



Lahav Executive Education
Coller School of Management
Tel Aviv University

Celebrating 10th Anniversary

HEALTHCARE TECHNOLOGICAL INNOVATION - FROM IDEA TO COMMERCIALIZATION

“Health Care Technological Innovation - From Idea to Commercialization” The Tenth Course

An Executive Program for Biotechnology, Medical Device and Health IT Entrepreneurs and Managers Offered by:

The Coller School of Business, Tel Aviv University

In collaboration with

Israel Advanced Technology Industries Organization (IATI)

November 27th-30th, 2016 - Sunday through Wednesday, Tel Aviv, Israel

Program Directors:

Program Founder

Dr. Benny Zeevi

Managing General Partner, Tel Aviv
Venture Partners

**For International Institute for
Biotechnology
Entrepreneurship**

Stephen M. Sammut

Senior Fellow, Health Care
Management and Lecturer,
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For Canaan Partners

Brent Ahrens

General Partner

**For The Center for Medicine in the
Public Interest**

Robert Goldberg, Ph.D.

Vice President

Course Syllabus

Day One: Sunday, November 27th, 2016	
Day's Theme: The Creative Process and Technology Assessment	
8:30AM	Registration/Administrative Continental Breakfast
9:00AM – 9:30AM	Session 1: Welcome and Opening Remarks: Prof. Moshe Zviran, Dean, Coller School of Management, Tel Aviv University Course Directors: Introduction to Program Structure and review of required assignments Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners
9:30AM – 10:30AM	Session 2: Keynote Lecture Arie Beldegrun, MD, FACS, Chairman, President & CEO, Kite Pharma Kite Pharma: Building the Future of Cancer Immunotherapy
10:30AM – 11:00AM	Coffee break
11:00AM- 1:30PM	Session 3: The Persuasive Pitch, Part 1: Introduction of course participants Barry Katz, Founder and CEO, Barry Katz Communicating Success

	In order to give participants a chance to learn more about their colleagues in the course, and as the first part of our special focus on presentations, we are asking each participant to prepare to deliver a 3 minute presentation, using 4-5 power point slides, to introduce yourself and your company to the group
1:30PM-2.30PM	Networking Lunch
2.30PM-4:00PM	<p>Session 4: Project, Product or Company?: Assessment and Qualification of Technologies as a Basis for a Startup</p> <p>The successful translation of discoveries from the lab to the market is the greatest challenge facing an entrepreneur. Many companies are formed on technologies emanating from university laboratories and spinouts from major corporations as well as life science companies themselves. Many healthcare innovations fall because they neither integrate with existing clinical practice nor are successful in creating new ones. Forming a company around a technology is relatively easy. Staffing and capitalizing it is another story. This session will provide tools and a contextual framework as to how technologies can be assessed by founders, corporations and VCs so that they can orient and characterize their business for capitalization and partnering.</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>David Frank, Managing Director MEDX Associates LLC Joseph Swiader, Founder at Nonpareil Biotechnologies LLC and Managing Partner of Wet Earth Partners LLC Tamara Mansfeld, Global Innovation Lead, Pfizer Corporate Strategy & Innovation</p>
4:00PM-4:45PM	<p>Session 5: Keynote Lecture- Medical Device and Health Care Innovation -Challenges and Opportunities</p> <p>Mike Berman, medical device investor/entrepreneur, past President of the Cardiology business of Boston Scientific</p>
4.45PM-5.05PM	Coffee Break
5:05PM-6:30PM	<p>Session 6: Biotechnology and Medical device Regulatory Planning, Clinical Development and the Implications for Strategy and Financing: From Proof of Concept to Marketing Success. Designing and conducting clinical trials</p> <p>This session provides an abbreviated view of the overall process and specific insight into planning for FDA regulations in light of strategy, financial needs, and the concerns of prospective partners and investors.</p>

	<p>Entrepreneurs need to understand that there is an increasing need to perform clinical studies to support medical device safety and performance claims. They also need to have a basic understanding of the activities, resources and costs associated with the design and conduct of clinical studies. The failure to incorporate an effective clinical strategy into new project planning can lead to significant project and funding delays or, worse, the failure of the project. This session will provide an overview of the increasing need for device clinical study data; key activities, resource needs and costs; and planning for the successful design and conduct of medical device clinical studies for acceptance in the United States and Europe, even when these studies are conducted outside of these regulatory jurisdictions.</p> <p>Faculty: Susan Alpert, PhD, MD, Principal, SFA Consulting LLC, Former Senior Vice President, Chief Regulatory Officer of Medtronic, Former Director, Office of Device Evaluation, CDRH at the FDA</p> <p>Udi Cohen, CEO Biocontrol – The experience of a CEO in conducting multinational clinical trial</p>
6:30PM	End of the day....

Day Two: Monday, November 28 th , 2016	
Day's Theme: Strategy and Execution	
8:30AM	Continental Breakfast
9:00AM-10:00AM	<p>Session 7: Intellectual Capital Management</p> <p>The goal of the session is to provide information and insight into the specific issues confronting investigators, entrepreneurs, investors and their patent attorneys. The session will address the formation of specific IP strategy and execution and using intellectual capital for competitive advantage. Content includes major issues confronting companies with US and filings in other jurisdictions related to biotechnology, e.g., patent ownership, non-obviousness rulings, the scope of what can be patented. A VC will also provide an investor viewpoint.</p> <p>Faculty: Brian Hopkins, Special Counsel, Cooley LLP</p>
10:00AM-11:00AM	<p>Session 8: The Persuasive Pitch, Part 2: Presenting Your Idea—and Yourself—With Purpose, Clarity, and Power</p> <p>On the path from 'idea to commercialization' you will need to communicate persuasively about your product, your company, and yourself to a wide range of audiences—investors, regulators, partners, customers, and your own team. During this session we will focus on one of the most common—and, perhaps surprisingly, often one of the more difficult—types of presentations that entrepreneurs must deliver: the short introduction.</p> <p>Barry Katz, Founder and CEO, Barry Katz Communicating Success</p>
11:00AM - 11:20AM	Coffee break
11:20AM - 12:15PM	Session 9: Market Analysis and Competitive Analysis - Essentials of Marketing in Biotechnology and Medical Devices

	<p>This session will focus on Market analysis, Clinical state of the art and product positioning: assessment of different applications for the same product (choosing the right application from commercial point of view), Determination of subgroup of patients most appropriate for the product, Competitive analysis, Importance of opinion leaders, patients groups, patients organization and Selling strategy: To build mutually satisfying long-term relationships with key customers in order to acquire and retain their business</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>David Frank, Managing Director MEDX Associates LLC</p>
<p>12:20PM- 1:00PM</p>	<p>Session 10: Case study- America Well Yael Glassman, President & COO, Nutrino</p>
<p>1:00PM- 2:00PM</p>	<p>Networking Luncheon</p>
<p>2:00 PM- 5.00 PM</p>	<p>Session 11: Capitalization of a life science Venture –Value inflection Points, Milestones and Capital Requirements, Alternative financing, Terms etc.</p> <p>Financing a life science venture is challenging. When meeting with investors and prospective strategic partners, entrepreneurs will often hear questions that ask: "Where are you in the value chain?" "How does your business model reflect this?" "How do you describe your milestones and how are you managing towards them?" "How do your milestones tie-in with your value inflection points?" This session will consist of a brief overview of typical value inflection points for each type of product, classical and alternative ways of financing, terms of financing rounds and more.</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>Morris Laster M.D., Venture Partner, OurCrowd Gad Berdugo, Managing Partner of Explorium Capital LLC John Lieberman, Perelson Weiner LLP Dr. Ayal Shenhav, Shenhav & Co –Term Sheet, investment agreements Dr. Ora Dar, Head of Life Sciences Sector, Israel Innovation Authority</p>

5:00PM- 6:15PM	Session 12: Incorporating Reimbursement in the Company Development Strategy Moderator: Bob Goldberg Ph.D., Vice President CMPI Mike Berman, medical device investor/entrepreneur, past President of the Cardiology business of Boston Scientific Dr. Tevi Troy, President of the American Health Policy Institute and former deputy secretary of the U.S. Department of Health and Human Services (HHS)- "Getting to Market in the New Administration: Expected Health Policy Changes Under the Incoming President"
6.15PM- 6.45PM	Session 13: Keynote lecture – The IVD Market Trends David Frank, Managing Director MEDX Associates LLC
6:45PM- 7:00PM	Drive to opening dinner at the "Duplex" (1 Ha'Etzel st. Herzliya Pituah)
7:00 PM	Opening Dinner for Faculty, Participants and life sciences executives At the "Duplex" Lecture: Dr. Kira Radinsky, Chief Scientist and the Director of Data Science of eBay – "The quest to predict the future"

Day Three: Tuesday, November 29 th , 2016	
Day's Theme: Bringing the product to the market	
8:30AM	Continental Breakfast
9:00AM-11:00AM	<p>Session 14: Biopharmaceutical and Medical Device Licensing, Partnering and Strategic Alliances</p> <p>Major practical issues in formulation of partnering goals and managing different types of strategic alliances, preparation for positioning for partnering, identifying and qualifying prospective partners, making the approach, negotiation, closing the deal, with special emphasis on how to design alliances and avoid many potential problems and complications in managing these relationship.</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>David Frank, Managing Director MEDX Associates LLC</p> <p>Maya Racine - Netser, Adv, COO of Voyager Analytics; Former partner and head of the High Tech Practice, Herzog, Fox & Neeman</p>
11:00AM-11:30AM	Coffee break
11:30AM-12:15PM	<p>Session 15: Keynote Lecture- The New "Kids" on the Block: Microbiome</p> <p>Mike Berman, medical device investor/entrepreneur, past President of the Cardiology business of Boston Scientific</p>

<p>12:15AM- 1:30PM</p>	<p>Session 16: Keynote Lecture The Chinese Market Opportunities for Life Sciences Companies Peggy Wang, Founder and Managing Partner of LongTec China Venture, Founder and CEO of Shanghai LongTec Medical Technology Co</p>
<p>1:30PM- 2:30PM</p>	<p>Networking Luncheon</p>
<p>2:30PM- 4:00PM</p>	<p>Session 17: Lessons learned from our experience: A panel of life science CEOs and Entrepreneurs</p> <p>In this session we will have several Israeli CEOs in life sciences sharing their experience.</p> <p>Specifically addressing issues: Building a management team, financing, collaborations, dealing with the board, working with cross-border teams and more</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>Avner Halprin, CEO, Early Sense Udi Cohen, CEO Biocontrol Ascher Shmulewitz, M.D., President Medegenesis Ori Hadomi, CEO Mazor Robotics</p>
<p>4:00PM- 5:00PM</p>	<p>Session 18: Round table discussions with experts</p>
<p>5:00PM- 6:00PM</p>	<p>Session19: Case Study, Market Assessment - Aortic Stenosis and TAVI Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p>
<p>6:00PM</p>	<p>End of the day....</p>

Day Four: Wednesday, November 30th, 2016	
Day's Theme- Health Care IT\Digital Health	
8:30AM	Continental Breakfast
9:00AM-10:00AM	<p>Session 20: Keynote lecture- "Digital healthcare innovation, the good, bad and the unknown-- a view from Silicon valley"</p> <p>Peter J. Fitzgerald, MD, PhD, FACC, Director, Center for Cardiovascular Technology, Stanford University, Co-founder, Managing partner, Triventures</p>
10:00AM-11:00AM	<p>Session 21: The Challenges of Digital Health</p> <p>Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p>
11:00 AM - 11:30PM	Coffee break
11:30PM-1:30PM	<p>Session 22: Healthcare IT and Health Tech- Part I</p> <p>Quality and efficient healthcare delivery is highly depended on information and communication, anytime anywhere. Despite Healthcare Delivery Industry having much to gain from Information and Communication Technologies; it is the slowest from all industries in the adoption. HCIT investment will only be successful if the fit between IT and clinical processes will be close to matching, which will be reflected by the acceptance or rejection of end users. The emergence of new, disruptive technologies plays a crucial role in closing the capability gap and gaining more acceptances from the main users. The latest innovations are changing not only how the medical care is organized, practiced and delivered but are also redefining host of other qualities including changing patient-physician model and facilitating the emergence of new industry players within the value chain.</p> <p>Mobile devices and services are transforming the way people all over the globe live, work, play and now also revolutionize the way they receive medical care. Mobile devices are the most personal technology that consumers and healthcare providers own, and allow consumers to be introduced to new services quickly and intuitively and establish personal preferences. Digital health enables health and wellness to be delivered through mass personalization anywhere and anytime, in the comfort of patients' own homes and during daily routines. Many new players are entering the mobile health industry; it is highly fragmented market worth several billions of dollars. The</p>

adoption and deployment of mHealth requires new regulatory clarity, standards and interoperability of devices and software, new viable business models, consumers and provider's cultural changes and proven evidence –based outcome measures, clinically and economically.

The potential applications of HCIT technologies and digital health, it's role in global health, new business models, the use of social media by pharma and medical device companies as well as by healthcare providers and insurance companies and regulatory issues will be discussed.

Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners

Yaara Goldschmidt, Manager, Machine Learning for Healthcare and Life Sciences, IBM Research – Haifa

Tamara Mansfeld, Global Innovation Lead, Pfizer Corporate Strategy & Innovation- Pharma perspectives on Digital Health

Anat Naschitz, Managing Director, Orbimed Israel- Patients matter!

Susan Alpert, PhD, MD, Former Senior Vice President, Chief Regulatory Officer of Medtronic, Former Vice President of Regulatory Sciences for C.R. Bard, Inc., previously worked at FDA- Are Digital and Mobile Health Tools Medical Devices? Who's Opinion Counts?

Adam Snukal, Shareholder, Greenberg Traurig – Privacy Issues

Allen Kamer, Managing Partner, OurCrowd Qure - "Standing-Out in a Crowded Market: How A Start-Up Can Get A Shot With A U.S. Healthcare Provider?"

Peggy Wang, Founder and Managing Partner of LongTec China Venture, Founder and CEO of Shanghai LongTec Medical Technology Co- The Chinese opportunity in Digital Health

Roni Shilo, MD, Managing Director, initiator and Chief R&D Officer of MediSeen eHealth Ltd, a fully-owned subsidiary of Teva Pharmaceutical Industries Ltd - DDI+, next generation of decision support systems for managing

	drug-related problems
1:30PM – 2:30PM	Networking Luncheon
2:30PM- 4:30PM	Session 23: Healthcare IT and Connected Health - Part II
4:30PM- 6:00PM	Session 24: The Persuasive Pitch, Part 3: Presentations Workshop Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners David Frank, Managing Director MEDX Associates LLC Mike Berman, medical device investor/entrepreneur, past President of the Cardiology business of Boston Scientific Bob Goldberg Ph.D., Vice President CMPI
6.00- 6:30 PM	Program Adjournment Session 25: Teams gather for “Take-aways Exercise” Each participant will receive at registration a work-sheet to record for each session one major lesson or “take-away.”

*** Changes in curriculum may occur**