



# REGISTRATION

[WWW.SURGINVENT.COM](http://WWW.SURGINVENT.COM)

APRIL 7-8, 2011

ATLANTA, GA

 MALIZIA CLINIC<sup>®</sup>

 Georgia Institute  
of Technology



## 2ND ANNUAL

# SURGICAL INVENTION CONVENTION

2-day Course for Urologists, Gynecologists, Colorectal and General Surgeons  
and Biomedical Engineers Interested in Learning How to Take an Idea from  
Conception to Commercialization.

## COURSE INFORMATION

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### COURSE DESCRIPTION

The diagnosis and management of many medical conditions and disorders has changed dramatically with the introduction of varying technologies and patients have benefitted greatly from these improvements. While many physicians have ideas for new inventions or modifications to existing devices and instruments, most do not know how to translate the idea into a reality. This course will provide the information necessary to develop a successful invention. The multidisciplinary faculty has been assembled to instruct the participant on transforming an idea into a finished product.

### TARGET AUDIENCE

This course is designed specifically for urologists, gynecologists, colorectal and general surgeons and biomedical engineers, and those interested in learning how to take an idea from conception to commercialization.

### STATEMENT OF NEED

Urologists, gynecologists, colorectal and general surgeons and others identify needs to aid in surgical procedures and improve patient care. This course will provide instruction about the process, design and development of a medical device, instrument or product.

### EDUCATIONAL OBJECTIVES

1. Identify marketplace and patient care needs and translate to medical device improvements
2. Demonstrate how to develop and document an idea
3. Define Intellectual Property research techniques and review the patent application process
4. Describe the legal process: invention disclosure, provisional patent filing, international Patent Convention Treaty application
5. Compare and assess methods of development and funding
6. Illustrate the engineering process and prototype development
7. Recognize regulatory and reimbursement requirements, including device classes 510(k) pathway and CMS regulations and requirements

## CONFERENCE ORGANIZERS

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The **Malizia Clinic** is a 501(c)(3) non-profit medical clinic founded to champion medical excellence and define the best health care model for the 21st century. The Malizia Clinic delivers the highest possible medical and surgical care for routine as well as complex urologic conditions, trains experienced surgeons in advanced diagnostic and surgical procedures, conducts clinical research and designs surgical devices and instruments.



The **Translational Research Institute for Biomedical Engineering and Science (TRIBES)** at Georgia Tech provides a bridge between research and commercialization for early design and development of biomedical technologies and products for diagnosis, treatment and sustainability to benefit patients and health care professionals in the health care system.

# COURSE FACULTY | KEYNOTE SPEAKER

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## COURSE DIRECTORS

### L. Franklin Bost, MBA, IDSA

Wallace H. Coulter Department of Biomedical Engineering  
Georgia Institute of Technology & Emory University

### Anthony A. Malizia, Jr., MD

President and Clinic Director  
Malizia Clinic

## KEYNOTE SPEAKER

### Edward M. Copeland, MD

Distinguished Professor of Surgery  
University of Florida Department of Surgery

Chairman of the Board of Governors  
of the American College of Surgeons

### Howard M. Jenkins

Chairman of the Executive Committee, Publix Supermarkets  
Chairman of the Board, Malizia Clinic

## FACULTY

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### Barbara D. Boyan, PhD

Executive Director, TRIBES  
Georgia Institute of Technology

### Brittanny Boyer

Research Associate  
Malizia Clinic

### Robert Bozeman

General Partner  
Eastlake Ventures

### Maureen Carroll

Principal  
Creature, LLC

### Julie Turner Collins

Director  
Georgia FAST Program

### Richard A. Hillstead, PhD, FAHA

Managing Partner  
Peach Seed Capital

### Martin Jacobson

Design Instructor  
Georgia Institute of Technology

### Patrick Kelly, PhD

Partner  
Ballard Sphar, LLP

### Russell Kroll

Founding Partner  
Formation Design Group

### Mark P. McJunkin

Design Instructor  
Georgia Institute of Technology

### Alan Minsk, JD

Partner & Practice Leader of the Food & Drug Team  
Arnall Golden Gregory LLP

### Raymond W. Pak, MD, PharmD

Urologic, Laparoscopic & Robotic Surgeon  
Malizia Clinic

### Stacy Williams Shuker, PhD

Director  
Center of Innovation for Life Sciences

### Douglas Spear, JD

Partner  
Nelson Mullins

### Brian VanHiel

Principal Engineer  
Enginuity Works

### Sanford B. Weinberg, PhD

Principal  
TAMM Net, Inc.

### William Warren, JD, MBA

Biotechnology and Life Sciences Team  
Intellectual Property Practice  
Sutherland LLP

### Jaime Wong, MD, FRCSC

Urologic, Laparoscopic & Robotic Surgeon  
Malizia Clinic

# GENERAL INFORMATION

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## LOCATION

All Surgical Invention Convention sessions and events take place at the Georgia Tech Hotel and Conference Center, located in Midtown Atlanta on the edge of the Georgia Tech campus.

*Georgia Tech Hotel and Conference Center  
800 Spring Street  
Atlanta, GA 30308  
Main Hotel: 404.347.9440  
Reservations: 866.396.1375*



## HOTEL ACCOMMODATIONS

The Georgia Tech Hotel and Conference Center is the official hotel of the Invention Convention. A special conference rate of \$122 a night is being offered to attendees. Please make your reservations before March 7, 2011 to secure this conference rate.

Attendees can access the Invention Convention reservations by visiting [www.surginvent.com](http://www.surginvent.com) or at the hotel website [www.gatechhotel.com](http://www.gatechhotel.com).

Group password:  
*sic0411* (lower-case letters only)

## DISCLOSURE STATEMENT

Information about relationships of presenters with commercial interests (if any) will be disclosed at the conference. The faculty is expected to disclose to the program audience any real or appropriate conflict(s) of interest with the content of their presentation(s). The intent of this disclosure is not to prevent faculty with relevant financial relationships from presenting, but rather to provide members of the audience with information on which they can make their own judgments.

## ONLINE REGISTRATION PREFERRED

Visit our secure website to submit online registration.

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





# PROGRAM SCHEDULE | TOPICS

THURSDAY, APRIL 7, 2011

12:00 – 1:00 PM | REGISTRATION

1:00 – 1:15 PM | WELCOME

Welcome & Opening Remarks  
Anthony Malizia

1:15 – 2:00 PM | FRANKLIN BOST

## BRINGING DEFINITION TO YOUR CONCEPT

Functional, Performance, Cost/Price,  
User Requirements  
Franklin Bost  
Research and Composition For Project Brief  
Brittanny Boyer

2:00 – 2:45 PM | RUSSELL KROLL

## GROUNDING YOUR IDEA IN RESEARCH

Competitive Research and Alternative Products  
Information Obtaining User “Customer” Input  
Russell Kroll  
Patent Research – Techniques for  
Internet Investigation  
Brittanny Boyer

2:45 – 3:00 PM | BREAK WITH EXHIBITORS

3:00 – 3:30 PM | FRANKLIN BOST

## BUILDING ON THE PROJECT BRIEF

Concept Development & Evaluation  
Maureen Carroll  
Engineering Considerations in  
Device Development  
Brian VanHiel

3:30 – 4:30 PM | WILLIAM WARREN

## DOCUMENTING YOUR IDEA FOR DISCLOSURE

Properly Documenting Design Ideas & Concepts  
Mark McJunkin  
Drawing & Annotation Techniques Workshop  
Mark McJunkin  
Martin Jacobson

4:30 – 5:00 PM | MAUREEN CARROLL

## EXPLORING YOUR PROTOTYPE OPTIONS

Rapid Prototyping, Proof-of-Concept Prototypes  
& How to Use Outside Resources  
Brian VanHiel

5:00 – 5:30 PM

## PROGRAM HIGHLIGHTS AND Q&A

Anthony Malizia  
Franklin Bost

6:00 – 8:00 PM | RECEPTION

G T HOTEL AND CONFERENCE CENTER



# PROGRAM SCHEDULE | TOPICS



FRIDAY, APRIL 8, 2011

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7:00 – 8:00 AM | REGISTRATION

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8:00 – 8:35 AM | WELCOME

*Welcome & Opening Remarks*  
**Anthony Malizia**

*Review of Invention Development Process*  
**Jaime Wong**

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8:35 – 9:15 AM |

*The Road To Medical Device Development  
& Commercialization*  
**Franklin Bost**

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9:15 – 10:15 AM | RAYMOND PAK

**SAFEGUARDING YOUR INTELLECTUAL  
PROPERTY**

*What To Do Before Discussing Your  
Idea With Industry*  
**Patrick Kelly**

*Overview of US Patent Application  
& Filing Processes*

*International Patents Overview*  
**William Warren**

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10:15 – 10:45 AM | BREAK WITH EXHIBITORS

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10:45 – 11:05 AM | KEYNOTE SPEAKER

*Medical Innovations Over The Past 25 Years*  
**Edward M. Copeland, III, MD, FACS**

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11:15 – 12:00 PM | RAYMOND PAK

**NAVIGATING REGULATORY PATHWAYS**

*FDA Product Classes & Advisory Panels*  
**Alan Minsk**

*510(k) Process & Proposed Process Changes*  
**Sanford Weinberg**

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12:00 – 12:45 PM | BUFFET LUNCH

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1:00 – 1:20 PM | KEYNOTE SPEAKER

*Using Ideas From Customers, Clients or Patients*  
**Howard M. Jenkins**

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1:30 – 2:30 PM | BARBARA BOYAN

**IT'S ALL ABOUT THE MONEY**

*Early Stage Funding Options  
Your Money, Friends, Family & Foundations*  
**Stacy Shuker**

*Government & University Research Grants*  
**Barbara Boyan**

*Small Business Innovation Research  
(SBIR) Grants*  
**Julie Collins**

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2:30 – 3:00 PM | BREAK WITH EXHIBITORS

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3:00 – 4:00 PM | RICHARD HILLSTEAD

**INSIDER INFO AND OTHER THINGS YOU  
NEED TO KNOW**

*What Early Investors Seek in Start-Ups*  
**Robert Bozeman**

*Development Incubators*  
**Richard Hillstead**

*Non-Disclosure / Confidentiality Agreements  
Development Of Licenses*  
**Douglas Spear**

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4:00 – 4:30 PM

**PROGRAM HIGHLIGHTS AND Q&A**

**Anthony Malizia**  
**Franklin Bost**

# COURSE REGISTRATION FORM

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## REGISTER ONLINE AT [www.surginvent.com](http://www.surginvent.com)

PLEASE PRINT ALL INFORMATION CLEARLY IN BLOCK LETTERS AND NUMBERS.

### CONTACT ADDRESS

DR  MR  MISS  MRS  MS

NAME (FIRST MIDDLE LAST)

ADDRESS 1

ADDRESS 2

CITY

STATE

ZIP

AFFILIATION (UNIVERSITY, COMPANY, ETC.)

ATTENDEE EMAIL

PLEASE SUPPLY YOUR EMAIL ADDRESS TO RECEIVE A CONFIRMATION LETTER. WRITTEN CONFIRMATION WILL NOT BE MAILED. MAKE SURE YOUR EMAIL ADDRESS IS CLEARLY WRITTEN.

PLEASE INDICATE WHICH PORTIONS OF THE CONFERENCE YOU PLAN TO ATTEND

THE "BASICS" SESSION ON APRIL 7, 2011 FROM 1:00 PM - 5:00 PM

RECEPTION ON APRIL 7, 2011 FROM 6:00 PM - 8:00 PM

CONFERENCE ON APRIL 8, 2011 FROM 7:00 AM - 4:30 PM

REGISTRATION	BEFORE MARCH 7 (EARLY BIRD)	AFTER MARCH 7 (STANDARD)
ATTENDEE	\$350	\$450
RESIDENTS/FELLOWS	\$250	\$300

### CREDIT CARD PAYMENT

CARD NUMBER

AMOUNT TO CHARGE: \$

VISA

MASTER CARD

AMERICAN EXPRESS

NAME ON CARD (PLEASE PRINT)

EXP DATE

AUTHORIZATION TO CHARGE (SIGNATURE)

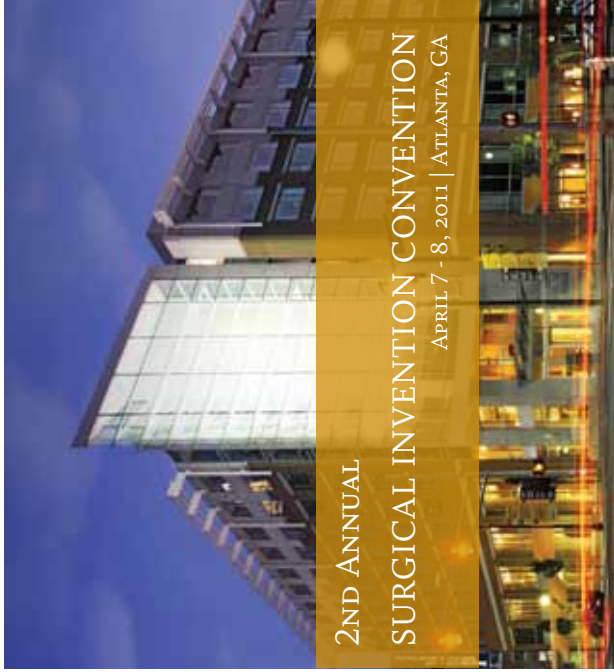
EMAIL

*On-site registrants will incur an additional \$50 charge and will receive a receipt by email in 1-2 weeks.*



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