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# Wireless-Life Sciences Alliance

Managed By



Convergence Summit  
May 14-15, 2008  
Estancia Hotel, La Jolla

Contribute to the defining moment in the convergence of wireless and biopharmaceuticals, medical devices, and healthcare systems to advance the delivery of healthcare



# San Diego is the premier location in the U.S. for convergence of wireless and life sciences.

## The Wireless-Life Sciences Alliance's Convergence Summit

The Wireless-Life Sciences Convergence Summit is intended to serve as the beginning of an ongoing and expanding dialogue among companies, professions, academia, entrepreneurs and capital sources related to the convergence of wireless technologies, the life sciences, and consumers. The Wireless-Life Sciences Alliance (WLSA) has been established to create an ongoing dialogue and collaboration via future executive meetings, online forums, white papers, and pilot projects.

Since the inaugural launch two years ago of the WLSA, an agreement for program management with CONNECT was reached. CONNECT continues to provide the management, operations, marketing, membership sales and promotional functions associated with the execution of the WLSA programs, under the direction of the WLSA Board of Directors. For more information on membership in the Wireless-Life Sciences Alliance, please go to [www.wirelesslifesciences.org](http://www.wirelesslifesciences.org) or contact:

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### Diamond Members



### Alliance Board of Directors:

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### Platinum Members



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Welcome Letter

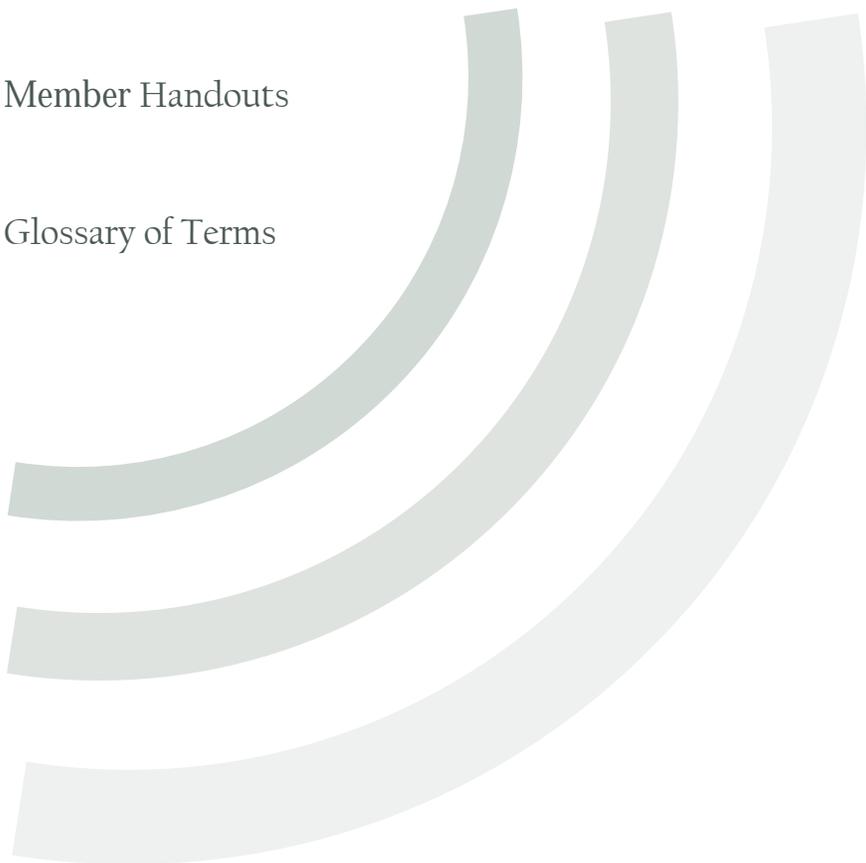
A. Summit Itinerary

B. Summit Speaker Bios

C. Summit Members

D. Member Handouts

E. Glossary of Terms





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## Welcome • Wireless-Life Sciences Convergence Summit

Welcome!

Dear Summit Attendees:

It is our pleasure to welcome you to La Jolla, California and Estancia La Jolla Hotel & Spa, for the third annual *Wireless-Life Sciences Convergence Summit*.

This seminal meeting has drawn the attendance and participation of more than 150 top professionals from across the country and beyond and promises to build on previous years' Summits and deliver an expanding dialogue among the thought-leaders of companies, professionals, academia, entrepreneurs, and capital sources related to the convergence of wireless technologies, the life sciences, and consumers.

This exclusive and unique conference is an opportunity for all of us to listen; learn and network with our peers; gain new insights; share perspectives, and explore the future. You will be amazed to see the range of devices and solutions that are already in commercial use – solutions that solve operating and quality problems in life sciences, and create new business opportunities.

The *Wireless-Life Sciences Alliance* continues to advance the convergence of the life sciences and wireless technology – working with our partners BIOCOM, CommNexus, CONNECT, and OCTANe. We look forward to the ongoing dialogue and collaboration via future executive meetings, online forums, white papers and pilot projects.

Many thanks to all those who gave their time and resources to plan and coordinate this event. Thanks also go to our sponsoring members, without whom this Summit would not be possible.

With kind regards,



Rob McCray, Chairman  
Senior Advisor, TripleTree LLC  
T 858-792-3406



Camille Sobrian, President  
Chief Operating Officer, CONNECT  
T 858-964-1321



Don Jones, Founder  
Vice President, Health and Life Sciences, QUALCOMM  
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## Schedule • Wireless – Life Sciences Convergence Summit

### Setting the Stage

The 2008 Wireless-Life Sciences Summit extends our ongoing dialogue about the possibilities and emerging realities of dramatically improving health through the convergence of wireless technologies and the life sciences. The sector is growing dramatically on a worldwide basis as emerging technologies are combined in innovative ways to create responses to emerging chronic condition epidemics, such as diabetes.

- In the first quarter of 2008, we saw the first U.S. IPO for a pure play wireless health company.
- Research institutions and companies all around the world are focusing on the convergence of “nano-bio-technology,” micro-communications, and telemedicine.
- Personalized healthcare and population health management are both enabled by these advances.
- Interestingly, these high technologies also empower primary care physicians by supporting them with new patient management tools.
- Organizations that can deliver end-to-end solutions incorporating new technologies and behavioral management and CRM tools are also increasingly important.

The first panel will explore the edges these technologies with companies that have already created tools that enable such applications as a radio in every pill (cheaply) and fine tuning of implanted cardiac resynchronization devices. On a larger scale, every person and even specific human organs can be continuously monitored using small wearable and implantable devices that communicate with cell phones. This panel will explore the ramifications of the “**Internet of Bodies.**”

Panel B brings the discussion back to a clinical setting to address developments that improve the quality and productivity of hospitals – **Wireless Opportunities Inside the Acute Care Institution.** This is a bedrock market for healthcare IT spending and we will participate in a conversation with companies that make existing technologies work, a company that is fine tuning advanced military technology to deliver higher level services at a disruptively low cost, and the leader of a London-based institute that is creating, accelerating and incubating next generation nano-bio communications technologies.

Our luncheon speaker is **Andy Kessler**, an investor and former technology analyst who went looking for the application of Moore’s law in healthcare. His journey is entertaining and thought-provoking, as described in his book, ***The End of Medicine – How Silicon Valley (And Naked Mice) Will reboot Your Doctor.***

After lunch, we will break into three roundtable discussions:

- **Making the Right Move at the Right Time – The Climate for M&A, IPO and Strategic Partnering**
- **Regulatory Barriers and Strategies – How to Manage the Requirements of the FCC, FDA and other Agencies to Your Advantage**
- **The Continua Panel - When Will Consumer Health Devices “Plug and Play”?**

Each of the panels is expert-lead and includes colleagues with relevant domain experience.



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## Schedule • Wireless – Life Sciences Convergence Summit

### Setting the Stage

Our third panel on day one will focus on the emerging challenge for the most successful companies in the healthcare sector – **What Do Healthcare Companies Have to Learn to Stay Relevant in a Connected World?** The follow-up question is, of course – “Can they do it?” The panelists come from diverse backgrounds and this will be a lively conversation.

We will have fun and be enlightened with a special presentation by **Philippe Kahn**, the inventor of the camera phone. This invention is one of the most successful innovations in history and Philippe will draw a picture of next generation sensors and open our minds to the future of cell phone based solutions.

**George Gilder**, renowned technology futurist and host of the *Gilder Telecomsm Forum*, will provide a reaction to Philippe's comments and then moderate a day one closing conversation with **Dr. Paul Jacobs** and **Dr. Christine Cote**.

Day two opens with an entertaining and thought-provoking presentation by **George Gilder**. After more than 20 years of observing and predicting technology trends, George will turn his gaze to the convergence of technology and health.

We offer two roundtable discussions to close out the Summit:

- **Designs That Work – Understanding the Connection between User Interface and Products for Baby Boomers and Seniors** will provide a forum for discussion of what may be the most difficult challenge the sector faces. Now that the effectiveness of devices and therapies can be measured continuously and in real time, we must get patients to actually use them (continuously). Traditional healthcare is based on the delivery of “orders” but in the emerging world patients are consumers and as we know, consumers will not be ordered into the behavior we want.
- The second roundtable, **Navigating the Critical Strategic Decisions**, will combine experts and panelists from the financing and regulatory panels to offer a combined forum for discussing some of the most critical strategic decisions in the life of a technology company.

The panel discussions and keynoters are great, but the strength of the Summit is in all the participants. We were significantly over-subscribed this year, and you will meet entrepreneurs, scientists and businesses from all around the world. We will help you start the conversations and look forward to your return to share your developments with all of us next year (or at special break-out meetings closer to you – more on that later).

Rob McCray  
Chairman, Wireless-Life Sciences Alliance

## Schedule • Wireless – Life Sciences Convergence Summit



### Schedule of Events

**Tuesday, May 13, 2008**

5:30-8:00 PM Speakers & Sponsors Dinner

**Wednesday, May 14, 2008**

7:00-8:00 AM Breakfast

8:00-9:00 AM Welcome and Introductory Remarks:

**Camille Sobrian**, President, WLSA and COO, CONNECT

**Rob McCray, J.D.**, Chairman, WLSA and Senior Advisor, Triple Tree LLC,  
Introduction to the Summit

**Dr. Paul Jacobs**, CEO, QUALCOMM, "Wireless Perspectives"

**Christine Cote, M.D.**, Vice President, Science & Technology, Corporate  
Office of Science & Technology, Johnson & Johnson  
"Harnessing the Power of Information as We Move to Consumer Centric  
Health"

**9:00-10:00 AM Session A -  
The Internet of Bodies (and Organs)**

Our first panel will apply a microscope to the opportunities being created by the embedding of tiny communicating sensors on and in human bodies. What are the implications for care when every person and even specific organs can be monitored passively and in real time? What business opportunities does this create? How should we address privacy and security concerns that will inevitably arise in response to these technologies?

**Moderator:** Eric Topol, M.D., Director, Scripps Translational Science Institute and Chief Academic Officer, Scripps Health

**Panelists:** Andrew Thompson, Co-Founder and Chairman, Proteus Biomedical

Donald Jones, Vice President, Health & Life Sciences, QUALCOMM, and Founder, WLSA

Philippe Mattelaer, Business Development Manager, Wireless Autonomous Transducer Solutions, IMEC-Nederland

## Schedule • Wireless – Life Sciences Convergence Summit



**10:00-10:30 AM Networking Break**

**10:30-11:30 AM Session B -  
Wireless Opportunities Inside the Acute Care Institution**

There is a future for wireless inside acute care institutions and we are living it now. Only a few years ago, we were talking about hospital bans on the use of cell phones. Now, it is impossible to operate an efficient and up-to-date institution if it does not take advantage of the low cost and scalability of wireless platforms to manage many critical functions from tracking patients and moveable equipment to managing infusion pumps and delivering critical data to caregivers at the bedside.

**Moderator:** Joe Conduurso, Vice President, Strategic Business Initiatives & Market Development, Cardinal Health Inc.

**Panelists:**  
Ed Cantwell, CEO, Inner Wireless

Orlando Portale, Chief Technology & Innovation Officer, Palomar Pomerado Health System

Adam Button, CEO, VubIQ

Professor Chris Toumazou, Director and Chief Scientist, Institute of Biomedical Engineering, Imperial College London

**11:30 AM Lunch**

**12:00 noon Keynote Presentation**  
**Andy Kessler, Author, *The End of Medicine***

**Introduction by:**  
Fred Hernandez, Member, Intellectual Property, Mintz Levin

Andy Kessler is the author of NY Times Business Bestseller *Running Money*, as well as *Wall Street Meat* and most recently *The End of Medicine*. Andy has worked on Wall Street for almost 20 years, as a research analyst, investment banker, venture capitalist and hedge fund manager. After starting a career designing chips at Bell Labs, Andy worked for PaineWebber and Morgan Stanley and was a partner at Velocity Capital. He has written for the Wall Street Journal op-ed page as well as The New York Times, Forbes, The Weekly Standard, LA Times, Wired Magazine and often appears on CNBC, CNN and Fox News. He lives in Northern California with his wife and four sons.

## Schedule • Wireless – Life Sciences Convergence Summit



1:30-1:45 PM Networking Break

1:45 PM Roundtables

Our roundtables (three today and two tomorrow morning) are intended to enable more detailed conversation among all participants about specific opportunities and problems in a format lead by experts and seasoned executives. ALL attendees are regarded as participants in these discussions

Roundtable 1:

**Making the Right Move at the Right Time - The Climate for M&A, IPO, and Strategic Partnering**

Private companies (at least those with outsiders' money) keep one eye on their liquidity opportunities as they build their products and services. With the recent first IPO for a pure play wireless health company (CardioNet) and some significant and surprising moves in the M&A scene (e.g. Health Hero acquired by Bosch), is this the time to make a move? Alternatively, is this a good time to strike a partnering arrangement with a strategic player?

**Facilitator:** Eddie Wang-Rodriguez, Member, Corporate, Mintz Levin

**Panelists:** Peter Erickson, Senior Principal, Triple Tree LLC

Roundtable 2:

**Regulatory Barriers and Strategies: How to Manage the Requirements of the FCC and FDA to Your Advantage?**

If you are in any aspect of the wireless health sector, your product will be regulated. This panel will address two key areas of regulation - the regulation of medical devices and the regulation of wireless spectrum. Obtaining approval is, of course, a gating requirement for a new product, but this panel discussion will also address ways to use the regulatory environment to create a competitive advantage.

**Facilitator:** Russell Fox, Member, Communications, Mintz Levin

**Panelists:**

Linda Bentley, Member, Mintz Levin

Kent Dicks, CEO, MedApps

Joe Schulman, Ph.D., Chief Scientist, Alfred Mann Foundation for Biomedical Engineering

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Roundtable 3:

### **The Continua Panel: When Will Consumer Medical Devices "Plug and Play"?**

Intel Corporation kicked off an effort several years ago to establish a neutral meeting ground for companies that were interested in establishing a system of interoperable personal telehealth solutions that fosters independence and empowers people and organizations to better manage health and wellness.

#### **Facilitators and Panelists:**

Michael Robkin, Principal Enterprise Architect, Kaiser Permanente Information Technology, Kaiser Foundation Hospitals

Jasmin Farshi, Senior Director, Mobile Devices Business, Motorola

#### **2:45-3:15 PM Networking Break**

### **3:15-4:15 PM Panel C - What do Healthcare Companies Have to Learn to Stay Relevant in a Connected World?**

Our final panel of the day will address the challenges facing traditional medical device and other technology companies in an environment where customers (payers and consumers) increasingly want to buy solutions not components. This puts traditional medical device companies at risk and should provide an advantage to companies that understand health care consumers "in their native environment." Our panel will explore the challenges and opportunities presented by this shift in the healthcare business environment.

**Moderator:** Rick Carlson, JD, Clinical Professor, School of Public Health, University of Washington

**Panelists:** Dave Gruber, M.D., Vice President New Ventures, Johnson & Johnson Consumer Products

Carl George, CEO, Kardia Health

Jasmin Farshi, Senior Director, Mobile Devices Business, Motorola

Iain Gillott, Principal, iGR Research



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### **4:15 PM Special Presentation by Philippe Kahn, CEO, Fullpower Technologies**

Philippe Kahn is an American technology innovator and entrepreneur, known as the founder of Borland, a producer of software development tools, as well as Starfish Software, the creator of the first wireless synchronization solutions, and LightSurf Technologies, the developer of the first camera phone infrastructure. Kahn created the first complete camera phone system in 1997. He is currently the CEO of Fullpower Technologies, a company which provides solutions converging life sciences, wireless technology, nanotechnology and MEMS. Now, he is developing new technologies and thinking about a world where highly sophisticated sensors are ubiquitous in cell phones (or communicating with them). Philippe will engage us with a multimedia presentation.

Reaction from George Gilder, Chairman, George Gilder Fund Management LLC, and host of the Gilder Telecosm Forum

### **4:45-5:30 PM All Participant Panel, "What Did We Learn?"**

Hosted by **Dr. Paul Jacobs**, CEO, QUALCOMM, and **Christine Cote, M.D.**, Vice President, Science & Technology, Corporate Office of Science & Technology, Johnson & Johnson.

**Facilitator:** George Gilder, Chairman, George Gilder Fund Management LLC, and host of the Gilder Telecosm Forum

All attendees will be encouraged to share their thinking related to wireless opportunities for the life sciences sector and improvement of health outcomes.

### **5:30-7:30 PM Wireless Demo Reception for all Participants**

**Host: Deloitte LLP**

This hosted reception represents an opportunity to initiate conversation and solidify relationships with other participants. In addition, wireless-life sciences solution providers will demonstrate their technologies. Demos include (partial listing):

Gentag- cell phone-sensor reader technology  
InTouch Health- RP-7, remote presence solutions  
iVisit - multiparty video conferencing from anywhere  
Leap of Faith Technologies - eHealth Products, eMedOnline  
MedApps - mobile wireless health monitoring  
Myca - multimedia platform connecting patient and healthcare provider  
Sensei - wireless enabled health & wellness and disease management  
QUALCOMM MediaFlo - mobile television ecosystem  
VubiQ - millimeter wave radio frequency  
(others TBD)

## Schedule • Wireless – Life Sciences Convergence Summit

Thursday, May 15, 2008

8:00-9:00 AM QUALCOMM Breakfast with  
Keynote Presentation by George Gilder,  
*The NanoBio Nexus*

**Introduction by:**

Don Jones, Vice President, Health & Life Sciences, QUALCOMM, and  
Founder, WLSA



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George F. Gilder is Chairman of George Gilder Fund Management, LLC and host of the *Gilder Telecom Report*, a powerful online network of talented, tech-savvy investors, engineers, and entrepreneurs. He is also a Senior Fellow at Discovery Institute where he directs Discovery's program on high technology and public policy, and the former Editor in Chief of the *Gilder Technology Report* (published by Forbes Inc., 1996-2007).

Mr. Gilder's latest book *The Silicon Eye* (2005) travels the rocky road of the entrepreneur on the promising path of disruption, and celebrates some of the smartest and most colorful technology minds of our time. In this fascinating narrative of personality and technology, Gilder shares his insider knowledge of Silicon Valley and illustrates how the unpredictable mix of genius, drive, and luck that can turn a startup into a Fortune 500 company.

Mr. Gilder *co-hosts* (with *Steve Forbes*) the annual Gilder/Forbes TELECOSM Conference, which offers attendees elite analysis of ascending and disruptive technologies and social policies.

8:50 AM Introduction to the Roundtable Session  
"Field Guide to Action - Designing, Financing, and Network Building to Support Growth"

Terry Hisey, Vice Chairman, U.S. Life Sciences Leader, Deloitte LLP

9:00-9:15 AM Break

9:15 AM Roundtable Discussions

Roundtable 4:

**Designs that Work - Understanding the connection between User Interface (UI) and products for seniors and baby boomers**

Many of the most interesting developments and opportunities in wireless health are in the area of "Telemedicine 2.0" where wirelessly enabled clinical devices and services meet consumers using cell phones or other consumer devices. The need to design products that are medical grade on the inside, but consumer simple on the outside is one of the most challenging tasks in the sector. If a company does not get this right, it will fail because consumers are ruthless and, unlike patients, do not follow orders.

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### Facilitators and Panelists:

Gad Shaanan, Visionary Leader, Gad Shaanan Design, Inc., recently merged with Worrell, Inc.

Arlene Harris, Founder and Chairman, Great Call

Terry Hisey, Vice Chairman, U.S. Life Sciences Leader, Deloitte LLP

### Roundtable 5:

**The Regulatory and Financing Mash-up: Managing the Requirements of Key Agencies as You Build Value and Prepare for a Financing, Strategic Partnering or other Financial Transaction**

We will bring back key facilitators and panelists from Panel 1 and 2 on Wednesday for a discussion of the complexities of managing regulation and financing requirements.

### Facilitators and Panelists:

Linda Bentley, Member, Mintz Levin

Kent Dicks, CEO, MedApps

Peter Erickson, Senior Principal, Triple Tree LLC

Russell Fox, Member, Communications, Mintz Levin

Joe Schulman, Ph.D., Chief Scientist, Alfred Mann Foundation for Biomedical Engineering

Eddie Wang-Rodriguez, Member, Corporate, Mintz Levin

**11:00 AM Adjourn**