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## Wireless-Life Sciences Convergence Summit

Managed by

CONNECT®

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.





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 at the range of devices and solutions 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.

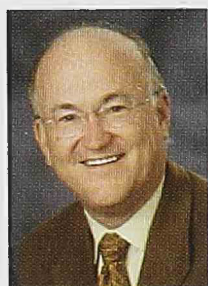
With kind regards,



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



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



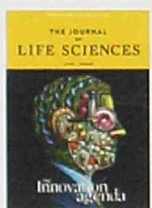
Don Jones, Founder  
Vice President, Health and Life Sciences, QUALCOMM  
T (858) 845-0009

Event Partners




At this invitation-only Executive Summit you will explore the opportunities for life sciences companies to engage wireless technologies to craft solutions, expand capabilities, and create compelling new products and services. Gain new insights on harnessing cellular phone technology to enable new business models and business process improvements in all sectors of the life sciences industry, including the healthcare services, healthcare information technology, biopharmaceutical, and medical device sectors.

#### Media Sponsors







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

### The Wireless-Life Sciences Alliance

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 of the WLSA three years ago, 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:

Karen Winston  
T 858-964-1346  
[kwinston@connect.org](mailto:kwinston@connect.org)



### Alliance Board of Directors:

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## Setting the Stage

The 2008 Wireless-Life Sciences Summit extends our ongoing dialogue on 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 Q1 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.
- 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 becoming increasingly important.

Our first panel will explore the edges these of 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 facilitate 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.





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?” This will be a lively conversation as each of the panelists come from very diverse backgrounds.

We will have fun and become 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 Telecosm 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 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



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Tuesday, May 13, 2008

5:30-8:00 PM Sponsors & Speakers 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, TripleTree LLC

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?

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

10:00-10:30 AM

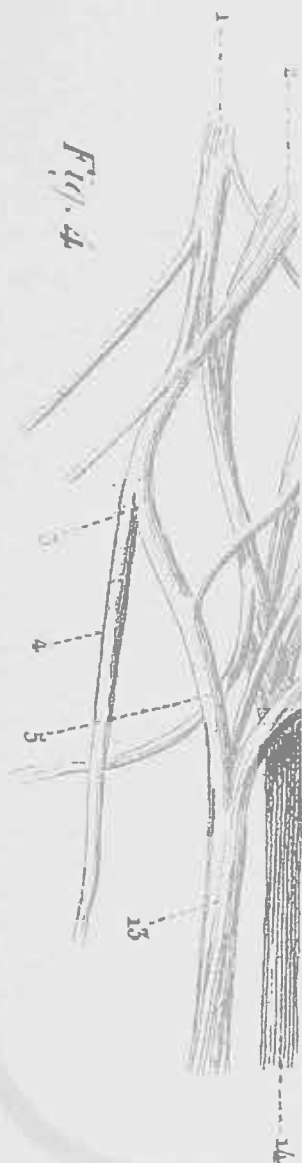
Networking Break

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





Moderator  
Joe Conduro  
Vice President, Strategic Business Initiatives & Market Development, Cardinal Health Inc.



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10:30-11:30 AM

**Panel 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.

Panelists  
Ed Cantwell  
CEO, Inner Wireless

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

Adam Button  
CEO, VubIQ

Rob Fenton, Ph.D.  
Research Development Director, Institute of Biomedical Engineering, Imperial College, London

11:30 AM  
Lunch

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

Introduction by  
Fred Hernandez  
Member, Intellectual Property, Mintz Levin

Andy Kessler is the author of the New York 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.

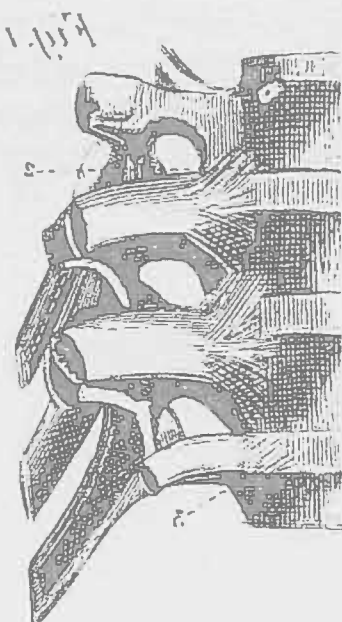
1:30-1:45 PM  
Networking Break



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#### 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

Peter Erickson  
Senior Principal, TripleTree, LLC

Carl Washburn  
CEO, VOCEL

Jim Sweeney  
CEO, CardioNet

Tom Evangelisti  
President, MEDCEL

##### 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



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

Jorge Perdomo  
Licensing & Business Development, 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 (payors 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 healthcare consumers “in their native environment.” Our panel will explore the challenges and opportunities presented by this shift in the healthcare business environment.

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

Carl George  
CEO, Kardia Health

Jasmin Farshi  
Senior Director, Mobile Devices Business, Motorola

Iain Gillott  
Principal, iGR Research

Moderator  
Rick Carlson, J.D.

Clinical Professor, School of Public Health,  
University of Washington





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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

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?"

All attendees are encouraged to share their thinking related to wireless opportunities for the life sciences sector and the 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



Thursday, May 15, 2008

8:00-9:00 AM

QUALCOMM Breakfast

Keynote Presentation by George Gilder, *The NanoBio Nexus*

Introduction by:

Don Jones

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

George F. Gilder is Chairman of George Gilder Fund Management, LLC and host of the *Gilder Telecosm 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 Roundtables 4 and 5

"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 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 Wednesday's  
Roundtables 1 and 2 on 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







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