



Medical Devices: The Long Road To Commercialization

10-250 Case Presentation

October 9, 2002

6:00 PM - 9:00 PM

Room 10-250 @ MIT



KEYNOTE

David Cassak, Publisher, In Vivo and Startup

David Cassak is a Managing Partner of Windhover Information Inc., a Norwalk, CT-based health care business publishing and information company, and an editor of Windhover's monthly publication IN VIVO: The Business & Medicine Report. Before joining Windhover, David served for ten years as Editor of Health Industry Today, a leading publication in the health care distribution industry. He publishes extensively on a wide range of issues, from marketing and distribution to corporate strategies, the evolving multi-hospital system/national account marketplace, developments in managed care, the new consumerism, and the changing role of hospitals and doctors. He also speaks before a wide range of industry groups. Mr. Cassak received his BA from Drew University and did graduate work at Columbia and Princeton.

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What are the fundraising challenges for PMA technology? How do you keep the team together through the long development process? How do you establish milestones and deal with the regulatory process? How do you compete in a crowded field with many alternative treatments/technologies? What are the appropriate exit strategies for medical device companies?



CASE

Percardia, Inc., Nancy Briefs, CEO



Percardia is an early stage, venture funded, medical device company dedicated to development and commercialization of proprietary devices for treatment of coronary artery disease (CAD). Join us as Nancy Briefs and our panelists discuss this company's challenges during the long road to commercialization.

PANEL



Jeffrey T. Barnes

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