



Wireless-Life Sciences
Alliance

in partnership with



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CardinalHealth

April 13-14, 2007
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 health care.



*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, professionals, 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 last year of the WLSA, an agreement for program management with CONNECT was reached. CONNECT is providing the management, operations, marketing, sponsorship 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 or contact:

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Chief Operating Officer, CONNECT
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Welcome!

Dear Summit Attendees:

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

This seminal meeting has drawn the attendance and participation of more than 100 top professionals from across the country and beyond, and promises to deliver an ever expanding dialogue among companies, professionals, academia, entrepreneurs and capital sources related to the convergence of wireless technologies, the life sciences and consumers.

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

The **Wireless-Life Sciences Alliance**, in partnership with CONNECT, is continuing to advance the convergence of the life sciences and wireless technology. We look forward to 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, including our event partners, BIOCOM, CommNexus, and OCTANe.. Thanks also goes to our members, without whom this Summit would not be possible.

With kind regards,

WLSA Board of Directors



Camille

Camille Sobrian, President
COO, CONNECT



Don

Don Jones, Director
Vice President, Business Development Health, QUALCOMM



Rob McCray

Rob McCray, Director
Managing Partner, TripleTree LLC



Commercial and in-clinical-trial wireless solutions for the life sciences include:

- monitors for glucose, EKG, body temperature, heart rate, respiratory rate, calorie burn, activity level, and body mass index • weight management/ dieting pedometers • dermatology diagnosis • video teleconferencing • EMS cardiac monitors communicating with cardiologists in hospitals • RFID technology to ID patients • storing and reading medical history in RFID implants • patient, staff and asset tracking • implanted pacemakers and defibrillators • smart bandages (power, RF and processor on disposable bio-sensor pad) for EKGs, heart rate, skin temperature, pulse oximetry • 24/7 EKG monitoring • heart attack detection • smart medication bottles • medication dispensing • ultrasound • clinical trial diaries • wound management via digital cameras • medical devices to find patients, staff, Alzheimer's patients and kids

Setting the Stage

The two morning sessions will explore key opportunities with the ubiquitous mobile phone and key issues with growing demand for greater services and efficiencies in the healthcare industry. These sessions will set the stage for the afternoon sessions by identifying the opportunities for innovation.

- A large majority of the U.S. population carry cell phones during all their waking hours. Mobile phones are increasingly used as personal communications and computing devices for search and purchase functions. They may be the ultimate customer relationship management tool.
- The healthcare needs of the U.S. population, especially baby boomers, are rapidly increasing demand for services at a time when the growth of physicians and nurses is declining and baby boomer clinicians are retiring or leaving the services sector to take less demanding jobs. How far can technology carry us in improving the ability of the healthcare system to increase its efficiency?

Focusing in on Solutions

The next three sessions will be devoted to more focused discussion about how wireless communication technologies offer near and long term opportunities to resolve the problems facing the life sciences industry. Examples include:

- A cell phone cannot directly prevent an infection in the future, but as an inexpensive and nearly ubiquitous communication, computing and sensing device, mobile phones supported by appropriate public information systems can be a key weapon in building population health defenses. This panel will explore some of the possibilities and limitations in this field of use.
- Key technologies and the bandwidth available from both fixed and mobile systems are enabling the creation of workable mobile presence platforms. One such system is used in over a hundred hospitals to extend the reach of some of the most highly trained physicians in the country. Our panel will discuss the promise of these developments and how far we can go to eliminate the waiting room experience whether it be in an emergency department or family physician's office.
- Wireless health solutions that leverage mobile phones (the 'ultimate CRM tool') offer for the first time the opportunity to monitor the health of millions of individuals during their normal daily activities. Success in improving health will derive not just from monitoring, but from influencing individuals to change their behavior. The entertainment industry understands how to attract and engage consumers on a consistent basis and this panel will bring some 'Hollywood' to healthcare.

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Thursday, April 12, 2007

5:30-7:30 PM Sponsors & Speakers Dinner

Friday, April 13, 2007

8:00 AM Welcome by
Camille Sobrian, COO, CONNECT

8:10 AM Introduction to the Conference by
Rob McCray, Managing Partner, Triple Tree LLC

8:20 AM Opening Remarks
Paul Jacobs, Chief Executive Officer, QUALCOMM, 'Wireless Perspectives'

8:40 AM Opening Remarks
Ted Torphy, Ph.D., Corporate Officer and Vice President, Head, Corporate Office of Science & Technology, Johnson & Johnson, 'Disrupting the Healthcare Industry: How Information Technology is Changing the Game'

9:00 AM Panel A – The Ultimate CRM Platform?

A large majority of the U.S. population carry cell phones during all their waking hours. As personal communications and computing devices that are increasingly used for search and purchase functions, mobile phones may be the ultimate customer relationship management tool. This panel will explore how the life sciences industry can use this powerful new point of connection with consumers.

Panelists
Dr. Robert Schwarzberg
President, Sensei, Inc.

Len Lauer
Executive Vice President and Group President, QUALCOMM

Gad Shaanan
CEO, GadShaananDESIGN, Inc.

10:00 AM Networking Break



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Moderator
Rick Carlson, JD

Clinical Professor, Policy Programs, Senior Advisor,
Resource Center for Health Policy, Department of Health
Services, Affiliate Professor, Department of Pharmacy,
School of Public Health, University of Washington



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Moderator
Sundeep Karnik, MD
Director of Strategy, Medtronic



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10:30 AM Panel B - Can Wireless Silicon Replace Your Doctor?

The healthcare needs of the U.S. population, especially baby boomers, are rapidly increasing demand for services at a time when the growth of physicians and nurses is declining and baby boomer clinicians are retiring or leaving the services sector, to take less demanding jobs. How far can technology carry us, in improving the ability of the healthcare system, to increase its efficiency?

Panelists

Matt Banet, Ph.D.
President/CTO, Triage Wireless

Tom Blackadar
CEO/Founder, FitSense

Darrel Drinan
President/CEO, PhiloMetron

11:30 AM Lunch

12:00 Noon Keynote

Geoffrey A. Moore, Author, Managing Director, TCG Advisors, and
Venture Partner, Mohr Davidow Ventures

Introduction by **Wain Fishburn**, Partner, Cooley Godward Kronish LLP

Geoffrey Moore is the author of five best-selling books: *Crossing the Chasm*, *Inside the Tornado*, *The Gorilla Game*, *Living on the Fault Line*, and *Dealing With Darwin*. He has made the understanding and effective exploitation of disruptive technologies the core of his professional career. The U.S. healthcare system is facing disruption and must learn how to leverage new technologies to maintain and enhance quality and efficiency.

1:00 PM Special Presentation by

Jim Sweeney, CEO, CardioNet

Introduction by **Rob McCray**, Managing Partner, Triple Tree LLC

Jim Sweeney is one of the most successful serial entrepreneurs in the healthcare industry, with companies including Caremark, McGaw, Inc. and numerous start-ups. Jim will provide an overview of the steps he has taken in building CardioNet to be arguably the first successful pure-play wireless health company.



Moderator
Dave Watson
Corporate CTO, Kaiser Permanente

1:30 PM Panel C - Can Phones Prevent Infection?

Of course a cell phone cannot (yet) directly prevent an infection, but as an inexpensive and nearly ubiquitous communication, computing and sensing device, mobile phones supported by appropriate public information systems can be a key weapon in building population health defenses. This panel will explore some of the possibilities and limitations in this field of use.

Panelists

Dale Nordenberg, MD, CIO
Centers for Disease Control and Prevention, Department of Health and Human Services

David Lester, Ph.D.

New York Site Head, Global Clinical Technology, Pfizer Global Research and Development

Conor Hanley, Ph.D.

CEO, BiancaMed

Moderator
Nat Findlay
VP and General Manager, Cardinal Health

2:30 PM Panel D - Mobile Virtual Presence – The End of the Waiting Room Experience?

Key technologies and the bandwidth available from both fixed and mobile systems are enabling the creation of workable mobile presence platforms. One such system is use in over a hundred hospitals to extend the reach of some of the most highly trained physicians in the country. Our panel will discuss the promise of these developments and how far we can go to eliminate the waiting room experience whether it is in an emergency department or family physician's office.

Panelists

Alec Cooper, MD
Medical Advisor, myca

John Maschenic
Healthcare, Verizon Wireless

RP-7
CRO InTouch Health

Yulun Wang
Chairman and CEO, InTouch Health

3:30 pm: Networking Break



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Moderator
Rob McCray
Managing Partner, Triple Tree LLC

Moderators
Paul Jacobs
Chief Executive Officer, QUALCOMM

Ted Torphy
Corporate Officer and Vice President,
Head, Corporate Office of Science & Technology, Johnson & Johnson

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3:45 PM Panel E - What Can Healthcare Learn From Hollywood?

Wireless health solutions that leverage mobile phones (the 'ultimate CRM tool') offer, for the first time, the opportunity to monitor the health of millions of individuals during their normal daily activities. Success in improving health will derive not just from monitoring, but from influencing individuals to change their behavior. The entertainment industry understands how to attract and engage consumers on a consistent basis and this panel will bring some 'Hollywood' to healthcare.

Panelists
Roger Gould, MD
Associate Clinical Professor of Psychiatry, UC Los Angeles

Ron Pion, MD
Principal, The Pion Group

Jay Feldman
President and COO, IHS-Online, Inc.

Conrad Riggs
Partner, Mark Burnett Productions

Lucinda Bassett
CEO, Midwest Center for Stress and Anxiety

4:45 PM What Did We Learn?
Open Discussion – All Attendees



5:30-7:30 PM Networking, Cocktails, and Wireless Demos

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. Expected presenters include:

MediaFlo (QUALCOMM)	Sensei
CardioNet	Alaris
IntelliDot	Convergence Health
Vocera	BodyMedia
Myca	Triage Wireless
SoundID	Amigo Therapy
Awarepoint	PhiloMetron
inGeo (QUALCOMM)	InTouch Health
BeWell Mobile	FitSense
BiancaMed	Tiba Medical
Bones in Motion	
Lusora	

Saturday, April 14th - Roundtables

8:00 AM Opening and Welcome by
Camille Sobrian, COO, CONNECT and
Rob McCray, Managing Partner, Triple Tree LLC

Depending on the Interest of Attendees, roundtable discussions on the following topics will be offered:

- | | |
|-------------------------------|--|
| 1) Design – Industrial and UI | Lead: GadShaananDESIGN, Inc. |
| 2) Wireless Technologies | Lead: QUALCOMM |
| 3) Financing Alternatives | Lead: TripleTree LLC and
Cooley Godward Kronish LLP |
| 4) The Wellness Continuum | Lead: The Pion Group |
| 5) FDA/FCC Regulation | Lead: Cooley Godward Kronish LLP |

11:00 am: Adjourn

