

Agenda:

8:15 Registration

8:30 Introductions / Opening Remarks

8:45 Commercialization Planning for Medical Products

Speaker: Jacqueline Murray, Marketing Strategist, DardenLentz

9:15 Developing a Robust Claims Strategy

Fireside Chat Moderator: Jacqueline Murray

Speakers:

- Marilyn Denegre-Rumbin, Director of Payor-Reimbursement Strategy, Cardinal Health
- Don Hubbard, VP Sales & Marketing, Checkpoint Surgical
- Stephanie Harrington, Chief Executive Officer, Matrix Medical Devices

10:15 Break

10:30 Effective Branding and Marketing Strategies

Speaker: Jacqueline Murray, Marketing Strategist, DardenLentz

10:15 Break

11:00 Sales Organization Strategies

Speaker: Don Hubbard, VP Sales & Marketing, Checkpoint Surgical

11:30 Panel Discussion

Moderator: Vijay Iyer, Vice President, BioEnterprise

Speakers:

- Julia Darden, Branding Director, DardenLentz
- Marilyn Denegre-Rumbin, Director of Payor-Reimbursement Strategy, Cardinal Health
- Stephanie Harrington, Chief Executive Officer, Matrix Medical Devices
- Don Hubbard, VP Sales & Marketing, Checkpoint Surgical
- Peter Kleinhenz, Venture Partner, Spaght Ventures and Managing Director, CID Capital

12:30 Closing Remarks

JULIA DARDEN

Branding Director

DardenLentz

Julia Darden is the Branding Strategist for DardenLentz, a B2B marketing and branding agency focused on healthcare and technology, and she is the firm's managing partner. Over the past 30 years she has played critical roles in product launches for GE Healthcare, Quest Diagnostics, Bard Biopsy, and many emerging firms in the diagnostics, medical device and healthcare informatics industries. Julia is passionate about building memorable brands that connect emotionally with customers.

MARILYN DENEGRE-RUMBIN, JD, MBA

Director, Payor & Reimbursement Strategy

Cardinal Health

Marilyn has over 25 years' experience in the healthcare arena, from hospital administration, practice management, healthcare contracting and network development, spearheading Reimbursement and Payer strategy initiatives, in addition to consulting in pharmacy, medical devices, durable medical equipment, and emerging technologies.

She utilizes extensive management skills nationally providing consulting, project management, process improvement. Specialized in the areas in health care focused on reimbursement and product commercialization services that strategize on opportunities to leverage the life cycle of medical technologies. Successful with obtaining medical policy, payer initiatives and beta projects for economic analysis for product adoption.

Currently considered to be the "subject expert" on Health Policy, Payor and Reimbursement strategy for Cardinal Health. Responsible for education, resources, analytics for strategy on health policy, health economics, reimbursement, market access and payer strategy.

Marilyn is a graduate from the University of Bridgeport with a Bachelor of Science in Legal Administration, leveraging her higher education with dual degree(s) JD/MBA. Marilyn served several years as a Law Clerk with the Milford Superior Court and then directed her efforts to healthcare business and contract law.

STEPHANIE A.S. HARRINGTON

Chief Executive Officer

Matrix Medical Devices

Stephanie Harrington has 20 years of experience in the medical device industry with expertise in regulatory affairs, quality systems, clinical studies, and product development and commercialization. She currently serves as CEO of Matrix Medical Devices, providing consulting services in these expertise areas.

Prior to Matrix, Harrington served as COO of Frantz Medical Development Ltd., responsible for Regulatory and Quality, R&D, and Production of multiple product lines. Harrington has also served as VP and Chief Regulatory Officer at Imalux Corporation and Director, R&D at STERIS.

Harrington earned a M.S., Chemical Engineering from Stanford University and holds a B.S., Chemical Engineering from the University of Maryland.

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.

PETER KLEINHENZ

Venture Partner, Spaght Ventures

Managing Director, CID Capital

Peter Kleinhenz, has been actively involved in the life sciences sector as a professional investor, entrepreneur, or consultant for over 25 years. For the past 15 years he has been venture capitalist focusing on investments in medical devices, diagnostics, and healthcare services companies. He has served, in board or advisory roles with numerous

companies which include: SurgiQuest, Inc. (acquired by ConMed, Inc.), Cayenne Medical, Inc. (acquired by Zimmer Biomet), QIS, Inc., (sold to Abeam Consulting), Renal Solutions, Inc. (acquired by Fresenius Medical Care, AG), EKOS Corporation (acquired by BTG International), Atlantis Components, Inc. (acquired by Astra Tech AB) and RedPath Integrated Pathology, Inc., (acquired by PDI, Inc.)

Previous to his work as a venture capitalist Peter served as Vice President of Commercialization—Life Sciences for Battelle Memorial Institute leading start-ups formation and partnership development. He was CEO of Progenics Inc., a product development and manufacturing company for leading edge surgical products. Peter was a senior executive of Neoprobe Corporation a biotech and medical device company focused on cancer detection and therapy. In addition, Peter has a consulting practice focused on strategic planning, capital formation, and corporate partnerships with life science companies.

He is a board member of Ohio's life science organization BioOhio serving as Chairman in 2010. Peter is a co-founder and board member of the MidAmerica Healthcare Investment Network and the founder of the MidAmerica Healthcare Investment Forum. He serves on Nationwide Children's Commercialization committee.

Peter received an MBA from Case Western Reserve University, a bachelor's degree from Loyola University of Chicago, and is a Certified Public Accountant (inactive status) in Ohio.

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.

KAREN SPILIZEWSKI

Vice President

BioEnterprise

Karen Spilizewski is a leader of BioEnterprise's medical device team and is also a Vice President with RiverVest Ventures. She brings nearly 20 years of experience in new product development and business development in medical and non-medical technologies. Spilizewski worked as a business development manager at Avery Dennison and in product development roles ranging from research manager to associate. She was responsible for conducting marketing, financial, technical, and competitive analyses of new opportunities for microelectronic, biomedical, optical display, and MEMs applications. In product development roles, she has developed and commercialized products for various medical devices, including wound care, diagnostics, surgical, and electromedical applications. Spilizewski

received her MBA, M.S. in Macromolecular Science and a B.S. degree in Biomedical Engineering from Case Western Reserve.