the adoption and commercialization of medical technologies.

Simon C. Parker

Associate Professor, Richard Ivey School of Business
Director, Entrepreneurship Cross-Enterprise Leadership Centre
MBA '80 Professor in Entrepreneurship



Thank you

The Richard Ivey School of Business would like to recognize and thank all those who contributed to the success of this two-day Symposium.

Thank you to all of our speakers, panelists and moderators. In appreciation of your participation in the symposium, a donation has been made to the London Health Sciences Foundation.

Thank you to our generous sponsors.





About ICHIL

The Ivey Centre for Health Innovation and Leadership is preparing health leaders with the skills they need to identify, assess and facilitate the adoption of innovative technologies, processes and management systems that our health systems need in order to be sustainable. The Centre is addressing health care's "innovation adoption deficit" and the persistent lack of highly-trained leaders and change-agents who understand how innovation can improve health system productivity and have the specialized skills necessary to drive and sustain change in both the private sector and in our publicly funded health care institutions.

The Government of Canada, through Industry Canada, has joined a number of private-sector partners to fund and support the Centre and its goal of being a global leader in health innovation, adoption and leadership education.

Situated within the Richard Ivey School of Business at The University of Western Ontario, the Centre:

- Develops leadership capacity through educational and leadership development programs targeting current and future leaders in the health system,
- Emphasizes education that equips students and program participants with the ability to identify, understand, embrace and implement innovation in real business situations,
- Empowers and builds collaborative partnerships between government, industry, health stakeholders, researchers and funders to drive innovation adoption,
- Supports and disseminates knowledge and evidence that our leaders need to embrace innovation, drive change and improve the productivity of health care systems.

The benefits:

Students and graduates of the Centre will be equipped to take on leadership roles within our health care systems. They will become the "leadership army" for health system change and innovation.

Innovators that successfully commercialize their innovations with the assistance of the Centre's resources and direction will create new business streams and opportunities, and ultimately create new jobs and wealth for the economy.

Government that supports the implementation of the Centre's recommendations will benefit from a high-quality, accessible and sustainable health care system that increases Canada's global competitiveness.

Industry will benefit from a more competitive and sustainable health care system as well as skilled employees and partners who understand the "innovation culture" we foster in health care.

The Public will have a more sustainable, efficient and effective health care system that embraces innovation and best-practice.

The Centre encourages and facilitates collaborative partnerships with organizations and key stakeholders to create health systems improvement, productivity and innovation.



About ECELC

Launched by Ivey in 2005, the Entrepreneurship Cross-Enterprise Leadership Centre (ECELC) exists to engage faculty whose unique research interests intersect in meaningful ways, and to support doctoral researchers through academic supervision, scholarships and access to research data sets. While the primary focus of the ECELC is research in the form of journal articles, books and cases, the Centre also responds to media, hosts workshops and facilitates outreach initiatives.

The work of the Entrepreneurship Cross-Enterprise Leadership Centre is supported by the Ivey Business School and the Pierre L. Morrissette Institute for Entrepreneurship, and is complemented by research funding awarded by external agencies and governments.

The Centre serves as a forum for Ivey faculty with a diverse range of research interests to cultivate collaborative theories, develop teaching cases and advance research for publication in peer-reviewed journals.

“... Entrepreneurship is an integral part of economic change and growth. Yet entrepreneurship has only recently come to be regarded as a field. A complete view of it recognises its multi-disciplinary academic underpinnings, drawing from economics, finance, business studies, psychology and other subjects. This heterogeneous provenance reflects the multi-dimensional nature of entrepreneurship, which partly contributes to the elusiveness of the entrepreneur...”

~ From *The Economics of Entrepreneurship*, by Simon Parker, Director, Entrepreneurship Cross-Enterprise Leadership Centre, Cambridge University Press, 2009



Save the Date
June 4-7, 2014

Join us for the 34th Annual Babson College Entrepreneurship Research Conference at the Richard Ivey School of Business, University of Western Ontario in London, Canada

Visit us online: www.ivey.uwo.ca | www.iveyentrepreneur.ca



Day 1 | Friday, June 10, 2011

8:00 a.m. – 9:00 a.m.	Registration & Breakfast
9:00 a.m. – 9:30 a.m.	<p>Welcoming Remarks</p> <p>The Honourable Deb Matthews, Minister of Health & Long Term Care, MPP London North Centre</p>
9:30 a.m. – 10:00 a.m.	<p>Welcome</p> <p>Dr. Anne Snowdon, Chair, Ivey Centre for Health Innovation & Leadership</p> <p>Dr. Simon Parker, Director, Ivey Entrepreneurship Cross-Enterprise Leadership Centre</p>
10:00 a.m. – 10:20 a.m.	<p>Ernst & Young “Pulse of the Industry” Report</p> <p><i>An overview of industry performance around the world and findings of the Ernst & Young survey of industry trends.</i></p> <p>Warren Granger, Partner, Ernst & Young LLP</p>
10:20 a.m. – 10:40 a.m.	Networking Break
10:45 a.m. – 12:15 p.m.	<p>The Role of the University & Research Institution in Building a Medical Technology Industry</p> <p><i>This panel will focus on the best practices that both the private sector and university/research institutes can utilize to focus R&D efforts on market needs and to best collaborate to meet those needs.</i></p> <p>Dr. Ted Hewitt (Moderator), Vice-President, Research & International Relations, The University of Western Ontario</p> <p>Frank Baylis, President, Baylis Medical</p> <p>Dr. Scott Farrell, Founder and Vice-President, EastMed, and Head of the Urogynecology Division in the Department of Obstetrics & Gynecology at Dalhousie University</p> <p>Dr. Aaron Fenster, Director and Scientist, Imaging Research Laboratories, Robarts, and Director of Centre for Imaging Technology Commercialization and Research</p>
12:30 p.m. – 1:55 p.m.	<p>Lunch</p> <p>Presentation of the Medical Device White Paper</p>



Day 1 | Friday, June 10, 2011

<p>2:00 p.m. – 3:30 p.m.</p>	<p>What Early Stage Medical Technology Companies Need to Succeed</p> <p><i>This panel will focus on what is needed for early stage medical technology companies including creating a business plan and strategy, creating infrastructure, planning, hiring, developing prototypes – all of these things can be harder than developing a new technology itself.</i></p> <p>Dr. Simon Parker (Moderator), Director, Ivey Entrepreneurship Cross-Enterprise Leadership Centre</p> <p>Dr. Lawton Burns, The James Joo-Jin Kim Professor of Health Care Management, Chair of the Health Care Management Department, and Director, Wharton Center for Health Management and Economics, University of Pennsylvania</p> <p>Gary Hodgins, Chairman, Trillium Medical Technology Association</p> <p>Joel Liederman, Vice-President, MaRS Innovation</p> <p>Dr. Darryl Klassen, Lab Manager, 3M Canada Healthcare</p> <p>Kris Shah, Co-founder and Vice President, Technical Division, Baylis Medical</p>
<p>3:30 p.m. – 3:45 p.m.</p>	<p>Networking Break</p>
<p>3:50 p.m. – 5:20 p.m.</p>	<p>What Investors are Looking For</p> <p><i>This panel of active investors in the life-science industry will examine the issues from their perspectives and what has to be done to attract desperately needed investment to the sector.</i></p> <p>Dr. Anne Snowdon (Moderator), Chair, Ivey Centre for Health Innovation & Leadership</p> <p>Carmen Gicante, Business Services, TechAlliance</p> <p>Charles Cazabon, Vice President, Life Science Investing, Business Development Bank of Canada</p> <p>Frank Gleeson, President & CEO at Destin Therapeutics Inc., Executive in Residence at Ontario Institute for Cancer Research</p>
<p>5:25 p.m. – 6:30 p.m.</p>	<p>Reception and Guest Speaker</p> <p>Dean Carol Stephenson, Dean, Richard Ivey School of Business</p> <p>Dr. Manuel Trajtenberg, Chairman of the Budgeting and Planning Committee of the Council for Higher Education in Israel</p>



Day 2 | Saturday, June 11, 2011

8:00 a.m. – 8:30 a.m.	Networking & Breakfast
8:30 a.m. – 10:00 a.m.	<p>A Question of Adoption: Strategies and Best Practice for Adoption of Medical Technology</p> <p><i>This panel will focus on how to best encourage adoption and prevent procurement rules that are often stacked against them. What is the role of the health technology assessment in medical technology diffusion? Who should facilitate the technology adoption process within health institutions?</i></p> <p>Dr. Anne Snowdon (Moderator), Chair, Ivey Centre for Health Innovation and Leadership</p> <p>Dr. Davy C. H. Cheng, Professor & Chair / Chief of the Department of Anesthesia & Perioperative Medicine, London Health Sciences Centre, St. Joseph's Health Care London, and The University of Western Ontario</p> <p>Dr. Jeffrey Scott, Principal Scientist of Davol Inc. (CR Bard)</p> <p>John Soloninka, President & CEO, Health Technology Exchange (HTX)</p>
10:00 a.m. – 10:25 a.m.	Networking Break
10:30 a.m. – 11:50 a.m.	<p>Public Policy Drivers for Innovation & Adoption of Medical Technologies</p> <p><i>This panel will discuss: What are the best practices in creating policies that encourage medical technology innovation? What should policy makers in Canada do to encourage innovation, adoption of new technologies and the development of a strong domestic medical device industry?</i></p> <p>Supriya Sharma (Moderator), Director General of the Therapeutic Products Directorate, Health Canada</p> <p>Jeffrey Graham, Partner and National Leader in Biotechnology and Life Science, Borden Ladner Gervais</p> <p>Dr. Jeffrey Macher, Associate Professor, Director of the Center for Business and Public Policy, Robert E. McDonough School of Business, Georgetown University, and Research Fellow - Center for Biomedical Innovation, Massachusetts Institute of Technology (MIT)</p> <p>Dr. Gabriela Prada, Director, Health Innovation & Policy Evaluation, Conference Board of Canada</p>
12:00 p.m. – 12:30 p.m.	Lunch



Day 2 | Saturday, June 11, 2011

12:30 p.m. – 2:00 p.m.	<p>Measuring Value of Medical Innovation – Value vs. Cost</p> <p><i>This panel will focus on how new technologies might cost more, but are usually more effective; helping patients return to health faster or stay healthier longer. How are successful medical technology firms overcoming this and communicating the value of medical devices to cost-conscious customers, hospitals and health systems?</i></p> <p>Robert Kayser, (Moderator), President, RHK Consulting Inc. (and Health Innovator in Residence, Ivey Centre for Health Innovation & Leadership)</p> <p>Neil Fraser, President of Medtronic, Canada (and Chair of the Ivey Centre for Health Innovation & Leadership Advisory Council)</p> <p>Dr. Janet Martin, Director, Health Technology Assessment for the Evidence-based Perioperative Clinical Outcomes Research-HTA Program and the High Impact Technology Evaluation Centre (EPiCOR-HiTEC)</p> <p>Peter Robertson, Vice President & General Manager, GE Healthcare Canada</p>
2:00 p.m. – 2:15 p.m.	<p>Networking Break</p>
2:20 p.m. – 3:30 p.m.	<p>LOCAL PLENARY – What We Heard & What We are Going to Do About it!</p> <p><i>This panel of local medical device stakeholders will come together to identify the lessons learned from the international speakers and identify what London, Ontario can learn and apply – and what London can teach the world. This session will be a forum to discuss the local medical device strategy and highlight some of the exciting initiatives underway in our community.</i></p> <p>Dr. Anne Snowdon (Moderator), Chair, Ivey Centre for Health Innovation & Leadership</p> <p>Blair Poetschke, CEO, SciSense</p> <p>Ian Haase, Business Services, TechAlliance</p> <p>Bart Sullivan, Director, Business Development, Life Sciences, London Economic Development Corporation</p>
3:30 p.m.	<p>Closing Remarks</p>

Keynote presentations

The Honourable Deb Matthews



Minister of Health & Long Term Care

Deb Matthews was elected to the Ontario Legislature by the people of London North Centre in 2003 and re-elected in 2007. She was appointed Minister of Health and Long-Term Care in October 2009.

As chair of the Cabinet Committee on Poverty Reduction, she led the development of Breaking the Cycle, an ambitious strategy to improve opportunities for all children and reduce the number of children living in poverty by 25% in 5 years. Deb introduced The Poverty Reduction Act which legislates an ongoing government commitment to poverty reduction. Deb is proud of the key role she played in the establishment of the Ontario Child Benefit, a cornerstone of the Poverty Reduction Strategy.

Her previous political experience includes co-chairing the provincial Liberal campaigns in 1987 and 1985 and serving as President of the Ontario Liberal Party from 2003 to 2006. She co-chaired the Candidate Search Committee in 2007 and is serving again in this role for the 2011 campaign.

Deb was born in London North Centre and graduated from St. George's Public School and A.B. Lucas Secondary School. She studied at The University of Western Ontario, where she completed her PhD in social demography. She has three children and three grandchildren.



Warren Granger



Ernst & Young “Pulse of the Industry” Report: An overview of industry performance around the world and findings of the Ernst & Young survey of industry trends.

Warren Granger is a Partner with the accounting firm of Ernst & Young LLP working with Entrepreneurial clients in

the Southwestern Ontario office. He graduated from the University of Waterloo with a Masters of Accounting and has been with Ernst & Young for 25 years.

He has extensive experience working with public and private clients in the technology field, including pharmaceutical and medical device research and development companies, and manufacturing and distribution organizations in the medical industry. He also works with a number of companies focused on technology in the gaming and related service industry, semi-conductors and software, helping these companies grow and succeed.

With a commitment to making a difference in the community, he has been a member of various community groups that have included Let’s Talk Science, Cram Science, The Rotary Club of London, and The Canadian Club of London.

Warren is married to Joanne. They have two teenage sons who are avid athletes competing in various sports such as hockey, swimming, triathlons and rugby

Dr. Manuel Trajtenberg



Medical Technologies – The Brave New Hub of S&T Convergence: Medical technologies are fast becoming the vibrant focal point where major scientific and technological advances converge, with the potential to bring about unprecedented innovation in both Health Care and the contributing technologies themselves.

Professor Manuel Trajtenberg served as Chairman of the Budgeting and Planning Committee of the Council for Higher Education in Israel since September 2009, after serving as (first) Head of the National Economic Council at the Prime Minister Office in Israel, and chief economic advisor to the Prime Minister during 2006-2009. He has been a Professor of Economics at Tel Aviv University since 1984, obtained his Ph.D. at Harvard University, held visiting positions at Harvard and Stanford University, is a Research Associate of the NBER in Cambridge, MA and of the CEPR in London, UK, and was a Fellow of the Canadian Institute of Advanced Research. His main research interests are in the economics of innovation, patents, industrial organization, R&D policy, growth and development. Prof. Trajtenberg served as Head of the *Science, Technology and the Economy* (STE) Program at the Neaman Institute for Advanced Studies, Technion, as director of a program on the *Economics of Higher Education*, and as a consultant for the World Bank on R&D and Innovation Policies for Development. Prof. Dr. Trajtenberg has published books and numerous articles in leading scientific journals, and is regarded as one of the world leading experts in the field of R&D and Innovation. He has contributed widely to the formulation of economic policy in Israel, particularly in shaping R&D policy, and served as advisor to various ministers and to chief scientists at the Ministry of Industry, Trade and Labor.



THE ROLE OF THE UNIVERSITY & RESEARCH INSTITUTION IN BUILDING A MEDICAL TECHNOLOGY INDUSTRY

This panel will focus on the best practices that both the private sector and university/research institutes can utilize to focus R&D efforts on market needs and to best collaborate to meet those needs.



Moderator:

Dr. Ted Hewitt

Dr. Ted Hewitt has served as Vice-President (Research & International Relations) at The University of Western Ontario since February 2005.

First appointed Western's Associate Vice-President (Research) in May 2001, Hewitt spearheaded efforts to develop the University's Strategic Research Plan and its Strategic Plan for Internationalization. He currently sits on the Boards of the Canadian Language and Literacy Network, and the London TechAlliance, and recently completed a two-year term on the Board of the London Economic Development Corporation.

Dr. Hewitt has published extensively on issues related to social movements and population health, local government, and international cooperation for urban development in Latin America. His work has appeared in a range of academic journals including *Cities*, *Journal of Latin American Studies*, *Journal of Developing Areas*, *Third World Quarterly*, and *Habitat International*. In 2002, he was named Commander of the Order of Rio Branco by Brazil's Ministry of Foreign Relations.



Panelist:

Frank Baylis

Frank Baylis is the President of Baylis Medical, a leading developer, manufacturer and supplier of high-technology medical devices used in interventional procedures in cardiology, endovascular, and

pain management. The company brings to market state-of-the-art medical products that improve the lives of people around the world. Baylis presently employs over 120 staff and markets its products in over 60 countries. He is also the Vice-President of OME Group which is a specialized consulting company providing SR&ED tax consulting services to businesses. The company presently employs 30 people with offices in Montreal, Toronto, Kitchener, and Calgary. Mr. Baylis completed his Electrical Engineering Degree at the University of Waterloo.



THE ROLE OF THE UNIVERSITY & RESEARCH INSTITUTION IN BUILDING A MEDICAL TECHNOLOGY INDUSTRY

This panel will focus on the best practices that both the private sector and university/research institutes can utilize to focus R&D efforts on market needs and to best collaborate to meet those needs.



Panelist:

Dr. Scott Farrell

Dr. Scott Farrell is the founder of EastMed, an incontinence device manufacturer, and a leading expert in the conservative management of urinary incontinence. EastMed received a 2008 Medical Design

Excellence Award (MDEA) for the uresta product, and has achieved both FDA and Health Canada approval. As well as being a successful academic entrepreneur, Dr. Farrell is the past President of the Society of the Obstetricians and Gynaecologists of Canada and on the Board of Directors of the Canadian Continence Foundation. His research has been published in leading journals, such as *Obstetrics & Gynecology*, *American Journal of Obstetrics & Gynecology*, and the *Canadian Medical Association Journal*. Dr. Farrell completed his MD and residency training in Obstetrics and Gynaecology at Dalhousie University. Subsequently he completed a Fellowship in Urogynaecology at the University of California.



Panelist:

Dr. Aaron Fenster

Dr. Fenster received his PhD from the University of Toronto for work focused on medical imaging. Recruited in 1988 as Director, he established the Imaging Research Laboratories in London, now one of

the largest and most respected medical imaging research facilities in North America, with 230 individuals, including 90 graduate students. Dr. Fenster was the first recipient of the Ontario Premier's Award for Innovative Leadership in 2007; the recipient of the Canadian Organization of Medical Physics 2010 Gold medal, he holds a Tier 1 Canada Research Chair in Biomedical Engineering; is professor, founder and Associate Director of the Graduate Program in Biomedical Engineering; Chair, Imaging Sciences Division, Department of Medical Imaging, and Professor in Medical Biophysics, Physics, Electrical Engineering and Radiation Oncology at UWO. He is the Director of the Imaging Pipeline Platform and Associate Director of the 1mm Cancer Challenge of the OICR. He pioneered 3D ultrasound imaging systems for radiology, image-guided therapy/biopsy and small animal imaging, many of which have been licensed (11 companies).



WHAT EARLY STAGE MEDICAL TECHNOLOGY COMPANIES NEED TO SUCCEED

This panel will focus on what is needed for early stage medical technology companies including creating a business plan and strategy, creating infrastructure, planning, hiring, developing prototypes – all these things can be harder than developing a new technology itself.



Moderator:

Dr. Simon Parker

Professor Parker studies the economics of entrepreneurship.

He is an incoming Field Editor at the Journal of Business Venturing, an Associate Editor of the journal

Small Business Economics, a Co-editor of the Journal of Economics & Management Strategy, and is a member of the editorial boards of the International Small Business Journal and Foundations & Trends in Entrepreneurship. He has published over 60 peer-reviewed articles in economics, entrepreneurship and management journals and has several books on the Economics of Entrepreneurship. Prior to joining Ivey, Professor Parker was Head of Department of Economics & Finance and was a full Professor of Economics at Durham Business School in England. Professor Parker has a Ph.D in Economics (Durham) and a B.Sc. in Economics (Wales).



Panelist:

Dr. Lawton R. Burns

Dr. Lawton R. Burns, is the Chair of the Health Care Systems Department, and also the James Joo-Jin Kim Professor, as well as a

Professor of Health Care Systems in the Wharton School at the University of Pennsylvania . He is also Director of the Wharton Center for Health Management & Economics. Dr. Burns teaches courses on healthcare strategy, strategic change, organization and management, managed care, and integrated delivery systems. From 1998-2002, Dr. Burns was a Visiting Professor in the Department of Preventive Medicine at the University of Wisconsin School of Medicine, where he taught corporate strategy to physicians. He received his doctorate in Sociology and his MBA in Health Administration from the University of Chicago. Dr. Burns taught previously in the Graduate School of Business at the University of Chicago and the College of Business Administration at the University of Arizona. Dr. Burns sits on the Governing Board of the Institute of Medicine (Health Services section) and on the editorial board of Health Services Research.



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Panelist:

Gary Hodgins

Gary Hodgins was elected Chairman of TMTA in early March of this year. He has over 14 years of experience with the medtech industry and has been actively involved with the Association since 2001.

As the president and CEO of his own company, Gary has personal experience with the wide range of challenges faced by medical technology SMEs in Ontario and Canada. Gary's company, Pharmax Limited, is a pharmaceutical manufacturer which specializes in liquid chemistries for infection prevention and control in healthcare settings.

In addition to his MBA, Gary has an undergraduate degree in biochemistry and physiology and postgraduate training in nuclear medicine. Gary is a director for the Health Technology Exchange (HTX) and a technical advisor for the Community and Hospital Infection Control Association (CHICA). Passionate about the need for science-driven market development in the healthcare sector, Gary has led Pharmax on this path and turned it into one of the fastest growing small business enterprises in Canada. While still quite small on the corporate scale of things, Pharmax is already an international concern with facilities in Mississauga, the USA and Hong Kong.



Panelist:

Joel Liederman

Joel received his Bachelors Degree (with Distinction) from McGill University and his MBA from Concordia University.

Joel carries out technology due diligence, project manages IP development and proof-of-principle projects, develops and executes commercialization plans, and helps launch companies in information and communication technology.

Joel has helped launch numerous early-stage and rapid-growth, high-technology companies with strategic and business planning; developing and implementing go-to-market strategies; project management; intellectual property management; human resource management; and strategic partnering. Joel was a managing partner and company builder with Primaxis Technology Ventures, an early-stage venture capital company focused on the physical and engineering sciences (electronics, semiconductors, communications, advanced materials and infrastructure software). Prior to Primaxis, he held positions in engineering design, project engineering management, marketing, sales and business development for various high-profile organizations, including General Electric, Atomic Energy of Canada Ltd., Alcatel and Spar Aerospace.



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Panelist:

Dr. Darryl F. Klassen

Darryl F. Klassen, obtained a Bachelor's degree in chemistry from Queen's University in 1987 followed by a doctorate in organic chemistry from the University of Western Ontario in 1993. Darryl currently leads R&D, Technical Service and Regulatory Affairs & Quality for the 3M Canada Health Care Lab. Darryl gained experience in new product development & commercialization prior to joining the Health Care Business by serving stretches as a Commercialization Manager in Corporate Marketing and as the Lab Manager for 3M's Consumer & Office Products Business. His commercialization insights are augmented by learnings from previous roles in the 3M Canada R&D Labs and as the Lab Operations and Analytical R&D Lab Manager for Drugs of Abuse Testing at Maxxam Analytics.



Panelist:

Kris Shah

Kris Shah is a co-founder of Baylis Medical Co., a leading developer, manufacturer, and distributor of specialized medical devices.

Baylis Medical specializes in interventional cardiology, radiology and chronic pain management products. Their products are distributed in over 60 countries. In 2009 Baylis acquired Fralex Therapeutics (FRL:TSE) and as well as divested assets of their Pain Management business to Kimberly Clark Corp(KMB:NYSE).

Kris is also the founder and President of OME Group Consultants Inc., a leading SR&ED service provider with offices in Montreal, Toronto, Kitchener, Calgary, and Vancouver.

Kris serves as an advisor on the board of two privately held medical device companies as well TMTA and York RIC center. He holds a BSc in Electrical Engineering. Kris and his wife reside in Mississauga with their three children.



WHAT INVESTORS ARE LOOKING FOR

This panel of active investors in the life-science industry will examine the issues from their perspectives and what has to be done to attract desperately needed investment to the sector.



Moderator:

Dr. Anne Snowden

Dr. Anne Snowden is the Chair of the Ivey Centre for Health Innovation and Leadership. She is also a Full Professor at the Odette School of

Business at the University of Windsor. Dr. Snowden holds an Adjunct Appointment as Professor at the School of Nursing, Faculty of Medicine at McGill University. Formerly, Dr. Snowden was the Vice President of Womens' and Childrens Programs at Windsor Regional Hospital and Chief Nursing Officer. She holds a Bachelor of Science in Nursing from the University of Western Ontario, a Masters of Science from McGill University and a Ph.D. in Nursing from the University of Michigan.

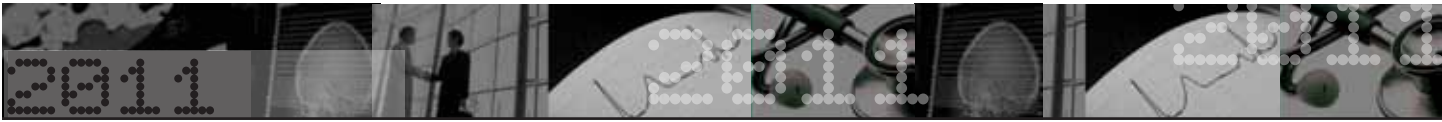


Panelist:

Carmen Gicante

Carmen S. Gicante has an extensive background in business development, technology commercialization, strategic planning, and sales and customer service. His career has encompassed

senior positions in the electric utility, telecommunications and research sectors, including Director of Energy Services, Manager Marketing, Manager Corporate Business Development and Director of Business Development – Telecom. He has led corporate initiatives in strategic planning and implementation during times of change and restructuring as well as developing and managing technology commercialization strategies and realizing new business opportunities. He successfully initiated, developed, financed and spun off several new technology businesses from an applied Research and Development Company. Carmen holds a Master of Business Administration from the Richard Ivey School of Business, a Bachelor of Engineering Science from McMaster University and operates a consulting Business – Gicante Associates, specializing in Business Development and Strategic Planning for hi-tech companies. He is Managing Director of the Southwestern Ontario Angel Group, based in London Ontario and provides business services to TechAlliance of Southwestern Ontario assisting technology companies to accelerate business growth, become investor-ready and gain access to investment capital.



WHAT INVESTORS ARE LOOKING FOR

This panel of active investors in the life-science industry will examine the issues from their perspectives and what has to be done to attract desperately needed investment to the sector.



Panelist:

Charles Cazabon

Charles Cazabon is Vice President, Venture Capital responsible for BDC's Life Sciences investments and Special Situations.

He has over 20 years of venture capital experience and was the former President of the Board of Réseau Capital, the Quebec Venture Capital Association. Mr. Cazabon has a MBA (Ivey), a M.Sc in Biology (Laurentian), and a B.Sc. in Science (Waterloo).



Panelist:

Frank Gleeson

Recognized by the World Economic Forum as a Technology Pioneer in life sciences, Frank Gleeson has achieved international success as an entrepreneur, VC and executive.

One of Canada's most experienced biomedical entrepreneurs, Frank has been at the centre of the country's life sciences sector since its emergence. He has served as Senior Vice-President and Partner with MDS Capital Corp and the Founding President and CEO of MDS Proteomics Inc.

Frank is the co-founder of Verio Therapeutics Inc. and President of Destin Therapeutics Inc.

He is an Executive-in-Residence with the Ontario Institute for Cancer Research and has served on numerous Boards of start-up companies.



A QUESTION OF ADOPTION: STRATEGIES AND BEST PRACTICE FOR ADOPTION OF MEDICAL TECHNOLOGY

This panel will focus on how to best encourage adoption and prevent procurement rules that are often stacked against them. What is the role of the health technology assessment in medical technology diffusion? Who should facilitate the technology adoption process within health institutions?



Moderator:

Dr. Anne Snowdon

Dr. Anne Snowdon is the Chair of the Ivey Centre for Health Innovation and Leadership. She is also a Full Professor at the Odette School of Business at the University of Windsor. Dr. Snowdon holds an Adjunct Appointment as Professor at the School of Nursing, Faculty of Medicine at McGill University. Formerly, Dr. Snowdon was the Vice President of Womens' and Childrens Programs at Windsor Regional Hospital and Chief Nursing Officer. She holds a Bachelor of Science in Nursing from the University of Western Ontario, a Masters of Science from McGill University and a Ph.D. in Nursing from the University of Michigan.



Panelist:

Dr. Davy C. H. Cheng

Dr Cheng is a world renowned clinician-scientist in cardiac anesthesia, critical care, and perioperative evidence-based outcomes (Health Technology Assessment). One of Dr. Cheng's most lauded research innovations has been his landmark studies in establishing fast-track cardiac anesthesia and surgery recovery globally. Recently, Dr. Cheng and his colleagues have implemented the Evidence-Based Perioperative Clinical Outcomes Research Group (EPiCOR) at the London Health Sciences Centre, UWO, and have released a number of pivotal publications to direct evidence-based clinical and surgical practice guideline development. Dr. Cheng graduated from the Faculty of Medicine, University of Toronto where he completed his internal medicine internship and anesthesia residency. He furthered his Cardiovascular Anesthesia Fellowship at the University of Iowa Hospitals and Clinics. Recently, Dr. Cheng was inducted as Fellow of the Canadian Academy of Health Sciences in 2007, and was selected to receive the Canadian Anesthesiologists' Society Research Recognition Award, as well as the Inaugural Rotman-Longwoods Scholar in 2010.



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Panelist:

Dr. Jeffrey R. Scott

Dr. Scott currently leads the Preclinical Affairs group at C.R. Bard, Inc. (Daval) (a global medical device company), and is directly responsible for managing all divisional *in vivo*, *ex vivo* and experimental pathology

activities related to new soft tissue reconstruction/repair product development. His team has been directly responsible for the preclinical assessment (resulting in clearance/launch) of 9 Class II (510k) devices, with 5 additional pending clearance/launch in 2011. Dr. Scott began his medical device career as a Research Scientist with C.R. Bard, Inc. (Daval) in 2006, and has assumed increased levels of responsibility into his current role over time. Prior to joining C.R. Bard, Inc. (Daval), Dr. Scott completed a post-doctoral fellowship in Surgery & Immunology at Harvard Medical School, a Ph.D. in Medical Biophysics (specializing in Vascular Biology) at the University of Western Ontario, and B.Sc. in Life Science at McMaster University. In addition to his industrial position, Dr. Scott also holds academic appointments as a Guest Lecturer in Biomaterials at Brown University, and as a Health Innovator in Residence at the Ivey Center for Health Innovation and Leadership.



Panelist:

John Soloninka

John Soloninka has over 24 years of experience in medical technology consulting, company formation, growth and management.

He graduated from Queen's University in Engineering Physics in 1981, and worked several years in aerospace engineering before earning an MBA, with Distinction, from the University of London in England in 1986. Over his career John has led major projects in health system transformation, biopharma/device development/regulation, health IT, disease management, clinical trials, clinical genomics, and venture capital for Price Waterhouse, Soloninka and Associates and IBM. Mr. Soloninka was a founder, senior executive and leader in start-up companies in oncology, radiology and internet-based EMR and clinical trials which were variously sold to Varian Medical Systems, Merge Technologies and Assisted all of the US. He came to HTX from his role as healthcare practice lead for IBM Global Business Services in Ontario.



PUBLIC POLICY DRIVERS FOR INNOVATION & ADOPTION OF MEDICAL TECHNOLOGIES

This panel will discuss: What are the best practices in creating policies that encourage medical technology innovation? What should policy makers in Canada do to encourage innovation, adoption of new technologies and the development of a strong domestic medical device industry?



Moderator:

Dr. Supriya Sharma

Dr. Supriya Sharma assumed the duties of Director General, Therapeutic Products Directorate (TPD) on March 1, 2007. Prior to

this, Dr. Sharma served as Associate Director General, TPD, since 2005.

Dr. Supriya Sharma joined Health Canada in 2002 as Director of the Marketed Biologics and Biotechnology Products Division of the Marketed Health Products Directorate.

Following that, she worked in the Health Policy Branch as a Senior Policy Advisor on the National Pharmaceuticals Strategy.

Trained as a Pediatrician in Calgary and Australia, Dr. Sharma worked in Hematology Research in thalassemia and sickle cell disease in a number of multicenter international clinical trials, including one in Sri Lanka in collaboration with Oxford University. She completed a Masters of Public Health in International Health from the Harvard School of Public Health in 2001, and went on to work on a research project for the Kennedy School of Government on implementing strategies relating to the reduction of medical errors and patient safety in large scale health organizations.

As Director General of the Therapeutic Products Dr. Sharma leads an organization of 600 people that is the Canadian federal authority that regulates pharmaceutical drugs and medical devices for human use.



Panelist:

Jeffrey Graham

Jeffrey Graham is a partner in the Toronto office of Borden Ladner Gervais LLP and the leader of the firm's national biotech and pharmaceutical group. Jeff's clients include domestic and international

biotech and biopharmaceutical companies for whom he provides corporate and regulatory advice with respect to compliance with federal and provincial laws relating to formularies. Jeff is the senior editor of the LexisNexis compilation of Federal Food and Drug Legislation and Commentary, and the lead editor of the Canadian Health Law Practice Manual, Chapter on Pharmaceuticals. He was the founding President of Life Sciences Ontario (formerly The Biotechnology Initiative). He is Chair and President of Bioscience Education Canada, and a director of BioFinance Canada. Mr. Graham received B.Comm. and B.L.C./L.L.B. degrees from McGill University and graduate degrees in international law from Cambridge University and Columbia University. He is a member of the Bars of the District of Columbia and Ontario.



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Panelist:

Dr. Jeffrey Macher

Professor Macher examines the intersection of economics, strategy and technology. His research interests include industry structure, regulation, competitive strategy, and the organization and economics

of innovation in a variety of high technology industries, including biotechnology, medical devices, pharmaceuticals and semiconductors. Recent research examines how federal agencies regulate firms and how firm organization affects technological and innovative performance. He is also a Special Government Employee (SGE) of the Food and Drug Administration (FDA), working with the Center for Drug Evaluation and Research (CDER) and the Center for Devices and Radiological Health (CDRH). His research has been published in *Academy of Management Journal*, *Advances in Strategic Management*, *Berkeley Journal of Economic Analysis and Policy*, *California Management Review*, *Journal of Law and Economics*, *Journal of Product Innovation Management*, *Organization Science*, *Management Science* and *Strategic Management Journal*, among others. Professor Macher has a Ph.D. in Business Administration (Berkeley), a MBA (Dartmouth), and a B.S.E. in Computer Engineering (Michigan).



Panelist:

Dr. Gabriela Prada

Dr. Gabriela Prada is the Director of Health Innovation, Policy and Evaluation at The Conference Board of Canada. She has more than 17 years of clinical, policy research, and management consulting

experience in health care and has participated as author, reviewer, or project manager on numerous health policy reports produced by the Board that have assisted federal, provincial, and local governments in their health policy decision-making. Some examples include: *The Health enterprise—Charting a Path for Health Innovation*, *Exploring Technological Innovation in Health Systems*, *Challenging Health Care System Sustainability*, and *Understanding Health Care Costs Drivers and Escalators*. Currently, she is the Director of the Centre for the Advancement of Health Innovations, a joint initiative of the Conference Board of Canada and the Canadian Health Industries Partnership that aims to improve Canada's health care system and commercialization capacity through innovation.

Dr. Prada has led several complex health research and management consulting assignments, including consultation projects, sensitive organizational reviews, scenario development and analysis of public policy trends across multiple sectors. She has expertise in primary care and interprofessional collaborative practices in health care and is currently leading a multi-million dollar evaluation project that is assessing primary care models in Ontario to support primary care reform efforts. She is a member of the Canadian College of Health Service Executives.



MEASURING VALUE OF MEDICAL INNOVATION – VALUE VS. COST

This panel will focus on how new technologies might cost more, but are usually more effective; helping patients return to health faster or stay healthier longer. How are successful medical technology firms overcoming this and communicating the value of medical devices to cost-conscious customers, hospitals and health systems?



Moderator:

Robert H. Kayser

Robert H. (Bob) Kayser is President of RHK Consulting Inc., a company providing consulting services in general management, strategic marketing, product development and transition strategies for medical technology companies in the health care industry.

Retiring in 2001, after a career of nearly 30 years with Medtronic, Inc., the Minneapolis-based leading medical technology company dedicated to cardiovascular, neurological, spinal and ENT devices, his career includes management and executive positions in Canada, United Kingdom, Switzerland and USA.

Graduating from Sir George Williams University (now Concordia University) in Montreal with a Bachelor of Science degree, his additional training includes International Marketing programs at the University of Western Ontario (1983) and the Darden School of Business at the University of Virginia (1997).

Mr. Kayser is currently serving on the boards of several early stage medical technology private companies based in London, Ontario. He is also an Associate with STS Capital Partners, a Toronto-based firm specializing in transition strategies for privately held mid-cap companies. Bob's also serves as an Executive in Residence at the Richard Ivey School of Business.



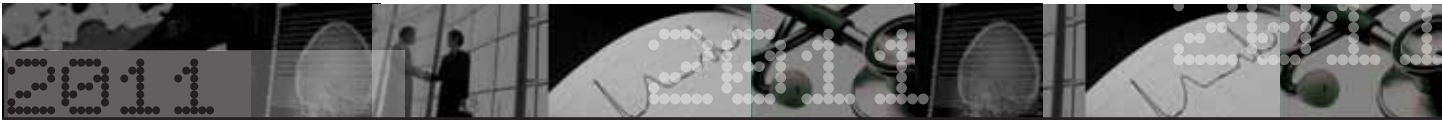
Panelist:

Neil D. Fraser

Neil Fraser joined Medtronic in 1984 and has held positions of increasing responsibility within the Canadian organization until he was promoted to President of Medtronic of Canada Ltd. on May 1, 2004. Prior to his current role, Neil was the Business Director responsible for Neuro & Diabetes, Vascular & Cardiac Surgery, and Communications & Regulatory Affairs. From 1996-1999, he was the Director of Marketing, Cardiovascular Products, and from 1991-1996 he was the Sales & Marketing Manager, Cardiac Surgery. He previously held various Business Development & Marketing Manager roles in CRDM, Cardiac Surgery & Neuro Divisions.

As a new business graduate, he worked from 1983-1984 as a Business Development Manager for Alcan Canada Products Ltd. and was responsible for the introduction of aluminum cans to Canada, including the initiation of curbside recycling programs in Ontario and Quebec in partnership with Environment Ministries. As a graduate engineer, he worked from 1978-1981 as a Technical Brand Manager in Products Research for Procter & Gamble Inc. There he was responsible for the start-up of a new automated cake mix technology and the patented invention of a new solvent-based household cleaner technology which became a world product: Liquid Spic and Span.

Mr. Fraser has a Bachelor of Applied Science degree in Chemical Engineering from the University of British Columbia and an MBA from the Richard Ivey School of Business at the University of Western Ontario.



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Panelist:
Dr. Janet Martin

Dr. Janet Martin is Director, Health Technology Assessment for the Evidence-based Perioperative Clinical Outcomes Research-HTA Program and the High Impact Technology Evaluation Centre (EpiCOR-HiTEC).

In this role, Dr. Martin oversees evidence-based analyses and real-world decision-making for health technologies including drugs, devices, surgical procedures, and programs. She has been instrumental in creating Know4Go to improve decisions by incorporating evidence, ethics, and economics in the fast-paced, resource-restricted, technology-intense hospital setting. She is Assistant Professor, Department of Anesthesia & Perioperative Medicine, London Health Sciences Centre, University of Western Ontario. Dr. Martin is a member of the Committee to Evaluate Drugs to advise on provincial drug policy for Ontario. She is also member of the Drugs for Rare Diseases policy advisory committee at the Ministry of Health. Dr. Martin is Vice-Chair for the National HTA Exchange at the Canadian Agency for Drugs and Technologies in Health (CADTH). She is currently involved in a number of initiatives related to health policy and health technology innovation at the Ontario Ministry of Health, the Canadian Agency for Drugs and Technologies in Health (CADTH), Health Canada. Internationally, she is faculty at the International Masters Program in Health Technology Assessment & Management (provided through a consortium of Universities in Canada, Spain, and Italy).



Panelist:
Peter Robertson

Mr. Robertson's 20 years of commercial health care leadership has led to his excellent understanding of the Canadian health care market, strong strategic sales leadership and demonstrated

boundary-less behaviour.

Recognized for his external focus and imagination, Mr. Robertson's drive and passion, combined with his well-established customer relationships, are enabling GE's successful growth in the Canadian diagnostic imaging market.

A graduate of the University of Toronto, he joined GE Medical Systems in 1985 as the National Sales Manager, and has held a number of leadership roles in the organization, including manager, marketing; manager, multi-hospital systems; and national sales and marketing manager. He assumed his current role of Vice President & General Manager in 2005. His completion of a wide variety of GE educational programs has contributed to his knowledge and expertise in commercial health care.



LOCAL PLENARY – WHAT WE HEARD & WHAT WE ARE GOING TO DO ABOUT IT!

This panel of local medical device stakeholders will come together to identify the lessons learned from the international speakers and identify what London, Ontario can learn and apply – and what London can teach the world. This session will be a forum to discuss the local medical device strategy and highlight some of the exciting initiatives underway in our community.



Panelist:

Bart Sullivan

Bart Sullivan joined the London Economic Development Corporation as the Director for Life Sciences in March, 2009. In this position he is responsible for attracting new

investment in this sector as well as working with existing businesses and institutions to assist in their growth and development.

Bart is a skilled executive who achieved a long and successful career with 3M Canada Company, where he was a Vice President and member of the 3M Canada's Board of Directors. He also led the Medical Imaging division as General Manager and was responsible for the strategic leadership and delivery of their business plan. He is recognized for superior strategic skills and team leadership.

He holds a Bachelor of Commerce and Masters of Business Administration (MBA) from McMaster University.



Panelist:

Blair Poetschke

Blair Poetschke is President and CEO of Scisense Inc., a medical device company he started in 2002 following his successful exit from a similar company in London. Blair is a

serial entrepreneur and has worked closely with a number of universities and research institutes in southwestern Ontario to solve advanced manufacturing issues. Company revenues are 95% from outside Canada and 50% from overseas.

Blair is currently a Director on the Board of TechAlliance of Southwest Ontario and the London Economic Development Corporation and has previously served on the Boards of the London Chamber of Commerce and the Small Business Centre. He has a degree in Economics from the University of Western Ontario and an MBA from Dalhousie University.



Panelist:

Ian Haase

Ian is currently with Business Services at TechAlliance working as a consultant and analyst, where his focus is on assisting start-up and early-stage companies in life science, biotechnology, health IT and medical devices. He also devotes a significant amount of time to raising the awareness of the medical device industry in London, and promoting commercialization of research through partnerships between health scientists and the business community. Ian graduated from the Richard Ivey School of

Business with a Masters of Business Administration, including certificates in entrepreneurship and health. He holds a Masters of Science degree in Epidemiology from McGill University, where his research focus was on infectious disease transmission. He has previous experience in public health, clinical research, laboratory management and health IT implementation. Ian is an avid triathlete, and is currently training for his first Ironman in Fall 2011.

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