Future Challenges in Healthcare

Jeffrey N. Hausfeld M.D., M.B.A.

December 2, 2011
Future Challenges in Healthcare

- Changes in health care seem external to our practices:
  - Complex reimbursement schemes for services
  - 7,000 services in 89 regions = 623,000 different prices
  - Increasing regulations on a state and federal level
  - Existing overwhelming malpractice crisis
  - Massive information technology changes
  - The increasing size and consolidation of medical practices and corporate structures
- Healthcare Reform Bill
PricewaterhouseCoopers’
Health Research Institute
Medical cost trends for 2011
The biggest inflators for 2011 are:

- Spurred by stimulus funding that begins in 2011 and Medicare penalties that begin in 2015, hospitals will invest billions of dollars into certified electronic health record (EHR) systems: Healthcare CIOs surveyed by PwC said they will make their largest investments to meet the new EHR regulations in 2011.
• Federal government will spend $36 billion between 2011 and 2015 on incentives for hospitals and physicians to purchase health IT. To get the incentives, hospitals must invest in interoperable electronic health record (EHR) systems. They also have to demonstrate “meaningful use,” a set of criteria aimed at enabling significant and measurable improvements in population health through the effective use of clinical information systems.

• EHRs are expected to save costs; one estimate is that physician practices with EHRs experience a 10% drop in revenues because of less service duplication. In the face of health reform, continued squeeze on reimbursements and the increased need for capital related to such things as IT modernization, a new and significant wave of provider consolidations is underway.
What the future looks like

• Aspects of the health reform bill are encouraging much closer alignment of physicians and hospitals. Bundled payments and accountable-care organizations, both of which include incentives to share payment among doctors and hospitals, create shared risk and shared savings on Medicare payments for groups that can coordinate inpatient, outpatient and physician services.
Five Ways to Cut Overhead Without Layoffs

• Shop smarter for supplies – Group Purchasing Agreement for Volume Discounts.
• Scrutinize Service Contracts – cleaning, phone, internet, copier, bank, credit card, etc.
• Outlaw Overtime – must be approved by administrator or physician!
• Reduce Staff Hours- Offer flexible scheduling, keep office open same business hours
• Review Facility Costs and/or Rent Out Extra Space – Downsize or Sublet?
Alternative Revenue Streams

Bioentrepreneurship/Entrepreneurship

1. Intellectual Property should be established and protected
2. Set Milestones; proof of concept, human experience, clinical data, regulatory approval, sales
3. Always keep your next fund-raising in mind
4. Success depends on finding a niche, funding, and regulatory approval.
5. Diversification into other products and services.
6. www.sopenet.org
# FMS Homepage

## Welcome to FMS Financial Solutions

FMS Financial Solutions is a professional financial services company that achieves industry-leading results through a combination of the latest industry technology, proprietary methodology, and a well-trained, competent staff. Our services support large and small organizations and individuals, as well as associations. We know that in a competitive landscape, outsourcing the collection of debt can mean the difference between high fixed administrative costs and the recapturing of profit to improve your bottom line. Let us reach back to help your business move forward.

### Client/Creditor Services:

<table>
<thead>
<tr>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
</tr>
<tr>
<td>Multi-Family/Real Estate</td>
</tr>
<tr>
<td>Commercial/Retail</td>
</tr>
<tr>
<td>Criminal Background Check</td>
</tr>
<tr>
<td>Debt Acquisition</td>
</tr>
</tbody>
</table>

### Our Technology:

FMS Financial Solutions utilizes the latest in web technology and security to offer both Clients and Debtors easy management of all of their collections needs.

## Testimonials:

- Homing Brothers, Inc.
  
  "...we have experienced the best collection results we’ve ever seen, averaging 42 percent.

---

## Contact FMS

- 8503 Ivy Lane, Suite 310
  - Greenbelt, MD 20770
  - Phone: (800) 468-7877
  - E-mail: Click Here
Services: Criminal Background Investigations

FMS offers comprehensive criminal and credit background investigations used by medical practices for confidence in hiring professional staff.

Criminal Background Investigations

Financial protection begins with knowing your employees before they have access to company data, financial records or other sensitive information. FMS Financial Solutions offers reliable, comprehensive background investigations to assist your business in making informed hiring choices. The menu of services includes, but is not limited to: educational degrees, employment verification and reference checks, legal actions brought against an individual and/or criminal history, driving records, credit history, social security number verification, professional licenses.

FMS Criminal Background Investigation Advantages:

Confidence in Hiring Decisions:
In today's society, employers have difficulty in determining the integrity and truthfulness of the information provided by prospective employees based solely on the application submitted.

Confidence in Securing Vital Information:
Identity theft and computer fraud have become the reality in today's business environment. Many businesses employ workers who have access to your customers confidential information.

Convenience:
At FMS we have developed proprietary, secure, easy to use technology to allow our clients the ability to request and receive criminal background investigations online.

Testimonials:
Dreyfuss Brothers, Inc.
"...we have been extremely pleased with their collection results and professional level of service."
Our receivables are out of control! Why do I feel like we’re throwing our money away?

Please Discard Uncollected Receivables!
Client Technology

FMS Financial Solutions offers a comprehensive set of online tools for all of their Clients. Upon registering on the website and becoming a Client, you will gain access to the following features:

- 24/7 access to Create and Manage accounts for FMS Financial Solutions to collect.
- Submit Debtors electronically either through Custom Reports or individually through a user-friendly process.
- Customize your collection efforts for your entire portfolio or for individual debtors.
- Create and Update your profile so that FMS Financial Solutions can keep in constant contact with you.
- View detailed statistics and reports of your active accounts.
- Communicate online directly with your Account Representative regarding individual debtors.
- Take advantage of our Debt Aquisition and Criminal Background Check services.
- Dedication to keeping your information and transactions secure via the latest web security technologies.
- Offer your Debtors the ease of online payment via FMS Financial Solutions Debtor tools (Click Here for Details).

Not a Client of FMS Financial Solutions yet? Click Here to become one!
Electronic Submission of Debt Portfolio

CSV Technology Example

```
| First Name, Last Name, SSN, DOB, Debt Amount, Street1, Street2, City, State, Zip Code, Phone |
|-------------------------------------------------|----------------------------------------------------------|
| Patrick, McCarriar, 123121234, 1/1/2004, 1750, 17219 Emerson Dr, apt 101, Silver Spring, MD, 20905, 4107077871 |
| Jawad, Madanat, 234232345, 2/2/2005, 1800, 123 Test St, suite 123, Greenbelt, VA, 20770, 1231231234 |
| Iad, Madanat, 345343456, 3/3/2006, 1850, 123 Test Ave, Suite 345, Rockville, DC, 12345, 2342342345 |
```
INVESTMENT MEMORANDUM:
Memory Care Communities of Illinois, L.L.C.

PRESENTED BY:

Jeffrey N. Hausfeld M.D., M.B.A
Potomac Healthcare Advisory Group
April 2009
Facing the Facts
The elderly segment of the population is the fastest growing segment of the US. population on a percentage basis. 1 in 10 Americans over age 65 and almost half of Americans over 85 have Alzheimer’s disease. The odds of developing Alzheimer’s or a related dementia double every five years after age 65.
There are currently more than 5.1 million Americans with Alzheimer’s, more than double of that in 1980, with over 210,000 living in the State of Illinois. As baby boomers age, this number is set to triple in little more than a generation.

The cost of Alzheimer’s disease is over $100 billion in the U.S., making it the most expensive disease after heart disease and cancer. • There is no cure for Alzheimer’s Disease or memory loss caused by aging (for every dollar the government spends on treatment, it devotes less than a penny toward research), so the focus of memory care is treatment of the symptoms and helping residents experience quality of life by stimulating the senses.
XCOIL Approvals & Product Reimbursement

NexGen Medical Systems, Inc.

1050 NASA Blvd
Melbourne, FL 32901
(321) 728-0126
nexgenmedsystem.com
## XCOIL Clinical Thrombectomy Applications

<table>
<thead>
<tr>
<th>CLINICAL APPLICATION</th>
<th>REGULATORY</th>
<th>REIMBURSEMENT</th>
<th>LAUNCH</th>
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</thead>
<tbody>
<tr>
<td>Peripheral Arterial Thrombosis</td>
<td>FDA 510(k) cleared</td>
<td>DRG 237 ($24,202)</td>
<td>3Q’11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DRG 238 ($17,169)</td>
<td></td>
</tr>
<tr>
<td>Hemodialysis Graft Thrombosis</td>
<td>FDA 510(k) cleared</td>
<td>DRG 252 ($14,839)</td>
<td>3Q’11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DRG 253 ($12,132)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DRG 254 ($9,032)</td>
<td></td>
</tr>
<tr>
<td>Arterio-Venous Fistula</td>
<td>FDA 510(k) cleared</td>
<td>DRG 252, 253, 254</td>
<td>3Q’11</td>
</tr>
<tr>
<td>Deep Vein Thrombosis</td>
<td>FDA 510(k) application filed</td>
<td>DRG 237, 238</td>
<td>2Q’12</td>
</tr>
<tr>
<td></td>
<td>4Q’10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ischemic Stroke</td>
<td>IDE to be filed 3Q’11</td>
<td>DRG-1 ($23,000)</td>
<td>3Q’12</td>
</tr>
</tbody>
</table>
About the Company

- 2011 spin-out from NexGen Medical Systems, Inc. to accelerate focused development of neurological assets
- Experienced management → three prior successful med-tech exits
- Focus on large neurosurgery markets
- Lead product: EViTAR™ NTr → $500M+ traumatic brain injury market
- Rich pipeline of device products that address (1) hydrocephalus, (2) brain Tumors, and (3) neurodegenerative disorders
- 1 FDA-cleared device with 4 more approvals expected in 2011-12
- Exclusive IP portfolio & small-scale manufacturing in place
The **EViTAR™ Technology Platform** Addresses Multiple Clinical Applications

- **EViTAR™ NTr** - Traumatic Brain Injury
- **EViTAR™ Cytometer** - Parkinson’s disease
- **EViTAR™ FlowMeter** - Hydrocephalus
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- **EViTAR™ FlowMeter** - Hydrocephalus
- **EViTAR™ Multicoil** - Seizures, Neurodegenerative disorders
- **EViTAR™-I** (FDA 510(k) cleared)
- **EViTAR™-II (Implantable)** – Tumors, Seizures, Neurodegenerative disorders
<table>
<thead>
<tr>
<th>Product - Clinical Use</th>
<th>Limitations of Current Devices</th>
<th>NexGen’s Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EViTAR™ NTr</strong> - Monitoring &amp; treatment of traumatic brain injury</td>
<td>Multiple intracranial probes requiring multiple burr holes ↑intracranial hemorrhage &amp; infection risks</td>
<td>Single multi-lumen catheter device &amp; one burr hole for TBI monitoring &amp; therapy with ↓risks &amp; costs</td>
</tr>
<tr>
<td><strong>EViTAR™ FlowMeter</strong> - Active monitoring of CSF shunts in hydrocephalus patients</td>
<td>NO warning of CSF shunt blockage before onset of symptoms. Invasive, risky, costly procedures</td>
<td>Non-invasive, real-time remote monitoring ↓complications, costs &amp; hospital readmissions</td>
</tr>
<tr>
<td><strong>EViTAR™ Neurocatheters</strong> Targeted intracranial therapeutics for treatment of neurological diseases</td>
<td>Imprecise placement Inaccurate dosing Traumatic tissue damage</td>
<td>Precise placement Highly accurate CED dosing Minimally traumatic</td>
</tr>
</tbody>
</table>
**EViTAR™ NTr**

- **Objective.** Develop single multi-lumen, catheter-based device to replace multiple probes/ multiple burr holes approach now used for treatment & monitoring of TBI
- **Technical Specifications.** NexGen has partnered with Ocean Optics & FISO to provide a totally fiber optic based platform:
  - Intracranial pressure monitoring
  - Controllable catheter ports for CSF drainage
  - Controllable catheter ports for drug delivery
  - Monitoring of physiologic parameters
    - $P_{O_2}$, pH, EEG, temperature, lactate
  - High-resolution tissue imaging (MRI) compatible

The Current Standard


The Future Standard
**Representative Competing Technologies**

*EViTAR™ NTr: A Better, Safer and Less Expensive Solution*

<table>
<thead>
<tr>
<th>Product (Company)</th>
<th>ICP</th>
<th>pO2</th>
<th>Temperature</th>
<th>Blood Flow</th>
<th>Tissue Metabolism</th>
<th>CSF Drainage &amp; Drug Delivery</th>
<th>Estimated Cost* (per procedure)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EViTAR™ NTr (NexGen)</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>$4,500</td>
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<tr>
<td>Licox (Integra)</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>&gt;$5,000</td>
</tr>
<tr>
<td>Camino (Integra)</td>
<td>✔️</td>
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<td>✔️</td>
<td></td>
<td>✔️</td>
<td>&gt;$5,000</td>
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<tr>
<td>Optronix (Oxford)</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td>&gt;$5,000</td>
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<tr>
<td>Codman ICP Monitoring System (Codman)</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>~$1,500</td>
</tr>
</tbody>
</table>
Target Market #2: Hydrocephalus

- **Hydrocephalus:** Pressure from excess cerebrospinal fluid (CSF) in the brain
- **U.S. Prevalence** → 700K-1M newborns to seniors, lifelong condition
- **Treatment Standard** → Implanted shunts to drain CSF
  - ~40K shunt operations in U.S. per year
  - Average procedure cost in U.S. = $35,816
  - Frequent failures / occlusions lead to high downstream costs to monitoring and management
Commercialization Flowchart for Medical Devices

- Design Finalization – Q3 ‘11
- Biocompatibility – Q4 ‘11
- Verification / Validation – Q4 ‘11
- Preclinical Studies – Q4 ‘11
- Clinical Studies – Q1 ‘12
- FDA 510(k) Filing – Q3 ‘12
- FDA Approval – Q4 ‘12
- Premarketing Evaluation – Q4 ‘12
- Product Launch – Q1 ‘13
Hydrocephalus
The Problem of Shunt Failures / Occlusions

• High Rate of Shunt Failures
  ▫ 40-50% failure rate in first 2 years
  ▫ Small % with many procedures / months in hospital annually

• Current approach to detecting shunt failure
  ▫ Recurrence of clinical symptoms / Imaging
  ▫ Invasive monitoring with a needle through scalp into shunt valve housing (“shunt tap”)

• The unmet need: Non-invasive way to externally monitor shunt performance and blockage *before* onset of clinical symptoms → Reduce $$$ and unnecessary hospitalizations
EViTAR™ FlowMeter
Early, Non-invasive Diagnosis of CSF Shunt Blockage

- **Market Ready:** Implantable microfluidic pressure sensor works with existing shunts
- **Convenient:**
  - NO power source required
  - Data gathered by patient at will by waving a remote sensor over head where device is implanted
  - Telemetric transmission of information to physician
  - Historic shunt performance becomes integral part of patients’ medical records
- **Precise and Accurate:**
  - Time-stamped pressure and flow information tracked
- **Potential to improve outcomes:**
  - Avoid exposure to unnecessary and risky procedures
  - Fewer hospitalizations
  - Lowered costs
Target Market #3: Direct Intracranial Therapeutics: Convection-Enhanced Delivery

- Millions of Americans suffer from major neurological conditions such as:
  - Parkinson’s disease (1M)
  - Epilepsy (2.5M)
  - Alzheimer’s disease (5M)
  - Stroke (5M)
  - Malignant brain tumors (130K)

- Blood-brain barrier restricts entry into brain tissue of most intravenously and orally administered drugs

- Direct intracranial delivery circumvents BBB and enables delivery of drugs, biologics, and cells close to target receptors

- However, current delivery devices (basic needles and catheters) have multiple deficiencies
EViTAR™-I Neurocatheter

- FDA 510(k) cleared for “the injection of material into, or the removal of material from, the brain during intracranial procedures”
- “Material” includes small molecules, biologics, stem cells, gene-based medicines
- Patented double lumen, coaxial, multiport design addresses technical deficiencies of current catheters
**EViTAR™ Neurocatheters**

- Solves major problems of current catheters:
  - Highly **precise placement** (MR compatible)
  - **Safe and accurate dosing** (virtually eliminates reflux and air bubbles)
  - **Convection-enhanced delivery** (low, steady infusion pressure delivers payload to target tissue in much shorter time than conventional diffusion-based delivery)

- **1st P.O.** for **EViTAR™-I Neurocatheters** (from NIH) received September 2010

- Implantable **EViTAR™-II**, “for chronic repeat administrations” on target for 510(k) clearance and market launch 2012
**EViTAR™ Neurocatheters**

Commercialization Strategy

- **Goal:** position *EViTAR™*-I/II Neurocatheters as delivery devices of choice for delivery of intracranial therapeutics
- **Initial market:** leading neurosurgical centers and clinical and pre-clinical investigators, driven by word-of-mouth and presentations / publications by key opinion leaders
- **As site-directed brain therapies come online,** the market for NexGen delivery system expected to grow quickly
- **Planned studies using *EViTAR™* I Neurocatheter include:**
  - Targeted fusion protein in pediatric patients with glioma
  - Small molecule for patients with Parkinson’s disease or epilepsy
  - Stem cells in monkeys for Huntington’s and other neurodegenerative diseases
  - Gene via viral vector to activate a chemotherapeutic in patients with glioblastoma
## Commercialization Plan - **EViTAR™** Lead Products

<table>
<thead>
<tr>
<th>PRODUCT &amp; CLINICAL APPLICATION</th>
<th>REGULATORY STATUS</th>
<th>REIMBURSEMENT</th>
<th>COMMERCIAL LAUNCH</th>
</tr>
</thead>
</table>
| **EViTAR™ NTr**  
Traumatic Brain Injury | FDA 510(k) filing  
2H 2012 | DRG / CPT codes approved | 2013 |
| **EViTAR™ Flowmeter**  
Hydrocephalus | FDA 510(k) filing  
1H 2012 | DRG / CPT codes approved | 2013 |
| **EViTAR™ Neurocatheter**  
Brain tumors, Parkinson’s disease | FDA 510(k) cleared | DRG / CPT codes approved | Ongoing |
| **EViTAR™ Implantable Neurocatheter**  
Brain tumors, Parkinson’s disease | FDA 510(k) filing  
4Q’11 | DRG / CPT codes approved | 2012 |
| **EViTAR™ Cytometer**  
Stroke, Parkinson’s disease | FDA 510(k) filing  
2012 | DRG / CPT codes approved | 2013 |
Accomplishments to Date

Team
- Assembled experienced med-tech management team
- Market relevant advisory team

IP
- 6 Patents, 5 Patents Pending
- 7 Licensing and research collaborations
- 20+ Peer-reviewed Publications

Regulatory
- 1 - FDA 510(k) cleared product
- Ongoing clinical studies in brain cancer & Parkinson’s disease by leading neurosurgeons
Key Milestones

2011
- Clinical R&D
- Launch 1st product

2012
- File 4 510Ks
- Launch 2nd product

2013
- Sales Growth
- Launch two additional products

2014
- Positive Cash Flow
AccuStrata, Inc
Deal Room Email: accustrata.inc@activeangellinvestorsnetwork.angelgroups.net

One Line Pitch: We offer a patented control system that manages at the sub-micron level and in real time the thin film production process, increasing yields.

Business Summary: We are developing patented technology for intelligent control of manufacturing yields in thin film industry. It's a novel and disruptive technology with large market. This technology gives manufacturers the ability to control their production processes in real time and quickly redesign where the process drifts off target. Not only are rejects reduced but this technology also enables efficient mass manufacturing of new generation products.

Management: The CEO Dr. Atanasoff is well known in the optical industry as innovator and manager. He has developed this technology for more than 20 years and patented it in 2003. Dr. Marc Epstein is an entrepreneur and manager of startup companies. Mark Wolf has MSc from MIT, was CEO of AmberWave and Tyco. He will become full time CEO after funding. Jim Baker was VP, COO and fundraiser for S5 Wireless, Alereon. Each person has over 20 years experience.

Customer Problem: The thin film manufacturing industry experiences over $30 billion loss per year due to manufacturing rejects. Moreover, next generation products experience even greater losses for the same reason.

Product/Services: Our patented optical control technology manages in real time the production process and thus yields. It is based on installing new optical sensors without disrupting the existing process. We monitor, control and correct the product on the fly to meet the specification. We sell miniature control systems and software licenses. Our control is non-invasive and has many applications. It improves yield without changing the technology in use.

Target Market: The thin film market is over $320 Billion in 2007: solar cells, semiconductors, optics and nanotechnology. There are over 15,000 thin film manufacturing machines in the world with approximately 4,500 new sold every year. Our target is each of these machines. The addressable market is over $1 Billion in 2009. These estimations do not include DoD and space and medical applications.

Customers: First customers: Solyndra, HelioVolt, Miasole, Stion, OptiSolar
Next: Optical companies: Coming, CVI Lasers, Newport, Coherent
Next: Texas Inst, Int, Nat, Semicond, LD, Toshiba

Last: AMAT, KLAC

Competitors: Competition in the thin film control market is diverse: KLA-Tencor, Nanometrics, Woollam, Leybold Optics, Rudolph Technologies. The competition in solar market: SOPRA, Horiba, k-Space, ITN ES. However, most of these competitors are also potential customers since, no other company offers miniaturizations, portability and intelligent software with learning ability so advanced as AccuStrata.

Competitive Advantage: US patents #6,879,744 and #7,345,765 (and others pending) are owned by us and are very hard to overcome. In-situ thin film metrology for solar cells requires very specific skills. We have proprietary know-how.

<table>
<thead>
<tr>
<th>AccuStrata, Inc</th>
<th>Financials* ($)</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tr>
<td>387 Technology Drive, Suite 1100 University of Maryland TAP</td>
<td>Revenues</td>
<td>0</td>
<td>0</td>
<td>1,512</td>
<td>9,176</td>
<td>26,663</td>
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<tr>
<td></td>
<td>Expenditures</td>
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<td>1,183</td>
<td>3,933</td>
<td>7,976</td>
<td>16,945</td>
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<td></td>
<td>Net</td>
<td>(166)</td>
<td>(1,183)</td>
<td>(2,421)</td>
<td>1,201</td>
<td>9,718</td>
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</table>

* In Thousands (000) in USD - US Dollar

Powered by Angelsoft. Submitted to Active Angel Investors Network on 7/1/08
Members-Value Propositions

• **Physician Entrepreneurs**—SoPE intends to offer practical support programs to all types of physician entrepreneurs within 3 main healthcare educational tracks:
  
  – **Devices, Drugs and Diagnostics** — traditional market segment of items utilized by healthcare providers in patient care or marketed direct to research institutions or the consumer.
  
  – **Medical Services** — broad market segment of products and services that address in some way the cost, efficiency, quality, availability or outcomes of some aspect of healthcare.
  
  – **Healthcare IT and Telemedicine Products and Services**

• The support programs will be designed to serve the needs of physician entrepreneurs for information, concept evaluation and assessment, early stage financing and the full range of support services involved in commercializing innovation. In addition, SoPE will provide physician entrepreneurs with the opportunity to network with their peers and others involved in the innovation commercialization process locally, nationally and internationally.
Other Stakeholders-Value Propositions

- **Medical Device and Pharmaceutical firms (Devices and Drugs) and High Tech companies (Medically Related Products and Services)** -- SoPE intends to involve these companies in programs which will provide them with access to new ideas and prospective future employees, physician feedback and opinion, potential acquisitions, and a forum to share their requirements and rules of engagement.

- **Service Support Organizations** -- SoPE intends to involve service support organizations in programs which will serve as a marketing forum for them to make physician entrepreneurs aware of their capabilities.

- **Investors** -- SoPE intends to establish connections with early stage investment funds and engage VC's and other later stage investors in programs which will make them aware of investment opportunities and educate physician entrepreneurs about investors' areas of interest and expectations, as well as the associated risks.

- **Private Economic Development and Government Agencies** -- SoPE intends to partner with local, regional and federal agencies and not-for-profits responsible for growing and regulating healthcare innovation.
October 6, 2011 Meeting at Medical Society of Northern Virginia Headquarters
7927 Jones Branch Drive, Suite 3150
McLean, VA 22101

The Northern Virginia/ DC/ Maryland Regional Chapter of SoPE Presents:
“Insights, Innovation and Investing in a Changing Healthcare Paradigm”

6:30 – 7 PM Networking and refreshments
7- 8 PM Presentations

Jim Blakely – EVP of Society of Physician Entrepreneurs- Welcome Remarks
Jeff Hausfeld – Cofounding Board Member and SoPE Treasurer- Building a local Chapter that Fulfills our Constituents’ Needs
Toni Herbert - Partner Patton Boggs LLP- "What Every Investigator Should Know about IP in Biotechnology and Medical Device Start-ups"
Participation & Support Opportunities

We are a young and growing organization with a great value proposition for stakeholders in healthcare innovation and improvement.

We need your involvement and support to be successful:

• Become a member and participate in member events and social networking venues.
• Partner in SoPE educational and networking events.
• Sponsor an Innovation Scholar Program for a medical specialty.
• Provide corporate support for SoPE and targeted SoPE events.
• Contribute to the tax exempt SoPE Foundation.
“May you live in interesting times, and always be eager to learn.”
According to James Thurber...

“In times of change, the learners shall inherit the earth while the learned will be beautifully equipped for a world that no longer exists.”
For Further Information Contact

Treasurer and Founding Member:
Jeffrey N. Hausfeld M.D., M.B.A.
jhausfeldmd@SoPEnet.net

OR

President & CEO:
Arlen Meyers M.D., M.B.A.
CEO@SoPEnet.net

OR

Executive Vice President & COO:
Jim Blakely
EVP@SoPEnet.net

SoPE Tel#/FAX: (703) 879-7711
www.SoPEnet.org
PRAYER IS THE BEST WAY TO MEET THE LORD
“TRESPASSING IS FASTER”
I am a bomb technician. If you see me running, try to keep up.