Please join us for the 13th Annual Wilson Sonsini Goodrich & Rosati Medical Device Conference as we address questions of critical importance to medical device companies today. In a series of topical panels presented over the course of one day, you will hear from industry CEOs, venture capitalists, industry strategists, investment bankers and market analysts.

We anticipate dynamic, timely and interactive discussions in the following areas:

- **Trends in Private Medtech Financing**
- **Opportunity and Challenges in Drug and Device Combinations**
- **Acquisitions and Corporate Partnering**
- **Issues from Washington**
- **Financing Strategies for the First Time Entrepreneur**
- **Going Public, Being Public**

Practical information will be provided for anyone involved in the medical device industry — executives of medical device companies, entrepreneurs, venture capitalists, investment bankers, and industry consultants.
**WEDNESDAY, JUNE 22**
6:30 – 9:30 p.m.  
**DINNER INTERVIEW**  
Sharon Heights Golf and Country Club  
Menlo Park, CA

The cost to attend the dinner is $100.

**THURSDAY, JUNE 23**
7:00 a.m. – 6:30 p.m.  
**MEDICAL DEVICE CONFERENCE**  
Fairmont Hotel  
San Jose, CA

The registration fee is $250.

**Parking**  
Valet parking is available at the Fairmont Hotel. If parking is full, please use the parking lot located on San Fernando between 1st and 2nd Streets (directly behind the hotel).

**Accommodations**  
For room accommodations, please call the Fairmont Hotel at (800) 346-5550.

**Registration**  
To register online go to www.wsgr.com/news/medicaldevice.

**Information**  
For more information, call the Marketing Department at (650) 320-4529.

www.wsgr.com/news/medicaldevice
Wednesday, June 22

6:30 – 9:30 p.m.  DINNER INTERVIEW
Sharon Heights Golf and Country Club
Menlo Park, CA

Building a Medical Device Franchise
Over the past seven years, Abbott has emerged as the one company able to build a major franchise in interventional cardiology to challenge market giants like Cordis, Boston Scientific, and Guidant. However, it has taken an approach very different from its entrenched competitors, relying much more on innovative alliances and acquisitions, and coordinating with Abbott’s powerful drug business in building its drug-eluting stent. Join us for a candid discussion with Robert (Chip) Hance, vice president and president of Abbott Vascular Devices on the challenges Abbott has faced in becoming a major force in interventional cardiology.

Guest:  
Robert (Chip) Hance, Vice President and President, Abbott Vascular Devices

Moderator:  
David Cassak, Managing Partner, Windhover Information, Inc.

Thursday, June 23

MEDICAL DEVICE CONFERENCE
Fairmont Hotel
San Jose, CA

7:00 – 8:00 a.m.  Conference Registration and Continental Breakfast
8:00 – 9:15 a.m.  **Trends in Private Medtech Financing**  
This panel will address recent developments in funding for medtech companies. The panel will explore recent angel, incubation, venture, corporate, and mezzanine financing deals. In addition, we will discuss valuation, round size, financing terms, tranched funding, and the issues these approaches create for the entrepreneur trying to create and build a medtech company today.

**Speakers:**  
Mark Brooks, *Managing Director*, BA Venture Partners  
Stephen Campe, *Managing Director*, Investor Growth Capital  
Roger Guidi, *Vice President*, Johnson & Johnson Development Corporation  
John Lonergan, *General Partner*, Bio-Star Private Equity Fund, LLC  
Allan May, *Co-founder*, Life Science Angels  
Bill Starling, *Chief Executive Officer*, SyneCor, LLC

**Moderator:**  

9:15 – 10:15 a.m.  **Opportunities and Challenges in Drug and Device Combinations**  
The rapid emergence of the multi-billion-dollar market for drug-eluting stents has entrepreneurs and venture capitalists looking for ways to participate in this immense product category. Some have stated that there is no longer an opportunity for small venture-backed companies to participate in the drug-eluting stent marketplace because of high development costs, project complexity, long timelines, and intellectual property minefields. Still there are several companies who have taken on the task and for them the rewards could be great. Many entrepreneurs are also wondering what other drug-device combinations could be the basis for successful new businesses. This panel will look at the paths taken by several companies as they try to capitalize on the opportunities presented by this convergence of drugs and devices.

**Speakers:**  
Jeanne M. Bertonis, *Chief Business Officer*, Angiotech Pharmaceuticals, Inc.  
Hank Plain, *Chairman*, Xtent, Inc.  
Peter Rule, *Chairman and Chief Executive Officer*, Ekos Corporation

**Moderator:**  
David Hoffmeister, *Partner*, Wilson Sonsini Goodrich & Rosati
Thursday, June 23

10:15 – 10:45 a.m.  Break

10:45 a.m. – 12:00 p.m.  Acquisitions and Corporate Partnering
When should a young company talk to a corporate partner? How should the approach be made? What kinds of provisions find their way into these transactions? Will a corporate partnership with one entity make it impossible to do a deal or merger at a later date with a different company? This panel will explore corporate partnering and acquisitions through the eyes of entrepreneurs and corporate executives who have recently completed successful transactions.

Speakers:  
Jay Brumfield, President, Advanced Stent Technologies, Inc.
Michael Chobotov, President, Trivascular, Inc.
Richard Innenberg, Director, Lazard Freres & Co., LLC
John P. McDonough, Senior Vice President, Cytyc Corporation

Moderator:  
J. Casey McGlynn, Partner, Wilson Sonsini Goodrich & Rosati

12:00 – 12:30 p.m.  Issues from Washington
Mark Leahey, the current executive director of the Medical Device Manufactures Association, will discuss the industry’s current public-policy agenda. He will review current initiatives to improve the Medicare coverage process and promote adequate reimbursement for innovative technology, open up healthcare market places to small innovation companies, and improve the performance and predictability of the FDA review process.

Speaker:  
Mark B. Leahey, Executive Director, Medical Device Manufactures Association
12:30 – 2:00 p.m.  

**Lunch Interview**

**The Physician’s Changing Role**

Is the role of the physician changing in the medical device industry? For years, companies would go to doctors for clinical feedback, but would rarely think of including the practicing doctor in deals between young companies and venture capitalists or corporate acquirers. The world seems to be changing. Dr. Peter Fitzgerald is a cardiologist, inventor, entrepreneur, and business strategist. He heads up the Center for Research in Cardiovascular Interventions at Stanford Medical School and is affiliated with several venture funds. In his various roles, he helps investors identify winning technologies and helps emerging medtech companies in building important relationships with many of the largest companies in the industry. Join us as he shares his experiences and the many roles he plays in helping new technologies reach the marketplace.

**Guest:** Peter J. Fitzgerald, M.D., Ph.D., Co-director, Center for Research in Cardiovascular Interventions, Stanford University Medical School

**Moderator:** David Cassak, Managing Partner, Windhover Information, Inc.

2:00 – 3:15 p.m.  

**Financing Strategies for the First Time Entrepreneur**

This panel will discuss the key strategies that every first-time entrepreneur needs to know in order to get his company funded. It will evaluate what needs to be in place before you meet with a venture capitalist, including the importance of the team, intellectual property, market research, reimbursement strategy, and the regulatory pathway. The panel will also discuss some of the characteristics of a successful entrepreneur and what investors are looking for today in an early-stage venture.

**Speakers:**
- Keegan Harper, Chairman, Cameron Health, Inc.
- Erin McGurk, Founder and Chief Executive Officer, PneumRx, Inc.
- Guy Nohra, Co-founder and Director, Alta Partners

**Moderator:** Jim Shay, Partner, Wilson Sonsini Goodrich & Rosati
Thursday, June 23

3:15 – 3:45 p.m.  Break and Ice Cream Social

3:45 – 5:00 p.m.  Going Public, Being Public
So you want to go public! This panel will explore the process of going public and how it has changed in the post-Sarbanes-Oxley world. What are the new hurdles to going public? How long does it take and what needs to be in place? What type of board do you need and how will SOX 404 effect the IPO process? This panel will also explore the issues arising out of being public. How do companies deal with analysts? What are the pros and cons of giving guidance and how do you deal with bad news? Join us for a thought-provoking session on going public and being public today.

Speakers:  Shelly Guyer, Vice President, JPMorgan
Carl Hull, Former Chief Executive Officer, Applied Imaging Corporation
Timothy Lee, Director, Merrill Lynch & Co., Inc.
Robert Thomas, Chief Executive Officer, Fox Hollow Technologies, Inc.

Moderator:  David Saul, Partner, Wilson Sonsini Goodrich & Rosati

5:00 – 6:30 p.m.  Cocktail Reception
Jeanne M. Bertonis, M.S., M.B.A., Chief Business Officer, Angiotech Pharmaceuticals, Inc. Ms. Bertonis oversees all of Angiotech’s business and corporate development functions, including mergers and acquisitions, strategic collaborations, and marketing. She joined Angiotech in mid-year 2000 as vice president, corporate development, bringing over a decade of experience building successful pharmaceutical and medical device companies. Prior to joining Angiotech, Ms. Bertonis served as senior director, corporate development at Genzyme Corporation where she spearheaded strategic projects and acquisitions for Genzyme Corporate and several core groups, focusing on the surgical and pharmaceutical divisions. Ms. Bertonis has also held the position of senior manager, business development with Guidant Corporation, where she managed business development for its Vascular Intervention Division. She has additional experience in business and research positions from other large pharmaceutical and biopharmaceutical companies including Eli Lilly & Company and Biogen, Inc. Ms. Bertonis holds a master of management degree from J.L. Kellogg Graduate School of Northwestern University, a master of science degree in zoology from the University of Massachusetts and a bachelor of arts degree in biology from Vassar College.

Mark Brooks is in the life sciences group at BA Venture Partners and specifically working on medical devices and healthcare services. He created the business-development strategy for IPC and recruited the company's president and two board members, contributing to revenue growth from $5 million to more than $100 million. He wrote the original business plan for LivHome and led the company through the acquisition of two additional companies. For Spinal Kinetics, he helped recruit the vice president of research and development and develop their clinical and regulatory strategy. Mr. Brooks also sits on the boards of USHW, Alimera, E-Surg, and Converge Medical. Prior to joining BAVP in 1995, Mr. Brooks led projects in the healthcare insurance, lab testing, and telecommunications service industries for Mercer Management Consulting, where he was a senior associate. Before Mercer, he provided LBO and acquisition capital to cable, entertainment, and publishing companies for Manufacturers Hanover Trust. Mr. Brooks earned his M.B.A. from the Wharton School at the University of Pennsylvania and his B.A. in economics from Dartmouth.
**Stephen M. Campe** has been managing director at Investor Growth Capital (IGC) since 1998 and is based in IGC’s New York office. He is co-head of IGC’s healthcare investing activities, and focuses on medical devices, diagnostic technologies, and healthcare services. Prior to joining IGC, Mr. Campe was a consultant at McKinsey & Co., where he worked on corporate finance and strategy engagements for several diversified healthcare companies. Prior to McKinsey, he was an investment banker specializing primarily in mergers and acquisitions for medical-technology and diagnostics companies. Mr. Campe earned bachelor degrees in both economics and systems science engineering from the University of Pennsylvania, and an M.B.A. from Yale School of Management. He currently serves as a board member of Kyphon, Inc., and several private medical device companies.

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**J. Brumfield** is president of Advanced Stent Technologies (AST), a wholly-owned subsidiary of Boston Scientific Corporation (BSC). AST, which was founded in 1998, is a medical device company that designs, develops and manufactures bifurcated stents and delivery systems for the treatment of atherosclerosis. Mr. Brumfield joined AST in July 2003. As AST’s president and chief executive officer, Mr. Brumfield spearheaded the reorganization and development of the strategic plan that led to AST being successfully acquired by BSC in March 2005. Prior to joining AST, Mr. Brumfield was vice president of strategic initiatives at Mississippi Chemical Corporation and was a partner in the New Orleans office of the Jones, Walker, Waechter, Poitevent, Carrère and Denègre law firm. Mr. Brumfield holds a B.A. from Mississippi State University and a J.D. from the University of Mississippi.
David Cassak is a managing partner of Windhover Information, Inc., a Norwalk, CT-based healthcare business information company. Mr. Cassak earned a B.A. from Drew University and did graduate work at Columbia University and Princeton University, earning an M.A., with honors from the former. In 1989, Mr. Cassak, along with his partner Roger Longman, led a buyout of the publications business of The Wilkerson Group, forming Windhover Information, Inc. In addition to IN VIVO, Windhover publishes other monthly reports, including START-UP: Windhover’s Review of Emerging Medical Ventures and Medtech Insight. Windhover has an extensive database of healthcare transactions, strategic intelligence systems (SISs), which allows users to search for transactions by a variety of criteria, including deal structure, value, and therapeutic and scientific categories. Windhover also has a conference business and is well-known for, among others, its Pharmaceutical Strategic Alliances (New York), Euro-Biotech (Paris), and Bio-Windhover (Washington) meetings. Mr. Cassak writes extensively about the medical device and hospital supply industries for IN VIVO and START-UP and is a frequent speaker before various companies and industry trade groups.

Michael V. Chobotov, Ph.D., received his Ph.D. in mechanical engineering from the California Institute of Technology, where he also earned his M.S. in mechanical engineering in 1983 and B.S., with honors in engineering and applied science. He was a General Motors Scholar at Caltech, and a Tau Beta Pi national engineering honor society member. He joined Hughes Aircraft Company as a systems engineer for a new spacecraft product line development, and later left to lead the design of the Lunar Prospector spacecraft, which his firm subsequently licensed to Lockheed Martin to build as a NASA Discovery mission and launch in early 1998 (which subsequently discovered lunar water ice). Prior to co-founding TriVascular in 1998, he co-founded TransMotive Technologies, an engineering and product-development consulting company with advanced and unique capabilities for computer simulation and analysis of complex mechanical, structural, and dynamic systems. Dr. Chobotov holds numerous patents and has authored many technical publications. At TriVascular, he has led the company’s product and corporate conception, its private, venture, and corporate financings, and its recent strategic partnership and acquisition by Boston Scientific. He continues to lead the strong and motivated team he has built at TriVascular, developing next-generation endovascular-device technologies and products as part of Boston Scientific.
**Panelists**

**Dr. Peter Fitzgerald** is the co-director of the Center for Research in Cardiovascular Interventions and director of the Cardiovascular Core Analysis Laboratory (CCAL) at Stanford University Medical School. He is an interventional cardiologist and has a Ph.D. in engineering. Presently, Dr. Fitzgerald’s laboratory includes 13 postdoctoral fellows and graduate engineering students focusing on state-of-the-art technologies in cardiovascular medicine. He has led or participated in over 60 clinical trials, published over 250 peer reviewed manuscripts, and lectures worldwide. He also serves on the Medical Device Advisory Panel at the FDA and participates as a venture capitalist with Latterell Venture Partners in San Francisco. Dr. Fitzgerald has been principle/founder of six medical device companies in the San Francisco Bay Area. He serves on several boards of directors, advises dozens of medical device start-ups, as well as multinational healthcare companies in the design and development of new diagnostic and therapeutic devices in the cardiovascular arena.

**Roger Guidi** is vice president with Johnson & Johnson Development Corporation. His charter is to make private equity investments in early stage in medical device and pharmaceutical companies. Additionally, he maintains a special focus on opportunities in ophthalmology, spine-related therapies, and pain management. Mr. Guidi’s professional background spans a broad range of experiences ranging from Silicon Valley start-ups to Fortune 50 healthcare companies. He began his career at J&J’s Ortho Pharmaceutical Corporation in sales and marketing management. Mr. Guidi then moved on to senior management positions at Alza, Coherent Medical, and Cooper LaserSonics. He subsequently launched several start-ups, including Advanced Interventional Systems, Inc. (founder and general manager), VISX, Inc. (vice president, sales and marketing, and business development) and Intella Interventional Systems, Inc. (president and CEO). Both Advanced Interventional Systems and VISX completed successful IPOs. Intella Interventional Systems was acquired by its Japanese distributor. Mr. Guidi also served as an outside board member for a number of early-stage medical-technology companies and as a consultant to venture capital firms. Mr. Guidi re-joined J&J in 1999. Mr. Guidi holds a B.A. degree in biology (pre-med) from San Jose State University. He served in the U.S. Navy. He is a founding member, director, and fellow of the American Society for Laser Medicine and Surgery. Mr. Guidi holds three issued medical device patents.
Robert Hance is vice president and president of Abbott Vascular Devices. Mr. Hance joined Abbott in 1989 as a diagnostic systems specialist in the diagnostics division. He has held several management positions in the diagnostics division, including vice president for Europe, Africa, and the Middle East. Most recently, he was vice president, Vascular Devices. Mr. Hance assumed his current role in August of 2003. Prior to joining Abbott, Mr. Hance was an associate fellow at Harvard Business School and a product development engineer at Proctor and Gamble. He earned a bachelor’s degree in chemical engineering from the Massachusetts Institute of Technology and a master’s degree in business administration from Harvard Business School.

Shelly D. Guyer joined JPMorgan in 1988. At the predecessor H&Q, she initially worked in the venture department before moving into investment banking in 1993. She has since worked on private placements, mergers and acquisitions, financial advisories, and equity and debt financings for clients, including Amylin Pharmaceuticals, Airon, Cell Genesys, COR Therapeutics, Coulter Pharmaceuticals, Gilead, MiniMed, and Tularik, among others. During the acquisition of H&Q by Chase and the merger with JPMorgan, Ms. Guyer served in several internal capacities for the Investment Banking Division. Ms. Guyer received an M.B.A. from the Walter A. Haas School of Business at the University of California, Berkeley, and a A.B., *summa cum laude* from Princeton University.
Keegan Harper founded Cameron Health in September of 2001. Within the first three years of the company’s formation, he was responsible for building a world-class management team, raising $80 million in debt and equity financing and completing a strategic partnership with Boston Scientific. In an entirely separate venture, Mr. Harper recently led the Cardiac Intelligence Corporation (CIC) sale to Guidant Corporation. Guidant announced a $19.3 million charge-off related to the transaction. CIC was a closely-held technology company that was focused on artificial intelligence for advanced patient care. Prior to founding Cameron Health, he founded TheraCardia, Inc., in July of 1997 and was chairman and CEO until October 5, 2001. TheraCardia developed products that were used to treat patients experiencing cardiac arrest in the emergency setting. Mr. Harper was also a founder of Micro Motion Sciences, Inc. Micro Motion developed specialized navigational systems for use in the heart and brain. Mr. Harper was responsible for aligning the company with a billion-dollar corporate partner, raising several million dollars in investment capital and leading the company through a successful acquisition by Medtronic Corporation in 1998. He is currently a board member of two other venture-backed start-ups that he founded, Rox Medical, Inc., and Ablation Frontiers, Inc.

David Hoffmeister is a partner at the law firm of Wilson Sonsini Goodrich & Rosati, where he leads the firm’s drug and device regulatory and healthcare law practice within the life sciences practice. Mr. Hoffmeister brings more than 18 years of experience in drug and device regulatory and healthcare law to the firm. He represents pharmaceutical, biotechnology, dietary supplement, medical device and diagnostic clients and advises them on a variety of different healthcare and regulatory issues, including inspections, recalls, labeling, advertising, and promotion, and strategies for obtaining FDA approval and clearance. Previously, Mr. Hoffmeister was senior counsel for drug and device law at Syntex Corporation, where his primary focus was to advise senior management on all worldwide issues affecting the corporation and its affiliates ability to develop, manufacture, and distribute pharmaceutical, device, diagnostics, and over-the-counter products in compliance with the Federal Food, Drug, and Cosmetics Act and implementing regulations and other state and federal healthcare laws. Mr. Hoffmeister received his J.D. degree from the San Francisco Law School and his B.S. degree from the University of the Pacific. He is admitted to practice in California and before various federal courts, including the United States Supreme Court.
**Carl W. Hull** is vice president and general manager of the gene expression, genotyping and microarrays businesses of Applied Biosystems. Prior to joining Applied Biosystems, he served as president and chief executive officer and board member of Applied Imaging. Mr. Hull also held a series of sales, marketing and general management posts with Ventana Medical Systems and Abbott Laboratories earlier in his career. He received his M.B.A. from the University of Chicago and a B.A. in political science and international relations at The Johns Hopkins University.

**Richard M. Innenberg** is a director in Lazard’s Healthcare Investment Banking Group, and is based in the San Francisco office. Mr. Innenberg has extensive experience structuring, negotiating, and executing a broad range of merger and acquisition, public equity, partnership, and private-capital financings for clients in the medical-technology and life sciences sectors. Prior to joining Lazard, Mr. Innenberg worked within the Investment Banking Groups at Lehman Brothers, Robertson Stephens, and Kidder, Peabody, and is a certified public accountant. Mr. Innenberg received his M.B.A. with honors from The University of Chicago Graduate School of Business, and received a B.S., in finance and mathematics with high honors from California State University.
Mark B. Leahey is the executive director for the Medical Device Manufacturers Association (MDMA), a national trade association that represents over 200 manufacturers of medical devices, diagnostic products, and healthcare information systems. His responsibilities include advocating on behalf of the entrepreneurial sector of the medical device industry to Congress, the Food and Drug Administration (FDA), the Centers for Medicare and Medicaid Services (CMS), and other federal agencies. Mr. Leahey has lobbied for a more reasonable user fee for small companies, worked to open access to the hospital marketplace by challenging the exclusionary and anti-competitive nature of large group purchasing organizations (GPOs), as well as ensure that medical device technologies are reimbursed at adequate rates. Mr. Leahey currently sits on the editorial advisory board of Medical Product Outsourcing and on the medical devices committee for the Food and Drug Law Institute. He is a member of the Massachusetts Bar and a graduate of Georgetown University and the Georgetown Law Center.

Timothy Lee provides research coverage in the hospital supply and medical technology industry. His areas of specialization include interventional cardiology, cardiac rhythm management, in vitro diagnostics, and sleep breathing disorders. Prior to joining Merrill Lynch in April of 1999, Mr. Lee spent 3 years at SG Cowen, most recently as a vice president in equity research. Mr. Lee received his M.B.A. in finance from Indiana University and a B.S. in computer engineering from the University of the Pacific.
John Lonergan, M.B.A. brings more than 20 years of industry experience in the fields of diagnostics, medical technology, and software. Mr. Lonergan is currently a general partner with Bio-Star Private Equity Fund where he makes investments in early-stage medical device companies. Mr. Lonergan received a B.A. at Brown University in economic history and is a 1976 graduate of Harvard Business School and a former McKinsey consultant. Mr. Lonergan has founded two biotech companies based on technologies developed at Los Alamos National Laboratories and the University of California at San Diego. Mr. Lonergan co-founded CardioNow, a leading provider of image-management services to hospital-based cardiologists and medical device companies. CardioNow’s customers include hospital groups throughout the United States, as well as Johnson & Johnson, Boston Scientific, Guidant, and a series of smaller cardiology-device companies. Prior to co-founding CardioNow in 1999, Mr. Lonergan led European divisions of Dade International, a $1.3 billion diagnostics company, managing Germany, France, and the Benelux. He took responsibility for Boston Scientific’s European interventional cardiology division, growing sales to $177 million and regaining Boston’s number one position in stents in this hotly competitive marketplace. CardioNow was sold in early 2004 to Heartlab, the number one supplier of cardiac networks to hospitals. Mr. Lonergan was recently asked to be a reviewer of SBIR grants for the National Science Foundation.

Allan May is currently chairman and CEO of Vascular Architects, a venture-backed company focused on commercializing a less invasive surgical procedure, using bare-metal and drug-eluting stents for treating peripheral vascular disease. Mr. May is one of the co-founders of Life Science Angels. During 2000-2003, Mr. May was chairman of the Investment Screening Committee of Tenex Medical Investors, and a member of the Executive Committee of Tenex. Mr. May has been a founder, board member, or CEO of a number of early-stage companies in the life sciences arena, including MAST Immunosystems, commercializing an in vitro panel for allergy detection and identification; Intella Interventional Systems, a developer and marketer of novel catheters and balloon technology for cardiovascular disease; Quanam Medical, focused on drug-eluting coronary stents; ImmuneTech, specializing in developing and marketing a testing concept for selected immunological disorders; NuGEN Technologies, focused on nucleic acid amplification; AngstroVision, developing nanometer-imaging technology that operates in a real-time format and ambient environment; IntegriGen, focused on the use of combinatorial proteomics for the de novo creation of protein therapeutics; Imetrx, focused on devices and novel biotherapies for the detection and treatment of vulnerable plaque; and Athenagen, focused on the development of novel therapeutics for pathological angiogenesis.
Panelists

**Casey McGlynn** is chairman of the life sciences practice at Wilson Sonsini Goodrich & Rosati. He has provided general corporate representation to life sciences companies in the biotechnology and biomedical industries for over 25 years, with particular expertise in private and venture capital financings, public offerings, university licensing, strategic collaborations, as well as other innovative financing arrangements. Today the life sciences practice includes over 50 attorneys with expertise in patent prosecution and litigation, corporate and securities, FDA, licensing, and strategic collaborations. Mr. McGlynn joined the firm in 1978, formed the firm’s life sciences practice in 1990 and has been a member of the firm’s executive, policy, nominating, and compensation committees. Mr. McGlynn is a frequent contributor to magazines and newsletters focused on angel and venture investing in the life sciences industry. He is also a frequent speaker on issues relating to the organization and funding of new ventures. Mr. McGlynn received his B.S. and J.D., with highest honors, from Santa Clara University.

**John McDonough** is a senior vice president of corporate development and operations having overall responsibility for engineering, manufacturing, regulatory affairs, quality assurance, business development and venture investing activities at Cytyc Corporation. He came to Cytyc after serving as CEO and president at SoundBite Communications, a venture-backed start-up company and president of Direct Hit Technologies, an internet start-up company sold for $550 million in 2000. Mr. McDonough is a board member of SoundBite Communications, graduated *magna cum laude* from Stonehill College with a B.S./B.A. degree and is a certified public accountant.
Erin McGurk is currently a founder and the president and CEO of PneumRx, Inc. PneumRx is a start-up medical device company in the pulmonary/thoracic surgery market. Previously, Ms. McGurk was a founder and managing director of Magic Venture Capital, LLC (MVC). MVC was a seed investor in such successful companies as Atrionix (acquired by Johnson & Johnson) and Spinal Concepts (acquired by Abbott Labs), of which Ms. McGurk was a founder. She served on the board of directors for both companies and was chairman of the board for Vector Medical. Ms. McGurk was a founder, executive board member, and vice president of Technology for Micro Interventional Systems (acquired by Medtronic). Prior to MIS, Ms. McGurk held executive positions at Baxter Healthcare, Cordis, Dow Corning Wright, and American Medical Electronics. She is an inventor on numerous issued patents and patent publications. She holds a B.S. degree in biological sciences from California State University, Long Beach, and an M.S. degree in mechanical engineering (bioengineering) from University of California, San Diego.

Guy Nohra is a founder of Alta and was also a partner at Burr, Egan, Deleage & Co. (BEDCO), which he joined in 1989. In his roles with BEDCO and Alta Partners, Mr. Nohra has been involved in the funding of notable medical technology and life sciences companies such as R2 Technology, deCODE genetics, and Vesica. Previously, Mr. Nohra was product manager of medical products with Security Pacific Trading Corporation. He was responsible for a multi-million-dollar product line and traveled extensively in Korea, Taiwan, Hong Kong, China, and Southeast Asia. Currently, Mr. Nohra serves on the board of directors of the Medical Device Manufacturing Association. He holds a master of business administration from the University of Chicago and a bachelor of arts in history from Stanford University.
**Panelists**

**Michael J. O’Donnell** is a partner specializing in corporate and securities law at Wilson Sonsini Goodrich & Rosati in Palo Alto, California. Mr. O’Donnell has been providing general corporate representation to biopharmaceutical and other life sciences companies for more than 20 years, and offers particular expertise in venture capital financings, public offerings, technology licensing, and corporate partnering transactions. He has represented several public biopharmaceutical clients, including Argonaut Technologies, Ciphergen Biosystems, Cytokinetics, Inc., Illumina, Microside Pharmaceuticals, Neurocrine Biosciences, Pain Therapeutics, Pharmacopeia, and Sequana Therapeutics, as well as numerous private biopharmaceutical, medical device, and instrumentation companies. Mr. O’Donnell was responsible for structuring the spin-off and initial funding of X-Ceptor from Ligand Pharmaceuticals, Onyx Pharmaceuticals from Chiron/CETUS, and Tularik from Genentech. Mr. O’Donnell has published several articles and has been invited to speak on corporate strategic alliances and creative financing techniques for biotechnology companies. He received his law degree, *cum laude*, from Harvard Law School and his undergraduate degree, *summa cum laude*, Phi Beta Kappa, from Bucknell University.

**Hank Plain** joined The Foundry as vice chairman in July 2000. The Foundry is a medical device incubator, which collaborates with leading physicians to invent, evaluate, fund, and build innovative medical device companies. The Foundry has started seven successful commercial and development-stage medical device companies. Mr. Plain was president and CEO of Perclose from 1993 to 1999. He led Perclose through an initial public offering and successfully negotiated the $650 million acquisition by Abbott Laboratories in November 1999. Mr. Plain was chairman of the board of Embolic Protection, helping to negotiate the acquisition of EPI by Boston Scientific in 2001. He was a director of TransVascular, which was acquired by Medtronic in 2003. Prior to joining Perclose, Mr. Plain was with Eli Lilly and Company for 12 years in various marketing and general-management positions. In addition, Mr. Plain is chairman of the board of Emphasys Medical, Satiety, Xtent, and Access Closure. He is a director of Radiant Medical, Cierra, Ardian, Acclarent, and the Pacific Foundation for Cardiovascular Research.
David J. Saul is a partner at Wilson Sonsini Goodrich & Rosati, where his practice focuses primarily on life sciences companies. He specializes in public- and private-company corporate and securities representation, corporate governance counseling, startup and venture capital transactions, public offerings, and mergers and acquisitions. Mr. Saul has led many recent medical-technology IPOs, including those for FoxHollow Technologies, Cutera, and Kyphon, as well as acquisitions of private-company clients by Bard, Baxter, Boston Scientific, Medtronic and others. He also has represented Lazard Frères and CIBC as underwriters’ counsel in recent healthcare public offerings. Mr. Saul received his J.D. from the University of Chicago in 1991 and his B.A., with distinction and high honors, from the University of California, Berkeley, in 1987. He was admitted to practice law in California in 1991.

Peter Rule joined EKOS March 2001 as chairman and CEO. He successfully led the company in raising $34M in private financing. Previously, he was president and CEO of PercuSurge which he joined in April 1996 and sold for $225M in December 2000 to Medtronic. Under his leadership, PercuSurge established a new niche in interventional cardiology and raised $50M in private financing. Previously, he was president of MiniMed, a provider of external and implantable pumps that deliver insulin for Type I diabetes treatment. He joined MiniMed 1985, leaving October 1995 after it reached profitability of $56.9M. From 1996 to 1998, he was founding chairman of TheraSense. From 2000 to present, he is also the chairman of OptiScan. He has an M.B.A. from Harvard and an undergraduate degree in economics from the University of Southern California.
Panelists

**Jim Shay** is a partner at Wilson Sonsini Goodrich & Rosati, where he focuses on patent prosecution and innovation counseling with an emphasis on the medical device industry. He joins the firm with more than two decades of experience in life sciences and technology, most recently from First to File, Inc., where he served as president and CEO. Prior to First to File, Mr. Shay was founder, vice president, and general counsel at Vertis Neuroscience, where he focused on intellectual property strategy. He was also a consulting entrepreneur at the Mayfield Fund, where he performed intellectual property due diligence on life sciences and other technology companies. Additionally, Mr. Shay served as chief legal counsel at Heartstream, where he was responsible for all general legal and intellectual property matters, including patent prosecution, major trade-secret litigation, employment matters, and distribution and licensing agreements. Before joining Heartstream, Mr. Shay was a partner at Morrison & Foerster in San Francisco. He also served as the first in-house patent counsel at Nellcor, Inc. Mr. Shay received his J.D. from Georgetown University Law Center in 1986 and his B.S.E. from Princeton University in 1980. Prior to attending law school, he was a Patent Examiner at the U.S. Patent and Trademark Office. Mr. Shay is admitted to practice in California, Pennsylvania, Washington D.C., and before the USPTO.

**William N. Starling** is chief executive officer of Synecor, LLC, a business generator of new life science companies based in Research Triangle Park (RTP), North Carolina, Santa Rosa, California, and Portola Valley, California. Synecor ([www.synecor.com](http://www.synecor.com)) has significant academic, scientific, physician, venture capital, corporate, and investment banking partnerships and is focusing its efforts on the identification and development of proprietary, disruptive technologies with extraordinary market potential in the life sciences field. As CEO of Synecor, Mr. Starling is a cofounder of BaroSense, Inc., Bioerodible Vascular Solutions, Inc. (acquired by Guidant Corporation in April 2004), and Interventional Rhythm Management, Inc. (IRM), the initial three companies founded and incubated by Synecor. Interventional Therapeutic Solutions, Inc. (also 100% founded by Synecor) is expected to spin out of Synecor in 2005. Mr. Starling currently serves as CEO of BaroSense, Inc., and IRM, a RTP, North Carolina-based cardiac rhythm management company that raised $15.2 million in a Series A Preferred Stock financing that closed in November 2003. William N. Starling received his B.S. degree from the University of North Carolina at Chapel Hill in 1975 and his M.B.A. degree from the University of Southern California in 1977. He began his 28-year career in the medical-technology-device industry at American Edwards Laboratories (Edwards LifeSciences). He was subsequently part of the founding management team and director of marketing for Advanced Cardiovascular Systems, Inc. (acquired by Guidant), and was a cofounder, vice president and board member of Ventritex, Inc. (acquired by St. Jude Medical). Mr. Starling has been primarily responsible for raising over $275 million in private and public capital for the companies that he has co-founded and the combined revenues of these companies exceeds $1 billion annually.
Robert Thomas joined FoxHollow in 1998 as vice president of operations and became CEO upon the company’s reorganization in 2000. Before joining FoxHollow, Mr. Thomas was vice president of operations at Conceptus, where he was instrumental in the ramp-up of its manufacturing facilities. Prior to Conceptus, Mr. Thomas spent seven years growing Thomas Medical, a company he founded and later sold to Vital Signs, Inc. Before founding Thomas Medical, Mr. Thomas held various management positions with Baxter Healthcare. Mr. Thomas holds a bachelor of arts degree in economics from Ursinus College.
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