



WLSA

Global Health. Connected.™

CONVERGENCE SUMMIT and iAWARDS

Omni Hotel | San Diego, CA

May 26-28, 2015

ABOUT US



Founded in 2005, the Wireless-Life Sciences Alliance (WLSA) is the first and still the only membership organization that is exclusively devoted to the development of a global ecosystem for connected health.

In an increasingly confusing environment of promotional claims, WLSA brings clarity to the sector by identifying and convening the most committed global organizations, entrepreneurs, scientists, clinicians, thought leaders and policy makers.

To learn more about the benefits of membership in the WLSA, visit our website www.wirelesslifesciences.org

CONVERGENCE SUMMIT AND iAWARDS



About The Summit

The Wireless-Life Sciences Alliance's (WLSA's) 10th Annual Convergence Summit took place May 26-28 2015, at the Omni Hotel in downtown San Diego. More than 200 digital health innovators, globally relevant companies, scientists, physicians and policy makers came together to discuss opportunities for wireless health innovations to improve the lives of populations around the world. Sessions focused on what is working in connected health today, and what can be learned from these early successes to drive greater success in the future.

The conference opened with a Members-only day on May 26, followed by two days of conference sessions. Throughout the summit, participants enjoyed many networking sessions and quality personal interactions where they discovered

For more information about future WLSA events and initiatives, please visit, www.wirelesslifesciences.org/

SPONSORS AND PARTNERS



WLSA wishes to thank its corporate sponsors, affiliates, supporting organizations, and media partners!

MAY 27 - OPENING REMARKS



Robert McCray, Co-Founder, President and Chief Executive Officer, WLSA welcomed Summit attendees. Acknowledging the recent passing of BB King and colleague Chris Hoffmann, Senior Director at Triple Tree, he emphasized the importance of connected health to people we love and why our community must lead the development of technologies that engage people improve health outcomes.

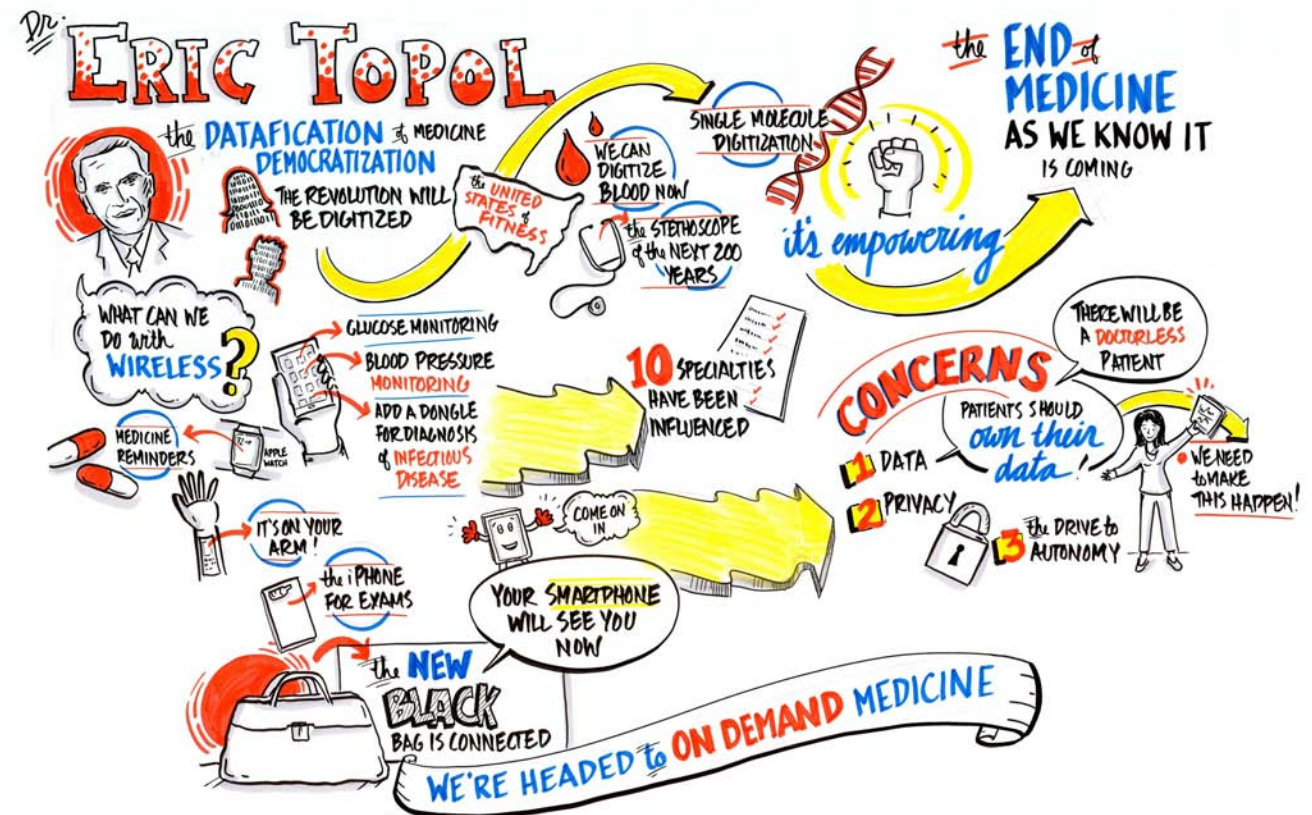


“Personal health is too important to leave to health care.” – Robert McCray

OPENING KEYNOTE: Eric Topol, MD



Keynote: Eric Topol, MD, Director, Scripps Translational Science Institute (STSI); Chief Academic Officer, Scripps Health; Professor of Genomics, The Scripps Research Institute, and acclaimed author of *The Patient Will See You Now* spoke about the wide range of emerging technologies, and ways they are revolutionizing medicine.



“Switzerland has a health bank for each of their citizens. We should be able to replicate that model in every country.” – Eric Topol, MD

PANEL DISCUSSION - Digital Diagnostic & Therapeutics Platforms

Lisa Suennen, Managing Director, Venture Valkyrie Consulting, LLC, led a thought leader panel discussion about the technologies we have now, some of the challenges and opportunities we face and where we are going next (see page 8).

Panelists included:

- Ron Gutman, Founder & Chief Executive Officer, HealthTap
- Brian Otis, Ph.D, Project Lead, Google(x)
- Euan Thomson, Chief Executive Officer, AliveCor; Operating Partner, Khosla Ventures
- Eric Topol, MD, Director, Scripps Translational Science Institute (STSI), Chief Academic Officer, Scripps Health; Professor of Genomics, The Scripps Research Institute



"Data driven health." Euan Thomson

"Consumer will pay for healthcare." Ron Gutman

"Seamless, invisible technology to improve lives." Brian Otis, PhD

DIGITAL DIAGNOSTIC AND THERAPEUTICS PLATFORMS



PANEL DISCUSSION - Making Consumer Driven Healthcare a Reality: The Opportunity and Regulatory Realities



"The best evidence of safety and efficacy comes from real world use." Rob McCray

Panelist, Harry Wang, began with an overview on how consumers' engagement with health and wellness solutions is changing their expectations for the delivery of health care services.

Session Leader, Ralph Simon, Chief Executive Officer, Mobilium Global Ltd. led a discussion on policy, payment and progress in the Connected Health Economy. – Panelists discussed today's consumers' sentiment about health and healthcare, current key regulatory actions relevant to medical devices, and the WLSA-proposed Open Outcomes Based Regulatory (OBR) approach to medical product approval. The discussion focused on empowering patients to play a more important role in the determination of medical product safety and efficacy (see page 10).

Panelists included:

- Douglas McClure, Executive Vice President of Product and Financing, Fitinxx
- Rob McCray, Co-Founder and Chief Executive Officer, WLSA
- Kim Tyrrell-Knott, Partner, Epstein Becker & Green, P.C.
- Harry Wang, Director, Health & Mobile Product Research, Parks Associates

MAKING CONSUMER DRIVEN HEALTHCARE A REALITY: The Opportunity and Regulatory Realities



CONNECTED HEALTH CARE FOR HOSPITALS

Session Leader, Donald Jones, Co-Founder & Chairman, WLSA; Founder & Chief Executive Officer, Trial Fusion Panelists, engaged panelists in a conversation about the changing environment for technology enabled services, particularly in acute settings. They discussed the changing business model for tele-medicine and the revolution of payment models (see page 12).

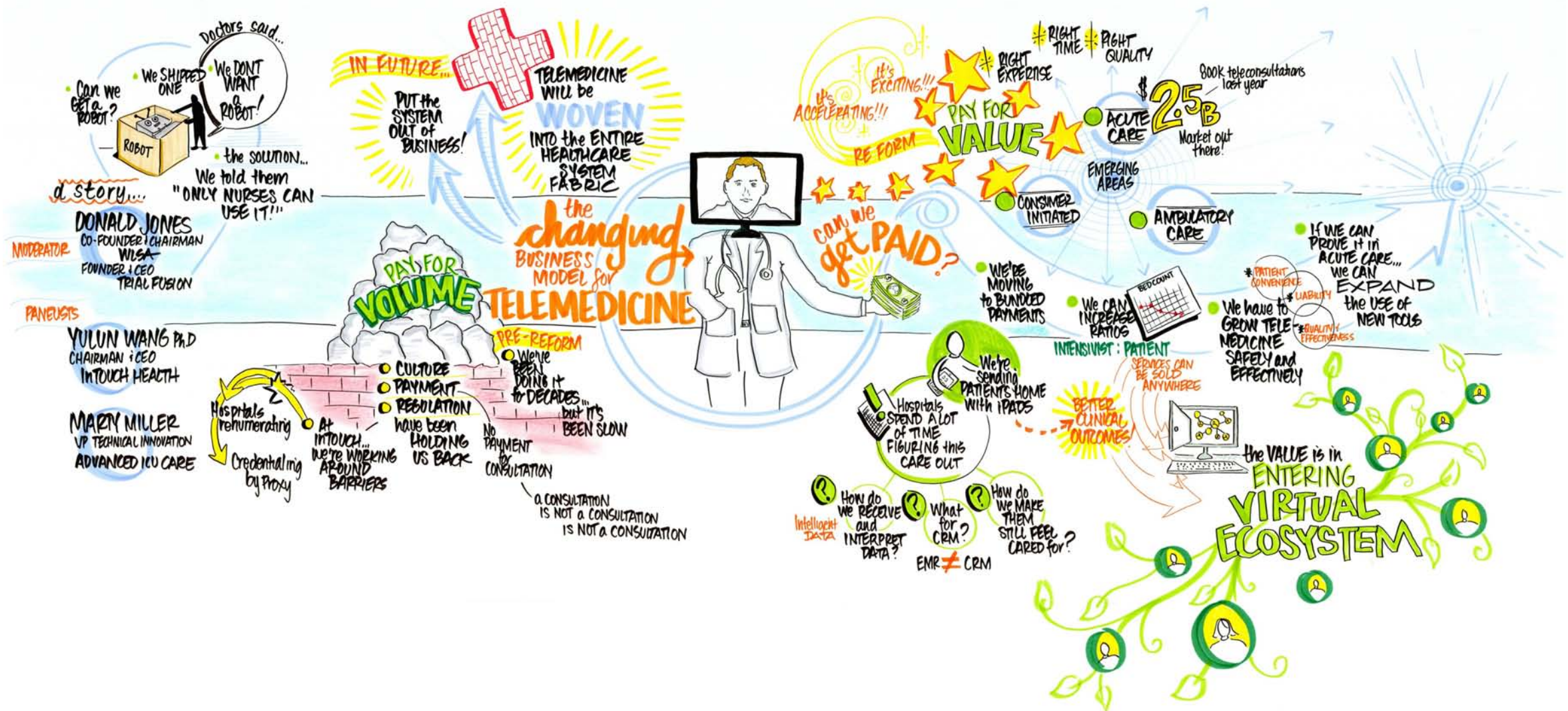
Panelists included:

- Marty Miller, Vice President of Technical Innovation, Advanced ICU Care
- Yulun Wang, PhD, Chairman & Chief Executive Officer, InTouch Health

Volume to value - telehealth supports changes in the business model. - Consensus



THE FUTURE OF TELE-MEDICINE: Can We Get Paid?



A FEW NETWORKING MOMENTS



7th ANNUAL TripleTree iAWARDS

Sponsored by



The TripleTree iAwards for Connected Health were created in 2009 by TripleTree in collaboration with the WLSA Convergence Summit to recognize innovative companies and solutions in connected health. Nine finalists presented in three categories (pages 16-17).

The iAward nominees were evaluated on the following criteria: uniqueness of their solution; marketplace traction; clinical, operational or consumer relevance; size of addressable market and international presence.

Archelle Georgiou, MD, Senior Advisor and Chair of the Health Executive Roundtable, TripleTree facilitated a 5-minute presentation from each finalist. The iAward Reactor Panel then commented and posed a question to each presenter.

iAward Reactor Panelists

- Steve Lindseth, Advisor, Partners Health
- Renee Finley, Vice President, Enterprise Innovation, GuideWell
- Conrad Wang, Senior Director of Corporate Development, Medtronic



7th ANNUAL TripleTree iAWARD FINALISTS



Steve Auerbach, CEO, Alegeus Technologies



Brett Furst, CEO, ArborMetrix



Devin Gross, CEO, Emmi Solutions



Doug Hirsch, Co-CEO GoodRx



Tom Kottler, CEO, HealthPrize Technologies



Shane Waslaski, President & CEO, Intelligent InSites



Seth Feuerstein, MD, JD, Chief Innovation Officer, Magellan Health

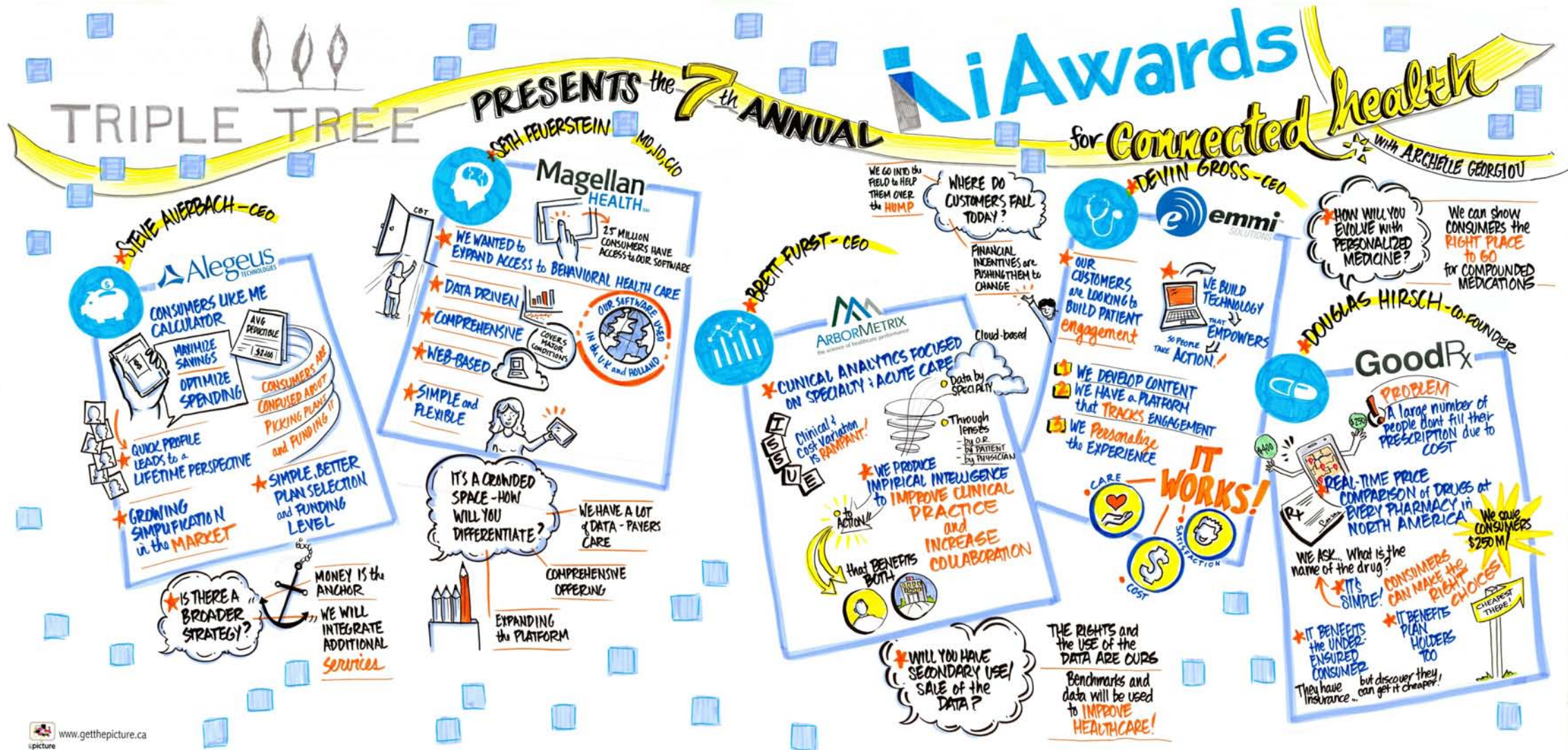


Nersi Nazari, Chairman & CEO, Vital Connect

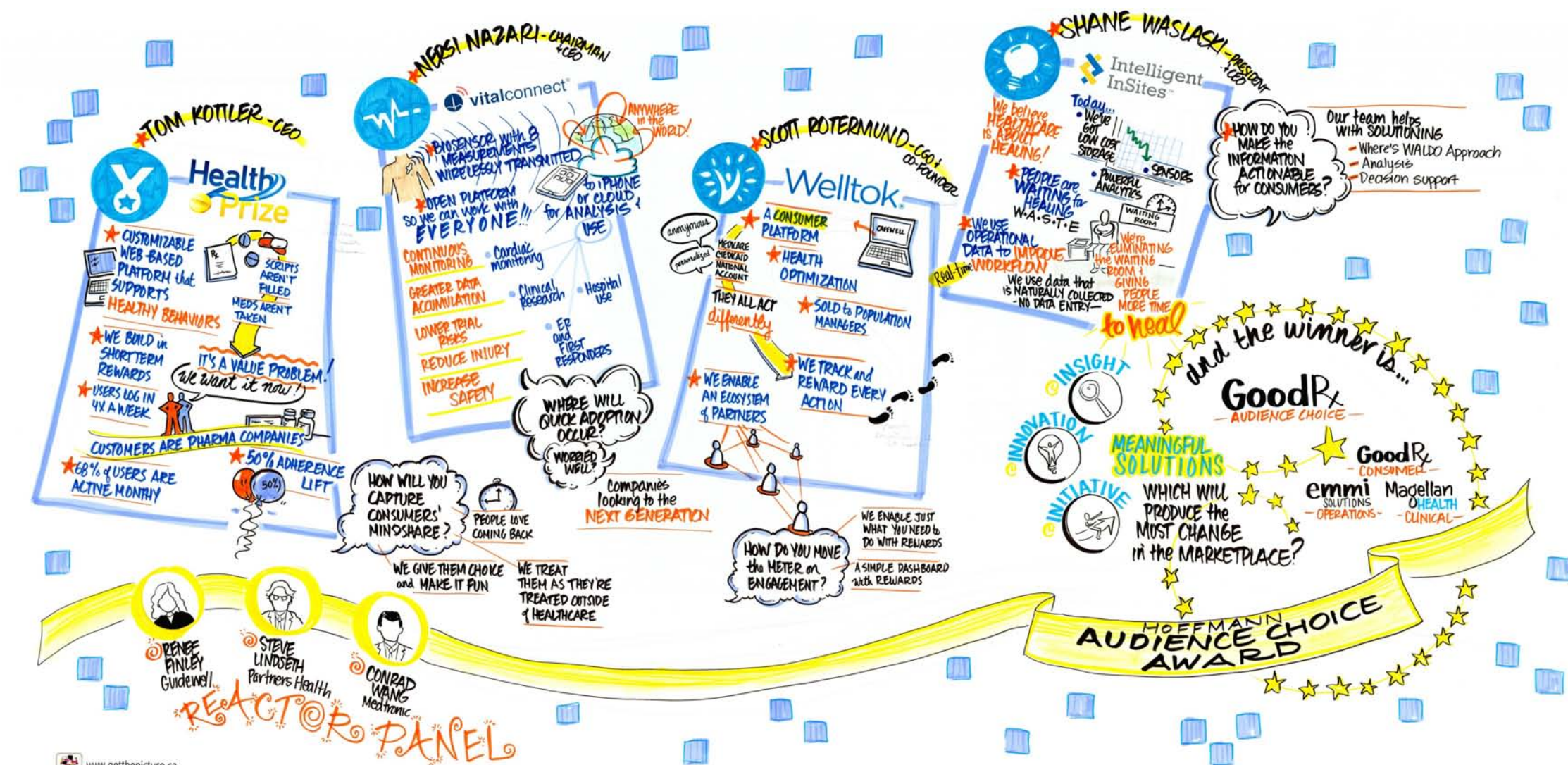


Maneesh Goyal, SVP, Corporate Development

7th ANNUAL TripleTree iAWARD PRESENTATIONS



7th ANNUAL TripleTree iAWARD PRESENTATIONS



7th ANNUAL iAWARD WINNERS

GoodRx

Chris Hoffmann Audience Choice Award

GoodRx

Consumer Engagement



Operational Effectiveness

Magellan
HEALTH_{SM}

Clinical Effectiveness



In honour of Chris Hoffmann
1967-2015.

INVESTOR PANEL

Session Leader, Julie Papanek, Healthcare Investor, Canaan Partners, led a discussion to draw insights from the leading strategic and financial investors in connected health (page 20).

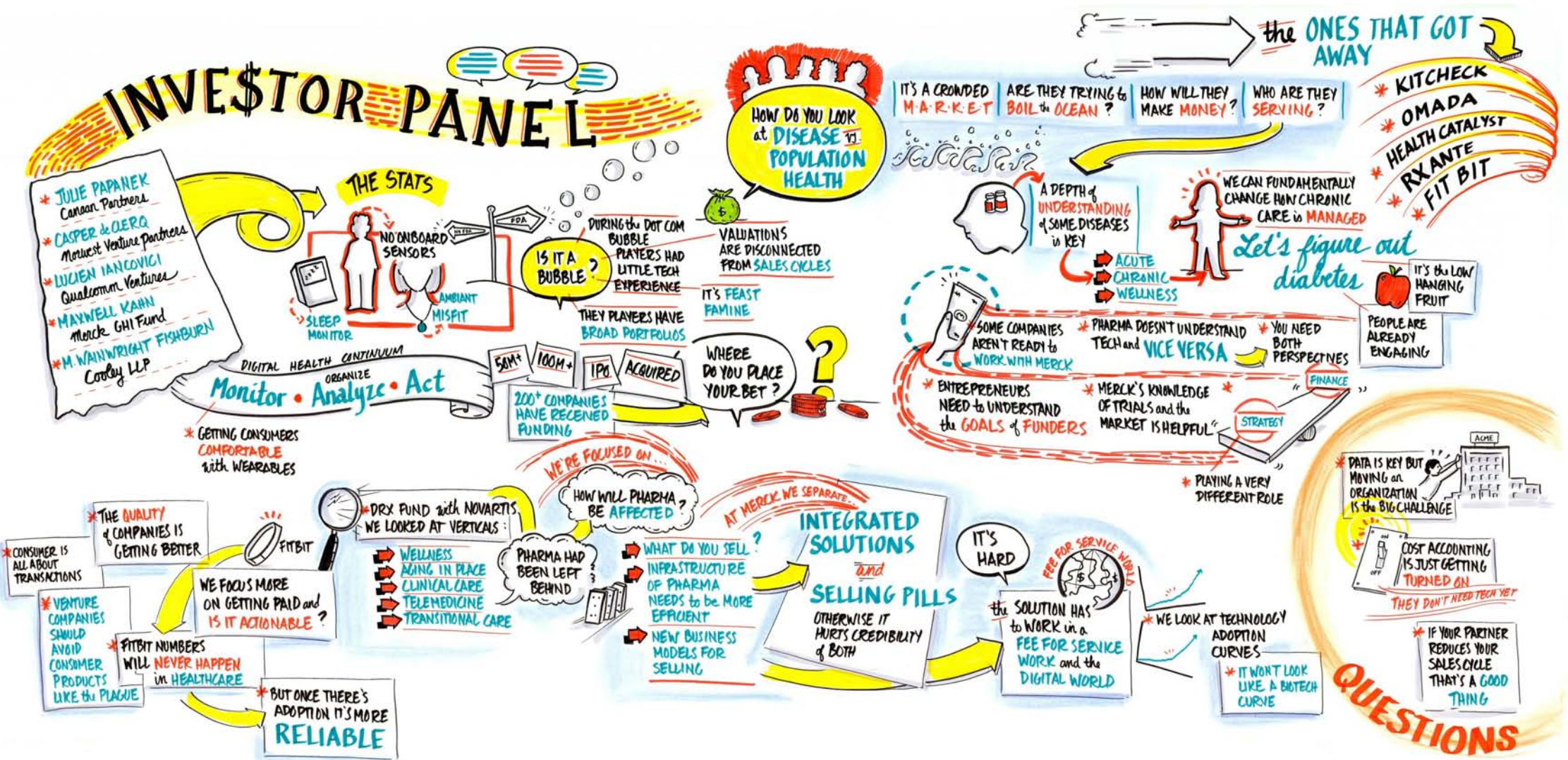
Panelists included:

- Casper de Clerq, Partner, Norwest Venture Partners
- Lucian Iancovici, Investment Manager, Qualcomm Ventures
- Maxwell Kahn, Managing Director, Merck GHI Fund
- M. Wainwright Fishburn, Partner, Cooley LLP

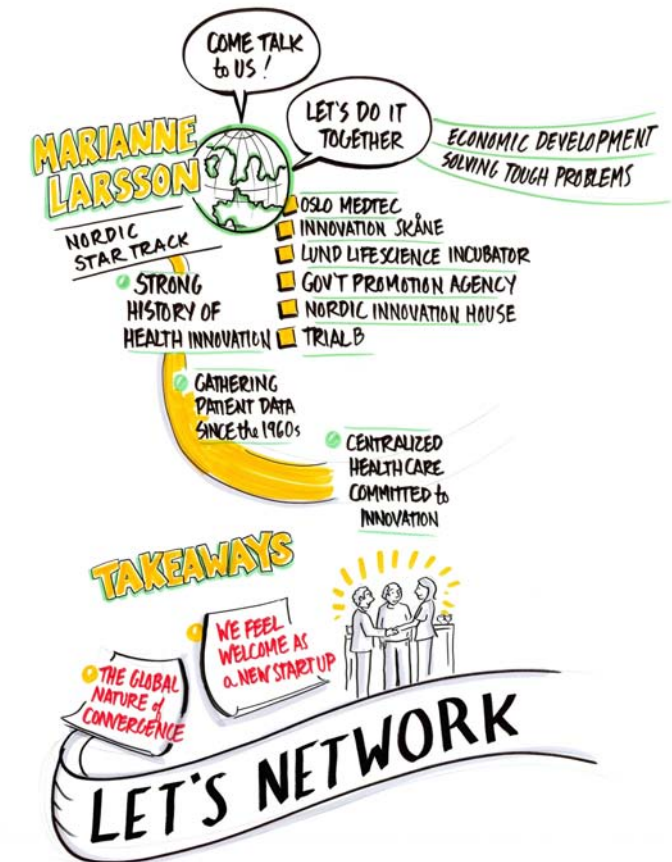
Ideally, investors fund businesses that succeed in both fee for service and value-based payment models. - Consensus



INVESTOR PANEL INSIGHTS



CLOSING



Marianne Larsson, Founder & Director, Mobile Heights Business Center introduced the work of Nordic Connected Health Star Trak. Participants then reflected briefly on what was learned during the day.

NETWORKING RECEPTION



Nordic Connected Health Star Track is a collaborative initiative (Sweden, Norway, Finland and Denmark) to accelerate the success and international scaling of the 20 best startups in the Nordic countries. They are financed by the mobile industry and governmental agencies, and support the startups with a unique Power Hour, with business advisors, regulatory expertise, rapid prototyping and other activities to enable companies to compete in the global marketplace.

MAY 28- PANEL DISCUSSION: The Digital Life Sciences

Rena Rosenberg, Principal, Pharma & Medical Products Practice, McKinsey & Company described the current state of the digital life sciences emphasizing the reasons why the pharmaceutical industry must leverage the tools of technology.

Session Leader, Donald Jones, Co-Founder & Chairman, WLSA; Founder & Chief Executive Officer, Trial Fusion then led a discussion to survey the market on how to create better products, faster, for the most significant issues in human health.

Panelists included:

- Mike Doherty, Global Head of Regulatory Affairs, Strategic Innovation and Policy, Hoffmann-La Roche Ltd & Genentech
- Romain Marmot, Chief Operating Officer – U.S., Voluntas
- Andrew Obenshain, Vice President Portfolio Strategy, Integrated Care, Sanofi
- Rena Rosenberg, Principal, Pharma & Medical Products Practice, McKinsey & Company

Key Highlights

1. Patient behavior is changing.
2. The U.S. leads in innovation, but regulatory barriers are high.
3. Pharma must embrace transparency as to outcomes.
4. Pharma will consider new business models.



AN INTERNATIONAL DISCUSSION

Key Highlights

1. When communicating with regulators, you have a clinical side and a business side.
2. Policy shifts could help to address the very large wave of changes occurring in the digital health space.
3. We need to bring automation into the clinical trials process.
4. On what we will see in the next few years in pharmaceutical companies, we will develop new digital solutions to extending cancer patient survival.
5. There's a battle for survival in the research and development frontier in China. The losing Chinese are looking for help in San Diego.
6. Outside of the Silicon Valley, we will begin to see cities with new innovations.



Ralph Simon, Chief Executive Officer, Mobilium Global Limited, moderated a group discussion about connected health on four continents.

Panelists included:

- Peter Cowhey, Ph.D, Dean; Qualcomm Endowed Chair in Communications and Technology Policy, UCSD
- Jack Kreindler, MD, Founder, Sentrion
- Scott Lambert, Lead Partner, Engagements & Prototype, Ascension Health
- Anne Lidgard, PhD, Director, VINNOVA
- Jordi Serrano Pons, PhD, Founder of UniversalDoctor; Consultant, World Health Organization

CLOSING KEYNOTE: Glen Steele, MD, PhD



Keynote speaker, Glenn Steele, MD, PhD, Chief Executive Officer, Geisinger Health System; Chairman, xG Health Solutions, spoke about his experience of 15 years as the leader of Geisinger. In that time the organization demonstrated how to implement new business models and utilize technology-enabled solutions to improve hospital outcomes and lower costs.

Key Highlights

1. "Enabling patients will fundamentally change the asymmetric relationship between patients and providers."
2. Winners in the new healthcare economy will be "branded organizations that emancipate patients" but "retain the long term personal relationship between patient and provider."
3. It is "guaranteed" that hospitals depending on high fee specialty procedures will soon see declining revenues.

THE HOSPITAL DISCUSSION

Session Leader, Rosemary Kennedy, PhD, RN, MBA, FAAN, Chief Nursing Officer, Sotera Wireless, led a discussion about how Institutional health care providers are vertically integrating and preparing for major changes in the financial model for healthcare, from “volume to value” payments. Panelists discussed what health care providers need from the connected health community and how they are managing the workflow changes that new technology demands.

Panelists included:

- Marty Paslick, Senior Vice President & Chief Information Officer, HCA
- M. Michael Shabot, MD, System Chief Medical Officer, Memorial Hermann Healthcare System
- Glenn Steele, MD, PhD, Chief Executive Officer, Geisinger Health System; Chairman, xG Health Solutions

Key Highlights

1. To bring forth the future, we need to change the thinking of nurse practitioners, pharmacists, and physicians.
2. We have established that costs can be lowered and quality improved, but to do so, hospital systems need integrated platforms that support inpatient and outpatient services in a systematic way.



STRUCTURED NETWORKING AND TALK TO AN EXPERT SESSIONS

For the remainder of the afternoon, participants selected opportunities to hear from experts on five different topics in the Hall of Fame Foyer.



Hosted by: Air Liquide, Ascension, AT&T , Florida Hospital, Genentech, imec, Lilly, Midmark, Qualcomm, ResMed & Sanofi



TALK TO AN EXPERT SESSIONS

1

Crowdfunding: Can You Leverage This New Approach to Develop Equity and Non-Dilutive Funding for Your Company and Build Your Partner and Customer Base?

What does the "Social Media First" revolution these platforms represent mean for businesses in the Connected Health space?

Session Leaders: Jeff Belk, Co-founder & CEO, Velocity Growth and Managing Director, ICT168 Capital, LLC;
Josh Baylin, Founding Partner, Velocity Growth

2

New Product Innovation & the Next Big Thing: How to Know What To Invest In

Does your fast-paced business reality demand that you continually bring new and better products to market? Dr. Moshe Engelberg showed a proven, research-driven approach for knowing what to invest in and when to say no, as you put customer desire ahead of technology. Less risk, better outcomes.

Session Leader: Moshe Engelberg, PhD, President, ResearchWorks, Inc.

3

Intellectual Capital - What You Need to Know

To develop a successful enterprise, you must approach the creation of intellectual property as a strategic component of the business plan.

Session Leader: Erik Milch, Partner, Cooley LLP

4

Clinical Decision Support (CDS)

What is it? How is it regulated and what should technology and device companies consider when jointly developing CDS with health care providers?

Session Leader: Kim Tyrrell-Knott, Partner, Epstein Becker & Green, P.C.

5

Evidence-Based mHealth

Moving beyond pilot studies in mobile health; why it is so critical and the innovative ways that can be accomplished?

Session Leader: Steven Steinhubl, Director, Digital Medicine, STSI;
Cardiologist, Scripps Clinic

WLSA SUMMIT ATTENDEES NETWORK, CONDUCT INTERVIEWS AND FORGE NEW RELATIONSHIPS



WLSA MEMBERS

Special thanks to all our members and affiliates who help make this event possible.



WLSA MEMBERS



ABOUT THE CONFERENCE TEAM



WLSA Team

Left to right:

- Molly Cogan, Executive Director, WLSA
- Rob McCray, President and CEO, WLSA
- Glenna McCray, General Support, WLSA
- Devon Tolliver, Manager, Marketing and Member Communications, WLSA



Other Cast of Characters

- Nick Adkins, MBA @NickReelDx, Co-host, Health Innovation Media
- Lisa Arora, Graphic Recorder, Get The Picture
- Nicola Bridges, Digital Media & Content Consultant
- Christopher Dunn, AV Experteer, Encore Audio Visual
- Douglas Goldstein, @eFuturist, Co-host, Health Innovation Media
- Nevada Lane, Graphic Recorder, Get The Picture
- Gregg Masters, MPH, @2healthguru, Founder/CEO, Health Innovation Media
- Tim Mayfield, AV Experteer, Encore Audio Visual
- Ilana Plumer, Digital Marketing Strategist, BRIM Agency
- Paul Savage, Photographer, Shot By A Savage
- Erin Scholes, Event Manager, Scholes Consulting
- Heather Thomas, Technical Director, Encore
- Jaimie Vetter, Marketing Analyst, TripleTree
- Nicholas Vu, DPharm, Content Documentarian

The 2015 WLSA Convergence Summit Summary is generously provided by our friends at TripleTree. The WLSA thanks the entire Triple Tree team for years of generous support, for organizing the iAwards Program, identifying disruptive health companies and for 'walking the walk' to improve health.

