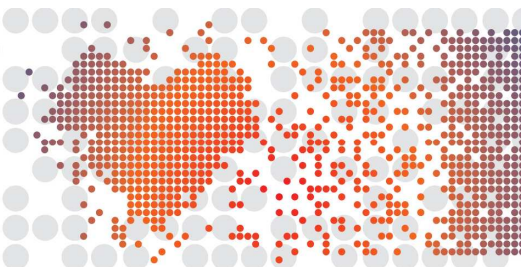


ICI meeting 2012

Innovations in Cardiovascular Interventions

December 2-4, 2012 | Tel-Aviv, Israel



Academy of Innovation

Developing New Cardiovascular Therapies; The Process and Roles of The Key Opinion Leader

Sunday, December 2nd, 2012

7:00 am	Registration and Breakfast
7:20 am	Welcome and Introduction: Prof. Chaim Lotan, MD Prof. Rafael Beyar, MD Prof. Martin T. Rothman, MD Prof. Paul A. Iaizzo, PhD
7:40 am	Prof. Chaim Lotan "Re-Shaping Medical Pipelines" <i>How Clinicians are becoming Innovators</i>
8:10 am	Prof. William Durfee "How to Develop Your Innovative Cardiovascular Therapy Idea" <i>Overview of New Product Development Process</i>
8:30 am	Dr. Todd Brinton "How to Determine if a New Device is Needed" <i>Market Evaluation and Needs Assessment Methods</i>
9:00 am	Prof. Chaim Lotan "Case Study: Aortic Valve Replacement: Defining Needs From This Experience"
9:20 am	Prof. Paul Iaizzo and Prof. William Durfee "Essentials of Creativity" <i>Sketching, Notebooks and Documenting</i>
9:40 am	Prof. William Durfee "Brainstorming Warmup"
9:50 am	"Innovation Exercise 1: Generate Ideas"
10:20 am	Coffee Break
10:50 am	Rick Geoffrion "Competitive Pipelines in the Medical Device Market"
11:20 am	Prof. Paul Iaizzo "Testing Your Medical Device Idea: Bench Tests, Animal Tests, Clinical Trials and Regulatory Issues"
12:05 pm	LUNCH

12:50 pm	Dr. Amir Belson "How to Build a Medical Device Company"
1:15 pm	Dr. Juan Granada Pre-clinical Trials of a Cardiac Device
1:35 pm	Prof. William Durfee "Protecting Your Intellectual Property Through Patents" Basics of IP and patents
1:55 pm	David Hochman Tips and Strategy - How to Finance Your Startup in the New Economic Environment
2:15 pm	Coffee Break
2:35 pm	"Innovation Exercise 2: Develop a New Cardiovascular Product"
3:50 pm	Team Presentations
4:15 pm	Prof. Peter Fitzgerald "Being an Innovator in Cardiovascular Therapies"
4:45 pm	Dr. Timothy G. Laske "The Corporate View of Technology Assessment and Acquisitions"
5:15 pm	Cardiovascular Medical Device Innovation: A Discussion Q & A <i>Panel with Prof Chaim Lotan, Prof Rafael Beyar, Prof Peter Fitzgerald, Dr Timothy G. Laske</i>
5:45 pm	Adjourn