

HEALTHCARE TECHNOLOGICAL INNOVATION - FROM IDEA TO COMMERCIALIZATION

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

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

The Coller School of Business, Tel Aviv University

Lahav Executive Education

And In collaboration with

Israel Advanced Technology Industries Organization (IATI)

December 3rd-6th, 2017 - Sunday through Wednesday, Tel Aviv, Israel

Program Directors:

Dr. Benny Zeevi
Program Founder
Managing General Partner
Tel Aviv Venture Partners

Robert Goldberg, Ph.D.
Vice President
The Center for
Medicine in the Public Interest

Course Syllabus

Day One: Sunday, December 3rd, 2017	
Day's Theme: The Creative Process and Technology Assessment	
8:30AM-9:00AM	Registration/Administrative Continental Breakfast
9:00AM – 9:30AM	<p>Session 1: Welcome and Opening Remarks:</p> <p>Prof. Moshe Zviran, Dean, Coller School of Management, Tel Aviv University</p> <p>Course Directors: Introduction to Program Structure and review of required assignments Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p>
9:30AM – 10:30AM	<p>Session 2: 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>
10:30AM – 11:00AM	Coffee break
11:00AM-1:30PM	<p>Session 3: The Persuasive Pitch, Part 1: Introduction of course participants</p> <p>Barry Katz, Founder and CEO, Barry Katz Communicating Success</p> <p>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</p>
1:30PM-2:30PM	Networking Lunch

2:30PM-3:30PM	<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.</p> <p>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 Evan Norton, Divisional Vice President, Abbott Ventures</p>
3:30PM-4:15PM	<p>Session 5: The Chinese Market Opportunities for Life Sciences Companies</p> <p>Peggy Wang, Founder and Managing Partner of LongTec China Venture, Founder and CEO of Shanghai LongTec Medical Technology Co</p>
4:15PM-4:35PM	<p>Coffee Break</p>
4:35PM-6:00PM	<p>Session 6: Market Analysis and Competitive Analysis - Essentials of Marketing in life Sciences Companies</p> <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>Competitive analysis -- product differentiation linked to improvements in efficiency and effectiveness – can help potential customers’ better grasp the implication of economic value for their own businesses.</p> <p>Economic value to the customer analyses are calculated as cost savings, improvements in long-term client retention, decreased speed in client acquisition, increased average revenue/customer, and revenue associated with the opportunity/ability to establish entry barriers. Often times, making these explicit links</p>

	<p>from the market and competitive data can lead to powerful insights as to the value of the offering to the customer, and help make a transformative difference in outcome.</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>Leslie E Mitts, Ph.D. Anthropologist, Business Professor and Venture Capitalist, Venture Partner at Chestnut Street Ventures</p> <p>Evan Norton, Divisional Vice President, Abbott Ventures</p>
6:00PM	End of the day....

Day Two: Monday, December 4th, 2017

Day's Theme: Strategy and Execution

8:30AM-9:00AM	Continental Breakfast
9:00AM-10:00AM	<p>Session 7: Intellectual Capital Management 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: : Introduction to Capitalization of a life science Venture –Value inflection Points, Milestones and Capital Requirements, Alternative financing, Terms etc. Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p>
11:00AM-11:20AM	Coffee break
11:20AM-12:20PM	<p>Session 9: Incorporating Reimbursement in the Company Development Strategy Mike Berman, medical device investor/entrepreneur, past President of the Cardiology business of Boston Scientific</p>
12:20PM-1:00PM	<p>Session 10: 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,</p>

	perhaps surprisingly, often one of the more difficult—types of presentations that entrepreneurs must deliver: the short introduction. Barry Katz, Founder and CEO, Barry Katz Communicating Success
1:00PM-2:00PM	Networking Luncheon
2:00PM- 2:40PM	Session 11: Keynote Lecture: “Lessons in the Development of Transcatheter Aortic Valve implantation - TAVI” Stanton Rowe, Corporate Vice President, Advanced Technology and Chief Scientific Officer, Edwards Lifesciences
2.40PM- 3.30PM	Session 12: Capitalization of a life science Venture –Value inflection Points, Milestones and Capital Requirements, Alternative financing, Terms etc. 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. Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners Stanton Rowe, Corporate Vice President, Advanced Technology and Chief Scientific Officer, Edwards Lifesciences Dr. Ayal Shenhav, Shenhav & Co –Term Sheet, investment agreements Dr. Ora Dar, Israel Innovation Authority Evan Norton, Divisional Vice President, Abbott Ventures Allen Kamer, Managing Partner, OurCrowd Qure
3:30PM-3:45PM	Coffee break

3:45PM-5:00PM	Part 2 - Session 12: Capitalization of a life science Venture –Value inflection Points, Milestones and Capital Requirements, Alternative financing, Terms etc.
5:00PM-5:10PM	Coffee break
5:10PM-6:30PM	Session 13: The Medical Device Industry in 2017: New Imperatives David Cassak and Stephen Levin, Managing Partners, Innovation In Medtech, LLC, Editors-in-Chief, The MedTech Strategist
6:30PM-7:00PM	Drive to opening dinner at the "Duplex" (1 Ha'Etzel st. Herzliya Pituah, 2 nd floor)
7:00PM	Opening Dinner for Faculty, Participants and life sciences executives At the "Duplex" Lecture: Avi Yaron, CEO of Joy Ventures A personal journey into the future of medicine, triggered by the diagnosis of an inoperable brain tumor

Day Three: Tuesday, December 5th, 2017

Day's Theme: Bringing the product to the market

8:30AM-9:00AM	Continental Breakfast
9:00AM-10:30AM	<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>Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p>
10:30AM -11:15AM	<p>Session 15: Keynote Lecture- Medical Innovation Thriving or Plateaued?</p> <p>Prof. Elazer Edelman, Institute for Medical Engineering and Science, MIT, Cambridge, USA</p>
11:15AM-11:35AM	Coffee break
11:35AM-12:15PM	<p>Session 16: "Israel entity vs. US entity-what you need to know for financial and tax implications"</p> <p>John Lieberman, Perelson Weiner LLP</p>
12:15PM- 1:30PM	<p>Session 17: Best Practices in Securing Paid Trials</p> <p>Best practices in securing initial and eventually paid trials are generally well understood; we know that success also tends to follow from tactical relentless and persistence. There also exist a number of more nuanced elements that can contribute to success in execution, which we explore here. This session draws on interviews with decision-makers in large healthcare systems to compare/contrast the processes followed by ventures that were successful vs. not. It also draw on primary data and case studies with new ventures, and documents the outcomes that resulted from different decisions taken in implementation and negotiation both within trials and across trials.</p>

	Leslie E Mitts, Ph.D. Anthropologist, Business Professor and Venture Capitalist, Venture Partner at Chestnut Street Ventures
1:30PM-2:30PM	Networking Luncheon
2:30PM-4:00PM	<p>Session 18: Lessons learned from our experience: A panel of life science CEOs and Entrepreneurs In this session we will have several Israeli CEOs in life sciences sharing their experience. Specifically addressing issues: Building a management team, financing, collaborations, dealing with the board, working with cross-border teams and more</p> <p>Moderator: Ruti Alon, Founder & CEO, Medstrada</p> <p>Avner Halprin, CEO, Early Sense Ehud (Udi) Cohen, Former CEO Biocontrol, GM Dimensional Metrology at Nova Measuring Instruments Ascher Shmulewitz, M.D., President Medegenesis Ori Hadomi, CEO Mazor Robotics</p>
4:00PM-6:00PM	<p>Session 19: 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. 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:</p>

	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 Ehud (Udi) Udi Cohen, Former CEO Biocontrol, GM Dimensional Metrology at Nova Measuring Instruments – The experience of a CEO in conducting multinational clinical trial
6:00PM	End of the day....

Day Four: Wednesday, December 6th, 2017

Day's Theme- Health Care IT\Digital Health

8:30AM-9:00AM

Continental Breakfast

9:00AM-10:30AM

Session 20: The Opportunities and Challenges of Digital Health

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

10:30AM-11:30AM

Session 21: Healthcare IT and Digital Health- Part I

Healthcare IT and Digital health, with all its subsectors, is reimagining the way we consume and deliver healthcare. It enables health and wellness to be delivered through mass personalization anywhere and anytime in a predictive, personalized, participatory and preventive ways. For vast adoption, digital health technologies have to prove value, meaning a better outcome in a cost effective way.

Israel as the start-up nation and leading innovation hub in information, communication, mobile and cyber technologies, with almost 30 years of expertise in implementing health IT, EHR, health information exchange, business analytics in its healthcare system, with more than 400 active start-ups and companies in a variety of digital health related fields, can be a leading global innovation hub for digital health. Digital health technologies are facilitating fundamental shifts in healthcare; cultural and behavioral changes from all healthcare stakeholders, enhancing outcomes and quality of care and eventually will band the cost curve.

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

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

11:30AM -11:50AM	Coffee break
11:50AM-1:30PM	<p>Session 21 (Continue): Healthcare IT and Health Tech- Part 2</p> <p>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?</p> <p>Michal Chorev, PhD, Research Staff Member, Machine Learning for Healthcare and Life Sciences group, IBM Research Haifa</p> <p>Yael Glassman, President, Nutrino</p>
1:30PM – 2:30PM	Networking Luncheon
2:30PM- 4:30PM	<p>Session 21: Healthcare IT and Connected Health - Part 3</p> <p>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?"</p>
4:30PM-6:00PM	<p>Session 22: The Persuasive Pitch, Part 3: Presentations Workshop</p> <p>Moderator: Benny Zeevi, M.D. Managing General Partner, Tel Aviv Venture Partners</p> <p>Mike Berman, medical device investor/entrepreneur, past President of the Cardiology business of Boston Scientific</p>
6.00PM- 6:30PM	<p>Program Adjournment</p> <p>Session 23: Teams gather for “Take-aways Exercise”</p> <p>Each participant will receive at registration a work-sheet to record for each session one major lesson or “take-away.”</p>

*** Changes in curriculum may occur**