

# Mobile Healthcare Symposium 2010: Shaping the Wireless Healthcare Space

February 9, 2010

Westin Gaslamp Hotel, San Diego

- 9:00 Registration Opens
- 10:00 Welcome by Rob McCray, President & CEO, Wireless-Life Sciences Alliance
- 10:15 Panel A: *Meet the Business Leaders: Hear from the companies who are facing the challenges of doing business in the wireless health space*  
Moderator: Rob McCray, *President & CEO, Wireless-Life Sciences Alliance*  
Panelists: David Inns, *CEO, Jitterbug*  
Tom Watlington, *CEO, Sotera Wireless*  
Rod Williams, *Sr. Vice President, Marketing, St. Jude Medical*
- 11:30 Company Presentations – Moderated by Jeff Belk, *VP – Wireless Convergence, Wireless Life Sciences Alliances*
- 12:00 Networking Lunch
- 1:00 Keynote: Patrick Soon-Shiong, M.D.  
*UCLA Wireless Health Institute, Founder of the National Coalition for Health Integration*
- 1:45 Panel B: *Washington: Friend or Foe?*  
Moderator: Ashok Kaul, *VP – Healthcare Convergence, Wireless-Life Sciences Alliance*  
Panelists: Susan Berson, *Managing Partner, Mintz Levin, Washington D.C.*  
Clay Anselmo, *President & CEO, Reglera LLC*
- 2:45 Break
- 3:00 Keynote: Glenn Lurie, *President, Emerging Devices at AT&T Mobility*
- 3:45 Company Presentations – Moderated by Jeff Belk, *VP – Wireless Convergence, Wireless Life Sciences Alliances*
- 4:15 Closing Discussion: *What have we learned today?*  
Panelists: Joe Kvedar, M.D., *Partners HealthCare Center for Connected Health*  
Rick Cnossen, *President & Chairman of the Board, Continua Alliance*  
Jeff Belk, *VP – Wireless Convergence, Wireless-Life Sciences Alliance*
- 4:45 Networking Reception & Demos by Wireless Health Companies

## **Confirmed Demo Companies**

Telcare: [www.telcare.com](http://www.telcare.com)

Diversinet: [www.diversinet.com](http://www.diversinet.com)

Loadstar Sensors: [www.loadstarsensors.com](http://www.loadstarsensors.com)

Qualcomm: [www.qualcomm.com](http://www.qualcomm.com)

Myca: [www.myca.com](http://www.myca.com)

St. Jude Medical: [www.sjm.com](http://www.sjm.com)

Vignet: [www.vignetcorp.com](http://www.vignetcorp.com)

LNI: [www.lampreynetworks.com](http://www.lampreynetworks.com)

Fitsense: [www.fitsense.com](http://www.fitsense.com)

IBM: [www.ibm.com](http://www.ibm.com)

ANT+: [www.thisisant.com](http://www.thisisant.com)

## **About the Keynote Speakers**

### **Patrick Soon-Shiong, MD**

Dr. Soon-Shiong is the Executive Chairman and CEO of Abraxis Health. In 2006, he founded the National Coalition for Health Integration (NCHI) to create a national health network for the secure, national sharing of biomedical information. He was recently appointed Executive Director of the UCLA Wireless Health Institute, and is a Professor of Bioengineering and of Microbiology, Immunology, and Molecular Genetics at UCLA.

<http://www.wirelesshealth.ucla.edu/>      <http://www.nchiconnect.org/>

### **Glenn Lurie**

Mr. Lurie is President, Emerging Devices, Resale and Partnerships at AT&T Mobility, where he leads AT&T's strategic initiative to drive innovation that will bring wireless connectivity to new consumer electronics devices and applications. Mr. Lurie joined the former AT&T Wireless in 1990, and has held several sales, marketing and operation positions throughout his tenure.

<http://www.att.com/edo/>

## **About the Panelists and Moderators**

### **Clay Anselmo**

Clay Anselmo is President and CEO of Reglera, a regulatory compliance and quality assurance company serving clients in the medical device and tissue bank industry. Mr. Anselmo has over 20 years experience leading medical device companies through the regulatory process.

[www.reglera.com](http://www.reglera.com)

### **Jeff Belk**

Jeff Belk spent almost 14 years at Qualcomm, where prior to his departure in early 2008, he was SVP of strategy and market development. From 2000 until 2006, Mr. Belk was senior vice president, global marketing, leading a team responsible of all facets of the company's corporate messaging, communications, and marketing worldwide. In 1999-2000, Mr. Belk was SVP & GM of Qualcomm Eudora Products. Prior to Qualcomm, he spent ten years in the PC industry, primarily with Proxima Corporation, in distribution, product management, and international roles.

[www.wirelesslifesciencesalliance.org](http://www.wirelesslifesciencesalliance.org)

### **Susan Berson**

Susan Berson is a Managing Member of Mintz Levin's health law practice in their Washington, D.C. office. Ms. Berson's practice has focused on structuring and negotiating of various health care transactions, affiliations, mergers, acquisitions and contracts for such diverse clients as health care delivery networks, managed care organizations, vendors, suppliers, practice management companies, venture capital groups and investment banks, often focusing on state and federal regulatory issues. Ms. Berson has also served as General Counsel for the Public and Senior Markets Group of UnitedHealth Group.

[www.mintz.com](http://www.mintz.com)

### **Rick Cnossen**

Rick Cnossen is the president and chairman of the Board for the Continua Health Alliance. He is also a director of Personal Health Enabling for Intel's Digital Health Group with a focus on medical device interoperability standards. Additionally, he serves on the HITSP Board of Directors and is a participating member of the ISO/IEEE 11073 Personal Health Data WG, the HITSP Consumer Perspectives Technical Committee, the Health Level Seven (HL7) Structured Document Technical Committee, the USB Personal Health Device WG, and the Bluetooth Medical Device Profile WG.

[www.continuaalliance.org](http://www.continuaalliance.org)

### **David Inns**

David Inns is CEO of Jitterbug, providers of easy-to-use cell phones for the senior and boomer markets. Jitterbug's customers can subscribe to access to a Live Nurse and health information library, and the company recently announced that they will begin offering "wellness calls" as a free service to their customers beginning this month. Mr. Inns has over 20 years of experience in the telecom industry, having served in senior executive rolls at Bell Mobility and Bell Toronto before joining Jitterbug in 2006.

[www.jitterbug.com](http://www.jitterbug.com)

### **Ashok Kaul**

Ashok Kaul has over 25 years of global marketing, sales and product development experience in healthcare with both larger, Fortune 100 companies such as GE Medical, Abbott Labs, Medtronic MiniMed, and St. Jude Medical, as well as with start-up companies. He has specific expertise and experience in international markets, with a successful career in sales, marketing, business, and product development.

[www.wirelesslifesciences.org](http://www.wirelesslifesciences.org)

### **Joe Kvedar**

Joseph C. Kvedar, M.D., is the Founder and Director of the Center for Connected Health, applying communications technology and online resources to increase access and improve the delivery of quality medical services and patient care outside of the traditional medical setting. In his role with the Center for Connected Health, Dr. Kvedar launched the first physician-to-physician online consultation service in an academic setting. Dr. Kvedar is also a board-certified dermatologist and Associate Professor of Dermatology at Harvard Medical School. Dr. Kvedar is a past President and board member of the American Telemedicine Association (ATA). Dr. Kvedar is also Immediate Past Chair of the American Academy of Dermatology (AAD) Task Force on Telemedicine.

[www.connected-health.org](http://www.connected-health.org)

### **Rob McCray**

Rob has served as a partner in Triple Tree, an investment banking firm serving the healthcare and technology communities, as CEO of HealthCap, a successful venture backed physician services company, as seed investor and President/COO of Digital On-Demand, a retail services technology company, and as Managing Director of Caremark Physician Services. Previously, Rob served the healthcare industry for 15 years as a regulatory and transactional attorney and advisor.

[www.wirelesslifesciences.org](http://www.wirelesslifesciences.org)

### **Tom Watlington**

Tom Watlington, whose experience in the medical device industry spans 26 years, joined Sotera Wireless as Chief Executive Officer in February 2006. During that year he served a dual role as President of Naviscan Pet Systems, a medical imaging company, before transitioning to a full-time position with Sotera Wireless in January 2007. For ten years prior to joining Sotera Wireless, Mr. Watlington served as Senior Vice President of Commercial Operations and later as Executive Vice President and Chief Operating Officer of Biosite Incorporated, a leader in the field of medical diagnostics. In addition, he spent fourteen years at Boehringer Mannheim Corporation in various sales, marketing and strategic roles, including Vice President of Marketing for the Diabetes Care division.

[www.soterawireless.com](http://www.soterawireless.com)

### **Rod Williams**

Rod Williams is the Senior Vice President, Global Marketing at St. Jude Medical in their Cardiac Rhythm Management Division based in Sylmar, California. Rod has held various senior management assignments in commercial operations and strategic roles for world-class companies in the highly competitive MedTech sector. Rod has been involved in a number of organizations, ranging from large cap to small cap companies, boards and the investment community. He has built a solid business and leadership foundation through careers at J&J, General Electric, Baxter Healthcare, Bausch & Lomb and most recently St. Jude Medical.

[www.sjm.com](http://www.sjm.com)