Foley's Life Sciences & Medical Device Conference Agenda
The Hyatt La Jolla
Wednesday, November 3, 2010

Time and Room	Event	Session
8:30 – 9:15 a.m.	Registration	
9:15 – 10:30 a.m. *Ballroom AB*	Opening General Session	**From Resilience to Growth: Mapping a New Direction for Life Sciences** **Donald Casey**, Chief Executive Officer, *West Wireless Health Institute*
10:30 – 10:45 a.m.	Break	
10:45 – 12:00 p.m. *Ballroom C*	Break Out #1	**Milestone Metrics for Growth Stage Companies** 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 development 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. How and when to plan for various exit strategies such IPOs or mergers will also be addressed. Topics include: ▪ How companies can balance the need to continually innovate while minimizing the failure rate ▪ How to realize revenue streams earlier in the process ▪ How to evaluate innovation based on potential business value **Jeffrey K. Draa**, Vice President & Member of Board of Directors, *Tech Coast Angels* **Gabor Garai**, Partner, *Foley & Lardner* **Vanessa Herbert**, Senior Manager, *PricewaterhouseCoopers* **Keith Lindenbaum**, Partner, *Foley & Lardner* **Robert Mashal, M.D.,** President & CEO, *NKT Therapeutics* **David Parrot, M.B.A.,** Managing Director, *BMO Capital Markets Corp.*
10:45 – 12:00 p.m. *Palatine AB*	Break Out #2	**Mapping the Way: Opportunities in Diagnostics** In an era of health reform, and the advancement of personalized medicine, diagnostic technologies that focus on prevention and test the viability of expensive treatment options are becoming increasingly valuable to health providers, payers and patients. Subsequently, in today's investment environment diagnostics are becoming attractive opportunities for companies looking for collaborations or acquisitions and for investors looking for cutting-edge technologies.

		In this presentation, panelists will address: ▪ Perspectives on the diagnostic industry on a local and national level ▪ Information on how the market is addressing unmet patient needs ▪ Adaptability of technology platforms ▪ Key elements that are analyzed when assessing start-up opportunities and the timeline of commercialization ▪ Product bundling with therapeutics and medical devices ▪ New strategies for raising funds ▪ Areas where opportunities exist and thrive for maximizing profits **Ronald Eppen**, Partner, *Foley & Lardner* **Natasha Paul, Ph.D.**, Scientific Investigator, *TriLink Biotechnologies* **Lucy Lu**, Vice President of Business Development, *Crescendo Bioscience* **Jon Vance**, Director, *Avondale Partners, LLC*
12:00 – 1:15 p.m. *Ballroom AB*	Lunch	**Designated tables are offering roundtable discussions. Advance sign-up is suggested and available at registration.**
1:15 – 2:15 p.m. *Ballroom C*	Break Out #3	**Success Stories: Collaborations with Big Pharma** 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. Panelists will address the following issues and provide case studies that demonstrate how to ensure a successful collaboration: ▪ Unique arrangement structures at specific product lifecycle stages ▪ Protecting IP ▪ Avoiding short-term fallout & maximizing potential ▪ The impact of collaborations on future growth and exit strategies ▪ Strategies from both sides of the agreement ▪ Increasing the opportunity for future collaborations **Richard Kaufman**, Partner, *Foley & Lardner* **David Webb, Ph.D.,** Site Head and Vice President of Research, *Celgene* **David J. Weitz, J.D.,** Senior Vice President, General Counsel and Chief Intellectual Property Counsel, *Takeda Pharmaceuticals* **Linda Pullan, Ph.D.,** *Pullan Consulting*
1:15 – 2:15 p.m. *Palatine AB*	Break Out #4	**Growth Strategy: Evidence Based Reimbursement & Commercialization Strategies for Innovators and Investors** 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. In this session panelists will discuss: ▪ Proper planning for product pricing ▪ Preparing comparative effectiveness data ▪ Data that should be in place for partnering or acquisition deals ▪ Medicare product coverage strategy ▪ Working with payer expectations

		Anita Chawla, Ph.D., Vice President, *Analysis Group* **Antoun Nabhan**, Director of Corporate Development, *Onyx Pharmaceuticals* **Judith Waltz**, Partner, *Foley & Lardner*
2:15 p.m. – 2:25 p.m.	Break	
2:25 – 3:30 p.m. *Ballroom C*	Break Out #5	**The Road Ahead: Managing IP and Addressing the Regulatory Issues of Biosimilars** With the signing of the Patient Protection and Affordable Care Act the biotechnology community now has a clearer view of the road to approving Biosimilars. Such clarity, however, has given way to new questions on the FDA's standards for Biosimilar products and how this new approval process will impact the business of innovative biotech. In this session panelists will provide: ▪ Insight on the response of big pharma and biotech ▪ Steps for identifying the Biosimilar targets ▪ Strategies with 12-year exclusivity ▪ Issues in identifying and challenging patents for Biosimilars ▪ Scientific and regulatory challenges in Biosimilar development including drug safety testing ▪ The impact on the biotechnology investment community ▪ The role of interchangeability of Biosimilar product usage **Nathan Beaver**, Partner, *Foley & Lardner* **Douglas Carsten** ,Partner, *Foley & Lardner* **Dr. Sami Guzder**, Chief Scientific Officer, *Avesthagen Limited* **Jeffrey W. Winkelman, Ph.D., J.D.,** Vice President, Oncology Programs, *BioSante Pharmaceuticals*
2:25 – 3:30 p.m. *Palatine AB*	Break Out #6	**Wireless Health Care Technology: A New Horizon for Life Sciences** In response to lowering health care costs for patients, providers and payors the wireless health care industry is rapidly expanding as new technologies personalized to each patient are introduced into the health care system. These devices offer efficient, cost-effective care, when its needed, all creating a new sector of innovative technologies that will impact the life sciences, medical devices and health care industries in a multitude of ways. However, companies large and small face certain financial and regulatory pitfalls if proper long-term plans are not in place. During this session panelists will discuss steps in meeting the unique challenges that come with innovation and investment in this emerging technology area including where opportunities exist, market drivers, and how investors are evaluating opportunities. Panelists will review how to develop a compliance program to safeguard the privacy and security of patient data, set appropriate policy and plan for liability should violations arise. **Bill Molloie**, Partner, *PricewaterhouseCoopers* **Andrew Serwin**, Partner, *Foley & Lardner LLP* **Tom Watlington**, CEO, *Sotera Wireless*
3:30 – 5:00 p.m.	Reception	Join us in the Palm Court for a closing networking reception