



2008 Review/2009 Preview from the President & CEO, Don Gerhardt

As a member of LifeScience Alley, I'd like to thank you for your participation and support in 2008. The membership dues, program fees, sponsorships, and all other forms of financial support that our members contribute allow us to continue our efforts in supporting you. We work to support you so that we may all strengthen and grow the thriving life sciences industry in Minnesota and the surrounding region.

Each day we put our mission of, "enabling business success in the life sciences," into practice in a meaningful way. Whether you work



Don Gerhardt

for a hospital system, a medtech, biotech, or pharmaceutical company, focus on agriculture, food, or renewable energy, or represent support services, government, or an academic institution, your work is part of LifeScience Alley's mission. Minnesota

is in a very unique position to leverage its leadership in health care, medical technology, animal health and agricultural expertise into new converging technologies and delivery systems. Having a vision, along with industry, academia, and government support, is what will make Minnesota succeed in leading the way.

Here is a brief overview of what we have done in 2008 for your organizations through advocacy, professional development, leadership and collaboration:

Legislative Advocacy

With nearly 600 member organizations, LifeScience Alley and its membership represent a powerful, collective voice at the legislature. For the 2nd year in a row, LifeScience Alley hosted a Legislative Hearing at the Annual Conference & Expo. Members of industry were given an opportunity to voice their concerns about the local business environment to the House Biosciences and Emerging Technologies Committee and the Senate's Business, Industry and Jobs Committee.

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Showcase Your Expertise in LifeScience Alley News

LifeScience Alley is seeking guest-authored content for our monthly newsletter. We encourage our members to consider contributing 1-2 page articles on topics within their expertise. Articles can be written on any life-science specific topic, preferably with a focus on current trends, policies, best practices, etc. We ask that any submission be non-promotional in nature.

If you are interested in submitting an article or have a particular topic or author to recommend, please download and submit the Newsletter Article Suggestion Form, found here: <http://www.lifesciencealley.org/content/documents/Newsletter%20Article%20Suggestion%20Form%206.25.08.doc> or e-mail newsletter@lifesciencealley.org.

MEMBER NEWS

RENEWING MEMBERS

Aldevron

Victoria Chambers, Director of Business Development

Algos Therapeutics, Inc.

Frank Eichmann, Director, Business Development

Ash and Associates

Ashweni K. Sahni, President

AstraZeneca

Kevin D. Johnson, Associate Director, State Government Affairs

Boston Scientific Corporation

Jessica Wolfe, Manager, State Government Relations

Cardiac Concepts, Inc.

Bonnie Labosky, CEO/President

DDN Pharmaceutical Logistics

Rob Klinck, Director- Business Development

Design Concepts, Inc

Sandy Rodgers, Marketing Coordinator

Dorsey & Whitney LLP

Katy Dirks, Marketing and Business Development Manager

Electromed, Inc.

Robert Hansen, Co-founder, Chairman and CEO

Enova Medical Technologies

Joseph Ziglinski, VP of Operations, Gen. Mgr. of Contract Mfg.

Evergreen Consulting Group

Tom Cooley, President

Hamline University School of Management

Dr. Julian Z. Schuster, Dean, Graduate School of Management

HealthLink Europe

Richard Hughes, President

Hoffmann LaRoche

Scott Setzepfandt, Senior Regional Manager, SGA

IDEO

Mark Fisher, Health Practice Director, Chicago

Johnson & Johnson

Sharon A. D'Agostino, Regional Director

Kelly Scientific Resources

Sophia C. Mahowald, District Manager

Rasmussen Law Offices

Lynne M. Rasmussen, Attorney

Marsh USA Inc.

Mark T. Flaten, Senior Vice President

Medicom Digital, Inc.

Barb E. Goergen, Director of Development

Medi-Stim USA, Inc.

Howie Milstein, President

Medrad Interventional/Possis

James D. Gustafson, VP, Technology/Product Development and Quality Sys

Merrill Brink International

Jim Moore, Executive VP Business Development

Minnesota Rubber & Plastics

Aron Yngve, Market Development Director

NanoRite Innovation Center

Pamela D. Owen, NanoRite Innovation Center Manager

NeoChord

Sheryl Poganski, Director Product Assurance and Regulatory Affairs

New Productivity Group

Dr. Rod Greder, President

NewTown Solutions, Inc.

Don Nelson, Sr. Account Manager

Patterson, Thunte, Skaar & Christensen, PA

Paul Savereide, Patent Attorney

St. Cloud State University

Dr. David K. DeGroot, Dean, College of Science and Engineering

Symbios Clinical

Ryan Wilson, Managing Partner

Syntiron LLC

Lisa Herron-Olson, Microbiologist

Takeda Pharmaceuticals North America

Marilyn Vetter, Government Affairs Manager

TripleInk

Christa Tiefenbacher-Hudson, Managing Director

Tunheim Partners

Kris Patrow, Account Supervisor

University Enterprise Laboratories, Inc.

Randall D. Olson, General Manager

University of Minnesota – Academic Health Center

Dr. Frank B. Cerra, Senior Vice President for Health Services

Vallon LifeScience, LLC

Paula Norbom, President

Worthington Regional Economic Development Corp. (WREDC)

Glenn Thuringer, Manager

NEW MEMBERS

Allen Executive Search

Julie Allen, Founder

LUZ, Inc.

Frank Waldemar, Director of Business Development

Medicine Lake Extrusions, Inc.

Josh Robertson, Sales/ Customer Service

NaviGo Research, Inc.

Jill N. Tufano, Founder and CEO

Upsher-Smith Laboratories, Inc.

Mike McBride, Sr. Director of Industry Relations

Vascular Solutions, Inc.

Joan Will, Director of Marketing Communications

LifeScience Alley Education and Hamline University School of Business

LifeScience Alley held more than 100 educational programs in 2008, up from fewer than 50 two years earlier. Attendance is growing and we continually seek ways to improve our service to members.

Most of our Shared Interest Group (SIG) programs have been held at the DoubleTree Park Place Hotel and we will continue to hold larger events there. But we recently identified another nearby venue.

In the fall of 2008, LifeScience Alley member, Hamline University School of Business, opened its new facility in the office tower adjacent to the home of LifeScience Alley. The classrooms are first-rate in every respect and Hamline's courses are held in late afternoon and evening. That opened an opportunity to hold SIG and featured events during the daytime hours. Now that road construction for the West End development is largely complete, we'll soon begin sharing the Hamline space. We think you'll be pleased.

2008 Review/2009 Preview from the President & CEO, Don Gerhardt *continued from front*

2008 Mission: To improve the conditions for conducting research, development and commercialization of life science technologies in Minnesota. (For the Board-approved 2009 Legislative Agenda, see page 15.)

Actions: The LifeScience Alley legislative team monitored, commented and testified on hundreds of bills during the 2008 State of Minnesota legislative session. As a result we:

- Secured passage of a major bonding initiative to complete the construction and funding of translational and commercial research facilities at the University of Minnesota. *Impact: The University of Minnesota is better aligning its research to industry and patient needs and developing improved technology transfer programs resulting in more partnership opportunities.*
- Defeated bills that would have added new and onerous compliance requirements for conducting clinical trials, forming research partnerships with clinicians and added costly duplicative effectiveness assessments that would have impacted reimbursement. *Impact: Medical technology and biotechnology companies in Minnesota will not be subject to regulatory burdens that companies in other states do not bear.*

Relationships

As part of our mission to enable business success in the life sciences, LifeScience Alley endeavors each year to connect individuals and businesses in the industry with one another to foster innovation and growth. We connect member organizations to the partners, opportunities and talent needed to bring new products and services to market faster, better, and cheaper.

2008 Actions: LifeScience Alley produced numerous networking events and expanded relationships with international organizations. As a result we:

- Had 2,553 participants in 17 networking events from 660 different organizations. *Impact: Members crossed functional lines to identify future partners and growth opportunities.*
- Represented Minnesota's life science community as a Board member of Biomedical Commercialization Canada. *Impact: Canadian life science firms continue to look to Minnesota for partners and investors and Minnesota firms gain accelerated access to the Canadian market.*
- Facilitated introductions for International trade organizations representing Germany, Sweden, Provinces of Canada, Columbia, Ireland, Scotland, Japan, and the United Kingdom. *Impact: Members find international part-*

ners and accelerate the path to international markets.

- Performed 1,051 business referrals, directly connecting member organizations to needed services, partners and talent. *Impact: Members spend less time searching for expertise and more time working with partners.*

Professional Development

We continue to produce high-quality professional development programs that keep your work force up to date with policies, protocols, regulations, research, design, manufacturing, marketing and sales issues. We also produce two major conferences that engage both middle and senior level professionals,

offering opportunities to keep current on hot topics, network with other decision-makers, and be exposed to cutting-edge technologies. We continue to develop programming intended to meet future challenges facing the life science and health care industries.

2008 Actions: LifeScience Alley utilized member input to produce quality programming in 2008. As a result:

- Driven entirely by member suggestions, produced 122 educational programs that were attended by 4,525 individuals. 90% of attendees rated programming as good or excellent. *Impact: Members received*
continued on next page

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2008 Review/2009 Preview from the President & CEO, Don Gerhardt *continued from previous page*

continuing professional development and timely training in the areas relevant to their work without having to travel out of state.

- Responded to member requests for more in-depth and technical programs including two *Break-through Series* programs on Heart Failure diagnostics and interventions and Commercialization of Medical Technology. *Impact: Members participated in discussions on trends in new technologies and identified academic and industry resources to improve product development.*
- Produced multiple programs designed to convene high-level, cross-functional groups of industry professionals to discuss over-arching life science and health care issues. Programs included *Crossroads Series* events on Innovation, Personalized Medicine, and Consumer Driven Health Care, and a Midwest Personalized Health Framework meeting facilitating a discussion among industry, academia, and federal representatives of Health & Human Services. *Impact: Key industry leaders developed discussions on large issues facing the life science industry, bettering the community's ability to meet future challenges in health care.*
- Produced timely programming on anatomical dona-

tions, changes in regulatory guidance and legal updates. *Impact: Members improved their capabilities to respond to changes in the regulatory environment, ensuring access to vital training needs, and sustaining the competitive environment.*

- **MedTech Investing Conference** (May 13-14, 2008) – We connected emerging medical technology companies and venture capitalists in an educational and collaborative forum. The 8th Annual MedTech Investing Conference will be held May 6-7, 2009 in Minneapolis.
- **LifeScience Alley Annual Conference & Expo** (Dec. 10, 2008) – This year, we convened over 1,600 life science professionals from the medical devices, food & nutrition, biologics & pharmaceuticals, and health care delivery sectors to share new insights on emerging trends, technologies, and practices in the life sciences. The 9th Annual Conference & Expo will be held December 9, 2009, at the Minneapolis Convention Center.

Public Relations

As LifeScience Alley's membership grows and Minnesota and the Upper Midwest look to continue our leading innovation in the life sciences and health care, we are striving to raise the profile of the industry and key issues that they face. It is our mission

to educate local and national media on the unique regulatory and business environment the life science industry operates in and to be the go to source for reporters interested in Minnesota's life science industry.

2008 Actions: LifeScience Alley expanded relationships with key reporters at the *Star Tribune, Pioneer Press, Minn-Post.com, and Finance & Commerce*. As a result we:

Provided industry perspective on legal and regulatory issues such as physician/industry relationships, major court decisions, and the financial environment in Minnesota. *Impact: Reporters provided more nuanced and fair reporting of complex and controversial issues.*

Developed coverage of numerous local companies in local publications, highlighting their accomplishments. *Impact: Raised profile of emerging technology community in Minnesota.*

Educated reporters on 510K and PMA regulatory process and their differences. *Impact: Reporters will provide more accurate reports of medical device regulatory issues.*

Leadership & Industry Collaboration

As an organization that interacts with organizations from every facet of the life sciences ecosystem, including payers, providers, and technology producers, LifeScience Alley can often serve as a bridge builder among these groups

to tackle major industry issues. We believe that the upcoming political, regulatory, and media engagement over health care coverage, technology, regulation, and cost will be best approached through a coordinated effort of the major participants in health care. LifeScience Alley is making major strides to provide a "safe place" for meaningful discussions and action plans to take place.

LifeScience Alley also worked closely with The BioBusiness Alliance of Minnesota™ as the organization, along with partner Deloitte Consulting, LLP, developed "Destination 2025," the 20-year biosciences plan for our state. LifeScience Alley will continue to play an integral role in the education and implementation of Destination 2025. For more information on the plan, see page 13.

Despite uncertain economic times, we are confident that health care and the life sciences will be at the forefront of state and national policy over the coming years. As the economic and political landscapes shift, our goal is to provide actionable ways for our members to become better informed and connected to drive future leading-edge innovations and paradigm shifts throughout our region. Your success is important to us. Please let us know how we may be of service to you in the year ahead.

New Technology Showcase 2008

Since 2005, LifeScience Alley has been showcasing organizations with promising new technologies as part of the New Technology Showcase. Held during the Annual Conference & Expo, the Showcase provides emerging and established organizations with an opportunity to highlight a cutting-edge product or technology in front of key decision-makers from every facet of the life sciences ecosystem.

Each year, submitted applications are reviewed by industry judges. They are evaluated on the novelty of their product/technology, the market potential, and the overall impact it represents on the life sciences. In July of 2008, seven organizations were selected from a pool of over thirty, to be presenters and exhibitors at the New Technology Showcase on December 10, 2008 (part of the 7th Annual LifeScience Alley Conference & Expo).

The top three organizations, as ranked by the judges, presented their technologies in front of over 1,600 attendees during the President's General Session. First to present was Cardious, Inc., a heart technology company. Chief Technology Officer, Kem Schankereli, presented their winning product, the AvA™ Aortic Valve Bypass Graft System. It is a minimally invasive aortic valve replacement

(AVR) therapy which can be transplanted while the heart continues to beat.



Karen Arnold from Nano-Interventions presents during the New Technology Showcase.

Next, Dr. Hiro Kobayashi, Chief Science Officer for EchoMetrix, LLC, presented their soft-tissue injuries ultrasound device, the EchoSoft. Intended as an outpatient diagnostic device for orthopaedic markets, the EchoSoft offers the potential for faster, less costly diagnostic abilities of soft-tissue injuries. The technology was invented by University of Wisconsin-Madison Professors Dr. Ray Vanderby and Dr. Kobayashi.

The third presenter, Nano-Interventions LLC, presented another cardiovascular technology; its mouse stent model for rapid screening of novel cardiovascular therapeutics. Co-founder Karen Arnold illustrated the many applications of the model for helping to develop and test cardiovascular therapies, emphasizing the efficacy and safety of the model.

Other New Technology Showcase winners included Immunochemistry Technologies, LLC, for FLIVO™, a non-invasive fluorescent detection probe for live animal imaging; Kinexum Metabolics (now Exsulim), for the INGAP Peptide, which stimulates stem cells in the pancreas to develop into insulin secreting tissue; NeoChord, Inc., for a minimally invasive device to treat mitral valve regurgitation; and Väsamed, Inc., for their SensiLase® System, a peripheral arterial disease

noninvasive diagnostic testing technology.

LifeScience Alley would like to thank Boston Scientific Corporation for sponsoring the New Technology Showcase for the third year in a row. We would also like to thank the industry judges who helped to evaluate these technologies.

We will be opening the application process for the 2009 New Technology Showcase soon – contact Ryan Baird, 952-746-3818 for more details.

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Alley Institute Student Poster Session

The 2008 LifeScience Alley Conference & Expo was attended by more than 1,600 people, including a growing number of students – our emerging talented workforce. Alley Institute keeps a focus on workforce development and took an opportunity to begin to expand and build the poster session.

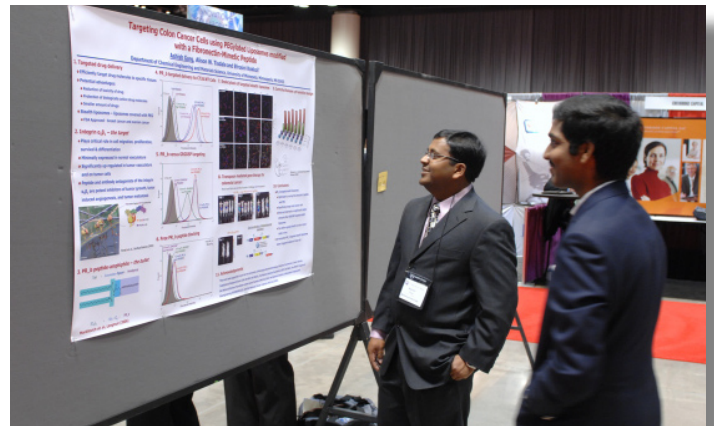
The University of Minnesota's Institute for Engineering in Medicine initiated this program with us, immediately followed by the Biotechnology Institute. On this solid foundation, we're building the program to help life science students make connections with other researchers and transition into their future careers. In 2008, graduate

and undergraduate students from other units within the University of Minnesota, colleges of the Minnesota Private College Council, and the MnSCU system were invited to send students to the conference to explain their research for attendees along the Alley Institute – Student Research Alley.

The Institute for Engineering in Medicine, the Biotechnology Institute, and this year, the University of Minnesota's School of Nursing participated. St. Olaf College and Augsburg College joined the program, as did St. Cloud State University, North Hennepin Community College, Minnesota State University Mankato and Minnesota State University Moorhead.

In 2009, we are hoping to see even greater participation. This is a terrific opportunity for all of us to meet these bright students and to find out what's happening in our academic research community. We asked conference attendees to serve as Mentors and had dozens of volunteers

respond. The Alley Institute – Student Research Alley is growing and we appreciate hearing any questions or comments or offers of assistance. Please contact: Larry Kuusisto, PhD, Executive Director of Alley Institute at lkuusisto@alleyinstitute.org or 952-746-3817.



Attendees discuss research from the Student Poster Session.

Functional Foods and the Consumer

Lee Anne Murphy, PhD, Coordinator of Manitoba Agri-Health Research Network moderated the timely topic of functional foods at the Seventh Annual Life-Science Alley Conference and Expo. The panel discussion included Krystyna Kras, PhD, Commercial Development Manager, Cargill Health & Nutrition, Peter Jones, PhD, Director, Richardson Center for Functional Foods and Nutraceuticals in Winnipeg, Manitoba and Susan Moores, MS, RD, Nutrition Consultant, Kowalski's Markets. The session spotlighted the consumer's perspective of functional

foods and how to bridge science and human behavior.

The panelists agreed that the concept of functional foods can be confusing to consumers. As the functional food industry continues to be defined and standardized, consumers are being sent mixed or unclear messages. What foods are healthy? What quantities need to be consumed to have a health benefit? Is what is beneficial for one person equally beneficial for another?

The panel agreed that a functional food can be defined as anything you eat

for a purpose; it can be a whole food or a processed food that has additives. Examples can be foods that are naturally rich in antioxidants or that promote heart health through, for instance, the addition of plant sterols (which have been found to reduce cholesterol).

As food companies try to lure consumers with the hook of 'healthy food' they can send mixed or conflicting messages from their packaging. Consumers are left to do the research on their own.

As a solution to this problem, Susan Moores encour-

aged the media to help report clear and accurate information for the public. She also pointed out that product labeling should contain ways for the consumer to learn more about the food and its effects. Consumers ultimately need to know how much to intake, in order to realize the health benefit the food is claiming to provide. Further clarity in this field will be realized as the industry continues to be defined, as research better understands the field and as genomic studies identify distinct subpopulations that benefit uniquely from different foods.

Following an Unconventional Path as an Entrepreneur

Despite the faltering economy and dismal financial news, people like Tracy Sigfrid are still out there, emboldened by good ideas, strong connections, and sheer determination to bring a product to market.



Tracy Sigfrid

Tracy's love for inventing began as a small child. She would help her grandfather in his machine shop as he taught her about cars and trucks, setting up a drip pan for Tracy to clean auto parts. Now, she is President and Owner of Product Technologies Design, LLC, and inventor of *Trach Tape*, an innovative fastener for additional tracheostomy tube security.

She is also not your typical medtech entrepreneur. Tracy is not an engineer or scientist. Her company has benefited from no formal venture funding, and as of yet, she does not plan for acquirement by a major medtech firm. What she does have is years of experience in the healthcare industry working with medical specialty groups (including medical device), over 15 years

of product development experience, strategic partnerships with talented local professionals, and a medical product ready for market distribution.

The *Trach Tape* was conceptualized as a result of Tracy's mother having a tracheostomy and being mechanically ventilated for 5-1/2 months, ultimately passing away in February of 2005. After only two days of watching her mother on the ventilator, Tracy saw a real need for improvement to help patients who are trached and vented. Her answer, *Trach Tape*, is a medical grade product that prevents cannula disengagement and inadvertent disconnects, allowing constant air flow to the patient on ventilator.

The road to product development has not been easy. Tracy has built her company from the ground up with little financial assistance from lending institutions. She has funded the bulk of her business through the art of creative barter, networking and negotiation, and pennies from her own pocket. When assembling her team to bring this product to market, Tracy looked to forge local partnerships with manufacturing and sales experts through her own network. This led her to Dave Carr, National Converting Sales Manager for Pepin Manufacturing, and Sales expert Alben Mokrzycki, both of whom offer extensive experience in the medical device and health care industries.

It is this indomitable spirit and strong belief in herself and her product that has brought Tracy to where she is today; the *Trach Tape* was issued a FDA (510K) Device Exemption in June of 2007, is Patent Pending, and is ready for distribution in the respiratory markets. She is also looking to offer it to hospitals and rehab clinics in domestic and international markets. In addition, Product Technologies Design, LLC, offers other medical

products for orthopaedic markets, including *Universal Comfort Grip*, used as a grip in many applications to improve hand and wrist dexterity. Tracy will be offering a future patented *Axillary Pad*, an ergonomically-designed medical crutch pad system designed to relieve pressure against the underarm, rib cage, and forearm. For more information on *Trach Tape* and Product Technologies Design, LLC visit www.ptechdesign.com.

Product Technologies Design, LLC is dedicated to developing innovative products in sports and medical markets which are ergonomic and are unique in design and function. The company's philosophy is about compassion and developing quality products that reduce physical pain.

Tracy D. Sigfrid is President and Owner of Product Technologies Design, LLC. She has experience in the healthcare industry working with medical specialty groups, including medical device. She has been a product developer for more than 15 years. Tracy is also the Director of Innovations Alliance Collaborative which she founded in 2007. The group was initially designed as a small organization of professional colleagues to assist each other with the R & D of their concepts. The Collaborative is now accepting outside ventures.

Thank You to Contributing Members

A few months ago, LifeScience Alley requested the donation of pens from member organizations to be used at our educational programs and events. We would like to thank Donatelle and International Certification Services for responding by donating the requested pens.

We will continue to need pens for our programs and events, so if you or your organization are interested in an opportunity to help our education department and to raise the profile of your business, please send pens to:

LifeScience Alley, Attn: Sharon Hollister
1550 Utica Avenue South, Suite 725
St. Louis Park, MN 55416

NEW MEMBER CORNER

EMERGO GROUP INC.

www.EmergoGroup.com

Main Contact: Mike Johnson,
Director of Business Development

Phone: (651) 395-0920

E-mail: mjohnson@emergogroup.com

Year Founded: 1997

Headquarters: Austin, Texas

Key Products/Services

Emergo Group offers a wide array of quality assurance and regulatory compliance consulting services including US FDA 510(k) submissions, European CE Marking, ISO 13485 & FDA GMP quality system implementation, Japan PAL compliance, China SFDA registration, Health Canada device license applications, on-site training and distributor search and management.

Organization Overview

Emergo Group assists medical device and IVD companies with international RA and QA compliance in the USA, Europe, Japan, China, Australia and Canada. The company was founded in 1997 and has grown to become one of the largest medical device regulatory consulting firms in the US, serving more than 1,000 companies from 40 countries each year. It maintains offices in North America (including Minneapolis), Europe, Asia and Australia, and recently opened a full service office in Tokyo. Registration services for Mexico, Korea and Russia will be added in mid 2009.

How to submit:

If your organization has joined LifeScience Alley after January 1, 2009, and you would like to have your business profiled in the New Member Corner, please contact Ryan Baird at newsletter@lifesciencealley.org to request a New Member Profile Form.

Let's cut to the quality.

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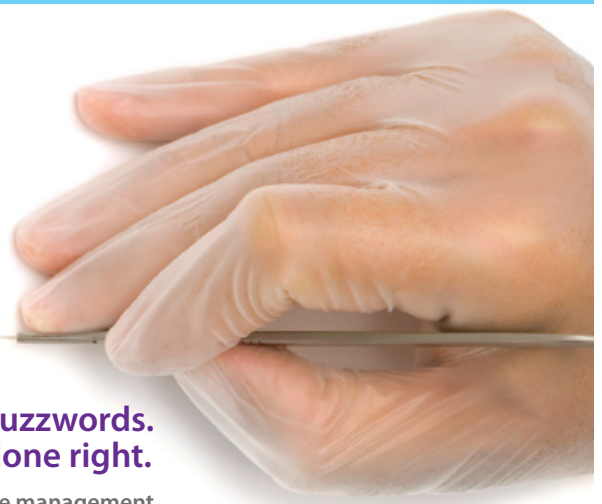
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Marketing Shared Interest Group – New Name

BY GARY JADER AND LEAH DAVIDSON

We are LifeScience Alley's incoming co-chairs for the Marketing Shared Interest Group. We hope to hear from you, so please recommend programs and subjects you want to learn more about. Send your thoughts to education@lifescience-alley.org. We are starting out the year by making an adjustment: we changed our name. This group had been named the Marketing Communication Shared Interest Group (SIG). We felt the name didn't accurately represent who we are and it might be confusing.

As most of you know, Marketing Communications, at least in larger healthcare companies, is a role usually responsible for the look and feel of an organization. These professionals most often concern themselves with logo, brand, and trademarks, while also serving as a liaison with advertising, naming/branding, public relations and other outside firms. Tactically, they get involved in all aspects of tradeshow work such as booth graphics, messaging, leave behinds, displays, and so on. They work closely with marketing to build yearly plans as well as plans for specific projects.

The role of Marketing Communications may be slightly different in your company, but our objective was to select a more inclusive name large enough

to include everyone in the marketing mix – sales, strategic marketing, marketing leadership, public relations, product management, web development, packaging, the marketing side of new product development, and customer support and service. Marketing is a very

broad and inclusive term, and we want to make our SIG as inclusive as possible. Marketing Communications, although important, is just one piece of a comprehensive discipline.

We agree with Kotler and other scholars that market-

ing is about establishing and sustaining committed profitable customer relationships over time. Put more simply, we believe that marketing is about getting and keeping customers. We are now the Marketing Shared Interest Group and we look forward to serving you in 2009.



UNIVERSITY OF MINNESOTA
April 14-16, 2009

Radisson University Hotel • Minneapolis, Minnesota
www.dmdconf.org

CALL FOR ABSTRACTS

The Design of Medical Devices Conference seeks original papers that demonstrate new technologies and applications in the field of medical device design. Submissions from universities and industry are encouraged. The paper should present an unbiased description of an experiment, product or business method related to medical devices. Topic areas should match one of the technical session topics for the conference. Commercialization should be avoided in the paper. Examples include repeated references to products or trade names and excessive use of corporate logos or trademarks in graphic illustrations.

One-page preliminary abstracts are due January 15, 2009. Preliminary abstracts will be peerreviewed and selected for presentation at the conference poster session. A few papers may be selected for platform presentation. Final one-page abstracts will be due March 15, 2009 for inclusion in the conference proceedings and will be published in the ASME Journal of Medical Devices.

Up to five abstracts will be selected for the Design of Medical Devices Conferences Best Contributed Paper Award. Along with being honored at the conference, award winners will be asked to expand their one-page abstracts to a two-page Technical Brief for publication in the Journal of Medical Devices. All authors are encouraged to expand their abstracts into full-length papers for submission to the Journal of Medical Devices through its normal journal article submission process.

Submission information and author instructions are on the Call for Abstracts section of the conference web site www.dmdconf.org

NEWS BYTES

US approves 1st stem cell study for spinal injury

A U.S. biotech company says it plans to start this summer the world's first study of a treatment based on human embryonic stem cells – a long-awaited project aimed at spinal cord injury. The company gained federal permission this week to inject eight to 10 patients with cells derived from embryonic cells, said Dr. Thomas Okarma, president and CEO of Geron Corp. of Menlo Park, Calif. [More...](#)

Polymer implant trains immune cells to destroy tumors in mice

U.S. scientists are developing a polymer implant that is designed to attract and condition immune cells known as dendritic cells to target tumors. The technique has proven effective in improving the survival rate in mice with a fatal form of melanoma. The device could also be used to treat arthritis, diabetes and other diseases related to the immune system. [More...](#)

Physicians on social networks prescribe more

A study by Manhattan Research shows that physicians who participate in online communities and social-networking sites

write an average of 24 more prescriptions per week than providers who don't participate in such activities. The study also says that 60% of physicians are either using or interested in using a physician social network. [More...](#)

U. of Wisconsin creates task force to address conflict-of-interest issues

Officials at the University of Wisconsin have launched a task force that is assigned to identify, regulate and remove conflicts of interests in clinical care. The move was made in response to a letter from Sen. Charles Grassley, R-Iowa, that expressed concern about the university's reporting requirements for doctors with financial ties to drug and device firms. [More...](#)

EU clears brain-stimulation systems from local device manufacturer

St. Jude Medical has received approval from the European Union for its deep-brain stimulation devices aimed at treating Parkinson's disease. The Libra and LibraXP systems are implantable devices designed to send gentle electrical impulses to the brain. [More...](#)

Nanosensor could help monitor blood-sugar levels

U.S. researchers are working on a nanosensor designed to be injected into the skin, like tattoo dye, to track the glucose levels of diabetics. The device is made up of polymer beads that are coated with a biocompatible substance and contain a fluorescent dye that signals when a patient needs an insulin shot after a meal. [More...](#)

Attracting talent in a down economy

Agency recruiters take note: Potential employees are suddenly more interested in job security and company stability than in fun perks, say Greg Taucher and Jeff Swystun of DDB Worldwide, New York. Citing a McKinsey & Co. paper called "Upgrading Talent," the pair note that even as recruitment drops off, the quality of employees hired in a recessionary environment actually goes up. This means opportunity for HR leaders who want to build the best possible staff. [More...](#)

Enerkem syngas-to-ethanol plant begins start-up

Quebec, Canada-based Enerkem Inc. has initiated start-up operations at its

commercial-scale syngas-to-ethanol/methanol plant in Westbury, Quebec. The 1.3 MMgy plant, collocated with a saw mill, will utilize waste materials such as treated wood from used electricity poles. [More...](#)

NIH awards grants to 3 universities for informatics pilot projects

The NIH has awarded two-year contracts for three pilot projects that aim to improve informatics support for scientists collaborating on clinical and translational research into new health care strategies and treatments. Case Western Reserve University, the University of Washington and Vanderbilt University will be the lead institutions of the pilot projects. [More...](#)

Medtronic, Boston Scientific reach deal on patent disputes

Boston Scientific and Medtronic have agreed to resolve all patent disputes involving products used in endovascular repair and interventional cardiology. The companies decided to settle two patent cases in Texas and stop pursuing three other lawsuits for a limited period. [More...](#)

Help us Send Qualified Talent Your Way

In an effort to support workforce development for the life sciences, we are asking that you help us connect with Human Resources/Talent Acquisition personnel in your organizations. As we continue to hear from more highly-skilled candidates looking for open positions, we plan to start sending periodic e-mail updates with qualified candidates. Please help us build the distribution list so we can help you find the talent you need.

E-mail appropriate HR contacts to marketing@lifesciencealley.org or call Ryan Baird at 952-746-3818 or Frank Jaskulke at 952-746-3814.

Featured Job Postings

Precision Engineer

Donatelle

Manufacturing Engineer

Arizant Healthcare Inc.

Principal Regulatory Affairs Specialist

Vital Images, Inc.

Job Board – A Workforce Development Tool

The job board is an excellent tool for recruiting to fill positions in the Twin Cities and surrounding areas.

Details

- All organizations signing up for membership or renewing membership in 2008 and beyond will receive one free posting to be used at any time
- Postings are only \$50 for members and \$75 for non-members

Please take advantage of this opportunity to extend the reach of your organization's name to our life sciences students and job-seekers.

Visit the job board at www.lifesciencealley.org/careers.

Business Referrals to Enable Life Science Success

Referral Update for December 2008

We have documented over 575 referrals for the month of December. Here are some examples of the types of connections being facilitated:

- Referred start-up medical device company to Germany's inward investment agency to facilitate establishment of German operations
- Referred start-up pharmaceutical drug delivery company to a company with a complementary tech platform for potential new business ventures

How We Can Help You

If you or anyone else in your organization is looking for partners or solution providers, please contact a LifeScience Alley staff member and make a request. Our staff will then work our network, including nearly 600 members and other organizations we work closely with to identify organizations you could contact.

What sort of help can we provide?

- Identify researchers who can assist in specific projects from academic

institutions, health care settings or private industry.

- Identify available talent for hire or resource providers that can assist in the process.
- Identify vendors and solution providers in IT, Operations, HR, Finance and specialized areas of the life sciences such as clinical research, regulatory, reimbursement, product development and more.
- Identify potential strategic partners for product development.
- And much more...ask us, and if we can't help, we will try to find someone who can.

What sort of help won't we provide?

- We will not provide contact information of members for the purposes of solicitation.

Please let your colleagues know that LifeScience Alley is available to help and encourage them to contact us with questions or requests. For more information, contact Frank Jaskulke at 952-746-3814 or fjaskulke@lifesciencealley.org.



LifeScience Alley™

Group Purchasing Discount Programs

The Biotechnology Industry Organization (BIO) has partnered with companies that provide goods and services critical to the success of life science organizations to create its BIO Business SolutionsSM Program. By being a member of LifeScience Alley (the Minnesota state affiliate of BIO), you can participate in any of these valuable group purchasing discount programs and save your organization money. There is no cost to participate beyond membership.

LifeScience Alley has also partnered with 3 of our member organizations and Business AdvantEdge to offer 8 more discount purchasing programs. See below for more details.

BIO Business SolutionsSM Program (via Biotechnology Industry Organization)

BioSurplus	Pre-Owned Laboratory Equipment resale and Management Services	Sue Prelozni, sprelozni@biosurplus.com
Business Wire	News/press release distribution services	Mike Ziskin, Mike.Ziskin@BusinessWire.com
ChoicePoint	Employee background screening	info@screennow.com
Chubb Group	General property & casualty, clinical trial liability, and Products liability insurance	Contact your local broker and ask them to inquire with Chubb
Humboldt / United Van Lines	Moving, storage and relocation services	Howard Goldman, hgoldman@humboldt.com
Monitor Liability Managers	Director's & Officers' liability insurance, Employment Practices liability insurance	Dave Aller, daller@monitorliability.com
Nature Publishing Group (NEW!)	Discounted life science research journal subscriptions	www.biobusinesssolutions.com/mn.asp
Office Depot	Office supplies, furniture and equipment	Abby Hanson, abby.hanson@officedepot.com
Tech Depot	Computer/Technology products	Abby Hanson, abby.hanson@officedepot.com
VWR International	Laboratory supplies and equipment	Tracie Will, Tracie_Will@vwr.com
Wells Fargo Insurance Services (NEW!)	General business insurance products	www.biobusinesssolutions.com/mn.asp
William Gallagher Associates	Broker for risk management/business insurance	www.biobusinesssolutions.com/mn.asp

LifeScience Alley Group Purchasing Programs

RJ Ahmann Company	Insurance and risk solutions for the life science/medical device industry.	Jane Hinderscheid, CPCU, jhinderscheid@rja.com
Principal Life Insurance Company	A range of financial products and services for businesses, individuals, and institutional clients	Peter Hyjek, hyjek.peter@principal.com
Nimlok Minnesota/ABF Display Co.	Members receive a 25% discount on trade show display design and production	Steve Miller, abfinfo@display.com
ADP	Members receive one free month and 20% off payroll processing	Business AdvantEdge Programs Contact Frank Jaskulke, fjaskulke@lifesciencealley.org
UPS	Discounts up to 20% off overnight delivery	
FedEx	Discounts on overnight, air and ground shipping, plus courier, freight and convention services.	
Holiday StationStores	Gas and car wash discounts	
Shred N Go	Discounted document shredding	

* For more information, visit www.lifesciencealley.org/members, email membership@lifesciencealley.org, or call Frank Jaskulke at (952) 746-3814.

Destination 2025 Findings Released: A Long-Term Plan for Minnesota's Biosciences

On January 29, 2009 The BioBusiness Alliance of Minnesota™ and Deloitte Consulting LLP publicly released the findings from their joint project, Destination 2025. This statewide, collaborative effort between the two organizations has produced a 20-year strategic plan and roadmap for Minnesota in six markets of the bioscience industry: medical devices, biologics and biopharmaceuticals, animal health, food, renewable energy and renewable materials.

The Destination 2025 Roadmap was presented at the official launch celebration, held at the Minnesota His-

tory Center on Wednesday evening, January 28. Leaders of the project, including Dale Wahlstrom, CEO of The BioBusiness Alliance of Minnesota, and Steve Dahl, project leader for Deloitte Consulting LLP, unveiled the roadmap directive document for Minnesota, which identifies opportunities and challenges within each bioscience sector and provides recommendations for the evolution of Minnesota's public policy, academic investments and infrastructure, with the goal of complementing and informing existing efforts to align the state's resources and promote efficiency.



As part of the launch, a series of 6 white papers, corresponding to the 6 bioscience sectors mentioned above, have been made public online at www.biobusinessalliance.org. These documents, in combination with a complementary series of 6 vision documents,

reflect the global views of each bioscience industry sector, and focus on long-term recommendations, including goals and action items, ranging from policy creation to improving operational efficiencies. Sample recommendations include:

continued on next page

8th ANNUAL

MedTech

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May 6-7, 2009

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- Building Device Companies in the New Economy
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- Funding MedTech Companies Following the Financial Meltdown
- The Serial Way...*View's from the Entrepreneurs*
- The Lightning Round
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- The FDA: 2009 & Beyond

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LifeScience Alley members receive a discounted rate of 50% off the general registration rate, please use discount code: LSAAD when registering.

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LifeScience Alley™

Destination 2025 Findings Released: A Long-Term Plan for Minnesota's Biosciences *continued from previous page*

- Develop a healthy biologics and biopharmaceutical industry in Minnesota as a strategic building block of our economic future. This industry is the source of new knowledge that is helping to shape the medical and healthcare industries and markets of the future.
- Establish policies and incentives that encourage industry to manufacture products from renewable materials, such as plastics derived from plants.
- Establish a complete portfolio of financial policies and strategies that support all aspects of business development,

from very early stage funding to ongoing R&D tax credits, to encourage private sector investment and commitment to grow industries and jobs in Minnesota.

With the release of the findings, The BioBusiness Alliance of Minnesota is now beginning a two year, collaborative effort to implement a statewide bioscience strategy with and through coordinated regional resources. The organization will help communities understand and utilize the information. They will also connect communities with technical experts and other resources

to develop action plans that draw on regional strengths and target the global market trends.

Throughout the process, LifeScience Alley has recognized the importance of Destination 2025 and has contributed support in many ways, including the identification of key thought leaders to be involved, and information on global and local trends. The trade association is ready to support in the education and implementation phase of Destination 2025 and

will continue to act as an advocate of the sustainment and growth of the life sciences in Minnesota.

To get involved in the implementation of recommendations, please contact Dana Boyle, VP of Business Development, LifeScience Alley (952-746-3820, dboyle@lifesciencealley.org) or Jeremy Lenz, VP of Operations, The BioBusiness Alliance of Minnesota (952-746-3812, jlenz@biobusinessalliance.org).

THE MASTERS FORUM *A presentation of The Masters Forum®*

THE INNOVATOR'S PRESCRIPTION

Critical Conversations to Strengthen the Performance of the U.S. Healthcare Sector

 **MINNEAPOLIS CONVENTION CENTER**
8:30-4:00 **MAR 5 2009**

Keynote Speaker: Clayton Christensen

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101 Education Program Schedule – 2009

LifeScience Alley's 101 events are one-day comprehensive programs designed to build foundational knowledge in important industry domains: our Shared Interest Groups. These comprehensive in-depth introductions are designed for those who are new to an industry domain or for those who work in other disciplines and want to build solid cross-functional knowledge.

[Check our web site for detailed information and to register.](#) These 101 programs are offered once annually, so take advantage of the 2009 schedule:

[Clinical Studies](#) – February 18

[Regulatory Affairs](#) – March 11

Research & Development – April 28

Reimbursement – May 5

Manufacturing/Quality – June 4

Marketing – June 25

Pre-Clinical Studies – Fall 2009

CAPITOL NEWS

2009 State Legislative Agenda

[\(Full version available online\)](#)

LifeScience Alley will work with the legislature to develop proposals that will support and ensure the growth of the life science industry. During the 2009 session legislators will be forced to deal with numerous financial challenges and policy decisions in the healthcare and biosciences arena. LifeScience Alley will focus its efforts on research, business/job development, health care costs and agriculture bioscience. In addition, issues not addressed in this legislative agenda may be introduced that would negatively impact the life science community – i.e., medical device recall, moratorium on genetically modified wild rice. These issues will be reviewed by the Government Committee and Board and will be opposed if determined that they would negatively impact the industry.

Budget

Balancing the State's Budget:

LifeScience Alley supports a balanced budget solution that will take into account all parts of the state budget and considers the need for additional revenue to fund policy changes with fiscal implications.

Research

- **Medical Data Privacy:** LifeScience Alley supports Minnesota moving to conformity with the federal HIPAA law. LifeScience will oppose any proposal that would severely limit research capabilities and/or considerably increase costs.
- **Stem Cell Research:** Research at the University of Minnesota and in the industry has driven innovation in the biosciences and as a result, has created jobs in Minnesota. LifeScience Alley continues to support the University's research of stem cells.

Business/Job Development

- **Small Business Investment Tax Credit:** LifeScience Alley supports establishing a small business investment tax credit for early stage companies similar to one in place in Wisconsin. The credit should apply to individuals as well as angel investment funds and should not be limited geographically.

- **Technology Spinouts:** LifeScience Alley supports the development of incentives for promoting the "spin out" of existing, unused technologies from companies operating in Minnesota. These spinouts would help grow the number of new life science companies in the state.
- **The BioBusiness Alliance of Minnesota™:** LifeScience Alley supports continued funding for the BioBusiness Alliance of Minnesota and including it as part of the base budget.
- **State Matching Grants for SBIR and STTR:** LifeScience Alley supports the provision of state matching funds for Minnesota-based SBIR and STTR recipients of post Phase 2 awards.
- **Office of Science and Technology:** LifeScience Alley supports funding the Office of Science and Technology and including it as part of the base.
- **Health Care Costs/Reform**
 - **Health Care Reform:** During the 2009 session, LifeScience Alley will work to address needed reform in timelines and to ensure adequate funding for reform efforts that are already in place.
 - **Elimination of Health Care Taxes:** LifeScience Alley opposes any increase in health care taxes and attempts by the Administration and the Legislature to raid the Health Care Access Fund for non-health related purposes.
 - **Tort Reform:** LifeScience Alley supports tort reform proposals that will lower the costs of health care.
 - **Importation/Internet Pharmacy Issues:** LifeScience Alley supports expansion of insurance coverage for prescription drugs and opposes importation of drugs and the establishment of government price controls or a state-controlled purchasing program.
 - **Marketing:** LifeScience Alley supports the use of voluntary industry-based efforts for improving the educational value of prescription medicine advertisements. These efforts should meet the goal of providing patients and health care professionals with the latest accurate information about health, disease, treatment options, and prescription medicines, including how they should be used and potential risks and side effects.

continued on next page

Capitol News

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- **Clinical Trials:** LifeScience Alley opposes the establishment of state regulations of clinical trials that are already highly regulated through federal law. Such regulations would be redundant and increase the costs of health care without improving the quality of care.
- **Privacy:** LifeScience Alley will monitor the newly created “Minnesota Genetic Information Work Group” and make recommendations based on the final report that will protect the privacy of individuals while preserving the use of data to promote research to improve the health and quality of life of Minnesotans.

Agricultural Biotechnology

- **Genetically Engineered Crops (GMOs):** LifeScience Alley supports rigorous, science-based federal regulation of agricultural biotech products and policies that foster research and development to keep Minnesota as a leader in biotechnology advancements.
- **Biofuels:** LifeScience Alley supports funding of research and development of biofuels.

For more information on our advocacy efforts, contact Frank Jaskulke at 952-746-3814 or fjaskulke@lifesciencealley.org.

Office of Science and Technology (OST) Commercialization Plan

Quality Commercialization Plans are a critical component in receiving a grant award from the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) Programs. Both programs fund high-tech high-risk product development. Eleven federal agencies support research & development of promising technologies every year. A small business can receive approximately \$850,000 to fund feasibility studies through product development that meets agency needs. The proposal process is very competitive and a well developed Commercialization Plan can increase chances for award.

The Office of Science & Technology (OST), located at the Minnesota Department of Employment and Economic Development (DEED) is devoted to bringing industry, academia, and government together to support high-tech R&D and commercialization in Minnesota. OST's services are intended to aid industry and academia collaborations in securing federal funding.

Once an organization has received Phase I SBIR/STTR funding, a well developed plan to commercialize technology, developed with federal funding, is a critical step in securing additional financial support to complete advanced R&D and product development. Approximately \$750,000 is

on the line when a company submits their Phase II SBIR or STTR proposal. The technical portion of the proposal may very well be the company's best work, but if the Commercialization Plan is not developed strategically to move the product into commercialization, the company may not be awarded Phase II funding.

The OST learned that many Minnesota companies did not receive their Phase II award due to a weak Commercialization Plan, despite having a strong technical plan. Competition is high in the SBIR/STTR funding arena and the OST wants to increase the success rates of SBIR/STTR Phase II awards in Minnesota. The Phase II award should take the R&D to the next level and should be viewed as leverage for additional funding if needed.

To achieve this goal the OST created the **Phase II Commercialization Plan Program**. The state pays commercialization experts (Service Providers) to help the SBIR/STTR funded company prepare its Phase II Commercialization Plan. These Service Providers are placed on a Master

List (*see the list of Service Providers below*) and have extensive experience and background in qualifying and quantifying technology specific commercialization markets. Examples of product commercialization include industries relating to medical, agriculture, energy, environment and defense, to name a few.

The SBIR/STTR funded company is able to choose the expert they feel is best positioned to help them prepare their Phase II Commercialization Plan from the Master List. The state does not get involved in the decision making process in choosing a Service Provider. To request Phase II assistance, the company must contact the OST. A contract is then established with the Service Provider based on a statement of work created between the company and the Service Provider. The guidelines request the company contact the OST as soon as they know they will be submitting a Phase II Proposal. Last minutes requests will not be allowed.

For additional questions please contact Betsy Lulfs, Director, OST: 651-259-7441 or betsy.lulfs@state.mn.us.

Service Providers – Master List

- **Brimacomb + Associates**
- **Dymedex Consulting, LLC – LifeScience Alley Member**
- **MedTech Leadership – LifeScience Alley Member**
- **Parkerhouse Advisors**

All programs are posted to the web site approximately one month in advance. All events are subject to change. lifesciencealley.org

CALENDAR

FEBRUARY
2009

Accelerate Design-to-Market of Medical Devices with Realistic Simulation

February 5 8:00 – 9:30 a.m.

PRESENTED BY: Manufacturing/Quality SIG
SPEAKER: Subham Sett, Life Sciences Industry Lead, SIMULIA

Human Factors Systems Design

February 10 8:00 – 9:30 a.m.

PRESENTED BY: LifeScience Alley
SPEAKER: Kathleen A. Harder, PhD, Director, Center for Design in Health, University of Minnesota

LOCATION: Hamline University Minneapolis

Breakfast with the FDA Minneapolis District Office

February 13 8:00 – 9:30 a.m.

PRESENTED BY: Regulatory Affairs SIG
SPEAKERS: Charles Becoat, District Director, Minneapolis District Office, Food and Drug Administration, United States Department of Health and Human Services; Cheryl A. Bigham, Director of Investigations, Minneapolis District, U.S. Food & Drug Administration (FDA); Melinda Plaisier, Regional Food and Drug Director, Central Region, U.S. Food & Drug Administration (FDA)

The Innovator's Prescription: Critical Conversations to Strengthen The Performance of the U.S. Healthcare Sector

March 5 8:30 a.m. – 4:00 p.m. (luncheon included)

PRESENTED BY: The Masters Forum & LifeScience Alley
SPEAKERS: Denis Cortese, M.D., President & CEO, Mayo Clinic; Mary Brainerd, CEO & President, HealthPartners; Steve Mahle, Executive VP of Healthcare Policy and Regulatory, Medtronic, Inc.; Michael Howe, Former Chief Executive Officer, MinuteClinic; Jason Hwang, M.D., Co-founder and Executive Director, Healthcare, Innosight; Matt Eyring, Managing Director, Innosight; James Rice, Ph.D., FACHE, Executive Vice President, Integrated Healthcare Strategies

LOCATION: Minneapolis Convention Center

Medical-Benefit-Payment Policy: The Third Party Payer Perspective

February 17 8:00 – 9:30 a.m.

PRESENTED BY: Reimbursement SIG
SPEAKERS: Edward J. Black, MBA, CA-AM, President, EJB LifeScience Consulting; Steve Richards, M.D., former VP and Medical Director, Blue Cross and Blue Shield of Minnesota; Jim Woodburn, M.D., M.S., President, Woodburn Health Consulting

LOCATION: Hamline University, Minneapolis

Clinical Studies 101

February 18 8:00 a.m. – 5 p.m.

PRESENTED BY: Clinical Studies SIG
SPEAKERS: Lisa M. Ingham, Senior Project Manager, Alquest, Inc.; Cassie Jacobson, Clinical Research Manager, 3M; Debbi Lindgren-Clendenen, APRN-BC, GNP, Director of Clinical Research, NaviGo Research, Inc.; Sarah E. Moeller, M.S., Chief Executive Officer, The Greenlight Group, LLC; Kimberly A. Oleson, Senior Director, Physiological Rsrch Laboratories, Medtronic, Inc.; Lynne M. Rasmussen, Attorney, Law Offices of Lynne M. Rasmussen, PLLC

Regulatory Affairs 101

March 11 8:30 a.m. – 5:00 p.m. (luncheon included)

PRESENTED BY: Regulatory Affairs SIG
SPEAKERS: Kevin Bassett, Senior VP, Operations & Development, Acorn Cardiovascular, Inc.; John Schultz, VP Clinical Affairs, BridgePoint Medical; Ralph Hall, Counsel, Baker & Daniels LLP; Mac McKeen, MBA, RAC, Director Regulatory Management, St. Jude Medical; Mark DuVal, President, DuVal & Associates, P.A.; Milana Solganik, RAC, Director, Regulatory Affairs, CVRx, Inc.; Gayle Johnson, Manager of International Compliance, Boston Scientific Corporation, CRM; Robert Klepinski, Attorney, Fredrikson & Byron, P.A.; Dick Roy, Technical Services Manager, AGA Medical Corporation

Virtual Reality and Simulation Opportunities for Industry at the University of Minnesota Academic Health Center

February 23 8:00 – 9:30 a.m.

PRESENTED BY: R&D SIG
SPEAKER: Robert Sweet, M.D., Assistant Professor of Urologic Surgery, University of Minnesota – Academic Health Center
LOCATION: University Enterprise Laboratories (UEL), St. Paul

The Science of Market Development

February 24-25 8:00 a.m. – 5:00 p.m. (Luncheon included both days)

PRESENTED BY: LifeScience Alley and Dymedex Consulting

SPEAKERS: Joseph Galatowitsch, President & Managing Partner, and Ross Meisner, Managing Partner, Dymedex Consulting

BIO's View from the Hill – National Biotech Industry Trends and Policy Updates

February 25 8:00 – 9:30 a.m.

PRESENTED BY: Biotechnology SIG
SPEAKERS: Patrick Kelly, VP of State Government Relations, Biotechnology Industry Organization (BIO); Jim Eichhorst, Midwest Regional Manager, BIO

Comparative Effectiveness and Healthcare Policy Update

March 17 8:00 – 9:30 a.m.

PRESENTED BY: Reimbursement SIG
SPEAKER: Michael M. Gaba, Partner, Holland & Knight

Unless otherwise noted, programs/ events will take place at the DoubleTree Park Place Hotel

Building Your Online Reputation through Social Media and Search Marketing

February 26 8:00 – 9:30 a.m.

PRESENTED BY: Marketing SIG
SPEAKERS: Josh Dahmes, President, Risdall Online Marketing; Jared Roy, President, Risdall Integration Group

Effective Project Leaders = Successful Projects

February 26 8:00 – 4:30 p.m. (Luncheon included)

PRESENTED BY: LifeScience Alley and Project Leadership Services
SPEAKERS: Toni Grabinger, Senior Partner, Project Leadership Services; Nick Lanners, Partner, Project Leadership Services; Peter Pfeiffer, Partner, Project Leadership Services

Statistics for Quality, Part 1 – Comparative Experiments – Demonstrating Change or Equivalence

February 27 8:00 – 11:30 a.m.

PRESENTED BY: LifeScience Alley & Joglekar Associates, Inc.
SPEAKER: Anand Joglekar, PhD, Founder & President, Joglekar Associates, Inc.

Statistics for Quality Series (See below for dates and topics of other 5 programs in series)

Statistics for Quality, Part 2 – Screening Experiments – The Heart of DOE

March 6 8:00 – 11:30 a.m.

Statistics for Quality, Part 3 – Setting Specifications

March 13 8:00 – 11:30 a.m.

Statistics for Quality, Part 4 – Process Validation and Acceptance Sampling

March 20 8:00 – 11:30 a.m.

Statistics for Quality, Part 5 – Managing and Improving Processes

March 27 8:00 – 11:30 a.m.

Statistics for Quality, Part 6 – Measurement Systems Analysis

April 3 8:00 – 11:30 a.m.

MARCH
2009