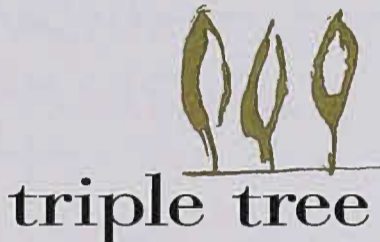


Day 1

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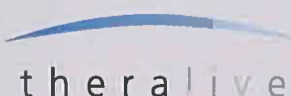
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Wireless-Life Sciences Alliance

Convergence Summit

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May 13, 2009
Estancia La Jolla Hotel & Spa

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



Wireless-Life Sciences
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Wireless-Life Sciences Convergence Summit

Welcome!

Dear Summit Attendee:

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

This seminal meeting is organized by WLSA and draws attendance and participation of more than 150 top professionals from around the world. Join the dialogue with leading thought leaders in the convergence of wireless technologies, life sciences, and consumers.

This invitation-only meeting is an opportunity to gain new insights and create new business opportunities. Participants will see the range of devices and solutions already in commercial use, creating efficiencies and increased quality control in the promotion of health and delivery of healthcare.

Many thanks to all those who gave their time and resources to plan and coordinate this event, as well as our ongoing executive meetings, technical conference, online forums, and white papers. Thanks also go to our sponsoring members. Without their generous support, this Summit would not be possible.

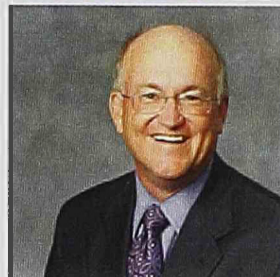
With kind regards,

WLSA Board of Directors:

Rob McCray, Chairman
Special Advisor, TripleTree LLC
T 858.792.3406
rmccray@triple-tree.com

Camille Sobrian, President
Chief Operating Officer, CONNECT
T 858.964.1321
csobrian@connect.org

Don Jones, Founder
Vice President, Health & Life Sciences, Qualcomm
T 858.845.0009
donaldj@qualcomm.com



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

– Don Jones, Qualcomm

The Wireless-Life Sciences Alliance Convergence Summit is intended to establish 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. Through executive meetings, technical meetings, online forums, white papers, and pilot projects, the Alliance is building a community that is improving health and the delivery of healthcare.

To help us direct the majority of our membership funds to programming, WLSA contracts with the world renowned innovation accelerator CONNECT to provide program management.

CONNECT provides management, operations, marketing, fundraising 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 contact:

Karen Winston
Executive Director
T 858-964-1346
kwinston@connect.org



CONVERGENCE



Wireless-Life Sciences
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2009 WLSA

Wireless-Life Sciences Convergence Summit

The World Has Changed

Our world has changed dramatically since the 2008 WLSA Convergence Summit. We are in the midst of the worst global financial crisis since the Great Depression. This is the first deep recession since a true global economy has developed. That means it is not just a North American and European matter. Asia's booming economies have been hit very hard and this makes the U.S. economy even worse.

Millions of people are out of work in the U.S. and some of our largest businesses are failing. This was led by the auto industry which employs millions of workers and provides health insurance for even more retirees. Higher unemployment coupled with failing businesses increases the pressure on our struggling healthcare system. The demand for healthcare services is quite inelastic. The financial crisis in the U.S. underscores the need to improve the health of our population and deliver more cost-effective health services.

Healthcare is a major focus of attention of the Obama Administration. It is also a matter of increasing importance in the largest economies and countries in the world. Aging populations in Japan and Europe, and increasing rates of chronic disease in China and India are putting critical pressure on these countries' national healthcare systems.

The Problems of Cost and Quality

It is a fair proposition to say our U.S. healthcare system is fundamentally flawed, delivering uneven coverage and unaffordable care. Other developed countries also face a range of cost and quality challenges. Developing countries like Asia and Africa are struggling to attend to the basic health needs of their populations.

The focal point for the 2009 Wireless-Life Sciences Convergence Summit is to address the question of how wireless health innovations can improve the cost-effectiveness and quality of healthcare on a global basis. We challenge our community of established organizations and entrepreneurs to apply technology to deliver better health for broad populations rather than more expensive care for the lucky or privileged few.

All successful organizations must be profitable to survive. However, in today's economic and political climate, new and existing medical devices, therapeutics and services are being examined on the basis of their utility for individual patients and for society. There is increasing skepticism about both the level of our expenditures in the U.S. and the manner in which our healthcare "system" is organized. Why do we pay so much with so little customer satisfaction? Why are health outcomes so misaligned with expenditures?

Will Wireless-Life Sciences Offer a Solution?

We can solve a major part of this problem by utilizing wireless communications technology to connect the people, devices and databases that are involved in the promotion of health and delivery of health care.

Since the first Wireless-Life Sciences Summit in 2006 a mind shift has occurred. It is widely recognized today that to be successful in the healthcare device and services sectors, wireless communications must be part of the operating platform of



medical devices and healthcare services. Even the pharmaceutical sector is being pulled into this model.

By way of business validation, we have seen CardioNet, the first successful pure-play wireless health company achieve powerful clinical validation, complete an IPO and help thousands of patients. Note that CardioNet is effective because it created an integrated equipment and service platform that works better (compared to Holter or event monitoring) and is less expensive (compared to a stay in a CCU) than the alternatives. Breakthrough knowledge was not the key to the company's success.

The Power of Connectivity

Will wireless health improve the quality of healthcare? Yes! Will it lower costs? Perhaps! Will wireless communications change the healthcare environment? Absolutely!

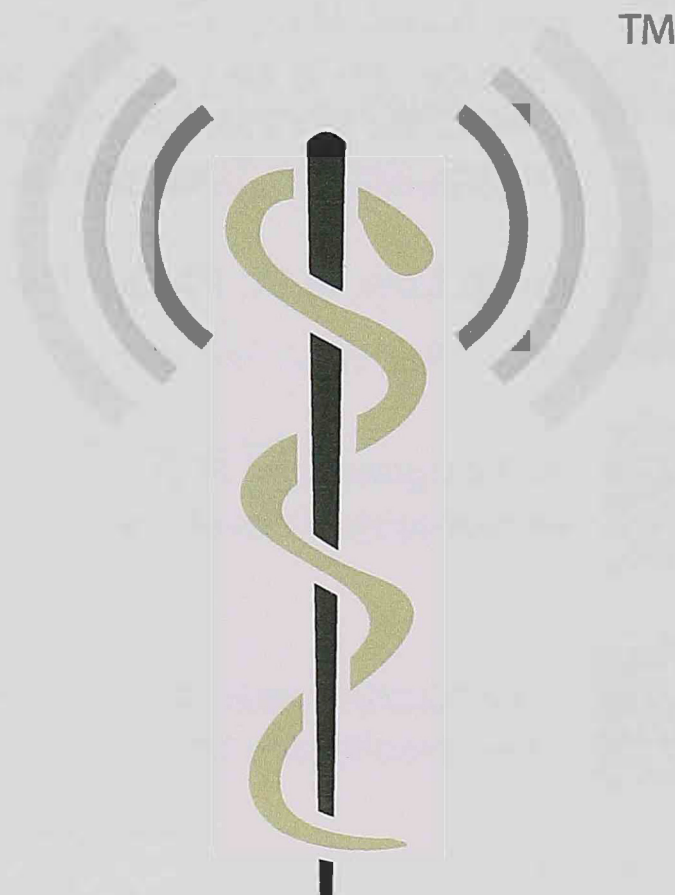
Wireless technology enables the connectivity of devices and services and thus it creates transparency among all components of our healthcare system. You cannot manage that which you cannot see, and this transparency enables the measurement of efficacy under real world (post-market) conditions and thus enables critical analysis of cost-effectiveness and quality for the first time. Accountability is a powerful tool.

Schedule Overview

The 2009 Summit is a full 2-day event. Day 1 is dedicated to the introduction of thought-provoking ideas and points of view by some of the most accomplished and influential individuals in the field of wireless-life sciences. Our view will look beyond the U.S. to address global opportunities. In addition, all 12 wireless health companies that were selected in a competitive process as presenters for the WLSA Investor's Meeting yesterday will make "lightning" presentations. Day 2 is a "Learning Day" where we have assembled a faculty from around the country to assist entrepreneurs and companies in the commercialization of wireless health innovations.

Welcome!

Rob McCray
Chairman
Wireless-Life Sciences Alliance



2009 WLSA



Wireless-Life Sciences
Alliance

DAY 1 AGENDA

Wireless-Life Sciences Convergence Summit

Wednesday, May 13, 2009

7:00 AM - Networking Breakfast

8:00 AM - Welcome and Introductory Remarks



Camille Sobrian, President, WLSA and COO, CONNECT



Rob McCray, Chairman, WLSA and Special Advisor, TripleTree LLC



Dr. Paul Jacobs, Chief Executive Officer and Chairman of the Board, Qualcomm



Katherine Kalin, Vice President, Strategy, Johnson & Johnson

8:30 AM - Perspectives on Wireless-Life Science Technology



Moderator: **Dave Gruber, M.D., M.B.A.**, President, Healthcare Convergence Associates

Panelists:



Eric Topol, M.D., is Chief Medical Officer of the West Wireless Health Institute. He is also Chief Academic Officer and holder of the Gary and Mary West Chair of Innovative Medicine at Scripps Health. In addition, Dr. Topol is director, Scripps Translational Science Institute (STSI).



Philip Low, M.D., Ph.D., Founder, Chairman, and CEO, NeuroVigil, Inc.



Jeff Augenstein, M.D., Ph.D., Director, Ryder Trauma Center, Jackson Memorial Hospital University of Miami



Stan Kachnowski, M.D., Fellow, Royal Society of Medicine, England; Chair, Healthcare Innovation Technology Lab, Columbia University

9:40 AM - Break



10:15 AM - How can Wireless-Life Sciences Transform the (Broken) Economics of Global Health?



Andy Thompson, Chief Executive Officer, Proteus Biomedical

10:35 AM - Developed Market Perspectives on Wireless-Life Sciences



Moderator: **Jeff Belk**, Principal, ICT168 Capital, LLC

Panelists:



Jeff Goldsmith, President, Health Futures, Inc.



Terry Hisey, Vice Chairman, Life Sciences Leader, Deloitte

Amir Jafri, Vice President, Cardinal Health



Agnes Berzsenyi, General Manager, Home Health, GE Healthcare

11:45 AM - Business Innovators: Six I Award Finalists Presentations

GreatCall - Jitterbug; Simple cell phone with 24-hour live service

MedApps - Mobile wireless health monitoring

CellTrak Technologies - Homecare automation with GPS cell phones

BeWell Mobile - Disease management via cell phones

Diversinet Corp. - Health information transparency in partnership with AllOne Mobile

Epocrates - Rx drug and formulary reference

12:15 PM - Break

DAY 1 AGGENDA



Wireless-Life Sciences
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DAY 1 AGENDA

Wireless-Life Sciences Convergence Summit

12:30 - Lunch and Keynote Presentations



Introduction to the Application of Social Networking Technology to Healthcare
Chris Hoffmann, Senior Principal TripleTree LLC



Using Technology to Simplify Physician Services
Jay Parkinson, M.D., Founder, Hello Health

1:30 PM - World Market Perspectives on Wireless-Life Sciences



Moderator: **Clint McClellan**, Senior Director, Market Development, Health & Life Sciences, Qualcomm

Panelists:



Karl Brown, Associate Director Applied Technology, Rockefeller Foundation



David Edelstein, Director - ICT Innovation, Grameen Foundation



Mitul M. Shah, Senior Director, Technology Partnerships, United Nations Foundation

2:15 PM - Wireless-Life Sciences in Developing Countries - Breakout Session A



Moderator: **Ashok Kaul**, Global Commerce Development Consultant



Moderator: **Clint McClellan**, Senior Director, Market Development, Health & Life Sciences, Qualcomm

Panelists:



Karl Brown, Associate Director Applied Technology, Rockefeller Foundation



Shawn Covell, Senior Director, International Government Affairs Qualcomm



David Edelstein, Director - ICT Innovation, Grameen Foundation



Dr. Krishnan Ganapathy, President, Apollo Telemedicine Networking Foundation



Yuri Ostrovsky, Co-founder and Chief Technical Officer, ClickDiagnostics



Mitul M. Shah, Senior Director, Technology Partnerships, United Nations Foundation

2:15 PM - Engaging Consumers with Computers - Breakout Session B



Moderator: **Dave Gruber, M.D., MBA**, President, Healthcare Convergence Associates



Geri Gay, Kenneth J. Bissett Professor and Chair of Communication Faculty of Computing and Information Science, Cornell University,



Doug Goldstein, Futurist and Gaming4Health entrepreneur



Terry Hisey, Vice Chairman, Life Sciences Leader, Deloitte

3:15 PM - Break

3:30 PM - Fostering Innovation in Wireless Health



Don Jones, Founding Board Member, Gary and Mary West Wireless Health Institute; Vice President, Health and Life Sciences, Qualcomm; Founder, WLSA



Eoin Lambkin, Co-founder, European Connected Health Campus

4:00 PM - Business Innovators and Six I Award Finalists Presentations



Update from the First Pure-Play Public Wireless Health Company
Aaron Goldmuntz, Director of Business Development, CardioNet

DAY 1 AGGENDA



DAY 1 AGENDA

Wireless-Life Sciences Convergence Summit

I Award finalists:

IntelliDOT - Wireless workflow manager connecting caregivers with information systems

Triage Wireless - Wireless telemetry/vital signs monitoring

Tagnos - Patient flow management applications

MicroCHIPS - Continuous glucose management system

PhiloMetron - PTMS program weight management system

Proteus Biomedical - Electronically observed pharmaceutical therapy platform

4:45 PM - I Award program Presentation

Kevin Green, Managing Partner, TripleTree LLC

5:00 PM - All Participant Discussion, "What Did We Learn?"

Hosted by:



Dr. Paul Jacobs, Chief Executive Officer and Chairman of the Board, Qualcomm



Katherine Kalin, Vice President, Strategy, Johnson & Johnson Corporate Development.

This is a favorite time of the Summit. 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 PM - Wireless Demo Reception for all Participants

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):

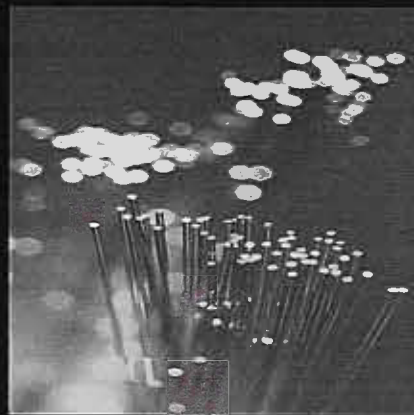
3banana, Inc.	European Connected Health Campus	On Ramp Wireless
Aventyn, Inc.	GenerationOne	PhiloMetron
BeWell Mobile	GreatCall, Inc. (Jitterbug)	Pressure Profiles (SureTouch)
Calgary Scientific	iConecto – Gaming4Health	Tagnos
CardioNet	IntelliDOT	Triage Wireless
CellTrak	MedApps	Vision Tree Software
Digi International	Microsoft	Santech
Diversinet Corp. (AllOne Mobile)	Myca	Zume Life
Epocrates		



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- Single source for transatlantic patent prosecution
- Leader in public and private corporate financings
 - Litigators have argued cases in state and federal courts in all 48 continental US states and the District of Columbia
- Signatory of the American Bar Association's Pro Bono Challenge
- Committed to community service, with an emphasis in the areas of domestic violence prevention and youth programs



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Day 2

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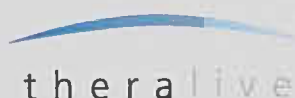
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May 14, 2009
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Contribute to the defining moment
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Wireless-Life Sciences Convergence Summit

Welcome to Summit Day 2!

Dear Learning Day Attendee:

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

This meeting is organized by WLSA and is designed for experienced companies and individuals, as well as those who are new to the wireless-life sciences segment or who have technology that is or could be adaptable to the segment. No matter your level of experience, you will learn the ins and outs of commercializing wireless medical device technology from the most successful serial entrepreneur in the space and from a group of experts that we have assembled from all over the country.

Many thanks to all those who gave their time and resources to plan and coordinate this event, as well as our ongoing executive meetings, technical conference, online forums, and white papers. Thanks also go to our sponsoring members. Without their generous support, this Summit would not be possible.

With kind regards,

WLSA Board of Directors

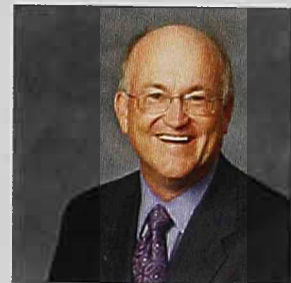
Rob McCray, Chairman
Special Advisor, TripleTree LLC
T 858.792.3406
rmccray@triple-tree.com



Camille Sobrian, President
Chief Operating Officer, CONNECT
T 858.964.1321
csobrain@connect.org



Don Jones, Founder
Vice President, Health & Life Sciences, Qualcomm
T 858.845.0009
donaldj@qualcomm.com





Learning Day, Thursday, May 14, 2009

Keys to Successfully Translating Wireless-Life Sciences Technology to Solve Real Problems in a Commercial Setting

Introduction by Rob McCray, WLSA Chairman

The U.S. is the world's largest economy and we devote far more of our GDP to healthcare than any other country in the world. Our citizens however are not healthier than the residents of other developed countries and as patients and consumers, we are definitively not "satisfied" with the quality and efficiency of the healthcare products, services, and infrastructure that we support.

The promise of the wireless-life sciences ("wireless health") is that through the convergence of communications technologies, life sciences technologies and healthcare institutions, some of the most intractable issues in healthcare can be resolved. As an area of convergence, this is a complex environment and there are few established pathways to success. Today, we have assembled a faculty that will describe solutions to the key challenges in establishing a successful enterprise on the basis of wireless health innovations.

By the end of the day, participants will better understand the developing "wireless health industry," its benefits and its challenges, from the perspective of multiple audiences. You will gain an appreciation of the many unique wireless healthcare market and customer segments, and how to develop a winning evidence-based business plan and launch strategy. At a higher level, participants will be empowered to help build on the promise of wireless health as a solution to domestic and global health issues.

DAY 2 AGGENDA



Wireless-Life Sciences
Alliance

DAY 2 AGENDA

Wireless-Life Sciences Convergence Summit

Thursday, May 14, 2009

7:30 AM - Registration and Light Breakfast

8:00 AM - Introduction to Wireless-Life Sciences Alliance



Rob McCray, Chairman, Wireless-Life Sciences Alliance; Special Advisor, TripleTree LLC



Camille Sobrain, President, Wireless-Life Sciences Alliance, and COO, CONNECT

8:15 AM - Setting the Day's Expectations & Audience Discussion



James Sweeney, Executive Chairman & CEO, IntelliDOT; Founder, CardioNet and Caremark

9:15 AM - Break

9:30 AM - Winning Business Strategies for Companies in the Wireless Health Sector

In this session our panel of experts will use an interactive approach to explore the most important questions related to successfully translating a technology or concept into a successful enterprise, including: Who is my customer? Who will pay for the product or service? How do insurers evaluate innovation? What is the role of clinical validation and how is it pursued?

Moderator:



Teri Loudon, Founder & President, The Loudon Network

Panelists:



Michael Clay, Open Development, Verizon Wireless



Kuo Bianchini Tong, President & Founder, Quorum Consulting



Jonathan Seltzer, M.D., Founder & President, Applied Clinical Intelligence, LLC



11:30 AM - Break

12:00 PM - Lunch and Keynote Presentation



A Glimpse into the Future: Predicting the Health Care Landscape
Susan W. Berson, Member, Mintz Levin Cohn Ferris Glovsky and Popeo, PC.

1:00 PM - Break

1:15 PM - Managing the Device Regulatory Approval Process on Multiple Continents



Clay Anselmo, Chief Executive Officer, Reglera

2:15 PM - Accessing Non-Traditional Capital



Joel A. Balbien, Ph.D., CFA, Managing Director, GreenTech Consulting LLC

3:15 PM - Roundtable Discussion for All Faculty and Attendees

4:00 PM - Adjourn

DAY 2 AGGENDA

