



## Agenda:

**8:15 Registration**

**8:30 Introductions / Opening Remarks**

**8:45 Introduction to Hospitals**

Speaker: Jacqueline Murray, Marketing Strategist, DardenLentz

**9:30 Selling to Hospitals**

Fireside Chat Moderator: Jacqueline Murray

Speakers:

- Dr. Daniel Borison, President of Primus Consulting, CMO of AmeriWound, and a General Surgeon with Cleveland Surgical Associates
- Sara Ann MacKinlay, General Manager, Exsurco Medical
- Rehan Waheed, MD, Sr. Dir., Results Management Office, MetroHealth

**10:30 Break**

**10:45 Legal Limitations when Selling to Hospitals**

Speaker: Mark McAndrew, Taft Law

**11:15 Panel Discussion**

Moderator: Sara Ann MacKinlay, General Manager, Exsurco Medical

Speakers:

- Tito Santiago, Purchasing Manager, MetroHealth
- Mark McAndrew, Taft Law
- Don Hubbard, VP Sales & Marketing, Checkpoint Surgical
- Rehan Waheed, MD, Sr. Dir., Results Management Office, MetroHealth

**12:15 Closing Remarks**

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**DANIEL BORISON**

*President*

Primus Consulting

Dr. Borison practiced general surgery for 23 years during which time he held roles as Chief of Trauma and Chairman of the Department of Surgery at Hillcrest Hospital, one of the Cleveland Clinic's larger campuses. For the past three years he has served as the Chief Medical Officer at AmeriWound, which currently provides wound care services in nursing homes in six states and is expanding rapidly. Recently he founded Primus consulting which works with startups and early growth companies in the medical environment.

**DON HUBBARD**

*VP Sales & Marketing*

Checkpoint Surgical

Don is a graduate of University of Michigan with degrees in Political Science & Economics. Was VP of Sales and Marketing for PartsSource, Inc from 2002-2012, where he led sales growth from \$5 million to \$110 million. Received the DMSE Sales Executive of the Year Award for Northern Ohio in 2005 and 2010. VP of Operations for Agency Rent-A-Car and VP of Sales for Spirit Rent-A-Car Agency. Founding member Medical Growth Fund

**VIJAY IYER**

*Vice President*

BioEnterprise Corporation

Vijay Iyer leads business development efforts on the medical devices team. Iyer is an accomplished executive with over 25 years of diverse functional experience in the medical device industry, in small, medium and large companies, serving hospital, home and alternate care settings. His most recent role was with Philips Respironics, the Home Healthcare Solutions business of Philips Healthcare, where he managed early stage venture investments, internal and external, after he led corporate and business unit business development and strategy for over 15 years. Iyer spent the first decade of his career managing product and technology development in medical devices, including technical assessments and due diligence. Several patents, papers and presentations capture many of his key contributions. Iyer has a bachelor's degree in electrical engineering from the National Institute of Technology in India, a masters/doctoral degree in biomedical signal processing from the University of Cincinnati, and an executive MBA from Kennesaw State University.



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## **SARA ANN MACKINLAY**

*General Manager*

Exsurco Medical

As General Manager, Sara Ann leads all Operational and Commercial aspects of Exsurco Medical focusing on building Technical, Manufacturing, Quality and New Product Development capabilities to achieve long-term growth of the company. She joined Exsurco in late 2014 and has an extensive background as a healthcare executive with 25 years of experience in the Medical Device sector.

Prior to Exsurco, Sara Ann served as the Vice President of Clinical Therapies for Invacare Corporation, Vice President of Sales and Marketing in the Woundcare Division of Smith & Nephew Inc. and in Product and Marketing management at Ortho Clinical Diagnostics, a Johnson and Johnson Company. She earned a MSc. degree from Dalhousie University (Canada) and has spent her career developing high performing teams in Marketing, Sales, New Product Development and Clinical Operations with emphasis on the burn and wound care treatment settings. She has served on the board of the Sun Coast Hospital Foundation in Clearwater, FL and presently on the Board of Aatru Medical.

## **MARK MCANDREW**

*Partner*

Taft Law

Mark is a partner in the Business & Finance and Health & Life Sciences practice groups with Taft, Stettinius & Hollister. Mark works regularly with businesses, entrepreneurs and investors on a wide range of matters, including mergers and acquisitions, commercial transactions, regulatory compliance, technology agreements, and other general corporate matters. A particular emphasis of Mark's practice involves providing strategic legal and business advice to clients navigating complex transactional and regulatory health care issues.

Mark serves as outside counsel for a number of health care providers and health care services companies such as hospitals, physicians, pharmacies, and nursing homes, as well as drug and device manufacturers and health technology companies. As part of these activities, Mark also has counseled a number of nonprofit and tax-exempt organizations in various aspects of their organization, operation and on governance issues.

Mark has been recognized as an Ohio Super Lawyer, and was recently honored as a Leading Lawyer in health and life sciences matters by Cincy Magazine. He is a frequent speaker and author on health and life sciences issues and has been consulted (and quoted) on various health care issues by a number of publications and newspapers, including The New York Times, the Wall Street Journal, Forbes and Fortune.

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**JACQUELINE MURRAY**

*Marketing Strategist*

DardenLentz

Jacqueline Murray is a Marketing Strategist for DardenLentz, a B2B Marketing and Branding Agency focused on healthcare and technology. Jacqueline heads the firm's Ohio office which was established to support the region's bioscience industry. She has held senior positions with global marketing responsibilities for both diagnostic and medical device companies. Jacqueline holds a MSc. and MBA and combines her technical background with her business experience to assist clients with all aspects of marketing from early concept phase product development through product launch and marketing communications.

**TITO SANTIAGO**

*Purchasing Manager*

MetroHealth

Cleveland born and bred with an appreciation for diversity on every spectrum. Attended Cuyahoga Community College and Baldwin Wallace University. A part time job during freshman year in college at a local hospital working in their Storeroom sparked my interest and decision to expand and dedicate my career in Healthcare Supply Chain. In the following years explored all facets of Procurement inclusive of Contracting, Purchasing, Inventory and Distribution, also working for a regional GPO that provided a multi-faceted opportunity to my experience and knowledge base. Currently living in Lakewood Ohio with my partner and four dogs that complete the life I am enjoying.

**REHAN WAHEED**

*Senior Director, Results Management Office*

MetroHealth

Rehan Waheed, M.D. is the Senior Director of the Results Management Office (RMO) in the Department of Integration and Transformation (DoIT). He is also an Attending Physician in the Department of Internal Medicine and an Assistant Professor at Case Western Reserve University (CWRU) School of Medicine. Dr. Waheed is a Board certified Internal Medicine Physician with a Lean Six Sigma Black Belt, AMIA 10x10 Informatics certificate, and over 10 years of innovative work in medicine. Dr. Waheed has previously worked as a consultant with Better Health Partnership leading large region-wide process improvements, attending physician at the Louis Stokes VA Cleveland Medical center, and researcher at MetroHealth System. He has presented his innovative work at both national and international conferences and most recently published in American Journal of Managed Care (AJMC).