

Penn Surgical Innovation and Entrepreneurship Conference

Saturday, September 24th, 2011

3730 Walnut Street, Huntsman Hall Room F85

Wharton School - 8:00 am – 2:00 pm

Device innovation has driven surgical progress at an increasingly rapid pace in the last two decades. New products, both big and small, from fixation devices to staplers to endovascular grafts to robots, have made surgical procedures faster, more precise, and safer. Although an integral part of the surgical world, innovation and entrepreneurship have not traditionally been considered part of the mainstream surgical skill set. Routinely students, residents, and practicing surgeons think about ways to handle surgical problems or perform procedures better. Unfortunately only a small fraction of these innovative ideas translate into new technologies and commercial products. This is partly because surgeons do not understand how to develop ideas into prototypes and companies and marketable products. The PENN Surgical Innovation and Entrepreneurship Conference aims to introduce potential surgical innovators in medicine, engineering, and business to the practical knowledge necessary to translate innovative ideas into successful products, yielding substantial rewards both to themselves and to future generations of surgeons, and most importantly, to patients. The hurdles that stand in the way of device innovation are not substantial and this course will teach participants how to navigate the process from innovation to successful production.

Speakers Include:



Thomas Fogarty



Katherine J. Kuchenbecker



John Nash



Jeffrey Solomon



John S. Swartley

8:00 REGISTRATION

8:15 INTRODUCTORY REMARKS

Daniel T. Dempsey, M.D.
Chief, Gastrointestinal Surgery
Assistant Director, PeriOperative Services

8:30 JOHN NASH, P.E.

Vice President of New Technology and Co-Founder
Kensey Nash Corporation
"Surgical Innovation – Capturing the Idea"

9:00 JOHN S. SWARTLEY, MBA, Ph.D.

Deputy Executive Director, Penn Center of Technology
Transfer and Head of New Ventures Group
"How to Protect Your Idea"

9:30 KATHERINE J. KUCHENBECKER, Ph.D.

Assistant Professor
Mechanical Engineering and Applied Mechanics
University of Pennsylvania
"Collaborating with Engineers"

10:00 BREAK - Coffee/refreshments

10:30 JEFFREY SOLOMON, M.D.

Assistant Professor
Wharton Healthcare Management Department
President, Infiniti Medical
"Starting a Business: Why, When, and How"

11:00 THOMAS FOGARTY, M.D.

Founder, Fogarty Institute for Innovation
"Development & Future of Medical Technology- Where?"

11:45 ROUND TABLE DISCUSSION with Physician Entrepreneurs

Moderator: Andrew Fox, M.D., MBA
Chairman and CEO Wadsworth Medical

12:30 LUNCH

1:00 CLOSING REMARKS

REGISTRATION FEE (includes lunch): \$50.00

Students and Trainees free with ID (PENN & non-PENN)

Contact Mary Hamburg at mary.hamburg@uphs.upenn.edu to register