**MD&M East Conference: Design Innovation for Medical Devices PART 1**

Conference Track A

Tuesday, June 9, 2015  
10:00 am - 12:00 noon

**Chair: José Wong,** *Vice President of Engineering and Program Management,* **FARM PRODUCT DEVELOPMENT**

**Panel Discussion:  
From Design to Production: Turning a Great Design Concept into a Medical Device Masterpiece**

* What makes a disruptive device a success?
* Designing an iconic device - who has succeeded and who has failed and why?
* Examining current devices that apply the disruptive innovation principles
* How to achieve the light bulb moment when you are designing your next-gen medical device

**Moderator: Adam Jacobs,** *CTO***, SUNRISE LABS**  
**Jeffrey Reynolds**, *Director, Technology Innovation*, **BAYER HEALTHCARE**  
**Joseph Gulfo, MD,** *Executive Director,Rothman Institute of Innovation and Entrepreneurship,* **FAIRLEIGH DICKINSON UNIVERSITY;** Visiting Scholar**, MECATUS CENTER – GEORGE MASON UNIVERSITY**  
**Tom Kramer,** *President,* **KABLOOE**  
**Craig Scherer,** *Senior Partner & Co-Founder,* **INSIGHT PRODUCT DEVELOPMENT**

**Designing for the User: The Secret to Successful User Based Design**

* Clearly defining who your user is
* How can you improve collaboration with your human factors/ user experience team to get more insight into user behaviors, needs and requirements that will influence your product design tangent?
* Overcoming design issues in medical user interfaces
* Top tricks in early identification of use errors and applying use error analysis
* Addressing the constraints of usability testing

**Elizabeth Bononno**, *Director User Experience Design*, **SIEMENS HEALTHCARE**

**Out of This World Innovation: Designing a Medical Device that will be used in Space**  
What can the normal earthbound medical device manufacturer learn from NASA about the need for low cost medical devices? If it takes $10,000 to launch one pound of anything to low-earth orbit, safety, effectiveness, cost ***and*** weight are all important. This fascinating presentation will explore examples of low-cost medical devices developed by NASA engineers.

**Baraquiel Reyna, Ph.D.*,*** *Deputy Manager for the Exploration Medical Capabilities, Human Research Program,* **NASA**

**MD&M East Conference: Design Innovation for Medical Devices PART 2**

Conference Track A

Tuesday, June 9, 2015

**Chair: José Wong,** *Vice President of Engineering and Program Management,* **FARM PRODUCT DEVELOPMENT**

1:00 pm - 2:30 pm  
**Workshop:**  
**Deconstructing the box: Moving from Designing to Design Thinking**   
This quick-fire workshop session will give you the practical knowledge to create breakthrough solutions to simple, as well as your most demanding, challenges by listing and then leapfrogging assumptions.

* Understanding the scope of assumption storming in creating novel medical device concepts in disruptive ways
* Learn how bad designers fail and witness how creative thinkers think
* Practicing with a simple problem, then with a current problem of your own

**Matthew T. Kelly, Ph.D.**, *Technical Project Leader & Senior Clinical Research Specialist*, **MEDTRONIC**

**Brainstorming Does Work!**Good ideas don’t just come from one method of brainstorming, they come out of many different methods and ways of thinking. Learn how to use different brainstorming techniques and when you should utilize them.

**Tom Kramer**, *President*, **KABLOOE**

**MD&M East Conference: Design Innovation for Medical Devices PART 3**

Conference Track A

Tuesday, June 9, 2015

**Chair: José Wong,** *Vice President of Engineering and Program Management,* **FARM PRODUCT DEVELOPMENT**

2:45 pm - 4:00 pm  
**Panel Discussion:**   
**Cultivating Innovation and Leading Disruption within your Team**

* Closing the gap between understanding the need for disruption and how to drive it
* Challenging your current idea of what is meant by disruption
* Differentiating how to drive disruption in small, medium and large organizations
* Exploring how to effectively lead true innovation when working with an external design consultancy

**Craig Mauch***, Director, Product Development,* **MPR ASSOCIATES**  
**Eric Gillman,** *Director Product Development & Project Management,* **INTEGRA LIFE SCIENCES**  
**Bill Evans,** *President,* **BRIDGE DESIGN**  
**Adam Jacobs,** *CTO***, SUNRISE LABS**

**Panel Discussion**:   
**Navigating the Regulatory and Reimbursement Roadblocks to Innovation**

* Being more proactive and less reactive: Discussing industry case studies where the design process has taken a different direction due to regulatory barriers and has been a commercial success
* Developing medical devices to successfully satisfy regulatory requirements early in the process and avoid the most common pitfalls
* Balancing the innovation process with various regulatory and reimbursement requirements

**Jeffrey Potkul***, Global Director Health Economics,* **COVIDIEN**  
**Joseph Gulfo, MD,** *Executive Director,Rothman Institute of Innovation and Entrepreneurship,* **FAIRLEIGH DICKINSON UNIVERSITY;** Visiting Scholar**, MECATUS CENTER – GEORGE MASON UNIVERSITY**  
**Murray Sheldon,** *Assistant Director for Innovation,* CDRH, **FDA**