



Foley's Life Sciences and Medical Device Conference Agenda
 Wednesday, September 29, 2010
 The Colonnade Hotel

Time / Room	Event	Session
8:00 – 8:45 a.m. Foyer	Registration	
8:45 – 9:45 a.m. Huntington I	Opening General Session	<p>From Resilience to Growth – State of the Life Sciences and Medical Device Industries</p> <p>A moderated discussion on the business and financial opportunities for life sciences and medical device companies in today's environment and perspective on local Boston life sciences innovation</p> <ul style="list-style-type: none"> ▪ What are the challenges for start-ups today? ▪ What are the keys to staying resilient in today's market? ▪ How are companies facilitating growth? <p>Moderator: Gabor Garai, Chair, Private Equity and Venture Capital Practice and Co-Chair, Life Sciences Industry Team, <i>Foley & Lardner LLP</i></p> <p>Speakers: Dr. Susan Windham-Bannister, President & CEO, <i>Massachusetts Life Sciences Center</i></p> <p>John Harthorne, Founder & CEO, <i>MassChallenge, Inc.</i></p>
9:45 – 10:00 a.m. Foyer	Break	
10:00 – 11:00 a.m. Huntington I	Break Out #1	<p>Milestone Metrics for Growth Stage Companies</p> <p>In today's business climate medical device and life sciences companies need to be properly positioned at each stage of development with the appropriate plans in place for later growth stages. Panelists will review key business and intellectual property management tools and strategies that are needed at the early, mid and late stages of development as well the types of funding needed to fuel growth throughout the lifecycle. Various exit strategies including mergers and acquisitions will be discussed as well as preparing for a potential IPO.</p> <p>Additional topics include:</p> <ul style="list-style-type: none"> ▪ How companies can balance the need to continually innovate will making strategic business decisions ▪ How to realize revenue streams earlier in the process ▪ How to evaluate innovation based on potential business value ▪ Preparing for various exit strategies <p>Moderator: Keith D. Lindenbaum, Partner, Mechanical & Electromechanical Technologies and Medical Devices Industry Team, <i>Foley & Lardner LLP</i></p> <p>Panelists: Fouad Azzam, Ph.D., General Partner, <i>Life Sciences Partners (LSP)</i></p> <p>Jeff Barlow, Managing Director, Head of US Life Sciences Investment Banking, <i>Canaccord Adams</i></p>

		<p>Stacy Coen, Senior Director of Business Development, <i>Genzyme Corporation</i></p> <p>Robert Mashal, Ph.D., President & CEO, <i>NKT Therapeutics Inc.</i></p> <p>David W. Kantaros, Partner, Private Equity and Venture Capital Practice, <i>Foley & Lardner LLP</i></p>
10:00 – 11:00 a.m. <i>Braemore</i>	Break Out #2	<p>Mapping the Way: Opportunities in Diagnostics</p> <p>In an era of health reform, diagnostic technologies that focus on prevention and test the viability of expensive treatment options are becoming increasingly valuable to health providers, payers and patients. Historically, investment in this sector has not seen as much vigor as demonstrated in medical devices or biotech innovations. However, in today's environment diagnostics are becoming attractive opportunities for life sciences companies looking for collaborations or acquisitions as well as investors looking for cutting-edge technologies, all creating a robust industry on the brink of breaking through to the mainstream.</p> <p>In this session, panelists will:</p> <ul style="list-style-type: none"> ▪ Provide insight on the diagnostic industry on a local and national level ▪ Discuss the key elements analyzed when assessing start-up opportunities ▪ Discuss where opportunities exist and thrive for maximizing profits ▪ Provide new strategies for raising funds <p>Moderator: Ron Eppen, Partner, Private Equity and Venture Capital Practice, Life Sciences Industry Team, <i>Foley & Lardner LLP</i></p> <p>Panelists: Stephen DiPalma, Chief Financial Officer, <i>Envivo Pharmaceuticals</i></p> <p>Mitchell Sanders, Ph.D., CEO and Founder, <i>ECI Biotech</i></p>
11:00 – 11:30 a.m.	Break	
11:30 – 12:30 p.m. <i>Huntington I</i>	Break Out #3	<p>Success Stories: Collaborations with Big Pharma</p> <p>Collaborations with big biotech and big pharma continue to rise as innovators continue to innovate in a challenging economic environment. The growing trend of collaborations demands focus on the structure of these agreements to maximize their corporate and product development potential.</p> <p>Panelists will address the following issues and provide case studies that demonstrate how to ensure a successful collaboration:</p> <ul style="list-style-type: none"> ▪ Unique arrangement structures at specific product lifecycle stages ▪ Negotiating and drafting agreements ▪ IP due diligence ▪ The impact of collaboration on future growth and exit strategies ▪ Meeting expectations – strategies from both sides of the agreement ▪ Increasing the opportunity for future collaborations <p>Moderator: Richard A. Kaufman, Partner, Co-Chair Private Equity and Venture Capital Practice and Life Sciences Industry Team, <i>Foley & Lardner LLP</i></p> <p>Panelists: Richard Bork, Corporate Patent Counsel, <i>Novo Nordisk</i></p> <p>Thomas Beetham, Senior Corporate Counsel, <i>Genzyme Corporation</i></p>

		<p>Michael Lytton, Executive Vice President, Corporate and Business Development, <i>Biogen Idec</i></p> <p>Tim Opler, Ph.D., Principal, <i>Torreya Partners</i></p>
<p>11:30 – 12:30 p.m. <i>Braemore</i></p>	<p>Break Out #4</p>	<p>Growth Strategy: Evidence Based Reimbursement & Commercialization Strategies for Innovators and Investors</p> <p>In today's rigorous health care environment new products must present a high profit and value proposition to potential investors and acquirers. Along with this increased level of scrutiny, payers are reviewing comparative effectiveness data and more carefully examining economic data for reimbursements.</p> <p>In this session panelists will discuss:</p> <ul style="list-style-type: none"> ▪ Medicare product coverage strategy ▪ Proper planning for product pricing ▪ Preparing comparative effectiveness data ▪ Working with payer expectations ▪ Data that should be in place for partnering or acquisition deals <p>Moderator: Judith A. Waltz, Partner, Co-Chair, Life Sciences Industry Team and member, Government Enforcement, Compliance & White Collar Deference Practice, <i>Foley & Lardner LLP</i></p> <p>Panelists: Anita Chawla, Ph.D., Vice President, <i>Analysis Group</i></p>
<p>12:30 – 1:45 p.m. <i>Huntington II</i></p>	<p>Lunch</p>	<p>The Next Era for Biotech</p> <p>James Mullen, Former CEO, <i>Biogen Idec</i></p>