

# CONFERENCE AGENDA

[REGISTER NOW](#)

## Medical Device Dinner and Interview

**Thursday June 21, 2018**

Sharon Heights Golf and Country Club  
2900 Sand Hill Road  
Menlo Park, CA

**6:00 – 9:00 p.m.      How Hospital Buying Practices Impact New Product Adoption**

Today, hospital systems are wielding unprecedented power and influence in decision-making about the products they buy. The days are gone when medtech companies with a compelling new technology could ensure success simply by demonstrating better treatment outcomes. In this session, LEK, a leading healthcare consulting firm, will share insights on how hospital system buying practices are changing, and what young medtech companies need to build market traction.

**Moderator:** David Cassak, *MedTech Strategist*

**Speakers:** Jonas Funk, *L.E.K. Consulting LLC*

Vance Moore, *Mercy Healthcare System*

## Medical Device Conference

**Friday June 22, 2018**

Palace Hotel

2 New Montgomery Street

San Francisco, CA

**7:00 – Continental Breakfast** | *Grand Ballroom, 1st Floor*

**8:00 a.m.**

**8:00 – Welcome** – Casey McGlynn, *Wilson Sonsini Goodrich & Rosati* |

**8:10 a.m.** *Gold Ballroom, 1st Floor*

**8:10 – Medtech Venture Capital – State of the Industry** | *Gold Ballroom,*

**9:10 a.m.** *1st Floor*

Getting a new medical device company funded is more difficult today. An ever-shrinking pool of investors interested in early-stage life sciences investing, more stringent capital requirements due to prolonged regulatory and reimbursement timelines, and the need for true sales traction to garner the attention of potential corporate acquirers have all become hallmarks of the current financing environment. How are investors adapting their financing strategies and business models to accommodate these realities and positioning themselves for long-term success? Join a panel of medtech investors as they discuss their approaches to investing in these changing times.

**Moderator:** Casey McGlynn, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Tara Butler, *Ascension Ventures*

Josh Makower, *New Enterprise Associates*

Juan-Pablo Mas, *Action Potential Venture Capital*

Bali Muralidhar, *MVM Partners, LLP*

**9:10 – BREAK**

**9:30 a.m.**

**9:30 – Breakout Session 1**

**10:30 a.m.**

**AI in Medtech** | *Gold Ballroom, 1st Floor*

The adoption of artificial intelligence in healthcare is on the rise and solving a variety of problems today for patients, hospitals, and the healthcare industry overall. This panel will take a closer look at how AI is solving problems in healthcare today and what's on the horizon for the healthcare industry in the next five years. Join this panel of AI healthcare CEOs to learn how their companies are changing the world of healthcare.

**Moderator:** Tom Krummel, *Stanford Byers Center for Biodesign;*  
*Fogarty Institute*

**Speakers:** Marie Alexander, *Medical Cue, Inc./Fogarty Institute*

Nikolai Aljuri, *PROCEPT BioRobotics, Inc.*

Leslie Bottorff, *GE Ventures*

Gavin Duggan, *Google Data Science*

Siddarth Satish, *Gauss Surgical, Inc.*

**Evolving World of Incubators** | *Sea Cliff, 2nd Floor*

The way we organize, fund, and build medtech companies has changed radically over the last decade. Join a panel of experienced executives and entrepreneurs to learn about the new emerging models for innovation. Learn about the methods others are using to identify important new innovations, rapidly build product prototypes, and complete early first-in-man cases all in a more intelligent and cost effective manner.

**Moderator:** Scott Murano, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Andrew Cleeland, *Fogarty Institute for Innovation*

William "Billy" Cohn, *Texas Heart Institute*

Fred Toney, *Launchpad Digital Health*

Kevin Wasserstein, *Neurotechnology Innovations Translator (NIT)*

**FDA Panel: Design Controls – Best Practices** | *Pacific Heights, 2nd Floor*

For medical device manufacturers, avoiding product recalls, FDA enforcement action, and product liability exposure starts with robust design controls: design process, hazard analysis documentation, and testing. Quality practices are built up-front and not tested after production. This panel of industry experts will discuss the elements for design control and the dire consequences of failing to implement a robust system of design controls.

**Moderator:** David Hoffmeister, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Darleen Crocket-Billig, *Experien Group, LLC*

Ryan Siskey, *Exponent*

**10:30 – BREAK**

**10:50 a.m.**

**10:50 – Breakout Session 2**

**11:50 a.m.**

**China Funding Strategies** | *Gold Ballroom, 1st Floor*

During the last several years China's investment interest in U.S. medtech has grown significantly. These transactions take many forms – loans, preferred stock, license arrangements, and joint ventures. Join a panel of experienced CEOs as they describe transactions they have completed with Chinese investors. Learn how these transactions are structured, how companies overcome restrictions on outbound investments, and the factors that draw Chinese investors to the U.S. and U.S. entrepreneurs to China.

**Moderator:** Elton Satusky, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Peng Cheng, *SV Tech Ventures*

Mark Gelfand, *Coridea, LLC*

Ames Gross, *Pacific Bridge Medical*

Hongbo Lu, *Lilly Asia Ventures*

**Hiring and Compensating the CEO** | *Sea Cliff, 2nd Floor*

Join a group of compensation experts as they look at recent trends and emerging best practices in medtech executive compensation. Participate in a discussion of current salary, as well as stock and bonus structures for management. Learn about the structure and pitfalls associated with carve-out plans and innovative ways to provide management teams compensation for successful exits. Finally, learn what executive recruiters are looking for in a resume and how networking skills can help you land your next great job.

**Moderator:** Donna Petkanics, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Julie Allen, *Allen Partners, Ltd.*

Scott McCall, *Wilson Sonsini Goodrich & Rosati*

Jody K. Thelander, *J.Thelander Consultant*

## **Workplace Sexual Harassment – Is Your Organization Prepared?**

| *Pacific Heights, 2nd Floor*

It seems like every day a new name or organization is added to the growing list of those facing a sexual harassment allegation. But what about your organization? Are you confident your managers and employees are properly trained to avoid becoming one of the headlines? Do you know the steps to take if an employee comes to you with a sexual harassment claim? It's crucial to have the answers to these questions and many more so you can keep your organization safe and in compliance.

**Speakers:** Ulrico Rosales, *Wilson Sonsini Goodrich & Rosati*

Meg Thering, *Wilson Sonsini Goodrich & Rosati*

**11:50 a.m. BREAK**

**– 12:10**

**p.m.**

**12:10 – Breakout Session 3**

**1:10 p.m.**

**Mergers & Acquisitions** | *Gold Ballroom, 1st Floor*

M&A activity in the medtech sector continues at a solid pace. Medtech consolidators have been busy exercising acquiring companies and exercising buyout options that they put in place in prior years. On the sell side, medtech companies have completed mergers on the eve of regulatory approval or soon after launching their products in the United States. Against this backdrop, our panel will explore recent M&A transactions with the goal of understanding current market terms and conditions, creative acquisition strategies and what a company needs to have in place to successfully complete these transactions.

**Moderator:** Philip Oettinger, *Wilson Sonsini Goodrich & Rosati*

**Speaker:** Conor Hanley, *FIRE1*

Christopher Letang, *SRS Acquiom*

Avi Raval, *Perella Weinberg Partners*

### **All Razor with No Blades – a Surge in Funding for Capital Intensive Therapies** | *Sea Cliff, 2nd Floor*

There has been a recent surge in the development of non-invasive, capital-intensive therapies addressing huge unmet needs. While these companies promise great clinical improvements, it is unclear whether they will be commercial successes. Their large upfront prices will be difficult for hospitals to finance and company revenues may be lumpy and unpredictable. This panel will discuss alternative pricing models to ensure success.

Do high capital price tag companies encounter difficulties raising money?

How do you plan to price your technologies? What is the likely payback period to facilities at that price?

Have you considered only renting the technology?

Have you considered instituting “per click” pricing in addition to, or in place of, capital equipment pricing?

**Moderator:** Mark Speers, *Health Advances, LLC*

**Speakers:** Maurice Ferre, *INSIGHTEC*

Patrick Maguire, *CyberHeart, Inc.*

Rafael Torres, *Varian Medical Systems*

**From Japan: Medtech Investment, Acquisition, Distribution,  
Product Development** | *Pacific Heights, 2nd Floor*

It has been more than five years since Japan’s medical device industry began its major effort to grow. The focus of that effort has been on developing innovative new products, investing in early stage companies, signing distribution agreements, and making acquisitions – in other words – doing deals. There is an opportunity for start-ups in Silicon Valley and elsewhere to work with Japanese companies and investors to finance and develop advanced medical technologies. There is an opportunity for later stage companies to do distribution agreements, create joint ventures, raise funds, and for M&A. Join this panel as presenters discuss some of these deals, how the deals were put together, and offer advice on the process.

**Moderator:** Jack Moorman, *US-Japan MedTech Frontiers (USJMF)*

**Speakers:** Daniel Burnett, *TheraNova, LLC*

Justin Takashi Fukuyama, *MedVenture Partners, Inc.*

Akiteru Furukawa, *Hoya Corporation*

J.C. “Kirt” Kirtland, *Emergent Medical Partners*

Takahiro "Taka" Uchida, *Japanese Organization for Medical Device Development, Inc. (JOMDD)*

**1:10 – 2:20 p.m.**      **Lunch and Interview – The NeoTract Story** | *Grand Ballroom, 1st Floor*

Join this lunchtime panel to hear the NeoTract Story. Its UroLift product is a minimally invasive device to treat men with an enlarged prostate. Under David Amerson's leadership, NeoTract's revenue exceeded \$100 million in 2017. Teleflex paid NeoTract \$725 million at closing and will pay an additional \$375 million when it hits certain sales milestones through 2020. Learn about the company's challenges and triumphs as it raced to build and commercialize this important new franchise in urology.

**Moderator:** David Cassak, *MedTech Strategist*

**Speaker:** David Amerson, *Teleflex, Inc., formerly NeoTract, Inc.*

Ted Lamson, *Teleflex, Inc., formerly NeoTract, Inc.*

Josh Makower, *New Enterprise Associates*

**2:20 – 2:40 p.m.**      **BREAK**

**2:40 – 3:40 p.m.**      **Breakout Session 4**

**Funding Strategies for Entrepreneurs** | *Gold Ballroom, 1st Floor*

Finding capital today is difficult, no matter the stage of the company. This panel of entrepreneurs and CEOs will share their experiences in the search for capital. Learn about the methods and strategies these medtech leaders used to secure the capital they needed to move their projects forward.

**Moderator:** James Huie, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Bev Huss, *Qool Therapeutics, Inc.*

Vahid Saadat, *Arrinex, Inc.*

Amit Vohra, *Promaxo, Inc.*

**Big Medtech's Evolving Business Development Strategies** | Sea Cliff, 2nd Floor

The Medtech consolidators have a challenge —they need to introduce important new products to grow their business, but internal innovation is both expensive and unpredictable. As a result they are increasingly looking externally to fill their pipelines. Companies that develop these products are well positioned to be rewarded, but they need to understand what the consolidators are looking for. Increasingly, they are turning to novel deal structures that can benefit both buyer and seller. Join a panel of business development executives to explore these issues.

**Moderator:** Steve Levin, *Innovation in Medtech, LLC/MedTech Strategist*

**Speakers:** Chris Eso, *Medtronic*

Susan Morano, *Johnson & Johnson Medical Devices*

Peter K. Shagory, *CONMED Corporation*

**Patents: Strategies for Managing Your IP Portfolio in a Cost Efficient Manner** | Pacific Heights, 2nd Floor

Managing a young company's IP strategy in a comprehensive and cost efficient manner can be a challenge. Join a panel of

entrepreneurs and attorneys to discuss strategies to effectively build a patent portfolio, defend against FTO challenges, and meet the expectations of investors and acquirers. Active participation of the audience will be encouraged as we survey and discuss best practices in this ever changing environment.

**Moderator:** James Heslin, *Wilson Sonsini Goodrich & Rosati*

**Speakers:** Bommi Bommannan, *MaxVal Group, Inc.*

Steve Parmelee, *Wilson Sonsini Goodrich & Rosati*

Bernie Shay, *Earlens Corporation*

Nicole Stafford, *Wilson Sonsini Goodrich & Rosati*

**3:40 – BREAK**

**4:00 p.m.**

**4:00 – MedTech Innovator 2018 Value Competition | Gold Ballroom, 1st Floor**  
**5:00 p.m.**

Four early-stage medtech companies selected from over 700 applications will present their pitches to a panel of judges. The judges will evaluate the presentations and provide feedback to each company. Ultimately, the audience votes for the winner of the \$25K MedTech Innovator 2018 Value Award. The winner will also be profiled in an upcoming issue of *The MedTech Strategist*.

**Moderator:** Paul Grand, *MedTech Innovator*

**Judges:** Linda Elkins, *Gore Innovation Center*

Jenell Paul-Robinson, *MedTech Innovator*

Renee Ryan, *Johnson & Johnson Innovation – JJDC, Inc.*

**5:00 –**        **Venture Capital Uncorked: Wine Tasting Reception** | *Grand*  
**6:30 p.m.**    *Ballroom, 1st Floor*

Join Wilson Sonsini Goodrich & Rosati for a wine tasting session following the conference. We will be sampling wines from various wineries, with venture capitalists serving as your sommeliers for the event. This is your chance to try some great wine and learn more about what each of our local venture firms is looking for in their next deal. It's a great pairing – *wine with a venture capital twist*.



Copyright © 2017 Wilson Sonsini Goodrich & Rosati