

# Merage Institute

US-Israel Innovation Bridge  
Executive Leadership Program

**2013**

**March 3 – March 15**

**Life Sciences  
Medical Devices**

## Welcome from the Merage Institute CEO and Executive Director

Dear Participants,

I would like to welcome you to the US-Israel Innovation Bridge Executive Leadership Program for the Israeli executives.. Over the past years we have had the privilege and honor of sharing this program with more than 350 Israeli executives who have become Merage fellows.

For me and my family this has been a wonderful and rewarding experience. We have met some of Israel's best and brightest and have established warm friendships with many. But the most rewarding to us has been the response we have received from the executives who have, in many cases, found the two weeks they have spent here "a life changing experience."

We have now further enhanced this program based on comments and observation of the previous fellows. It has been carefully and painstakingly constructed to provide you with real life, practical tools to enhance your strategic understanding of the American market.

I am personally looking forward to meeting you in the coming weeks and welcoming you to the program and to our home.

Paul Merage



CEO and Executive Director  
Merage Institute

## Welcome from the US-Israel Innovation Bridge, Program Director

Dear Participant:

On behalf of Katherine, Paul, and Lilly Merage I am pleased to send you the schedule for the Merage Institute's Business Leadership Training Program, which will take place **March 3 through March 15, 2012** in Irvine, California.

The faculty is amongst the best in the United States. You will train with top business school professors, respected CEOs, and leading practitioners. You will also have the opportunity to learn from business experiences of community leaders over evening dinners.

You will find all the pre-reading material and other useful information at the Merage Institute's Website: [www.merageinstitute.org](http://www.merageinstitute.org). We have planned some leisure activities for you, but your schedule will be intense during both weeks. The schedule below is divided into carefully integrated modules ranging from general marketing to business development principles and strategies applicable to the US market. All sessions will take place at the **Island Hotel** conference room. Evenings will be informal. Dinners will be generally hosted in private homes, and will be followed by discussions with top leaders in the community.

Throughout the program you will be staying at the **Island Hotel - 690 Newport Center Drive**, Newport Beach, California 92660. Phone: (949) 760.4962 [www.islandhotel.com](http://www.islandhotel.com). Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **March 3** at **18:30** we will meet at the Lobby of the hotel.

All daytime sessions will be held at **Island Hotel**. Dress for days and evenings will be business casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals. Breakfast during the week will be at 7am. Morning sessions will start promptly at **8am**. *Most evenings we will meet directly outside the hotel*. Vans will pick us up and take us to dinner and evening sessions. Pick up times will be **promptly at 6:30 p.m.**

If you have any further questions about the program, please feel free to contact us: Yishay Aizik ([yaizik@merageinstitute.org](mailto:yaizik@merageinstitute.org)) Israel: 03-7229878 California: 949-7017576 or Kristie Eidlhuber ([KEidlhuber@merageinstitute.org](mailto:KEidlhuber@merageinstitute.org)).

We look forward to your visit.  
Sincerely,

Yishay Aizik,  
Executive Director Merage Institute,  
*US-Israel Innovation Bridge*

### Week One: March 3-9

	Morning	Afternoon	Evening
<b>Sun 3</b>	Arriving to Irvine checking in		<b>18:30pm</b> Welcome Dinner at <b>Island Hotel</b> with Paul Merage and Faculty
	Breakfast: HOTEL	Lunch: HOTEL	
<b>Mon 4</b>	<b>8:00am-12:00 noon</b> <b>Marketing</b> Imran Currim	<b>1:00pm-5:00pm</b> <b>Marketing</b> - continued Imran Currim	<b>19:00</b> Welcome Dinner hosted by <b>Paul and Lilly Merage</b> Presentation: <b>Paul Merage</b>
	Breakfast: HOTEL	Lunch: HOTEL	
<b>Tues 5</b>	<b>8:00am-12:00 noon</b> <b>Marketing</b> - continued Imran Currim	<b>1:00pm-5:00pm</b> <b>Presentation Skills &amp; Elevator Pitch</b> Joel Calvo	<b>19:00</b> Dinner hosted by <b>Linda and Bob Yellin</b> Presentation: <b>Don Bobo</b> Edwards Lifesciences
	Breakfast: HOTEL	Lunch: HOTEL	
<b>Wed 6</b>	<b>8:00am-12:00 noon</b> <b>Presentation Skills &amp; Elevator Pitch</b> - continued Joel Calvo	<b>12:20-12:50</b> <b>Lunch with Michal Miasnik,</b> West Coast Representative, BIRD Foundation	<b>1:00pm-5:00pm</b> <b>Business Strategy</b> Leonard Lane
	Breakfast: HOTEL	Lunch: HOTEL	
<b>Thurs 7</b>	<b>8:00am-12:00 noon</b> <b>Business Strategy</b> – continued Leonard Lane	<b>1:00pm-5:00pm</b> <b>Business Strategy</b> – continued Leonard Lane	<b>19:00</b> Dinner hosted by <b>Nancy and Irv Chase</b> Presentation: <b>Amir Lerman</b> <b>Medical Start Up Companies</b>
	Breakfast: HOTEL	Lunch: HOTEL	
<b>Fri 8</b>	<b>8:00am-12:00 noon</b> <b>Negotiation</b> Lisa Barron	<b>1:00pm-5:00pm</b> <b>Negotiation</b> - continued Lisa Barron	<b>18:00</b> Dinner and Services – <b>University Synagogue</b>
<b>Sat 9</b>	<i>Rest or free time for shopping/sightseeing/ exercise</i>		

## Week Two: March 10-15

	Morning	Afternoon	Evening
Sun 10	<i>Rest or free time for shopping/sightseeing/ exercise/dinner</i>		<i>Beach Party hosted by Eyal and Yael Aronoff</i>
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 11	<b>8:00am-12:00 noon</b> <b>Strategic networking</b> Bruce Money	<b>1:00pm-5:00pm</b> <b>Strategic networking</b> Bruce Money	<b>19:00</b> Dinner hosted by <b>Molly and Isreal Weinberg</b> Presentation <b>Michael A. Friedman, M.D.</b> President and Chief Executive Officer Cancer Center Director.
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 12	<b>8:00am-12:00 noon</b> <b>Critical Thinking &amp; Decision Making</b> Tom Eppel	<b>1:00pm—5:00pm</b> <b>Medical Device Start-ups in the Cardiology space - Lesson learned from recent successes and failures case studies</b> Gilad Glick	<b>19:00</b> Dinner hosted by <b>Nancy and Mike Meyer</b> Presentation: Rick Afable – President and Chief Executive Officer
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 13	<b>8:00am-12:00</b> <b>Effectiveness &amp; Leadership</b> Alan Sellers	<b>1:00-3:00pm</b> <b>Appifying your technology:</b> Anurag Bist	<b>3:15-5:00pm</b> <b>University-Industry Collaborations and Cluster Formation</b> Goran Matijasevic
	Breakfast: HOTEL	Lunch: HOTEL	<b>19:00</b> Dinner hosted by <b>Zeev and Tami Kain</b> Presentation: <b>Tech Coast Anglels</b>
Thurs 14	<b>7:45am(lobby)-12:00 noon</b> <b>Visit @ Edwards Lifesciences</b> Stanton Rowe Chief Scientific Officer	<b>1:00pm-5:00pm</b> <b>Branding</b> Sasha Strauss	<b>19:00</b> Graduation and Farewell Dinner hosted by <b>Katherine Merage, Paul Lilly Merage the Ritz</b>
	Breakfast: HOTEL	Lunch HOTEL	
Fri 15	<b>9.00am-1:00pm</b> <b>FDA's Regulatory Pathways to Medical Device Marketing in the United States</b> Ed Allera  <b>US HealthCare System and the Reimbursement Process</b> Rod Benson		- THE END -

## Module Details

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### **MODULE: Marketing, Sales and Distribution**

Dr. Imran Currim

<http://web.gsm.uci.edu/~currim/>

Monday, 8:00-12:00 and 1:00-5:00

Tuesday, 8:00-12:00

### **Marketing Strategy**

This module will help Israeli business people understand and develop alternative marketing strategies for U.S. markets. We will focus on organic growth, when companies grow through existing or new products or services in existing or new markets. Discussions will cover securing new markets through expanding geographically and targeting new segments (or customers). Learning is facilitated through a combination of readings, case discussions, and an assignment.

### **Text, Articles, and Cases**

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.
2. *Strategic Marketing Management*, 6th Edition, 2001, John Wiley and Sons, New York.
3. "The Brand Report Card," *Harvard Business Review*, January-February 2000, p. 147-57.

\*4. Biopure, *Harvard Business School Case* 9-598-150.

\*5. Invisalign, *Kellogg Business School Northwestern University Case* KEL032-PDF-ENG

\*I hope you can read items 4 and 5 before my Monday-Tuesday (July 16/17th) session and briefly write your thoughts on each of the questions on the case (see below). This is important for the group discussion. Items 3, 4, and 5 can be ordered from [www.hbsp.com](http://www.hbsp.com) (Harvard Business School Publishing).

While it is preferable that other items are read before the two-day session, it is not necessary. However I recommend these items (particularly item 2) be read after you return to Israel. You may be able to find Item 2 (a paperback) in Israel at a lower price. Alternatively it can be ordered from [www.amazon.com](http://www.amazon.com) although they may take some time to ship your order. If some of item 2 can be read before my two-day session I recommend you read Chapters 11, 12, 9, 2, 3, 4, 5, 6, 7 (ordered from most important to important), or any subset of these chapters. Our discussion will focus on how the concepts in these chapters are being used, have been used, and can be used in specific company settings.

**Monday,**

**8.00 – 12.00 Introduction, Alternative Growth Strategies, Honda Motor Car Company**

**1.00 – 2.30 Biopure**

1. How do you assess Biopure's potential in the human market? The animal market?
2. What are the biggest obstacles to Biopure's success in the human market? The animal market?
3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?
4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

**2.45 -5.00 Invisalign**

1. Diagram Invisalign's channel structure for the (a) promotion selling cycle and (b) ordering/physical possession cycle.
2. What channel functions and flows are performed by each channel member for Invisalign and the traditional braces market?
3. Are there any gaps in the channel? Are channel members performing functions that Invisalign intends them to? If not, why not?
4. Are channel power sources affecting Invisalign's success? If so, how?
5. What would you do to ramp up conversion from generation of interest to capture?

**Tuesday**

**8.00 – 12.00 Customization of Marketing Strategies and Group Discussion**

8:00 – 8:15 We will make a list of Israeli products or services for export. The participants will be divided into groups. Each group will select a product or service offered by a group member firm for export.

8:15 – 10:00 Dr. Currim will lead a brainstorming session on key questions and methodology for development of export plan

10:00 – 11:00 Group Develops Marketing Strategy for Israeli Exports to the U.S.

Each group will come up with:

- (a) key questions to be answered in order to judge the export potential of the product or service, to be summarized on 1-2 transparencies, and
- (b) an outline of a process or methodology for answering the key questions, to be summarized on 1-2 transparencies.

11:15 – 12:00 Group Presentations and Discussion

Each group will present the output of the 9.45-10.45 session, followed by a discussion on how the questions and methodology can be enhanced (15-20 minutes per group).

**MODULE: Presentation Skills and Elevator Pitch**

Joel Calvo

**Module Description:**

Creating Your Elevator Pitch:

An elevator speech is an elevator statement that is indispensable tool for promoting you and your business. It is as essential as your business card. What is an elevator speech? Simply put, it is a concise, carefully planned, and well-practiced description about you and your company that your mother should be able to understand in the time it would take to ride up an elevator. In this session you will learn to write and present your personalized Elevator Speech.

**MODULE: Business Strategy**

Leonard Lane

**Module Description:**

The focus of this module is on competitive strategy. The objectives are to provide knowledge of successful techniques for strategy formulation and strategy implementation. To analyze competitive strategy it is essential to understand the structure of an industry, the evolution of this structure and the pattern of interaction among the competitors in the industry.

The module is designed to improve your decision-making in a competitive and dynamic environment where competition means the goal of every business is to gain and sustain an advantage over rivals. Therefore, our approach is practical and problem-oriented. A major part of the module will involve applying concepts, frameworks, analytical techniques and managerial insights to the strategic issues which your companies are facing.

**The Concept of Strategy****8:00 – 12:00****Read:** Crafting Strategy by Henry Mintzberg**Read:** What is strategy by Michael Porter**Read:** Can You Say What your Strategy Is? HBR, April 2008, Collis and Rukstad

The first module will address key elements of strategy along with two exercises to support our discussions. We will address the definition of strategy and its relation to competitive advantage and identification of an intensity of rivalry in the technology industry in the United States. An exercise will be conducted amongst participants to define the industry segments in which you compete and who has the power in those segments. Based on this exercise we will then have a discussion on how to identify and exploit competitive advantage.



## Analyzing Resources and Capabilities

**1:00 – 5:00**    **Read:** Competing on Resources

**Read:** The Core competence of the corporation

**Read:** Creating Competitive Advantage, HBS press, Product 9-798-062

**Read:** Drug Eluting Stents: A paradigm shift in the Medical Device Industry:

Case: OIT-50 The afternoon session will be devoted to understanding how

to compete on your resources and capabilities. The focus will be identification of your company's drivers, assumptions, capabilities and current strategy in relation

to developing a future strategy to exploit your competitive advantage in the

U.S. market.

**Group Exercise:** Identification of resources and capabilities in relation to market opportunities – your strategic fit.

## Application to the Medical Device Industry

**8:00 – 12:00**

**Read: Acumen Fund and Embrace: From the Leading Edge of Social**

**Venture Investing** Discussion of the industry and product life cycles, as well as critical success factors, required at different stages of the industry and product life cycle. The final portion of this module will be devoted to an exercise in which participants will identify the critical success factors needed at each stage of their product life cycle and prepare a summary plan on how to focus the necessary resources and capabilities on achieving these critical success factors.

## MODULE: Negotiations

Lisa A. Barron, Ph.D., MBA

### **Module Description:**

The purpose of this module is to provide opportunities for participants to develop their negotiating abilities for use in organizational and other settings. The module is premised on the assumption that negotiating concepts are best learned through practice grounded in rigorous analysis and reflection. Theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, with the focus primarily on improving practical skills through participation in simulations. Participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

### Negotiation Curriculum:

1. What is negotiation?
2. What is a negotiation issue?
3. Distributive vs. Integrative Negotiations
4. Interests and Positions
  - explanation
  - exercises (these will involve generic situations)
  - wide application of interest and position concepts
5. Additional negotiation concepts
  - Negotiation Issues
  - BATNA
  - Target
  - Reservation price
6. How to prepare - introduction to the prep sheet
7. Negotiation simulation
  - prepare in dyads
  - negotiate in dyads (privately)
  - group debrief
8. "Informal" negotiations – how to use concepts in situations that don't necessarily present as negotiations
9. Advanced techniques for multiple-issue negotiations
10. Questions, review, wrap-up

### MODULE: Strategic Networking

Bruce Money

#### Module Description:

This module focuses on networking in a strategic sense; that is, how to form and utilize connections with people for successful entry and growth. As the saying goes, it's not *what* you know, it's *who* you know. When it comes to networks, it's sometimes *how* you know them as well. In the vast market of the U.S., learning the strategic aspects of forming the right kinds of relationships is important to success of Israeli ventures in America. Through case studies, simulations, and other examples, we review and explore the frameworks that govern how action-oriented networks are formed and maintained. Participants will analyze various types of networks and their relevance to Israelis (e.g., product- or service-oriented, community, Jewish leaders, professional, etc.). You will also identify and discuss strategies relevant to Israeli business operating in U.S. regarding creating and sustaining networks. Learning how networks operate demonstrates that, as in many areas of business, advantage may not go to the one with the most resources, but rather to the one who knows what's going on.

A few pre-readings and a case for this course will be sent to you by the Merage Foundation. Dr. Money will give you other articles at the seminar.

**Pre-Readings (Please read before the module begins.)**

"How Leaders Create and Use Networks," by H. Ibarra and M. Hunter, *Harvard Business Review*, January 2007.

"A Blueprint for Constructing a Personal and Professional Network," by T. Krattenmaker, *Harvard Management Communication Newsletter*, April 2002, Harvard Business School Publishing.

"Heidi Roizen," Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker

*Please read through the case and prepare to discuss the following questions:*

1. What are the strengths of Roizen's network as we see it at the end of the case. The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?
3. What strategic lessons can you apply from Roizen's experience to your own networking efforts for marketing, financing and other help?

**Seminar Outline**

8:00-12:00

The Nature of Networking Concepts

- The "small world" phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of "structural ho

Networking Tools

- Types of networks
- Building and managing your network
- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the "top dog" syndrome

Networking Vehicles

- Wider-scope networks (community, government, etc.)
- Cross-cultural networking considerations
- Specific networking help for Israeli companies in the U.S.
- Strategic blogging

1:00-4:30

Putting Networks to Work for Your Business

- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

Presenting Your Own Strategic Networking Plan

Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.). Questions to be considered include:

1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

As a class we will listen to the plans, provide feedback, etc.

## Other Readings

### *Business Press/Newspaper Articles* (to be distributed in class)

"The Power of Networks," special issue of *Forbes*, May 7, 2007 (selected articles)

"How to Network—And Enjoy It," *Fortune*, April 4, 2005

"Passengers Are Cleared to Network about the Cabin," *New York Times*, September 14, 2004.

"The Fine Art of Following Up," *Business Week*, October 21, 2002.

"Bridging the Gap," *Entrepreneur*, November, 2004.

### *Academic Articles* (for perusal only—to be distributed in class)

"Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration," by R. Cross, S. Borgatti, and A. Parker, *California Management Review*, Winter 2002.

"Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan," by B. Money, M. Gilly and J. Graham, *Journal of Marketing*, October 1998.

### *Other Harvard/Stanford Readings* (Recommended for further reading—can be ordered online from HBS Publishing website, [www.hbsp.com](http://www.hbsp.com))

"Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation" by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator's DNA*, Harvard Business School Publishing.

"A Note on Social Networks and Network Structure" by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.

"How to Build Your Network" by Brian Uzzi and Shannon Dunlap, *Harvard Business Review*, December 2005, Harvard Business School Publishing.

"Are You Ready to Get Serious About Networking?" by S. Parker, *Harvard Management Communication Newsletter*, February 2003, Harvard Business School Publishing.

"The Science of Networking," by L. Gary, *Harvard Management Update*, January 2004, Harvard Business School Publishing.

"Note on Industry Peer Networks," by S. Sgourev, 2002, Stanford Business School, available from Harvard Business School Publishing.

"Can a Shy Person Learn to Network?" by H. Ibarra, *Harvard Management Update*, September 1996, Harvard Business School Publishing.

### *Books on Networking* (Recommended for further reading—can be ordered online at [www.amazon.com](http://www.amazon.com) or from other booksellers)

*The Hidden Power of Social Networks*, by R. Cross and A. Parker, 2004, Harvard Business School Press, ISBN: 159139270.

*Power Networking*, 2nd Edition, by D. Fisher, S. Vilas, 2000, Bard Press, ISBN: 1885167474.

*Hidden Assets: Harnessing the Power of Informal Networks*, by C. Ehin, 2004, Springer-Verlag Telos, ISBN: 1402080816.

**MODULE: CRITICAL THINKING & DECISION MAKING**

Thomas Eppel

**Module Description:**

Sound decision-making and critical thinking have always been important skills for creating success. In a world that has become increasingly complex and that is changing at an ever-increasing pace, these skills are even more important than ever before. Yet, too many individuals and organizations are ill prepared when it comes to making smart decisions and how to critically examine the abundance of data and information that is all around us.

This module gives an overview of the art and science of decision-making and critical thinking. It provides the motivation to view decision situations as opportunities rather than problems and to view decision making as a skill that can be learned, practiced and improved upon like any other skill. It also discusses the many pitfalls and psychological biases that have a tremendous impact on our thinking and decision-making and have led to new fields such as behavioral economics and behavioral finance.

**Selected Readings:**

Book: Smart Choices, A Practical Guide to Making Better Life Decisions by John S. Hammond, Ralph L. Keeney and Howard Raiffa.

**MODULE: Medical Device Start-ups: Case Studies**

Gilad Glick

**Module: Effectiveness and Leadership**

Alan Sellers

**Module Description:**

A review of tools to enhance the effectiveness of the organization (including The Four C's, and the Five Elements of The People Model of Business). We will gain a practical perspective on what is required to succeed in growing a Medical Devices company in the United States. This is intended to be a hands-on, participative session in which the members of the class will interact with the presenter and explore how to more effectively conduct business in the United States.

**Module: Appifying your technology: Stories from the trenches of development of mobile Apps using sensors and data analytics**

Anurag Bist

Several major technologies driven trends have created a unique opportunity in the field of consumer, enterprise and healthcare technologies:

- Availability of low cost and high powered computing devices like lap-tops, tablets and smart phones equipped with sophisticated sensors that provide 24/7 connectivity
- Maturing of algorithms that can leverage these devices and sensors to capture and analyze various inputs from individuals for various applications
- The eco-system often referred to as Cloud-computing that enables the use of very high-performance and reliable computing at a fraction of its previous cost

This workshop will cover some of the challenges in using these technologies trends towards developing Mobile Apps to map technologies to marketplace. Real examples and insights from the trenches will be given to make this session more interesting and relevant.

### **Module : Branding**

Sasha Strauss

#### **Module Description:**

A rich introduction to all things branding — from naming and brand architecture to visual design and brand extension. We'll look at why brands matter, who they matter to, how you can build them into your marketing, advertising and public relations strategies. A great start for professional communicators or those simply interested in brand strategy.

### **MODULE: FDA's Regulatory Pathways to Medical Device Marketing in the United States**

Edward John Allera

#### **Module Description:**

- Overview of medical device regulatory processes in the United States.
- Use and design of computerized systems in clinical trials.
- Important issues in the premarket design and analysis of device trials.
- Synopsis of quality systems and import requirements for medical devices.
- Development process of a post-marketing plan including the post approval study outline.
- Review clinical case studies involving medical devices.
- Best practices and tips to prepare for good clinical practice inspections.

### **Module : University-Industry Collaborations and Cluster Formation**

Goran Matijasevic

#### **Module Description:**

This module will explore industry-university collaborations and the different opportunities along the University-Industry Partnership Continuum. It will also take a look at the creation and the role of industry clusters in driving innovation in a region. Example of the biomedical industry cluster in Orange County and more specifically the ophthalmology cluster will be highlighted. The role of regional and national trade associations will also be discussed.

## **MODULE: US Health Care System & Reimbursement Process**

Rodney L. Benson

### **Module Description:**

This training will provide an overview of the major public health care programs in the United States, Medicare and Medicaid. The content of this training will be as follows:

- Overview of health care in the United States
  - Discuss health care expenditures
  - Discuss the demographics of the populations that rely upon public programs for health care
- Introduction of the Medicare and Medicaid programs
  - General description of programs
  - Statutory and regulatory authorities
- Discussion of Medicare
  - Part A – Hospital Insurance
    - Services provided under Part A
    - Beneficiary eligibility requirements
    - Provider enrollment
    - Reimbursement under Part A
  - Part B – Medical Insurance
    - Services provided under Part B
    - Beneficiary eligibility requirements
    - Provider enrollment
    - Reimbursement under Part B
    - Enrollment in Part A and Part B
  - Part C – Medicare Advantage
    - General description of Medicare Advantage
    - Discussion of Medicare Advantage plans and how they enroll in the Medicare program
    - Description of services provided under Part C of Medicare
    - Payments to Medicare Advantage plans
    - Discussion of beneficiary election periods
  - Part D – Prescription Drug Benefit
    - General description of Part D
    - Beneficiary enrollment
    - Prescription Drug Plan application process
    - Description of the services provided under Part D
  - Medigap
    - Discuss options available to Medicare beneficiaries to purchase supplemental insurance
    - Describe how Medigap policies fill gaps in Medicare coverage
- Discussion of Medicaid
  - General overview of Medicaid

- Discussion of Medicaid grants and the Federal Government's sharing in State Medicaid costs
  - Discussion of how individuals qualify for Medicaid
  - Discussion of mandatory services under Medicaid
  - Description of other services that states may choose to provide
  - Discussion of Medicaid coverage for Medicare beneficiaries (dual eligible)
- Discussion of other significant developments related to the public funding of health care
  - Electronic health records
    - Overview of EHR and importance to health care
    - Meaningful use requirements
    - Discussion of the Medicare EHR Incentive Program
    - Discussion of the Medicaid EHR Incentive Program
- Health care reform
  - General introduction of the Affordable Care Act
  - Discussion of Health Care Exchanges
  - Discussion of other significant provisions of ACA, including Medicare payment reforms and innovation



## Professors and Presenters

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**Richard Afable, M.D., M.P.H.**

HOAG Hospital - President and Chief Executive Officer

Richard Afable, MD, MPH, is President and Chief Executive Officer of Hoag Memorial Hospital Presbyterian, an independent, faith-based, not-for-profit, tertiary care hospital system located in Newport Beach, California. Hoag is the largest provider of secondary and tertiary care services for the 3.1 million residents of Orange County, California.

Hoag, which is a Magnet Hospital for Nursing Excellence -- one of only ten hospitals in California with this designation -- has more than 5,000 employees. Its hospitals in Newport Beach and Irvine have received numerous awards for patient satisfaction, service, quality, and palliative care. Hoag has a AA credit rating by Standard & Poor's, with \$1.5B in assets and \$800M in net patient revenue for 2012.

Dr. Afable is the senior executive responsible for all aspects of hospital operations and quality of care. Dr. Afable reports directly to the Hoag Board of Trustees and he directs a 23-member executive leadership team.

He is also responsible for a significant philanthropic effort, directing the Hoag Hospital Foundation along with a senior executive and staff. In addition, Dr. Afable is responsible for the provision of hospital-sponsored outreach services and is accountable for achieving community benefit goals, as determined by the Board of Directors.

Prior to joining Hoag in 2005, Dr. Afable was Executive Vice President and Chief Medical Officer at Catholic Health East, a 31-hospital, multi-state healthcare system on the east coast. Responsibilities included quality of care, clinical integration, physician relationships, and managed care coordination across the system. He served as a member of CHE's Senior Management Team and was staff to the CHE Board of Trustees.

Dr. Afable is board certified in Internal Medicine and has added qualification in Geriatric Medicine. He received his BS degree from Loyola University in Chicago and an MD from the Loyola Stritch School of Medicine.

He obtained a Masters of Public Health (MPH) degree from the University of Illinois and a certificate in business administration from Villanova University. He is a Fellow of the American College of Physicians.



**Edward John Allera**

**Title: Co-Managing Shareholder, Buchanan Ingersoll & Rooney PC, Washington, DC Office**

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Edward John Allera focuses his practice on the development of new products and business opportunities in the areas of pharmaceuticals and technology, especially regarding the regulation and promotion of drugs, biologics and devices. Ed is a managing shareholder of the Washington, D.C., office of Buchanan Ingersoll & Rooney PC, as well as chairman of the firm's FDA/Biotechnology Section.

He began his career at the Food and Drug Administration (FDA), where he served as associate chief counsel. As a pharmacist, one of Ed's strengths is the ability to integrate science into the law to combat ill-considered FDA actions.

He also has a cadre of experts with whom he works that enables him to create rapid, sophisticated legal/scientific rebuttals to FDA actions. He has worked extensively in the product life cycle management area and with almost every dosage form. Because he has a background in the science surrounding dosage forms and pharmacokinetics, he has filed a large number of Citizen Petitions in the product life cycle management process.



**Dr. Anurag Bist**

**[anurag.bist@ashmarip.com](mailto:anurag.bist@ashmarip.com)**

Dr. Anurag Bist is Founder of AshmarIP, an Intellectual Property Consulting firm. Dr. Bist brings years of entrepreneurial, leadership and Intellectual Property domain experience to the founding team of AshmarIP. In 1999, he co-founded VxTel, a successful fabless semiconductor company providing silicon solutions for VoIP infrastructure.

Dr. Bist led the worldwide firmware team at VxTel and helped grow the company from 5 people to over 160 in 2 years. In 2001, Intel acquired VxTel for \$550 Million in cash.. Subsequent to VxTel, Dr. Bist was also Founder and CEO of Moxair a technology start up that developed solutions for low power display technology for Tablets, Smartphones and other mobile devices.

Dr. Bist has held various technical and management positions in companies such as Intel, Conexant Systems, Rockwell Semiconductor Systems and AT&T Bell Labs. He holds over 20 US patents and has several other patents pending, and is a past recipient of IEEE Capocelli award for paper in Data Compression Conference. He is a Charter member of TIE Southern California. Dr. Bist received the B. Tech. degree from the Indian Institute of Technology, Kanpur, India, the M.S. degree from Princeton University, and the Ph.D. degree from the University of Hawaii, all in Electrical Engineering.



**Lisa Barron**

**Title:** Senior Lecturer, Negotiations

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Dr. Lisa Barron is a faculty member of Organization and Management at The Paul Merage School of Business, University of California, Irvine.

Her teaching interests focus on creativity, negotiation, communication, organizational behavior and leadership. She has taught negotiation and leadership techniques to members of large and small organizations including Microsoft, Medtronic, Ingram Micro, State Street, MicroSemi, and Boeing and to executives, career counselors, undergraduate and graduate students, academic staff and faculty. Her current coaching work focuses on helping executives and doctors become more effective leaders, communicators and problem-solvers.

Lisa's research has been published in the journals *Human Relations*, *Career Development International*, and *Journal of Management Inquiry* and has been written about or recognized in *The Boston Globe*, *The Washington Post*, *The New York Times*, *Glamour*, *The Huffington Post*, and the *Orange County Register*. In addition, she has appeared on radio programs for WBUR, KNX, CBS and NPR.

Lisa's negotiation courses and workshops focus on developing people's ability to better understand their underlying interests and negotiate effectively. Her creativity courses focus on developing people's ability to think creatively and to use that thinking to solve problems. She also coaches executives and doctors regarding development of their leadership abilities. Lisa has taught graduate and undergraduate courses in organizational behavior and negotiation at Pepperdine University, The Claremont Graduate School and The Paul Merage School of Business at University of California, Irvine and Executive Education at UCLA and UCI. She has taught negotiation workshops at UCLA, CalTech, UCI, the Keck Graduate School and Utah State University.

Lisa has received sixteen teaching awards for her negotiation and her strategic communication courses. In addition to her academic experience, Dr. Barron has worked as an advisor to undergraduates and as a consultant and trainer at the Data Center at Stanford University. She also has experience marketing IT training programs.

Lisa is a member of the Academy of Management, the American Psychological Association, and the Association for Psychological Types. She is also a certified mediator. She has reviewed for leading journals in the fields of Management and Psychology. She received her Ph.D. in Organizational Behavior from The Anderson School at UCLA.

In addition, she has an MBA from The Anderson School at UCLA and a BA in Psychology and English from Stanford University. She loves to travel, cook (and eat), cycle, read, scuba dive, draw, paint and collect handmade earrings and folk art.



**Rodney L. Benson**

**Title:** Counsel, Buchanan Ingersoll & Rooney PC, Washington, DC Office Counsel

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Rodney L. Benson has more than 35 years as a government senior executive and highly-experienced government contracts attorney with a distinguished career of federal government service. He has been acknowledged for his exceptional ability to counsel staff and clients on complex legal matters, as well as possesses extensive experience in defending federal agencies in protests and disputes, with a remarkable record of success.

Immediately prior to joining Buchanan, Rod served for 13 years as director of the Office of Acquisition and Grants Management at the United States Department of Health and Human Services (HHS).

Through Rod's 30+ years of combined experience as the director of Acquisitions and Grants Management for the Centers for Medicare and Medicaid Services (CMS) and as a senior attorney in the Department of Health and Human Services Office of the General Counsel representing CMS, he has developed considerable expertise in the field of federal acquisition. He has also acquired extensive knowledge of CMS's programs and organization.



**Donald E. Bobo, Jr.**

**Corporate Vice President,  
Heart Valve Therapy**

Donald E. Bobo, Jr. has been corporate vice president, heart valve therapy since 2007 and is responsible for the company's surgical heart valve business, including tissue replacement and repair devices.

Bobo has over 25 years of experience in the medical products and healthcare industry where he most recently served as Edwards' vice president and general manager of transcatheter mitral repair and as vice president, corporate strategy.

Prior to joining Edwards, he served as director and general manager of the non-invasive monitoring business unit of InnerSpace, a medical device startup company. Since 2004, Bobo has served on the school of biological sciences Dean's Leadership Council at the University of California, Irvine.

From 2001 to 2006, he served as a director and board member of PLC Medical. He received his bachelor's degree in mathematics from Bob Jones University and a master's degree in engineering from the University of Southern California



**Mitchell Brin, MD, FAAN**

Sr. VP Global Drug Development & Chief Scientific Officer

**BOTOX® Allergan, LLC.**

**Professor of Neurology, University of California, Irvine**

Dr. Mitchell Brin is a physician neurologist with extensive patient care and clinical development experience with 28 years of pharmacology, experimental therapeutics, small molecule and neurotoxin (including Oculinum® / BOTOX® / Myobloc® / Dysport®) research on a background of extensive patient care.

This research & development experience includes 17 years academic experimental therapeutic (drug/biologics/device) and genetic clinical trials with studies supported by competitive U.S. Food and Drug Administration grants and awards, the National Institutes of Health, private philanthropy and 11 years in the biopharmaceutical industry.

Dr. Brin graduated with a Bachelor of Arts degree in Biology from the University of Pennsylvania (Magna Cum Laude, Phi Beta Kappa) and received his Medical Degree from Columbia College of Physicians and Surgeons.

He completed a medical internship at the Mount Sinai Medical Center, neurology training at the Columbia University Neurological Institute, followed by a fellowship in Movement Disorders at the Neurological Institute, where he became an Assistant Professor and Coordinator of the Dystonia Clinical Research Center.

In 1994, Dr. Brin joined the staff at Mount Sinai School of Medicine, subsequently received the Bachmann-Strauss Endowed Chair in Neurology and was promoted to Professor.

In 2001, Dr. Brin joined Allergan as Vice President of Development, and Therapeutic Area Head for BOTOX® & Neurology. Subsequently promoted to Senior Vice President, he was responsible for the Global Registration Development program for therapeutic and aesthetic biologics and neurology small molecules.

In 2007, he assumed the responsibilities of Senior Vice President Global Drug Development, and Chief Scientific Officer for BOTOX®. In this capacity, he provides strategic cross-functional support of the neurotoxin and next generation biologics program.

This includes global scientific support and clinical expertise across the continuum of all BOTOX® therapy (cosmetic and therapeutic) product research, development, regulatory, drug safety, safety pharmacology, formulation, medical affairs and corporate strategy. He continues to publish actively and is a Professor of Neurology at the University of California Irvine, where he evaluates and treats patients.



**Joel Calvo**

**Title:** Chairman and Ceo

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Joel Calvo has been a business and community leader for more than 30 years. He is an accomplished senior executive whose strategies, communication skills and financial acumen have consistently delivered a successful track record of growing company profitability and meeting diverse stakeholder interests in small privately---held to large publicly---held organizations.

Professional highlights include the following:

- Chairman/CEO of WM Financial Services, a national broker/dealer with more than 2,000 brokers;
- Chairman/CEO of WM Advisors, a \$28 billion mutual fund complex;
- Partner of ZAAZ, a full service interactive agency: strategy, design, development, user experience, web analytics, optimization, social networking & search marketing;
- President of PNC Capital Markets, a public finance investment banking firm;
- President of PNC Investments, a multi state retail broker/dealer;
- Director of Sales and Marketing for Bank of America's Global Private Bank;
- President of Main Street Trading, an institutional and retail commodities firm;
- Led and integrated numerous business turnarounds, mergers, acquisitions and divestitures;
- Established strategic partnerships and joint ventures to grow product distribution and optimize capacity; and
- Highly effective communicator, keynote speaker and frequent guest commentator on CNBC, Bloomberg, PBS, FOX and CNN.

Community highlights include the following:

- Board of Director, Vancouver Economic Commission (British Columbia, Canada);
- Board of Advisor and Executive Committee, University of California (Irvine)


**Imran Currim**

**Title:** Chancellor's Professor, Marketing, and Associate Dean, Marketing & Student Relations for Executive MBA Programs

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Imran Currim is Chancellor's Professor at the University of California, Irvine, and serves the Paul Merage School of Business as Associate Dean, Marketing & Student Relations, for the Executive MBA Programs. Prior to that, he served the Merage School as Associate Dean of the Masters Programs.

Prof' Currim is the recipient of two of the highest honors in marketing:

- the American Marketing Association William O'Dell Award for "the article judged to have made the most significant five year contribution to marketing theory, methodology, and practice," and
- the American Marketing Association/Houghton Mifflin Distinguished Teaching in Marketing Award, "for contributions to teaching excellence."

Professor Currim's recent papers have been finalists for:

- the 2003 American Marketing Association Paul E. Green Award for best paper published in Journal of Marketing Research during 2002.
- the 2004 European Marketing Academy Award for best paper published in International Journal of Research in Marketing during 2003.

Professor Currim received:

- Wall Street Journal's 2008 Favorite Professor in an Executive MBA Program.
- Business Week 2006 ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently appointed Chancellor's Professor at UCI, a title used to "recognize full Professors who have demonstrated unusual academic merit and whose continued promise for scholarly achievement makes them of exceptional value to the university." He also received one of the highest commendations awarded by the University of California Irvine Academic Senate, the Distinguished Faculty Lectureship Award.



## Research

- How customers make choices
- How competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice.
- Published articles on this topic in various journals such as the European Journal of Operations Research, International Journal of Research in Marketing, Inquiry, Journal of Consumer Research, Journal of Marketing, International Journal of Internet Marketing and Advertising, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, and Organizational Behavior and Human Decision Processes. Publications are available at <http://web.merage.uci.edu/~currim/publications.htm>
- Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
- Currently serves on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing, International Journal of Electronic Business, and International Journal of Internet Marketing and Advertising.

## Consulting, Executive Training, and Teaching

- Recognized as an international expert in the area of design and marketing of products and services, and market research.
- Consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Times, Orange County Register, St. Joseph's Hospital, Twentieth Century Fox, Warner Brothers, and smaller profit and not-for-profit organizations.
- Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting.
- Received 17 Excellence in Teaching Awards most of which are for his teaching in the Executive and Fully Employed MBA Programs at UCI, New York University, and UCLA.

## Prior Academic Appointments

Before joining UCI in 1989 he was a member of the business school faculties of UCLA Anderson School of Management, New York University Stern School of Business, and Yale School of Organization and Management.




**Thomas Eppel**
**Title:** Summer Session Instructor and Assistant Specialist

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Born and raised in Germany, Dr. Thomas Eppel came to the United States in 1984 and enrolled in the Ph.D. program of the Psychology Department at the University of Southern California.

After receiving his Ph.D. in Mathematical Psychology with an emphasis on decision analysis, Dr. Eppel joined the faculty of the Krannert Graduate School of Management at Purdue University. In 1996 he returned to California to become Vice President of Decision Insights, Inc., a consulting company specializing in decision and risk analysis.

In January 2000, Dr. Eppel joined the staff at the Graduate School of Management at the University of California Irvine as an Assistant Dean, responsible for curriculum development around the “Information Technology for Management” focus. He currently lectures at the Paul Merage School of Business, UC Irvine.

Dr. Eppel has published numerous articles, book chapters and reports in the areas of decision and risk analysis. He has been involved in consulting projects with clients such as the U.S. Department of Energy, the California Department of Health Services, EPRI, SANDIA, the Joint Research Centre (Commission of the European Communities), and others.

In addition, Dr. Eppel designed and taught several executive training seminars. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching.

His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award from the Krannert School of Management at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as several awards given by students. In 2000, Business Week’s rankings and profiles of MBA programs listed him as one of the two most popular professors at the Graduate School of Management, UC Irvine.

**Michael A. Friedman, M.D.**

**Title:** President and Chief Executive Officer Cancer Center Director  
[MFriedman@coh.org](mailto:MFriedman@coh.org)

Michael A. Friedman is president and chief executive officer of City of Hope, a cancer research and treatment institution dedicated to innovation in basic and clinical biomedical research and delivery of compassionate, world-class patient care.

Friedman also serves as director of the institution's Comprehensive Cancer Center and holder of the Irell & Manella Cancer Center Director's Distinguished Chair.

Friedman was formerly senior vice president of research and development, medical and public policy, for Pharmacia Corporation.

In addition, he served as chief medical officer for biomedical preparedness at the Pharmaceutical Research and Manufacturers of America following the events of September 11, 2001.

Friedman had previously served as Food and Drug Administration (FDA) deputy commissioner and was later tapped by the Clinton administration to serve as acting commissioner of the agency. He helped to streamline the FDA's review and approval process and provided oversight of evaluations for drugs, biologics, medical devices and food ingredients.

In 1983, Friedman joined the Division of Cancer Treatment at the National Cancer Institute (NCI), and went on to become the associate director of the division's Cancer Therapy Evaluation Program. Before joining the NCI, Friedman spent nearly a decade at the University of California at San Francisco, serving as associate professor of medicine, and interim director of the Cancer Research Institute.

Friedman has received numerous commendations, including the Surgeon General's Medallion in 1999. He received his Bachelor of Arts degree, magna cum laude, from Tulane University and a Doctorate in Medicine from the University of Texas.

He completed postdoctoral training at Stanford University and the NCI, and is board certified in internal medicine and medical oncology.



**Gilad Glick**

**Title:** Worldwide Vice President of Sales & Marketing

**Email:** [gglick@its.jj.com](mailto:gglick@its.jj.com)

Gilad's 17 year career in Medical Devices spans across multiple countries in Europe and the US and a variety of functional areas including Sales, Marketing, Service and Research & Development.

Currently, he is the Worldwide Vice President of Sales & Marketing of Biosense Webster overseeing all strategic and commercial activities globally.

He also serves on the Management Board for this \$1.1Bn higher-tech medical device business which is one of the fastest growing global subsidiaries within Johnson & Johnson, the largest manufacturer of healthcare products in the world.

Gilad joined Biosense, one of the early success stories in Israeli medical device history, when it was a small startup company and was later acquired by Johnson & Johnson.

Gilad earned a Masters in Business Administration (MBA) from the Maastricht School of Management in the Netherlands, majoring in General and Strategic Management.

In addition, he participated in the International Executive Master of Finance and Control (EMFC) program from the University of Amsterdam, The Netherlands. He is also a graduate of the prestigious "Strategic Marketing Management Executive Program" at the Stanford Graduate School of Business.



**Zeev Kain,MD**

Dr. Kain is recognized as an international expert in the clinical management of perioperative fear and anxiety, and management of children undergoing invasive medical procedures.

His research addresses major dilemmas encountered in the management of affected children. To date, Dr. Kain has revolutionized the care of children in preoperative settings both in the United States and around the globe.

In fact, Dr. Kain's research triggered a change in the manner in which children are treated during invasive medical procedures and during the perioperative period. As a direct result of Dr. Kain's research, significantly fewer children in the US and around the globe are taken into the operating rooms and sedation suites, awake, alone and screaming and crying.

Dr. Kain achieved this by demonstrating that extreme anxiety and fear in children undergoing surgery and invasive procedures is associated with poor clinical and psychological outcomes of these children and thus should not be allowed. By promoting the conceptual importance of this field and continuing to develop associated empirical findings, Dr. Kain intends to markedly improve the quality of evidence available to anesthesiologists, pediatricians and surgeons making clinical decisions regarding management of children's distress and pain during the perioperative period.



**Tatiana Kain, MD**

Division chief, Molecular Imaging  
Nuclear medicine specialist

Dr. Tatiana Kain is a specialist in general nuclear medicine, cardiac single photon emission computed tomography (SPECT), PET, CT scans and lymphoscintigraphy. She provides treatment for thyroid cancer, benign thyroid conditions, Zevalin™ treatment for lymphoma as well as palliative therapy for widespread bone metastasis.

She is a national examiner for the American College of Radiology Nuclear Medicine PET Accreditation Program. Kain is board-certified in diagnostic radiology and nuclear medicine.



**Dr. Leonard Lane**

**Title:** Senior Lecturer, Strategy  
Paul Merage School of Business  
University of California, Irvine

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Dr. Leonard Lane is a Senior Lecturer, Strategy at the Paul Merage School of Business where he has been teaching Competitive Strategy, Competitive Intelligence, Topics in Strategic Innovation and Global Strategy since 2004. In addition to his teaching duties,

Dr. Lane is the Group Director Leadership Development for Li & Fung; a Hong Kong based International Trading and Supply Chain orchestrator where he is responsible for overall direction and implementation of the Group's Senior Leadership Development and Succession programs.

Leonard is a seasoned international management consultant and manager with over thirty seven years of consulting and leadership experience with a strong background in supply chain and integrated logistics.

Prior to returning to the United States in 1999 to obtain his doctorate, Leonard ran his own consulting firm, LLA Pacific, Ltd.

In Hong Kong where he worked with Li & Fung, DHL, Hong Kong Bank, V-Tech, Caltex, the Airport Authority and helped with the formation of Hong Kong Logistics Council. Prior to relocating to Hong Kong, Leonard founded and ran LLA Inc. and LLGlobal Consult in Seattle and Alaska where he worked with BP, ARCO, AMOCO, Alaska Airlines, Alaska International Air and Intel.

Leonard has lectured on leadership and global strategy at the University of Chicago MBA program, the Hong Kong University of Science and Technology, and was the lead instructor for "Developing Global Strategy" for Motorola University and Nortel's Executive Development programs in the Asia Pacific region.

He developed and was the lead instructor for the strategy portion of the Hong Kong Bank's (now HSBC) Senior Executive Strategy and Managing Global Risk Program.

He has recently advised the Hong Kong Pearl River Delta Foundation, is a Senior Advisor to the Hong Kong Managing World Cities project and advises the Fung Global Institute on Global Supply Chain issues..

Leonard received his Bachelor's degree in Political Science and MBA from the University of Southern California, his Doctorate in Management from Case Western University in 2003, is a former U.S. Marine and a three-time ironman finisher.



**Amir Lerman**

[lerman.amir@mayo.edu](mailto:lerman.amir@mayo.edu)

Dr. Lerman graduated from the Technion medical school and completed his training in internal medicine and cardiology at the Mayo Clinic.

Dr. Lerman is a Professor of Medicine and the chair for research of the cardiovascular division at the Mayo Clinic and the Director of the center for coronary physiology and imaging. His research program is focused on detection, prevention and treatment of early coronary atherosclerosis and acute coronary syndrome in humans. The program has an emphasis on novel technologies, invasive and non-invasive assessment of coronary artery disease, imaging of the vulnerable plaque, novel risk factors and vascular injury in repair. The NIH, AHA and the Department of Defense fund his research program.



**Goran S Matijasevic**

Executive Director, Chief Executive Roundtable UCI

[goran@uci.edu](mailto:goran@uci.edu)

Oversees and advances research collaborations and strategic initiatives associated with UCI Roundtable mission objectives, also serving as UC Irvine's ambassador to the local business community to enhance leader-to-leader connections

Goran Matijasevic is Executive Director of the Chief Executive Roundtable at the University of California, Irvine. In that capacity, he oversees and advances research collaborations and strategic initiatives associated with Roundtable programs, protocol and mission objectives. He also serves as UC Irvine's ambassador to the local business community, establishing partnerships and opportunities that serve to enhance leader-to-leader connections across all campus interdisciplinary fields.

Prior to this position, he was director of research development at The Henry Samueli School of Engineering at UC Irvine and also research coordinator of the Integrated Nanosystems Research Facility, where he worked on formation of new industry-university and academic collaborations, especially focusing on new interdisciplinary research initiatives. Prior to UCI, he worked as a senior engineer at QPlus, a telecommunications start-up company, and Director of Research and Ormet Technologies, a developer of electronic materials and technologies. He managed multiple SBIR projects that led to several industry consortia projects, as well as a license agreement with a Fortune 100 company. He has 4 U.S. patents, 3 book chapters, and over 40 conference and journal publications and has served on the NEMI Industry Roadmap committee. He is currently on the OCTANe (Orange County Technology Action Network) Technology and Biomedical Industry Leadership Councils and on the Boards of TriTech SBDC, Southern California Biomedical Council, and Medical Devices OC. Goran received his PhD from UC Irvine in Electrical and Computer Engineering and his MBA from Pepperdine University.

**Featuring James V. Mazzo**

President  
Abbot Medical Optics, Inc.

James (Jim) Mazzo is senior vice president at Abbott and president of Abbott Medical Optics Inc. (AMO), the global leader in advanced refractive technologies for eye care professionals and patients. Headquartered in Santa Ana, California, AMO offers market-leading technologies and services designed to address vision disorders at all stages of life.

Mr. Mazzo assumed the position of president following the company's February 2009 acquisition by Abbott [NYSE: ABT], a global, broad-based healthcare company with more than \$30 billion in annual sales. Previously, he was chairman and CEO of Advanced Medical Optics, Inc., a position he assumed following the company's 2002 spin-off from Allergan.

While CEO of Advanced Medical Optics, Mr. Mazzo grew the company's sales from \$538 million in 2002 to more than \$1 billion in 2008 and increased the market cap from approximately \$429 million to approximately \$1.5 billion. During this time, he also engineered several strategic acquisitions worth more than \$3 billion, staking the company to clear leadership positions in the cataract and eye care markets and the global No. 1 position in refractive surgery.

Prior to leading AMO, Mr. Mazzo progressed throughout a 22-year career at Allergan, where he held a variety of senior executive-level positions. He spent approximately 12 years working outside the United States, as president of Allergan's Europe/Africa/Middle East region, vice president and managing director (Italy), and director of marketing (Canada).

Mr. Mazzo is a strong believer in education and serves on the University of California at Irvine (UCI) Dean's Board of Directors' Executive Committee, UCI Dean's Board of Business and Engineering and is chairman of the UCI Foundation.

He is also a trustee for Chapman University and the University of San Diego. Additionally, he is a member of the International Intraocular Implant Club (IIIC) and serves as board chairman of AdvaMed.



**Michal Miasnik,**

West Coast Representative, BIRD Foundation

Ms. Michal Miasnik is the West Coast Representative of the BIRD Foundation.

BIRD Foundation ([www.birdf.com](http://www.birdf.com)) was established in 1977 by the U.S. and Israeli governments to develop and fund industrial Research & Development partnerships between companies from both countries on a project specific basis. Located in the Silicon Valley, Ms. Miasnik is responsible for initiating business matchmaking activities between Israeli and American companies, business development and relationship management with West Coast hi-tech companies, and strategic growth initiatives. Ms. Miasnik has been promoted to this role in 2004 after being an associate at BIRD beginning at 2001. Ms. Miasnik has been a squadron officer in the Israeli Air Force and holds BA degree from Tel-Aviv University.



**Bruce Money , PhD**

**Title:** Department Chair and Fred Meyer Professor of Marketing and International Business

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Dr. Bruce Money is Chair of the Business Management Department and Professor of Marketing and International Business at Brigham Young University's Marriott School of Business. He is an internationally recognized expert in strategic networking and has been a visiting professor at business schools in Austria, Greece, and Singapore. Dr. Money has also received 7 outstanding teaching awards at undergraduate, MBA, and Executive MBA levels.

Prior to his academic career, Dr. Money worked in the marketing of financial services. Proficient in Japanese, his most recent business position was Vice President in the Los Angeles office of The Sakura Bank, Ltd. (now Sumitomo Mitsui), one of the world's largest banks. There he directed the bank's marketing strategy to Fortune 100 prospects for the Western U.S. and managed a corporate loan portfolio of \$200 million. Dr. Money also served as partner in a consultancy to William E. Simon, former U.S. Secretary of the Treasury, for whom he initiated a Japanese investment program. Dr. Money also directed \$1 billion in Japanese debt and equity relationships for The Koll Company (now CB Richard Ellis), the West Coast's largest real estate developer. He has taught in over 50 executive education programs, for the University of Southern California, National University of Singapore, and the University of South Carolina, among others. He has acted as Training Consultant for Bayer Pharmaceuticals, CSX World Terminals, Blue Cross Blue Shield, Fuji Film, Nissan, Robert Bosch Corporation, and Sonoco.

He holds an undergraduate degree from Brigham Young University, an MBA from the Harvard Business School, and a PhD from the Paul Merage School of Business at University California Irvine, where his dissertation subject was strategic networking and national culture.





**Michael A. Mussallem**, age 58. Mr. Mussallem has been Chairman of the Board and Chief Executive Officer of the **Edwards Lifesciences** since 2000. Prior to 2000, he held a variety of positions with increasing responsibility in engineering, product development and senior management at Baxter International Inc., including Group Vice President of its Cardio-vascular business from 1994 to 2000, and Group Vice President of its Biopharmaceutical business from 1998 to 2000. Mr. Mussallem received his Bachelor of Science degree in Chemical Engineering from the Rose-Hulman Institute of Technology and was conferred an honorary Doctorate by his alma mater in 1999. He was a director of Advanced Medical Optics, Inc., from 2002 to 2009, where he chaired the Organization, Compensation and Corporate Governance committee, and World Heart Corporation from 2000 to 2003. Mr. Mussallem is a director of the OCTANe Foundation for Innovation, is a director and former chairman of the California Healthcare Institute, and was chairman of the Advanced Medical Technology Association (“AdvaMed”) from 2008 through 2010.



**Stanton J. Rowe**

**Title:** Vice President, Advanced Technology and Chief Scientific Officer

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Corporate Vice President, Advanced Technology and Chief Scientific Officer Edwards Lifesciences Corporation. Stanton J. Rowe is Corporate Vice President, Advanced Technology & Chief Scientific Officer at Edwards Lifesciences Corporation.

He previously served as president and CEO of Percutaneous Valve Technology Inc., which was acquired by Edwards in January 2004.

Prior to PVT, which he helped to found in 1999, Rowe was corporate vice president of Business Development and Strategic Planning for Datascope Corp.

Prior to this, he was vice president of Business Development for Johnson & Johnson’s Interventional Systems Division (JJIS), responsible for the company’s coronary stent development efforts.

At JJIS and the related Cordis Corporation, Rowe held a variety of positions with increasing levels of responsibility, including heading the company’s Business Development, Advanced Technology, Worldwide Clinical Research, and Marketing groups. Rowe joined Cordis after having held several positions in product management for various medical device companies.

He holds a bachelor’s degree from the University of Alabama. He also sits on the board of directors of both ePacing and Biomerix Corporation.



**Alan B. Sellers**

**Title:** *Senior Partner at SAIL Capital Partners*

<http://www.sailcapital.com>

Alan has over 25 years of leadership experience in private investing, operating roles and Board level matters.

During his career he has served in senior leadership roles at Pacific Holding Company, one of America's largest private investment companies, Westar Capital, a well-regarded private equity/venture capital firm, and *SAIL Capital Partners*, which he helped jointly establish. He has also served in leadership roles at such companies as Dole Food Company (DOLE:New York); Flexi-Van Corporation (formerly listed on NYSE); and Ultrasystems, Inc. (formerly listed on NASDAQ), America's pioneering firm in alternative energy. Alan practiced law at O'Melveny & Myers, and accounting at Arthur Andersen & Co.

He has extensive international experience. For example, at Dole, he served as Executive Vice President as well as a Member of the Office of the Chairman. In these roles, his responsibilities spanned 89 countries and 55,000 employees.

In addition, he gained invaluable experience when he served as Dole's Chief Financial Officer and as their General Counsel. Alan has 25 years of senior roles in Mergers & Acquisitions, having led deals and due diligence in dozens of transactions ranging from \$5 Million to \$5 Billion. Another area of Alan's expertise is organizational effectiveness in order to grow companies. His operating experience includes numerous hi-tech and low-tech industries, and he is well-acquainted with the vagaries of growth curves in emerging and expansion-stage companies.

Alan sits on the Executive Committee of the Advisory Boards of both the Business School and The Center for Entrepreneurship & Innovation at The University of California Irvine. He attended Yale University where he received a B.A. in economics; The Wharton School at the University of Pennsylvania where he received an M.B.A.; and Columbia University School of Law for his J.D. He received a CPA from New York State.


**Sasha Strauss**

**Title:** Managing Director Innovation Protocol Strategic Brand Development

**Email:** [sstrauss@innovationprotocol.com](mailto:sstrauss@innovationprotocol.com)

Clients, agencies, media and academic institutions call upon Sasha Strauss' award-winning forums worldwide;

from Romania to China, Switzerland to Mexico. Media channels like National Public Radio (NPR), Forbes and The Wall Street Journal seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s.

He has keynoted with notable speakers such as Magic Johnson, Tony Hsieh, Frank Gehry, Biz Stone and Simon Sinek.

With over 17 years in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing and branding agencies.

In 2006, Mr. Strauss founded Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. As the Managing Director, Mr. Strauss leads a team of 30 strategy consultants that serve clients such as Warner Bros, Johnson & Johnson, Korn/Ferry International, ADP, Evite and PayPal.

Innovation Protocol also allocates 10% of the company's brand development services to non-profits, with millions of dollars in philanthropic work being delivered since the firm's founding.

When not supporting Innovation Protocol's international clientele, Mr. Strauss teaches graduate brand strategy at USC's Marshall School of Business and Annenberg School for Communication. After only five years of teaching, both courses have a year waiting list and remain the most impacted courses in both programs.

On the other side of town at UCLA's Anderson School of Management, Mr. Strauss is an Executive in Residence, coaching EMBA's in corporate and professional brand development. Via these professorial roles, Mr. Strauss also teaches at preeminent graduate programs such as MIT Sloan and The Johnson School at Cornell.

Mr. Strauss holds a bachelors degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

Mr. Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), an Eagle Scout and a swooning husband.

## Guest Speakers and Hosts

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### Eyal Aronoff

[eyal@aronoffgroup.com](mailto:eyal@aronoffgroup.com)

Eyal Aronoff is a serial entrepreneur and co-founder of Quest Software, one of the largest independent software vendors in the world (Nasdaq:[QSFT](#)).

Eyal's current focus is energy and philanthropy. He is a major contributor of funds and strategy to the effort to decrease the world's dependence on oil. Recently Eyal co-founded the **Fuel Freedom Foundation** which promotes a blueprint for solving the oil price crisis by removing barriers to fuel competition via a grass root effort. At the **Fuel Freedom Foundation** we are creating the gathering place for those individuals who are frustrated with the inability of Washington to deal with our oil addiction and want to do something about it. [www.FuelFreedom.Org](http://www.FuelFreedom.Org)

Eyal graduated Summa Cum Laude in Chemistry and Computer Science from Bar Ilan University in Israel and now lives in lovely Newport Beach CA.

### Nancy and Irving Chase

Nancy & Irving Chase are very involved in the Orange County Jewish community. They are co-chairs of the Board of Visitors of Chapman University's Rogers Center for Holocaust Education. Irv also serves as a trustee at Chapman University, Chairman of the Board of the Merage Jewish Community Center, JCC Maccabi Games co-chair, and past National President and Foundation President of the Zeta Beta Tau National Fraternity.

He is an attorney who manages a real estate investment and management company. Ryan, their son, is the fourth generation of their family business that was founded in Orange County in 1919. They also have a daughter Catie who is the interim Women's Athletic Director and Varsity soccer coach at Sage Hill High School and a new daughter-in-law, Brooke, a fitness instructor at the Merage JCC.

Nancy serves on the board of the Merage Jewish Community Center and Women's Philanthropy of the Jewish Federation, Jewish Family Services advisory council, the Bureau of Jewish Education's Young Philanthropists, and is actively involved with Families Forward, an organization helping homeless families. She is a retired elementary school teacher.

**Dani Naveh,**  
**Managing General Partner-Founder Agate Medical Investments**

Mr. Naveh brings deep understanding of international healthcare systems and regulations. He is the founder and general managing partner of Agate, and a board member of Ilex Medical, and its affiliate Medtechnika, the largest medical, marketing group, in Israel, traded, on the Tel Aviv Stock Exchange (TASE).

Prior to founding Agate, Mr. Naveh served in several governmental positions, including Israel's Minister of Health, (2003-2006). He led the national health system's post recession turnaround and implemented several advanced healthcare reforms.

Mr. Naveh served as a member of the 'kneset'-Israel's Parliament (1999-2007) and was a member of the Foreign Affairs & Defense, Constitution and Law & Justice Committees. He served as Cabinet Secretary (1996-1998) and accumulated experience in managing international governmental activities. He headed the negotiations steering committee with the Palestinians, and was a key player in the dialog with the US Government.

Before he was elected to public office, Mr. Naveh was a senior manager in the largest health service provider (HMO) in Israel (Clalit health fund). At Clalit, he was responsible for the service and purchase fields.

Mr. Naveh has a LLB from the Hebrew University, Jerusalem, and was called to the Israeli Bar in 1986.

**Katherine Merage**

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms Merage is a noted philanthropist and visionary with respect to the health and well being of the Jewish Community in Israel and the U.S.

Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre . Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

**Lilly Merage**

Lilly Merage is an immigrant from Iran. She was, as Paul says, his "partner" in the development of Chef America. Lilly has been and continues to be involved in and a supporter of the arts. She is a leader in the development of the innovative Artists in Residence program, joining the Merage Foundations to Chapman University Film School and the Orange County High School of the Arts. During the summer, fifteen high school students, many of them from low-income and immigrant families, spend two weeks at Chapman College learning filmmaking.

## Paul Merage

Paul Merage is the Founder and Chairman of the Merage Institute. Paul has over 35 years of experience in consumer products. Following 10 years of management experience with major packaged food companies, Paul founded ChefAmerica, a start up frozen food company in 1975 along with his brother David. In time ChefAmerica became one of the largest and most profitable privately held food companies in the US. It is best known for Hot Pockets and Lean Pockets. ChefAmerica operated nationally with a workforce of over 2000. ChefAmerica was sold to Nestle in 2002 for \$2.6 billion.

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital.

Paul is also highly focused on a mission to “give back to America.” Paul and his family created The Merage Institute. The Institute’s programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine’s Paul Merage School of Business as the Chair of the Executive Committee of the Dean’s advisory board. In addition Paul and the Merage family support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California.

## Rabbi Arnold Rachlis

Rabbi Rachlis is the spiritual leader of University Synagogue in Irvine, California. Born in Philadelphia, Rabbi Rachlis received a B.A. from the University of Pennsylvania, and M.A. from Temple University and ordination and a Doctor of Divinity degree (honoris causa) from the Reconstructionist Rabbinical College.

Rabbi Rachlis has taught at Temple University and Spertus College, and has published scholarly articles, opinion pieces and poetry in a variety of publications, including *Judaism, Reconstructionist, National Jewish Monthly, Chicago Tribune, Chicago Sun-Times, Los Angeles Times, Orange County Register, Jewish Journal, Maj’shavot Pensamientos and A Psychology – Judaism Reader.*

Rabbi Rachlis has served in Washington, D.C. as a White House Fellow and as a Senior Foreign Affairs advisor in the State Department. He was appointed a regional panelist for the President’s Commission on White House Fellowships in both Democratic and Republican administrations, and was also selected as a Fellow in Leadership Greater Chicago.

The former rabbi of the Jewish Reconstructionist Congregation in Evanston, Illinois, Rabbi Rachlis was the youngest rabbi ever elected president of the Chicago Board of Rabbis.

His service to the community includes the boards or advisory boards of Jewish Fund for Justice, U.S. Inter-religious Committee for Peace in the Middle East, Americans for Peace Now, China Judaic Studies Association of Nanjing University, University of Illinois Fund for Gerontology Research, National B'nai Brith Hillel Commission, the American Jewish Committee, New Israel Fund, Orange Coast Interfaith Shelter and the Reconstructionist Rabbinical Association, of which he is a past president.

He has also served on the executive committee of the Southern California Board of Rabbis and as a member of the Orange County Board of Rabbis. Rabbi Rachlis has served on the board of Mazon, A Jewish Response to Hunger, for over 16 years and is now its Chair.

For nine years, Rabbi Rachlis hosted *Of Cabbages and Kings* on ABC-TV, as well as a syndicated cable television show on contemporary Jewish issues, *Hayom*. He has appeared as a guest on *National Public Radio*, *CBS*, *CNN* and *PBS*, and has been interviewed frequently by such publications as the *New York Times*, *Newsweek* and *Time*. He was profiled in the award-winning documentary film, *The Legacy*, and has served as a Judaica consultant for *Compton's Encyclopedia*.

### **Michael L. Meyer**

Mike is a real estate investor and CEO of Michael L. Meyer Company. He retired in 1998 as Managing Partner of the E & Y Kenneth Leventhal Real Estate Group of Ernst & Young LLP (EYKL) Orange County Office. He has been active in the Southern California and national real estate industry for over 40 years. Together with partners, Mike has invested in an enormous variety of real estate projects, as well as private entities and in funds investing in mortgage-backed securities, mezzanine loans, high yield debt, venture capital and controlling interest in businesses. He has received numerous awards for outstanding achievements in the real estate industry and the community, including the California Building Industry Foundation Hall of Fame; the Chapman University Distinguished Research Award, and the University of California Irvine Business School Real Estate Program Lifetime Achievement Award. He serves on a large number of boards in Orange County, including those of City National Bank, Paladin Realty Income Properties, Inc., and the South Coast Repertory Theatre. He is currently an Executive Advisory Board Member of the UCI Paul Merage Business School Real Estate Program; a member of the UCI Chief Executive Roundtable; and President of the Board of the Wellness Community – Orange County. Mike is a native of Omaha, Nebraska and a graduate of the University of Iowa.

### **Nancy Meyer**

Nancy is a founding partner and creative director of Buttoned Up Inc, an organizational product company. She also is a partner and designer with Historic Restorations, a company which buys, restores, and then resells single family residences. Nancy serves on several non-profit boards including the UCI Susan Samueil Center for Integrated Medicine and the Laguna Dance Festival. She is also a member of United Way's Women's Philanthropy Fund. She is the mother to four children ranging in ages from 37 down to 17 and proud grandma to three grandsons.



### **Samuel Shaolian**

Sam has over thirty years experience in design, development and management of medical devices and biomedical engineering organizations.

Currently he serves as the president and CEO of ValCare Medical that was co-founded by him in 2012. ValCare Medical is an Israeli funded company developing novel minimally invasive method and implants for treatment of Mitral Valve disease.

His executive experience include founding and heading the following companies:

Micardia corporation 2005-2012 (co-founder, interim CEO and CTO , Corporate director)

Medtronic Vertelink Corporation 2000-2005 (Co-founder , president and CEO, Corporate Director) Onset Medical 2002-2012 (co-Founder and board member)

Ellipse Medical technologies 2005-2012 (co-founder and board member)

Earlier in his career he worked as development , project manager or head of R&D at Johnson and Johnson , Pfizer and Endologix.

Mr. Shaolian is inventor/ co-inventor of over 160 issued or pending US patents in the fields of minimally invasive devices and treatments for various CARDIOVASCULAR, ENDOVASCULAR, SPINE, ORTHOPEDICS, EUROLOGY and NEUROLOGY conditions.

He holds a Bachelor of Science in Mechanical Engineering (BSME) and Master's degree in Biomedical Engineering (Msc.) from Tel Aviv University , Israel.

### **Staff**

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**Yishay Aizik**, Executive Director

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**Einat Duvdevani**, Head of Lifescience chapter

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## Participants

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### Oron Agam

*General Surgery Director, Johnson & Johnson Medical Israel (JNJ)*

[oagam@its.jnj.com](mailto:oagam@its.jnj.com)



#### **Bio:**

Oron Agam is a General Surgery Franchise Director in Johnson & Johnson Medical Israel.

He has 13 years of experience in the medical device market, generating exceptional business growth in various positions within the sales and marketing array. He has over seven years of experience as a member of the Company Board of Directors and full P&L Responsibility over his business.

Oron's uniqueness is in developing innovative Macro & Micro level business processes related to surgical solutions that involves health economy, this for non-clinical decision makers and opinion leaders, Media & Direct to patients campaigns, deep legal & regulatory understanding, and clinical differentiation tools , all aiming on business growth that creates a true and sustainable long term competitive business gap.

For his contribution and extraordinary success in developing the Morbid Obesity surgical solutions market in Israel as a major, strategic, Franchise and corporate growth engine, thus Positioning Israel as a world leader in the field; Oron was acknowledged and chosen to be the 2009 WW J&J participate at the prestigious Advanced Management Program in Harvard Business School.

These pioneered processes were studied and thereafter integrated in various locations in Europe and America.

An additional innovative model that he built for the first time in the field of women Health surgical solutions, had won in 2011 the No 1 place in J&J E.M.E.A innovation and business development competition.

One must emphasize that these achievements and others were achieved by strong Leadership skills, with strong and proven employee development track, including their promotion to various positions within the company including managerial and board level.

**Boaz Arnon***Founder, CTO & Acting COO, Real Imaging Ltd.*[boaz@realimaging.com](mailto:boaz@realimaging.com)**Bio:**

Boaz Arnon is an entrepreneur in the field of electro optics and medical devices.

Born in Israel in 1965 Boaz served in the Israel Defence Force for ten years as a paratrooper and as a project leader in over ten innovative weapon device programs. A major part of his service in the IDF included the development of technology for sniping and shooting for individuals and the operation concept for complete units – both in day and night environments. He holds the rank of Major.

Prior to his service in the IDF, Boaz completed his B.Sc. in Electronic Engineering at the Jerusalem College of Technology ("Machon Lev"), in addition to a two year Business Administration program at the Technion.

In 1997 Boaz left the IDF and began his career in the Hi-Tec industry. He started as R&D manager in Unic View where he developed breakthrough electro-optic 3D technology for the video projectors market.

In 2000, Boaz started his first company – Lumio [www.lumio.com](http://www.lumio.com). Boaz invented the concept and the technology for a novel virtual interface technology, and led the company from start-up phase through proof of concept, building a production line in China to sales and marketing of VKB – Virtual KeyBoard product and technology.

During the four years he led the company he succeeded in raising more than 12M\$ for his company. In 2004, following his mother's death from breast cancer, Boaz founded Real Imaging– [www.realimaging.com](http://www.realimaging.com).

Boaz invented a new breakthrough 3D functional imaging technology for early breast cancer detection, and led the company from start-up phase through proof of concept to the manufacture of prototypes for clinical trials. During the four years he led the company he succeeded in raising more than 13M\$ for his company.

Boaz has published more than 40 classified papers in the IDF, and has filed more than 25 patents in different areas.

### **Shoshi Caspi**

*Director of Marketing and Business Events; Director of Human Resources (HR) and Purchasing, **MATIMOP Israeli Industry Center for R&D***  
[shoshi@matimop.org.il](mailto:shoshi@matimop.org.il)



#### **Bio:**

Ms. Caspi is the Director of Marketing & HR of MATIMOP – The Israeli Industry Center for R&D since August 2008.

MATIMOP is the executive agency of the Office of the Chief Scientist at the Ministry of Industry, Trade and Labor of Israel (OCS), which is the official National Agency for international industrial R&D cooperation charged with promoting highly supportive policies to build Israel's industrial infrastructure, and nurturing industrial innovation and entrepreneurship.

As part of MATIMOP's efforts to expand joint R&D collaboration between Israeli and foreign companies, MATIMOP puts great emphasis on its business development activity and on the generation of a continuous new deal flow.

Ms. Shoshi Caspi oversees MATIMOP's marketing activity and she is the main focal point for the coordination of international trade conferences, in-coming and out-going trade delegations and local events.

As a main part of her role, Ms. Caspi is in charge of the entire spectrum of activities relating to participation in international events, including the establishment of official pavilions, management of personnel and logistics. Via participation in those local and international activities, MATIMOP hopes to retain its customer base while at the same time identify new leads and generate new markets.

For 3 years prior to her appointment, Ms. Caspi was the assistant director to the Vice President of Engineering & Network Division at Bezeq – The Israeli National Telecom Company.

At Bezeq, Ms. Caspi managed various aspects of the Engineering & Network Division such as annual planning, purchasing & tenders. In addition, she served as the Chief of Staff, responsible on the coordination of her Division's core activities with senior directors of Bezeq's operational, marketing and finance divisions.

**Shmuel Eisenmann, Ph.D.***Co-Founder & CEO, HIL Applied Medical Ltd.*[shmulike@hilappliedmedical.com](mailto:shmulike@hilappliedmedical.com)**Bio:**

Shmuel (Shmulik) Eisenmann is the CEO and founder of HIL Applied Medical.

HIL Applied Medical is an Israeli start-up which spun-out of the Hebrew University and develops laser based proton accelerators for proton beam radiation therapy for cancer.

Shmulik holds a PhD in physics in the field of high intensity lasers from the Hebrew University in Jerusalem.

- Dr. Eisenmann has numerous scientific papers in leading peer-reviewed physics journals, and several patents and patent applications.
- Prior to founding HIL Applied Medical Shmulik led the R&D efforts at Invisia Ltd. an Israeli medical device company in the field of vision correction.
- Before moving into the medical device field Shmulik was consulting many businesses in data collection, analysis and management in the fields of risk assessment, marketing and, Shmulik's childhood love, sports.
- Shmulik is a graduate of the Israeli Naval Officer Academy and served in an elite Navy unit of the IDF (Israel Defense Forces), where he attained the rank of Captain. Today Shmulik is still serving the Israeli Navy on reserve duty.
- During his BSc physics studies, Shmulik co-founded a small student volunteer program to academically tutor elementary school kids in Jerusalem.
- While working on his MSc degree, Shmulik was volunteering at a distressed youth hostel – Teaching Math, Sciences & English.
- Shmulik was born and raised in Jerusalem, a side from 2 years, where his family lived in San Francisco. Today Shmulik resides with his wife and son in Tel Aviv.

**Danny Farin***Cofounder and CEO, Eon surgical Ltd.*[farind@gmail.com](mailto:farind@gmail.com)**Bio:**

Entrepreneur and result driven executive with multidisciplinary experience in the medical device and healthcare sectors.

Experienced in planning and executing strategic and financial plans, multi-disciplinary projects leadership, fundraising and business development processes.

Professional highlights include the following:

- Cofounder and CEO of Eon Surgical
- Led the company from conception stage to a full pre-clinical implementation and regulatory approvals.
- Structured and executed a multi-year business plan including two investment rounds.
- Leading the company through negotiations with strategic partners, manufacturers and distributors around the globe.
- Project Management Director at Sunrise Projects, a boutique consulting firm for technology oriented companies
- managed the operational activity of the company; developing a new operative methodology for resources allocation during day-to-day work.
- Developed multi-annual work plan with strategic, financial and operational aspects that resulted in a 30% revenue growth after 2 years.
- Established the Multi-national department; Building international network of connections for collaboration among various, companies, funding entities and research institutions.
- MBA - Tel-Aviv University, Major in Finance and Strategy
- BSc – Ben–Gurion University, Biotechnology Engineering – 4 outstanding merit rewards (Cum Laude)

**Yael Furman****CEO, Aferrix Ltd.****[yael@aferrix.com](mailto:yael@aferrix.com)****Bio:**

Yael Furman has over 20 years cross-functional management experience in the life-science/medical-device industry.

Broad and diversified knowledge in science and medicine as well as international business development and medical marketing experience.

Excellent communication and social skills, compelling networking capabilities, ability to motivate individual and team work, ensuring comprehensive integration of science, medicine and business.

Professional highlights include the following:

- CEO of Aferrix Ltd. A company that Yael initiated by bringing together the researchers and investors. The company has developed, manufactures and markets novel biomarkers for the diagnosis and management of toxic iron in body fluids.
- CEO of Step-Hear Ltd. Establishment of a privately held company. The company has developed and markets an orientation & information electronic device for the blind.
- Matrixionic projects management in the development of diagnostic biomarkers company.
- Establishment of a new business unit with an international pharmaceutical company to offer unique molecular diagnostics.
- Development of products for global commercialization, including regulatory requirements
- Management of marketing department, including identifying and contracting with new distributors for the creation of international distribution network over 40 countries.
- Built value-added alliances with physicians - key opinion leaders, academic & business partners.
- Managed IP & patent processes to create business advantage.

**Amichay H. Gross****CEO, E-motion Medical Ltd.****ahg@emotionmed.com****Bio:**

- Born and raised in Israel, Amichay enrolled at the *Technion* (Israel's Institute of Technology) where he received his BSc ('97) and MSc (2000) in Aerospace engineering and served as staff member at the faculty of Aerospace engineering (from '97).
- Joining the *Air Force Intelligence Corp*, where Amichay took part in defining future threats and guiding development efforts to counter them, and founded a combat-proven fast-response targeting team.
- Since 2005 Amichay worked at *RAFAEL* (formerly, Israel's armament development authority) where he founded and managed an all-new product line for airborne cooling systems.
- During his MBA at the Herzliya Interdisciplinary Center (2009-2011), Amichay took part of a executive education course at Wharton.
- In 2011 Amichay shifted to the fields of medical devices and rehabilitation. He manages *E-Motion Medical*, a start up company that develops unique medical solutions to improve GI motility and reduce complications in ICU patients, and assists in managing *SoftWheel*, that develops suspension solutions for wheelchair users.
- Over the years, Amichay published several peer-reviewed papers, and one book chapter, and co-authored several patent applications.
- Amichay lives in Herzliya, and enjoys mountain biking, trekking and jogging (finished the Tel Aviv marathon). He is a member of the *Maccabi Business Forum*, the *Israel BioExecutive Forum*, and the *Technion Alumni association* and student scholarship fund.

**Simona Leibovich**

*Freelance Consultant, Business Development and Resource Manager*  
[sile@netvision.net.il](mailto:sile@netvision.net.il)

**Bio:**

Simona Leibovich is a business development Freelance consultant, a resourceful outreach manager with proven experience in cultivating collaborative business relationships between entrepreneurs, funds and investors.

Simona provides consulting and business development services and market positioning strategies to start-ups and established firms across broad range of industries (including Medical Devices and Pharma).

Previously she worked as a business development manager at Makov Associates and as an executive assistant to Mr. Israel Makov – (the former Chairman of Teva Pharmaceuticals Ltd). Makov Associates is a PE firm investing in biotechnology, medical devices, pharmaceutical and diagnostics companies.

Prior to this position, Simona worked as a regional marketing and sales manager at Ultrashape – a medical device company specializing in non-invasive aesthetic medicine. She was responsible for the distribution channel organization and product promotion in both international and domestic markets.

Simona holds an MBA in Market Analysis from Ben-Gurion University and has a BA in Social Sciences from Tel-Aviv University.



**Gil Margalit****CEO, Vaica Medical Ltd.****[gil@vaica.com](mailto:gil@vaica.com)****Bio:**

Mr. Margalit is an experienced serial entrepreneur, high-tech executive and management consultant with over 30 years of professional experience.

Mr. Margalit is currently the CEO of Vaica Medical, a medication compliance and telehealth solution provider, focusing on improving the home care for chronically ill patients.

Prior to Vaica, Mr. Margalit was the CEO of ViewScore, an online comparison shopping startup focusing on aggregating product reviews content.

Prior to ViewScore, Mr. Margalit was the co-founder and CEO of Rainfinity, a Silicon-Valley-based software company, where he took a group of scientists and a NASA technology from Caltech and formed a company to provide high-availability solutions for enterprise storage and internet infrastructure. In 2005, Rainfinity was acquired by EMC for \$100 million.

Prior to that, Mr. Margalit was a co-founder of Broadbase Software, a CRM software company that had an IPO on NASDAQ in 1999; and was instrumental in the formation and launch of a number of other Silicon Valley startups (e.g. Yahoo, as depicted in the book "Inside Yahoo" by Karen Angel, Wiley, April 2002).

In addition, Mr. Margalit was a management consultant to many high-tech startups and telecom conglomerates, consulted board of directors and senior executives of multi-billion dollar telecom enterprises and was a venture capitalist with Idanta Partners, a San Diego based venture capital firm.

Mr. Margalit holds an MBA degree from Stanford University, Graduate School of Business; an M.S. degree in Computer Science from the University of California, Los Angeles (UCLA), where he was a Ph.D. candidate; and a B.Sc. degree in Computer Science and Mathematics from The Hebrew University of Jerusalem.

**Yoav Mintz, MD***Co-founder, Surgical Frontiers*[ymintz@hadassah.org.il](mailto:ymintz@hadassah.org.il)**Bio:**

Dr. Yoav Mintz is the 11<sup>th</sup> generation from a family born and raised in the Jerusalem. He served as an artillery officer in the military and was discharged from the military reserves as a lieutenant colonel following completion the task of a Battalion Commander.

He obtained his Medical degree at The Hadassah-Hebrew University Medical Center in Jerusalem and continued to his surgical residency at this institution.

Following his achievements at his residency and the award for excellence as an outstanding physician, he went on to specialize in Minimally Invasive Surgery at The University of California San Diego, one of the top University Hospitals in the USA. Together with world leaders in San Diego he developed new techniques for surgery, which are now further developed and practiced worldwide.

Following his return to Hadassah, he constructed and heads the center for innovative surgery. Within this center he develops novel techniques in minimally invasive surgery and operates using cutting edge technologies available. In 2008, under his guidance, Hadassah Medical Center purchased the daVinci robotic system. He heads the robotic surgery program in Hadassah and was the first surgeon in Israel to perform robotic assisted surgery with the daVinci robot. Using this robotic system he performs complex operations in a minimally invasive approach, which otherwise would have been performed via traditional open surgery. In his endeavors to minimize the trauma to the patient undergoing surgery he develops new methods of operations like operating through a single small incision. He is considered one of the world leaders in single port surgery and takes part in numerous international conferences and courses dealing with this method. Under his leadership patients at Hadassah Medical Center today are operated through a single small incision at a regular basis. Dr. Mintz is also the only surgeon in Israel who is performing NOTES (Natural Orifice Translumenal Endoscopic Surgery) operations. In this approach the surgery is performed through a natural orifice like the vagina or the mouth rather than performing incisions on the abdomen. This new method eliminates the abdominal wall pain, the potential wound complications and scars after surgery. Dr. Mintz is involved in several R&D projects that combine clinical needs and novel technologies. Together with several Israeli start-up companies he develops new platforms for surgery and embraces novel technologies into the surgical arena. He heads the surgical technology and innovation laboratory at Hadassah and medical devices, which were developed using his expertise, are currently used for human operations and distributed worldwide. His educational activities focus on training surgical residents and expert surgeons in advanced minimally invasive surgery. He constructed the Hadassah MIS Learning Center and is the director of ongoing advanced laparoscopic courses for expert surgeons in Israel.

Dr. Mintz has authored more than 50 articles published in peer reviewed medical journals. He serves as a reviewer and on the editorial board of several surgical journals. He is an active member in international surgical societies and has a leading role in several international surgical committees.

**Dan Shwarzman***President and CEO, Virtual Ports*[Dan.shwarzman@virtual-ports.com](mailto:Dan.shwarzman@virtual-ports.com)**Bio:**

Mr. Shwarzman, who joined Virtual Ports in 2011, brings 13 years of global healthcare technology industry experience to the executive team. His experience includes senior sales, marketing and management positions for international companies whose technologies span surgical and infusion devices, cardiac monitoring, clinical decision support systems, and blood glucose monitoring devices for the management of diabetes.

Prior to joining Virtual Ports, Mr. Shwarzman served as the Acting General Manager (EndoTool Business Unit) and Director of Strategic Marketing for Hospira Worldwide, Inc., a global specialty pharmaceutical and medication delivery company, where he was responsible for ensuring the successful commercialization of key projects. Under his direction, his team built the Business Unit's global presence in two market segments through identifying new opportunities for growth and enhancing the existing product portfolio.

Previously Mr. Shwarzman held senior positions at Johnson & Johnson (Ethicon and Ethicon EndoSurgery) and LifeWatch, Inc. He also enjoyed a 13-year career as an intelligence officer in the Israel Defense Forces.

Mr. Shwarzman holds a Master's in Business Administration, with Honors, from the University of Chicago, and a Bachelor of the Arts, Cum Laude, in Economics and Business Administration from the University of Haifa, Israel.

**Yaron Silberman, Ph.D.***VP Sales & Marketing, Medigus Ltd.*[yaron@medigus.com](mailto:yaron@medigus.com)

**Bio:** Yaron is a versatile manager with over 15 years of experience in the high-tech medical device industry, with expertise in marketing, sales, business development, and product management (in-bound and out-bound), in both Israeli and global markets.

Prior to joining Medigus, Yaron held the posts of marketing director at NiTi Surgical Solutions, product manager at Given Imaging, sales manager at Siemens, and project manager at MedSim. Yaron holds a B.A. in mathematics from the Technion – Israel Institute of Technology, a Ph.D in computational neuroscience from the Hebrew University of Jerusalem, and a MBA in high-tech company management from the College of Management, Israel.

**Amit Reches, Ph.D.*****VP R&D, EIMindA Ltd.*****[amit@elminda.com](mailto:amit@elminda.com)****Bio:**

Amit Reches is an experienced research and development leader in the field of biomedical devices. Amit Reches was born in Israel. He served in the IDF in several leadership roles. A major part of his service was dedicated to the foundation and assimilation of a new elite unit within the artillery corp.

Among several awards of excellence, Amit received a chief-of-staff medal of honor for excellence in service. He holds the rank of Major. Following service in the IDF, Amit completed his double major in computer science and business administration from Tel-Aviv University, graduating Cum Laude in both majors. During and following his studies, Amit worked at Textology, a start-up company which specialized in natural language processing, as a developer and later on as team leader of research and development.

Following several years of work in the IT industry, Amit enrolled in the PhD program of neuroscience in the Technion Institute of Technology. Amit joined an in-vivo electrophysiological lab as the first student, taking an active role in all aspects of establishing the lab. Amit specialized in systems neuroscience, publishing his work in a number of papers in top-tier journals. He received numerous awards and fellowships for his work, graduating Cum Laude. During his PhD studies, Amit joined EIMindA, a biomedical device startup developing an EEG based platform technology, as a researcher and algorithm developer.

Amit took part in the development and implementation of the core algorithms that are the basis of the scientific company today. After receiving his PhD, Amit was assigned the role of director of R&D at EIMindA, and later on VP of R&D. As VP R&D, he leads a highly diverse multiple-team group of over 20 neuroscientists, algorithm developers, programmers and data analyzers, leading the process of gradual transition from core algorithm and technological concept to commercialization of a state-of-the art FDA and CE approved product. Amit is involved in market and regulation strategy, and in all stages of protocol and statistical design of clinical trials.

Amit has published several papers and patents, summarizing the novel algorithmic development and scientific research performed at EIMindA.

**Ronya Rubinstein**

*Director and General Counsel (Attorney) of R&D Unit, Rambam Medical Center*  
[r\\_rubinstein@rambam.health.gov.il](mailto:r_rubinstein@rambam.health.gov.il)



**Bio:**

Ronya Rubinstein is the director of R&D business unit of Rambam Medical Center. The Unit is at the industry- hospital crossroad dealing with research, technology and business development of intellectual property created at the hospital.

Ronya is an attorney specializing intellectual property (BLL, LLM from the Hebrew University of Jerusalem and Haifa University), managing both the legal aspects and the business aspects of the unit.

**Sharon Vigodman, Ph.D.**

*R&D Manager, AGAM Group*  
[sharon@agamgroup.com](mailto:sharon@agamgroup.com)



**Bio:**

Dr. Sharon Vigodman holds a Ph.D. in Biology received from Department of Cell Research and Immunology, Faculty of Life Sciences, Tel-Aviv University, Israel. She has over 20 years experience in biological research including technological expertise in cell culture and biochemical, immunological and molecular biology methodologies.

Currently, Dr. Vigodman is acting director of the R&D Department at the AGAM/Coll-Med Company as well as being responsible for establishing QA and regulatory systems. Moreover, she is involved in the Company business development activities, including planning the Company budget, preparing Company presentations and presenting the Company at meetings with other company CEO's, potential investors and partners as well as the Chief Scientific of the Ministry of Health, Israel.

Prior to working at AGAM/Coll-Med Company, Dr. Vigodman held senior positions including; establishing and managing the laboratory of mucosal immunology at the Gastrointestinal and Liver Disease Institute at Tel Aviv Sourasky Medical Center; manager of the tissue culture unit at Intellect Neuroscience LTD.; R&D Project manager at ColBar LifeScience Ltd Company, an Israel's subsidiary of Johnson & Johnson, USA and at Protein Production Services (PPS Ltd.), Israel. Management work included supervising a team of technicians and instructing M.D and Ph.D. students.

Sharon served as a lieutenant in the Israel Defense Forces. She is married with two children and resided in Rishon Lesion, Israel. She enjoys reading, doing sports and watching basketball games, dancing, social gatherings with friends and colleagues. Furthermore, she enjoys her work.

**Merage Institute- leadership program for Life Science Executives**  
**March 3-15, 2013**

**Fellows' Companies and Organization overview**

- Aferrix Ltd.
- AGAM Group
- E-motion Medical Ltd.
- EIMindA Ltd.
- Eon surgical Ltd.
- HIL Applied Medical Ltd.
- Johnson & Johnson Medical Israel (JNJ)
- MATIMOP Israeli Industry Center for R&D
- Medigus Ltd.
- Rambam Medical Center/ Research and Development Unit
- Simona Leibovich- Consultant
- Surgical Frontiers
- Vaica Medical Ltd.
- Virtual Ports Ltd.
- Real Imaging Ltd.



**Contact:** Yael Furman,  
CEO  
[yael@aferrix.com](mailto:yael@aferrix.com)  
+972-52-5989926

**Industry:**

Healthcare- In vitro  
Diagnostics (IVD),  
Diagnostic kits for  
laboratory use

**Company Launch Date:**  
October 2002

**Number of Employees:**  
1 FT; 1 PT; outsourcing  
services

**Strategic Partnerships:**  
Thalassemia International  
Federation

**Current Users &  
Customers:**  
Aferrix' service laboratory  
customers include:  
Novartis Pharmaceuticals,  
NIH  
Acceleron Pharma  
Dana Farber Cancer  
Institute  
University of Warsaw

Use of the diagnostic kits:  
Wasserfall & Massing  
Medical Solutions – a  
Contract central laboratory  
in German  
University of Innsbruck  
University of Honk Kong  
Other customers in Spain,  
Japan and Greece

In the US, seeking  
partnership with a CLIA  
(Clinical Laboratory  
Improvement Amendments)  
approved laboratory until  
FDA is granted or instead.

**Shareholders:**  
Private Investors  
Currently, there is no active  
investment

**Revenues:**  
Initial revenues

Kiryat Atidim, POB 58129, Tel-Aviv 615800 Israel, Tel.972-73-2126155  
Fax.972-73-2126144

**MISSION:** Aferrix is an innovative leader in development, manufacturing and marketing of novel tools for diagnosis and monitoring of toxic iron in body fluids

**PRODUCTS:**

**FeROS™ eLPI** – detects the total amount of **Non-Transferrin Bound Iron** (NTBI) in a given serum or plasma sample.

**FeROS™ LPI** –detects the **Labile Plasma iron** (LPI), a fraction of NTBI which is redox active and chelatable.

**TECHNOLOGY:** Fluorescence based assays for the detection of diverse properties of toxic iron, which are not detected by the conventional methods.

**MARKET:** There is a global unmet need for diagnosis, treatment and follow-up of patients suffering from inherited and acquired anemia that receives blood transfusion treatment on a regular basis. The immediate market includes patients that suffer diseases with high risk of systemic iron overload, the most significant of these diseases are: Thalassemia, Sickle Cell Disease and Myelodysplastic syndromes (MDS). Based on these clinical indications, the immediate market for the company is \$20M USD annually.

As the importance of controlling iron overload becomes apparent, there are a growing number of market segments that requires the clinical use of these biomarkers (LPI,eLPI), including: kidney dialysis, organs transplant, type II diabetes. This additional market is estimated at \$500 USD annually.

**BUSINESS MODELS:**

1. Worldwide distribution network (contracts have been signed with Distributors in: Japan, Spain, Greece, Cyprus, Honk Kong)
2. Partnership with an international Diagnostic/Pharmaceutical company
3. Direct sell to a country/region based central service laboratory

**INTELLECTUAL PROPERTY:** Diverse patents portfolio. Patents have been granted in the US, Europe, Israel, India, Australia, New Zealand. Newer patents are in PCT and national phases. US utility application filled in 2012.

**COMPETITION** Currently, there is no direct completion for the company's developed biomarkers. All existing methods of monitoring iron overload and the effects of chelation depend on changes in organ deposition. Existing measurements are useful in following the effects of chelation over time but they cannot help in assessing the effectiveness of chelation in the short term so that timely dose adjustments or other treatment options can be chosen to achieve the detoxification aims of chelation.

**MILESTONES:**

- January 2005- Establishment of in-house service laboratory
- September 2011 – ISO 9001:2008 & ISO 13485:2003 Certifications
- November 2011 – CE approval for in-vitro diagnostic use

**MANAGEMENT:**

- Yael Furman, CEO
- Assaf Ezra, Manager of Technical Support
- Prof. Ioav Cabantchik, Scientific Advisor





www.agamgroup.com - Hacharash St. 16, Lab. 207, P.O.B. 2118, Ness-Ziona, 74047, Israel  
Tel: +972 8 637 1017, Fax: +972 76 5409680, [Info@agamgroup.com](mailto:Info@agamgroup.com)

**Contact:** Moti Golov, CEO  
[moti@agamgroup.com](mailto:moti@agamgroup.com)  
+972-54-422-0661

**Industry:**  
Pharma and Tissue engineering industry  
Biomaterials Industry - Marine source collagen platforms & products for the medical, pharmaceutical, cosmeceuticals and aesthetic markets.

**Company Launch Date:**  
February 2009

**Leading Team:**

- ❖ Prof. Max Herzberg, active chairman
- ❖ Prof. Shmuel Cabilly, Board Member & scientific advisor
- ❖ Moti Golov, founder, CEO
- ❖ Prof. Sam Angel, CTO
- ❖ Dr. Sharon Vigodman, R&D Manager
- ❖ Dr. Avshalom Shalom, MD, Medical director

**Number of Employees:**  
4 FT; 1 PT;

**Current Users & Customers:**  
Research Institutes, Cell Biology industry

**Prototype/Product**

- ❖ 2D & 3D scaffolds for cell culture research are **available for sales**.
- ❖ Wound & Burns dressing pads' experiments & animal trials were successfully concluded.

**Current Investors:**

- ❖ Founders self investment.
- ❖ Angels
- ❖ Chief Scientist, Ministry of Industry and Commerce, Israel;

**Financing Sought:** \$2.5M

**Use of Funds:**

Completion of Pre-Clinic & Clinical Trials, regulation and other products developments

**VISION:** To become a leading provider of life and health care enhancement products based on the unique properties of the native collagen biomaterials originated from single specie marine sources such as Jellyfish.

**THE NEED:** Modern medicine defines collagen as a crucial platform for cell growth, tissue regeneration (bone, skin, cartilage...), wound care and more. Continued efforts are conducted worldwide to develop advanced collagen platforms, which are more practical, efficient, cost contained and safer than today's mammalian available collagen (bovine, porcine, equine) or recombinant genetically modified platforms.

**TECHNOLOGY:** AGAM is the owner of knowledge & capabilities to manufacture unique, native, natural, fully-glycosylated soluble & insoluble collagen platforms, which are utilized by the Company in multiple medical, pharmaceutical and aesthetic surgery fields developments.

**AGAM'S COLLAGEN ADVANTAGES:**

- ❖ **Source:** a safe alternative to mammalian derived collagen, eliminating the risk of carrying human-transferred diseases.
- ❖ **Values:** significantly increases the proliferation and differentiation of multiple cell types as well as possess unique mechanical and stability characteristics.
- ❖ **Type:** native fully glycosylated, highly-polymerized collagen, proprietarily produced by AGAM without the need of cross-linking materials or bio-chemical and genetic modifications.
- ❖ **Cost:** AGAM's high yield production processes result in high cost containment.

**PRODUCTS:**

❖ A family of **wound & burns dressing pads**, which adhere to the wound, without the need to be replaced or supplemented during the healing process, until it falls off as a scab, resulting in a reduction of the patient's pain & suffer, elimination of infection risk during bandage changes, while reducing the overall cost of the medical treatment.

❖ A family of **skin substitutes**, which serve as dermis replacements. Differentiated from any other known solutions, do not dissolve during the curing period thus keep the original size and shape of the transplanted area, preventing collapse of the epidermal layer, while enhancing healing as well as improving the esthetic appearance of the transplanted area.

❖ **Three dimensional (3D) scaffolds** superior for enhancing cells viability of a multiplicity of cell lines and Stem Cells growth and proliferation. The 3D scaffolds, uniform in size and shape possess a wide and consistent range of pores size, mimicking the native environments of living tissues are used for cell biology R&D and as microcarriers for the medical/pharma industry.

❖ **Other collagen products:** microspheres for bioreactors, scaffolds for bone regeneration cartilage and other musculoskeletal tissue repair, dental membranes, ECM scaffolds for organ regeneration/repair (bone, musculoskeletal, cartilage), surgical meshes. **MARKET:** medical, pharmaceutical, aesthetic surgery, research & laboratories markets are estimated in billions of dollars with extending growth rate.

**INTELLECTUAL PROPERTY:** Patent application already filed in the US and other countries (National phase).

**MILESTONES:**

- Q1-Q2/13 - initiating Scaffolds sales;
- Q3-Q4/13 - initiating Pads clinical study
- Q1-Q2/14 – initiating Skin Replacement clinical study
- Q3-Q4/14 – initiation of pads sales in urope





**Contact:**

Amichay H. Gross, CEO  
[ahg@emotionmed.com](mailto:ahg@emotionmed.com)  
+972-50-2202243

**Company Launch Date:**

December 2011

**Number of Employees:**

3 FT; 3 PT; 4 med. adv.

**Strategic Partnerships:**

N/A

**Current Users &****Customers:**

N/A

**Do you have a Demo or Prototype?**

Demo tried ExVivo and InVivo, prototype undergoing preclinical.

**Current Investors:**

Private. US-based.

**Amount Sought for Which**

**Round:** N/A

**Minimum Investment per**

**Investor:** N/A

**Valuation:** N/A**Use of Funds:**

Finalizing product, performing clinical trials (feasibility & safety), regulatory approval.

**Burn Rate (current):**

N/A

**Current Revenue:**

N/A

**MISSION:**

To provide a unique solution to promote GI motility, and enable better and safer nutrition for enterally-fed patients.

**PRODUCTS:**

First products will replace current enteral feeding tubes and reproduce esophageal motility to enable better & safer feeding.

Enteral nutrition is the primary choice for feeding when oral feeding is impossible (post-operative, post-trauma, etc).

**TECHNOLOGY:**

Esophageal mucosal stimulation

**MARKET:**

Enteral nutrition is commonly provided via a Nasogastric (NG) tube, inserted through the nostril into the stomach. Over 9 million NG tubes are used annually in the US, ~1.3m of them specifically for feeding (others for lavage & drainage).

The initial target are intensive/critical care patients (ICU), to be followed by other hospital populations, rehabilitation facilities and home use (post-CVA).

Future markets may also include ambulatory patients suffering from GI motility issues, such as idiopathic/diabetic gastroparesis, chronic constipation, etc.

**BUSINESS MODEL:**

Initially sold to healthcare facilities (hospitals), possibly through GPOs (group purchase organizations).

E-Motion Medical is open to the possibility of teaming up with established suppliers (e.g. Bard, CorPak, Cook and others), or other strategic partners.

**INTELLECTUAL PROPERTY:**

US and PCT patent application already filed and published (US 2013/0006323 ; WO 2013/001363)

**COMPETITION:**

No Direct competition. Indirectly, manufacturers that offer specialized NG tubes (Bard PreVent, Cook Tiger, etc).

**MILESTONES:**

Q2/2013 – FIM in Europe

Q4/2013 – CE mark

Q1/2014 - Clinical trials in USA

**MANAGEMENT:**

Amichay H. Gross, CEO  
Dr. Uri Shpolansky, CTO  
Limor Sandach, VP BD  
Dr. Michael Tal, CSO

**Mission:** ElMindA's mission is to transform state-of the art neuroscience into bed-side clinical practice, in order to bring a paradigm change in the treatment of brain disorders.

**Products:** ElMindA is currently progressing in two major routes: specific clinical applications and collaborations with pharmaceutical companies in CNS related clinical trials. The leading clinical application is sports-related mild traumatic brain injury (mTBI).

**Technology:** ElMindA develops a unique EEG-based technological platform enabling a novel analysis of CNS electrophysiology. The Brain Network Activation (BNA) platform allows high resolution visualization and evaluation of the human brain at work.

**Market:** While one in three people suffers from a brain related disorder, due to the brain's complexity, current available tools and technologies are often insufficient to lead to accurate and objective treatment decisions. ElMindA is addressing this significant unmet need with its BNA™ platform technology. ElMindA's patented and patent-pending technology platform has led to early partnerships with top pharmaceutical companies, leading neurological and psychiatric institutes, NFL and college sports teams, and grant funding agencies.

**Business Model:** Clinical applications - "Biomarkers" discovered by our technology will be used by physicians based on a pay-per-test model. With respect to mTBI, clinical, marketing, regulatory and reimbursement work is on-going, and ElMindA expects revenues as early as 2014. Drug development collaborations are already generating revenues. We expect this business to grow significantly in the next couple of years.

**Intellectual Property:** Numerous patent applications in national phase, first patent accepted in US.

**Milestones:**

- FDA clearance – mid 2013
- Product ready for market – mid 2013
- Initial sales – end 2013

**Management:**

- Ronen Gadot – CEO
  - Prof. Amir Geva – CTO
  - Dr. Amit Reches – VP R&D
  - Dr. Dalia Dickman – VP C&R
  - Uri Antman – Director of Programs
  - Chen Golan – Director of Operations
  - Dr. Eli Zangvil – Strategic Advisor.
-

**Contact:** Danny Farin, CEO  
[danny@eon-surgical.com](mailto:danny@eon-surgical.com)  
+972-54-8152829

**Industry:**  
Laparoscopy (Surgery)

**Company Launch Date:**  
May 2010

**Number of Employees:**  
4 FT; 4 PT;

**Strategic Partnerships:**  
N/A

**Current Users &  
Customers:**  
N/A

**Do you have a Demo or  
Prototype?**

Eon has completed its  
preclinical phase for the  
InterTip System

**Current Investors:**  
Israeli OCS, Rad-Biomed  
Incubator, Private  
Investors, Rutledge Capital

**Aggregate Investment:**  
\$2M

**Minimum Investment per  
Investor:** \$100k

**Valuation according to  
Round A:** \$5M

**Use of Funds:**  
Regulatory Approvals

**Burn Rate (current):**  
\$80k/Month

**Current Revenue:**  
N/A

**MISSION:** To become the leading provider of solutions for scarless laparoscopic surgery, through affordable, easy to use and intuitive techniques.

**PRODUCTS:** The InterTip™ platform is a unique solution for performing a complete scarless laparoscopic surgery in a simple and intuitive method.

**TECHNOLOGY:** The InterTip™ platform allows the use of 5-10mm end effectors, over the distal tips of 2.5 mm needles. The assembly and disassembly of the end effectors is preformed with ease through the single 12mm port in the navel. Eon Surgical's instruments armamentarium provides a comprehensive solution for performing the most common laparoscopic surgery procedures as well as the rare ones.

**MARKET:** The total worldwide laparoscopic devices market is estimated to have been around \$6 billion in 2010 with cumulative annual growth rate of ~7% by 2015. There are over 3 million laparoscopic procedures performed annually in the United States alone. Increasing demand for minimally invasive procedures from patients and a parallel increase in availability of trained surgeons who can perform an ever broadening range of laparoscopic procedures are major drivers of the laparoscopy market growth.

The market is dominated by medium-large sized global players such as Ethicon EndoSurgery (J&J subsidiary), Covidien (Tyco Subsidiary), Olympus, Stryker and Storz.

**BUSINESS MODEL:** Eon Surgicsl is negotiating with several leading players in the Laparoscopy industry to establish a partnership that will stimulate Eon's ability to effectively penetrate the market with its InterTip System and to build a worldwide distribution network.

**INTELLECTUAL PROPERTY:** Several Patent application already filed in the US and other countries (National phase).

**COMPETITION:** Currently, there is one product in the market that might be considered as a competition. It is distributed by Ethicon Endo-Surgery (Subsidiary of J&J). We are aware of two additional companies that are currently working on the development of additional potential competitive solutions.

**MILESTONES:**

- April 13 – CE Marking
- July 13 – 510k clearance

**MANAGEMENT:**

- Danny Farin, CEO
- Shaul Shohat, CTO and COO
- Yehuda Bachar, VP R&D

**MISSION:** To provide an enabling technology that will reduce the cost of proton-therapy (PT) and make it accessible to cancer patients.

**Contact:** Shmuel Eisenmann, CEO  
[shmlike@hilappliedmedical.com](mailto:shmlike@hilappliedmedical.com)  
+972-52-2602128

**Industry:**  
Radiation Oncology, Proton  
Therapy, Medical Devices

**Company Launch Date:**  
September 2010

**Number of Employees:**  
4 FT; 1 PT;

**Strategic Partnerships:**  
N/A

**Current Users & Customers:**  
N/A

**Do you have a Demo or  
Prototype?**  
We are at final stages of proof-of-  
principal tests.

**Current Investors:**  
Chief Scientist, Ma'ayan Ventures,  
Medvest, Private Investors,  
Hebrew University

**Amount Sought for Which Round:**  
\$6M, Round A

**Minimum Investment per  
Investor:** N/A

**Valuation:** \$12M

**Use of Funds:**  
Single-shot prototype

**Burn Rate (current):**  
\$330k/year

**Current Revenue:**  
N/A

**PRODUCTS:** Low-cost small foot-print proton accelerator.

**TECHNOLOGY:**

High power laser accelerators & nanotech targets.

**MARKET:** The market potential in the US for proton therapy today is therefore  $\approx$  \$9B/year. Demand is projected to more than double over the coming decade, – driven by expanded clinical indications, increased patient and physician awareness, and increased availability - bringing the market potential to about \$18B/year in ten years.

Considering current split between hospitals and hardware providers HIL's US annual potential revenue is estimated at \$1B/year.

**BUSINESS MODEL:** HIL aims to become the leading provider of laser-based accelerators and related services to PT system manufacturers; think "Intel Inside". Every sale generates two revenue streams:

- A one-time capital equipment sale. HIL estimates that each accelerator will sell for \$3-4M.
- A 15-year service contract, worth approx. 10% of the capital sale per year. This means an additional \$400k/year – or \$6M over the life of the equipment – per unit sold.

Total revenue for each accelerator is therefore \$7-10, GM >75% (approx 50% on the capital sale, >90% on service).

**INTELLECTUAL PROPERTY:** HIL has filed 9 US and international patent applications on its core technology (2008-13), covering both method and apparatus. Recently the core patent was approved in the US, rest of the patents are currently pending..

**COMPETITION:** Mevion and CPAC are offering or developing mid-low cost PT rooms at ~\$20-25M per room.

**MILESTONES:**

- 2013 - conclusion of PoC tests
- 2016 – Single shot prototype

**MANAGEMENT:**

- Shmuel Eisenmann, PhD - CEO
- Prof. Arie Zigler - Chief Scientific Officer
- Eyal Nahum, MSc – VP R&D
- Sagi Brink-Danan, MBA - VP for Business development

## **Company executive summary:**

### **Company information:**

- Johnson & Johnson is an American multinational medical device, pharmaceutical and consumer packaged goods manufacturer founded in 1886.
- Employees of the Johnson & Johnson of Companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.
- JNJ has an outstanding reputation and is represented in almost any household. It is a global, stable and leading company in every one of its fields of business
- From an Industry perspective, J&J is considered the Largest and most diverse medical devices and diagnostics Company, 8th largest Pharmaceutical company globally and 6th largest Biotech company globally.
- Approximately 70% of sales are derived from products/businesses that have a #1 or #2 global market share position.

### **Growth engines**

- Investment in research and development – 625 products launch and total investment of \$7.5B in 2011 (total of \$37B in last 5 years). Approximately 25% of products sold in 2011 introduced in the past 5 years.
- Solid pipeline of new and innovative products. Focus on products which reduce the cost of health care.
- Acquisition of companies –In the past three years, More than 10 acquisitions totaling of \$4B. Numerous external alliances and collaborations entered into annually. Last acquisition of Synthes for \$21B to supports JNJ status and control in medical devices sector.
- Leadership in major markets and investments to address unmet medical needs for diseases such as Cancers, mental health disorders, diabetes, heart disease, stroke, rheumatoid arthritis and HIV.

### **Finance and stock summary**

- 2011 ended with total revenue of 65 billion USD, operational profit was 14.3 billion USD and Net income of 9.7 billion USD.
- JNJ's common stock is a component of the Dow Jones Industrial Average and the company is listed among the Fortune 500.
- J&J Stock performance in the last 5 years beats Dow Jones performance in every parameter.
- Dividend Yield – JNJ 3.49% vs. Industry 2.06%. Boost dividends for 50 years in a row.

### **Our Credo Values**

The values that guide our decision making are spelled out in our Credo.

Our Credo challenges us to put the needs and well – being of the people we serve first .

It is more than a moral compass, it sets our norms and priorities in every daily activity we chose to perform.

**Company internet site :** [www.jnj.com](http://www.jnj.com)

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## **MATIMOP – Your Gateway to Israel's Technology and Global Markets**

MATIMOP, the executive agency of the Office of the Chief Scientist of the Ministry of Industry, Trade and Labor of Israel (OCS), is the official National Agency for international industrial R&D cooperation charged with promoting highly supportive policies to build Israel's industrial infrastructure, and nurturing industrial innovation and entrepreneurship.

Over the past several years, Israel has placed increasing emphasis on development of a world-class life sciences industry. Israel's highly talented cadre of academic and industrial scientists and engineers, along with cutting-edge enterprises in the life sciences creates a thriving environment for life sciences R&D, both in biotechnology and medical devices. Moreover, the OCS offers preferential grants for life sciences' companies and has recently launched a dedicated biotechnology venture capital fund as a joint venture with the private sector.

In recognition of its distance from global markets, the State of Israel enters into international agreements and has charged MATIMOP to aggressively expand opportunities for Israel's industry to engage in mutually beneficial international collaboration. The development of innovative new commercial technologies, products and services is a high risk expensive proposition, often exceeding the capacity and capabilities of individual firms and even countries, therefore necessitating the OCS's intervention and support.

At the level of the individual companies, the benefits derived from joint R&D projects are clear: **Risk Sharing** – high risks are mitigated by utilizing government grants and through scientific, technical and commercial synergies; **Time to Market** – collaborative R&D tends to shorten development cycles providing critical commercial advantages; and **Strategic Relationships/Partnerships** – mutually beneficial strategic partnerships enhance opportunities for success in an increasingly competitive and integrated global market.

MATIMOP implements an increasing range of international programs on behalf of the OCS, both bilateral and multi-lateral. The Government of Israel has entered into 40 Bi-National Industrial R&D Collaboration Agreements all over the world and participates actively in 5 multi-lateral European programs. All programs share the common benefits for Israeli companies highlighted above, as well as offering international companies access to Israeli industry's unique capacity for innovation. The effort to expand the network of international industrial R&D collaboration with new countries, states, provinces and regions are ongoing.

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**TASE:MDGS    www.medigus.com    7A Industrial Park, Omer, Israel**

Executive Summary

Founded in 2000, Medigus Ltd. is a medical device company dedicated to the development of innovative endoscopic procedures and technologies. Medigus has been traded on the TASE (Tel Aviv Stock Exchange) since 2006.

**SRS™** Minimally-invasive, trans-oral endoscopic system for treatment of gastroesophageal reflux disease (GERD); received **510(k) clearance** from the FDA, and **CE Mark** in the EU.

**Clinically proven to be safe and effective**

In a multi-center clinical trial, the SRS™ met the criteria set by the FDA for all endpoints.

**Commercial use commenced in May 2012**

Distributed in hospitals in Turkey and Spain; negotiations under way with distributors in the US, Germany, Greece, Taiwan, China, and elsewhere.

**Other available therapies are insufficient**

Drug treatment – daily PPI intake

Lap-Nissen – surgical/laparoscopic procedure

**Advantages over invasive treatments**

Incisionless ▪ Disposable ▪ Surgical stapler ▪ Single operator

Efficient and cost-effective ▪ Miniature video camera

Ultrasonic sights for alignment ▪ Dedicated video processor

**Advantages over pharmacological treatment**

FDA warned of hazards of long-term PPI use

40% of patients do not respond to PPI

High expense of long-term drug use

**SRS™ Results vs. Lap Nissen (surgery) and EsophyX (competing endoscopic procedure)**

	SRS™	EsophyX	Lap Nissen
GERD-HRQL improved by ≥ 50%	75%	72%	61-97%
Off daily PPIs	85%	83%	79-100%
Hiatal hernia reduced	67%	?	87-99%
Significant acid reduction	✓	✓	✓
No chronic dysphagia	✓	✓	✗
No gas bloat syndrome	✓	✓	✗
Incisionless	✓	✓	✗
Repeatable	✓	✓	✗



**Proprietary miniature video cameras**

Medigus has developed the world's smallest CMOS video cameras, measuring 1.2mm and 0.99mm in diameter. Approximately 20 biomed companies are developing devices and applications incorporating Medigus cameras.



**SRS™ reimbursement codes**

US hospitals currently utilize existing DRG codes relating to surgical GERD procedures.

MS-DRG 328 Stomach, Esophageal and Duodenal Procedures w/o CC/MCC: \$7,214

(or MS-DRG 327 Stomach, Esophageal and Duodenal Procedures with CC: \$14,311)

CPT code 43499, "crosswalk" to 43280 (lap Nissen) = \$1,078

**Nearly 4 million candidates for SRS™ treatment in the US**

Over 20 million Americans suffer from GERD, of which 4 million are not satisfied with drug therapy and require surgical or endoscopic intervention. Only a small number submit to invasive surgical treatment.

**Estimated US market potential:**

\$400 million

**Management team**

CEO Elazar Sonnenschein, Ph.D, LL.B

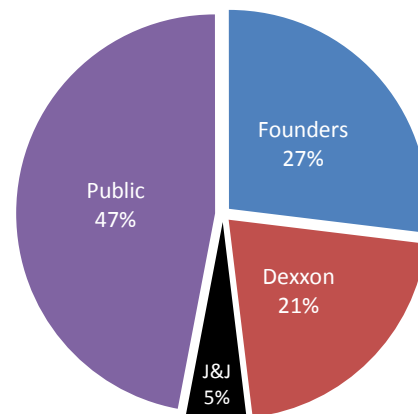
Executive VP Tsafir Kolatt, Ph.D

VP Sales Yaron Silberman, Ph.D

CMO Aviell Roy Shapira, MD

CFO Oded Yatzkan, CPA

**Current shareholdings (08/2012)**





**Company Name: Rambam Medical Center**

Location: Haifa, Israel

Website: [www.rambam.org.il](http://www.rambam.org.il)

**Contact**

Name: Ronya Rubinstein

Email: [r\\_rubinstein@rambam.health.gov.il](mailto:r_rubinstein@rambam.health.gov.il)

Phone: +972--8543436

Mobile: +972-52-8260392

**Industry: Life Science**

**Company launch date:** the R&D Unit was established in 2007

**# of employees:** in the hospital - more than 4,000. In the unit - 7

**Status (Demo /prototype /etc.) and its date:** N/A

**Customers:** N/A

**# of users:** N/A

**Strategic Partnerships:**

**Financial Highlights** N/A

Last 3 months' revenue:

Monthly burn rate:

Money in bank:

**Funding Info** N/A

Previous capital raised:

Valuation:

From whom:

**Looking to Raise** N/A

Amount:

Round:

Pre-money valuation:

Funding committed:

Use of funds:

Estimated future funding to achieve positive cash flow:

**ONE SENTENCE DESCRIPTION:** TECHNOLOGY TRANSFER ARM OF THE HOSPITAL AND POINT OF CONTACT FOR INDUSTRY COLLABORATIONS

**MARKET OPPORTUNITY:** N/A depending on the specific project

**PRODUCTS:** N/A depending on the specific project

**TECHNOLOGY:** various technologies in medical device, algorithms, cell based treatment, stem cells and more

**BUSINESS MODEL:** N/A depending on the specific project

**INTELLECTUAL PROPERTY:** we

**COMPETITION:** List competitors and their strengths & weaknesses

**COMPETITIVE EDGE AND BARRIERS:** N/A depending on the specific project

**FUTURE MILESTONES:** N/A depending on the specific project

**MANAGEMENT:** we have formed 3 spin-off companies and a few research collaboration agreements in the past 3 years.

The R&D Unit's mission is to enhance collaboration with the industry in all types of research, and in particular, to promote technology transfer and procuring investment for the development of our innovative projects. We continue our support for the projects after executing license agreements or establishing spinoffs utilizing our resources and knowledge for the benefit of the companies. We support clinical trials at Rambam, including in the framework of FDA requirements (IND). We also support early phases and FIH – we work closely with the Israeli ministry of health to assist in the approval process.

Rambam has vast research capabilities and we have constant collaborations with leading hospitals and research institutes such as John Hopkins, Harvard Hospitals, Cornell and many many more. We're home to some of the world's leading medical technologies such as biosense- webster's 3-D cardiac mapping and navigation technology, imaging technologies (including through collaboration with GE and Phillips) and many more.

We write and manage patent applications, execute research and development agreements, license agreements, clinical trials agreements





# Simona Leibovich

## Consultant

### **Business Development & Market Positioning Strategies**

#### **Main Services Provided:**

- ✓ **Executing creative business cooperation for various ventures including the medical device and biopharmaceutical industries**
  - Developing valuable connections between entrepreneurs, start-ups and established firms across broad range of industries, funds, investors and VC's
  - Cultivating relationships with angels, donors and corporate sponsors
- ✓ **Raising Funds for business initiatives**
  - Identifying and contacting companies and/or individuals with a high probability of acquiring or investing in a given business
- ✓ **Identifying business opportunities, locating and evaluating distributors**
  - Assisting management in locating distributors, recommending of potential candidates and evaluating the performance of their current distributors and suppliers
- ✓ **Business development and lead generation**
  - Creating customer database and referring suitable customers and buyers within the target market to the specific company
- ✓ **Conducting market research and competitive analysis**
  - Assisting management with analysis of end-user requirements and defining market trends
- ✓ **Positioning and competitive planning**
  - Crafting the companies' messages, positioning and differentiation
- ✓ **Communications planning**
  - Creating lead generation programs that generate conversations and business opportunities
- ✓ **Preparation of marketing documentation, presentations and commercial offers**

**Organizing and managing events, assisting companies in exhibitions and conferences**

For more information please contact: Simona Leibovich ♦ P.O.Box 43053, Tel-Aviv 6908 ♦ Tel: +972-54-2220082 ♦ Email: [sile@netvision.net.il](mailto:sile@netvision.net.il)

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**Contact:** Tamir Ben David,  
CEO  
[tamir@Surgfrontiers.com](mailto:tamir@Surgfrontiers.com)  
+972-54-4674890

**Industry:**  
Healthcare- minimally  
invasive surgery

**Company Launch Date:**  
September 2012

**Number of Employees:**  
4

**Strategic Partnerships:**  
N/A

**Current Users &  
Customers:**  
N/A

**Do you have a Demo or  
Prototype?**  
Working prototype in  
preclinical animal studies

**Current Investors:**  
Self

**Amount Sought for Which  
Round:** \$3M

**Minimum Investment per  
Investor:** \$500k

**Valuation:**

**Use of Funds:**  
Initiation of projects

**Burn Rate (current):**

**Current Revenue:**  
N/A

**MISSION:** Surgical Frontiers is primarily focused on promoting Israeli based innovation. It serves as a platform for early stage companies to perform preclinical and clinical studies at high-level standards and engage collaborations or M&A in the US market.

**PRODUCTS:** Devices targeted for minimally invasive surgery. Either simple devices that have advantages over existing technology or devices integrated with new techniques that offer simpler procedures that can be performed by most surgeons

**TECHNOLOGY:**  
Different technologies for MIS in each early stage company.

**MARKET:** Current market numbers shows that MIS is one of the strongest trends in the healthcare community, with global market for minimally invasive devices and instruments expected to reach \$21.1 billion by 2016.

**BUSINESS MODEL:** Surgical Frontiers provides full financial support mainly for the first 2 stages of the company life cycle: initiation phase and proof of concept. Throughout the process, Surgical Frontiers will identify relevant partners from the industry and get them actively involved so that they provide feedback, technological support and in certain cases - financial support. After proof of concept, Surgical Frontiers will move to the next phase in the project life cycle that involves completion of the final product. At this stage Surgical Frontiers will finalize all needed clinical data, design to cost and regulatory approvals. In some cases it will even start sales and commercial manufacturing. Depending upon funding required for the final product stage; Surgical Frontiers will consider raising additional capital from external investors or industry.

**INTELLECTUAL PROPERTY:**  
Patent application of potential companies in different stages, either provisional patents were submitted or already filed in the US and other countries.

**COMPETITION:**  
**TECHNOLOGICAL** incubators and accelerators in the Israeli arena dealing with MIS such as Rad-Biomed, Targetech, ATI.

**MILESTONES:**

**MANAGEMENT:**

- Tamir Ben David, CEO
- Dr. Yoav Mintz, co-founder
- Dr. Santiago Horgan, co-founder
- Dr. Mark Talamini. co-founde

## Market

- Telehealth
- Home Care
- Medication Compliance

## Target Customers

- Hospital Discharge
- Home Care
- ACOs
- Pharmacies

## Company Stage

- Initial Revenues

## Management

- Gil Margalit, CEO

## Strategic Partner

- Novolog, Israel's largest pharmaceutical distributor (NIS 2.5B)

## Intellectual Property

- Patents: US, UK, EU

## Sales

- 1,000 SimpleMed units sold, worldwide

## Funding to Date

- \$2.5M

## Financing Sought

- \$5.0M

## Use of Proceeds

- Product Expansion
- Sales & Marketing

## Vaica Medical Ltd

3 Ben Yehuda St.

Tel Aviv 63801, Israel

[+972] 77-700-5388

## Company Description

**Vaica Medical** is a commercial-stage telehealth infrastructure solution provider that offers SaaS & IaaS ("Infrastructure as a Service") telehealth solutions. The solutions are comprised of integrated suite of telehealth services to be deployed and managed from the Internet, with no call center or upfront capital expenditures required. The company has developed a smart medication dispensing device, integrated with telehealth hub for vital signs monitoring. The device, along with a cloud-based telehealth management system, enables patients, caregivers and medical staff to collect, aggregate and cross-reference health status and medication compliance reports and to quickly respond to changes in the patient's health and compliance rate.

## Background

10% of US hospital admissions and 23% of nursing home admissions are directly linked to medication non-compliance. In the U.S., hospital readmissions add up to \$17 billion in annual costs alone. About 20% of the discharged patients are readmitted to hospital within 30 days, 40% of these readmissions could be avoided if discharged patients comply properly with their medication treatment. The recent US Affordable Care Act has passed the cost of readmissions within 30 days to the hospitals, posing a major threat to the financial stability of hospitals in the US. In general, the healthcare industry is a shifting from in-patient to at-home care and from pay-per-service to pay-per-outcome payment model. Recent legislation and some new initiatives, such as by the VA (USA) and the NHS (UK) promote telehealth for at-home care as a key means for keeping the healthcare costs under control while improving the patients' health.

## The Market & Opportunity

A VA study of with 31,500 patients has shown a 20% reduction in hospital admissions and 25% reduction in bed days of care by using telehealth to remotely monitor patients at home and deliver home care services. A study by the NHS (UK), has reached similar results. These encouraging studies, along with recent legislation, cost reduction efforts and healthcare paradigm shifts are changing the structure and service delivery mechanism of the healthcare industry and drive the creation of myriad new organizations, such as

Accountable Care Organizations, all aiming at keeping the patients at home longer while improving the quality of care. This market could benefit from affordable and scalable telehealth solutions that can be deployed quickly and with little or no capital investment required. This is where Vaica Medical's telehealth solutions are aiming at.

## Products & Services

Vaica develops and sells telehealth devices for monitoring and managing the patients' health at home, and cloud-based service for managing the devices, collecting their data and sending alerts and reports to caregivers and healthcare professionals.

At the center of Vaica's telehealth devices is **SimpleMed**, a medication dispenser with GSM connectivity to cloud-based management and reporting system. In addition, SimpleMed connects to third-party vital-signs monitoring devices, such as glucometer, blood pressure monitor and scales. The cloud-based system reminds patients to take their medications on time, logs their medication compliance and vital signs data, generates health status reports and sends alerts to caregivers and healthcare professionals when necessary.

Vaica offers a **"telehealth-in-a-box"** service. The patient monitoring and management software is delivered as SaaS. It enables care providers to activate the remote devices, setup and monitor the patient service, and manage a suite of telehealth services, all from the Web, with no capital expenditures required for data center, IT or communication infrastructure

**SimpleMed+**, Vaica's next generation to the SimpleMed family, accepts medications in the form of pharmacy pre-filled multi-dose blister packs. This eliminates the need to fill the dispenser manually, reduces human error rates, and closes the medication loop, from physician (prescription) to pharmacy (fulfillment) to patient (consumption) and back. **SimpleMed+** will be commercially available in Q2 2013.

**SimpleMed Rx**, in addition to solutions for oral pills medications, Vaica develops medication compliance solutions for biological and injectable drugs to be delivered to the market by the big Pharmas.



## Virtual Ports

### Advancing Laparoscopic Surgery with MicroAnchoring™ Technology

#### BACKGROUND

In the United States and Europe, more than 3 million laparoscopic procedures are performed each year. As the importance of aesthetics increases, surgeons are faced with the challenge of performing the requisite tasks of laparoscopic surgery through smaller incisions and fewer ports. Visualization of the target tissue is of paramount importance but is often compromised by organs and soft tissue overlaying the desired anatomical target.

#### THE SOLUTION

**Virtual Ports** is dedicated to bringing a higher level of performance to laparoscopic surgery through the use of proprietary MicroAnchoring™ technology to provide secure laparoscopic organ retraction using exceptionally small-profile devices. Virtual Ports designs and manufactures the only products capable of using existing ports to retract organs entirely from within the body cavity. These devices allow the surgeon to perform critical procedural functions without cluttering the laparoscopic workspace.

Virtual Ports solutions optimize tissue access and visualization by allowing surgeons to atraumatically retract the organ obstructing the surgical field of view by lifting it and anchoring it to the intra-abdominal wall. The Virtual Ports approach results in complete organ retraction without the need of a dedicated port or assistant.

#### THE PRODUCT PORTFOLIO

The Virtual Ports products are introduced into the body using a proprietary applier hand instrument, removed after the consumable is securely fastened to the intra-abdominal wall.

- **EndoGrab™** Port-Free Retractor completely retracts the organ in two directions, without the need of a dedicated port.
- **EndoClear™** Endocavity Cleaning Station enables cleaning of the camera lens without removing the laparoscope from the cavity.
- **EndoLift™** Port-Free Retractor optimizes access to larger soft tissue structures, such as the liver and uterus.

#### THE MARKET

**Cholecystectomy:** Gallbladder removal — the most common laparoscopic procedure — with over 1 million procedures/year in the United States. A minimally invasive approach has become the standard of care. Virtual Ports technology addresses unmet needs: simplifying the operative workspace, improving access and visualization of target tissue, and reducing the number of surgical ports required. Fewer ports reduce materials cost, operative time and the risk of infection, and significantly improve the aesthetic outcome. EndoGrab and EndoClear are critical enabling technologies for this procedure.

**Bariatric:** Approximately 175,000 procedures performed annually in the U.S. The key to simplifying and streamlining these procedures lies in maintaining accessibility to the stomach. EndoLift safely and completely retracts the liver for unparalleled access to the stomach without use of a dedicated port.

**Colon Resection:** Approximately 280,000 procedures are performed annually in the U.S. EndoGrab and EndoClear improve accessibility to the desired tissue while reducing the number of surgical ports, materials cost and risk of infection.

**Robotic Surgery:** These procedures place new constraints on surgical techniques, due in part to the significant cost of the capital equipment, which increases the cost of OR time. EndoClear provides optimal visual clarity without removing the laparoscope from the body thereby preserving the surgeon's focus and reducing operative time.

#### FUNDING

Virtual Ports seeks up to **\$2.4 million** for sales and marketing in the United States, EU, and Japan, and for expanding its product line. The Company has already raised \$1.28 million from existing shareholders and is now raising the balance of up to \$1.12 million.

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Caesarea 38900, Israel  
Tel: +972.4.627.7506  
Web: [www.virtual-ports.com](http://www.virtual-ports.com)  
dan shwarzman, ceo  
Mobile: +972.50.981.1165  
E-mail: [dan.shwarzman@virtual-ports.com](mailto:dan.shwarzman@virtual-ports.com)

#### KEY PERSONNEL

**Steve Rhodes**, Chairman

**Dan Shwarzman**, CEO

#### CLINICAL ADVISORS

Y. Mintz, Hadassah Hospital

H. Rivas, Stanford Medical

T. Rogula, Cleveland Clinic

S. Ross, Tampa General

L. Swanstrom, Oregon Clinic

D. Gossot, Institut Mutualiste Montsouris

A. Szold, Sackler School of Medicine, Tel Aviv

#### KEY CUSTOMERS

Stanford Medical Center

Cleveland Clinic

Duke University Medical Center

Sentara Medical System

#### COMPANY STATUS

**Founded:** 2006 (now in revenue expansion stage)

**Investors:** The Trendlines Group, Virginia Life Science (VLSI), KIG Investments

**Strategic Partner:** Senko Medical (Japan)

#### INTELLECTUAL PROPERTY

Seven patents issued or pending

#### ACHIEVEMENTS

**Sales (2012):** \$854,000

FDA cleared, CE mark, Japanese and Korean approval

A multi-year strategic partnership with Senko Medical

# realimaging *a mission for life*

**MISSION:** Development and marketing of breakthrough technology for early breast cancer detection with the mission of saving lives .

**PRODUCTS:** The company's system - RUTH™ performs a functional multi-dimensional imaging of the breast, in a non-invasive, non-radiating and examinee-friendly procedure.

**TECHNOLOGY:**

The company's proprietary technology, the **MIRA™ (Metabolic Imaging and Risk Assessment)** – integrating in the RUTH™ acquisition system, performs a 3D functional metabolic imaging of the breast. The data (a sequence of digital and IR imaging signals) is analyzed utilizing a wide range of sophisticated proprietary software algorithms. The result is an objective, computer generated, assessment of the health status of the breast, without the need for human interpretation.

**Contact:** Boaz Arnon, CTO  
+972-54-4923396

**Industry:**  
Medical device

**Company Launch Date:**  
2004

**Number of Employees:**  
~12

**Current Users & Customers:**  
Breast cancer screening centers

**Do you have a Demo or Prototype?**  
Yes.

**Current Investors:**  
[The Reuben Brothers](#),  
[Amos Michelson](#)

**Current Revenue:**  
N/A



**MARKET:** Real Imaging's 3D Functional MIRA technology targets the breast cancer screening market. The global market of mammography equipment is a well defined and mature market, with an estimated worldwide install base of over 35,000 systems, performing 75M mammography procedures annually. Worldwide, less than 3% of the potential eligible 1.2B women undergo mammography exams..

**BUSINESS MODEL:** In parallel to establishing its global presence through installations of RUTH systems in leading medical centers in Europe, North America and Asia Pacific, the Company plans to offer its systems, following receipt of CE mark, to general hospitals and imaging centers, as a complementary breast screening system. The Company believes that once clinical data from its international multi-center clinical trial sites is published, the RUTH system acceptance as a screening tool of choice will increase significantly, leading to increased sales. The company intend to utilize leading national distributors network in key countries to market it product starting in mid or late 2014.

**INTELLECTUAL PROPERTY:** Real Imaging filed nine patents on its technology. Two of the patents had already approved and accept in few countries including the USA and EU.

**COMPETITION:** Mammography systems and 3D ultrasound technology

**MANAGEMENT:**

- Maiki Yoeli - CEO
- Boaz Arnon – Founder and , CTO
- Dr. David Izhaki – VP of R&D