

### Greetings!

Happy New Year! We hope 2016 brings you much happiness and success. The SBAA leadership is excited to serve you in the upcoming year - read on for a letter from the president about our upcoming initiatives.

### Upcoming Biodesign Community Events

#### **RCT VENTURES RECEPTION | MONDAY, JANUARY 11**

##### **Urban Tavern Cheval Room, Hilton Union Square**

Biodesign Alumni are cordially invited to attend this reception to be held at this week's JP Morgan Healthcare conference. It will be an opportunity to meet with biomedical technology entrepreneurs and investors, including members of RCT's staff. Cocktails and light appetizers will be served.

Please RSVP to Donna Mencinger [mencinger@rctech.com]

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### General Announcements

#### **LETTER FROM THE PRESIDENT**

Happy New Year! Hopefully everyone has recovered from the holiday break and is off to a great start in 2016. The beginning of the new year is a perfect opportunity to reflect on the accomplishments of past year and plan for the year ahead.

2015 was a busy year for the SBAA. Per usual we had a fantastic lineup of events that included the top movers and shakers of medtech. Highlights included Tableside Chats with Milt McColl of Gauss Surgical and Lisa Earnhardt and Dana Mead of Intersect ENT and the Consumer MedTech and Neurotech panels. In case you weren't able to make it to one, you can always read the associated blog post. In addition to the events, we also launched several formal initiatives which we will continue to focus on into 2016

#### **Women in Biodesign**

In order to encourage more women to participate in Biodesign, SBAA has partnered with Medtech Women. SBAA invited Medtech Women to several events in 2015 to encourage networking and awareness of the Biodesign program. SBAA encouraged members of Medtech Women to apply for the fellowship and offered application assistance and guidance to the members that did. Moving forward in 2016 we will continue to strengthen the relationship with Medtech Women and will work with Biodesign to begin advertising the Fellowship earlier in the year and target other specific groups, societies and organizations with higher concentrations of women. If you would like to participate in this effort, please reach out to the SBAA leadership team.

#### **Service**

Service is one of the three major tenets of SBAA. Historically it has been interpreted as giving back to Biodesign which our alumni continued to do in 2015. Biodesign asked the alumni group to recommend any strong candidates to apply to the fellowship. This request paid off as 7 of the candidates who made it to final interviews for the 2016/2017 Fellowship were directly recommended by alumni. The alumni also continued to help with screening fellowship applications, meeting with applicants during the interview process, pairing up with current fellows as alumni mentors and more. Thank you all who donated your time to help give back to Biodesign. In addition to service to Biodesign, we also looked to explore other opportunities for service including reaching out to the broader medtech community and geographical community as well. In 2016 we continue to explore the concept of Service, and as always we welcome any thoughts and ideas you might have.

#### **Membership Engagement**

Membership Engagement is perhaps our most important initiative. SBAA is your association and the leadership team is eager to hear your thoughts and ideas for how we can better serve our membership. One of the most common requests that we hear is coming up with better ways to keep the group connected. In 2015 we rolled out our very own SBAA mobile app, that can be downloaded for free in the app store [[Apple](#) or [Android](#)]. If you haven't seen it yet please check it out. It has a growing list of features including a community message board, instant messaging to other members, links to events, etc.

We will be rolling out another offering later this year that we are very excited

about, but we will need your help to make it a success. Biodesign is undergoing a process of building an extensive internal database on all of its alumni including field of expertise, current positions, etc. You will be receiving a survey in the coming weeks. **Please fill it out!!** SBAA will work with Biodesign to curate this information into a useful database that all members will have exclusive access to.

2015 was a great year, but I am extremely excited for the year ahead. The SBAA leadership team is doing an amazing job, and there are a ton of cool events and ideas in the pipeline. Looking forward to catching up with you all in 2016. In the meantime, if you have any questions, ideas or suggestions, please reach out to us...or better yet post it on the message board in the app!!

**Brandon Felkins** ['10-'11 Fellow]  
SBAA President

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## Fellowship Notes

The fellows are off on their externships this month! Externships include: Longitude Capital, GE Ventures, Action Potential Venture Capital, IDEO, HeartFlow, Element Science, Procept, and NC7.

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## New Biodesign Blog Posts

### **ACCESSCLOSURE - FROM EXTINCTION TO DISTINCTION**

by **Shriram Raghunathan**

posted January 10, 2016

On Monday, November 19th, Biodesign Alumni got to hear one of the most incredible turnaround stories in medtech history when Fred Khosravi, John Buckley, Greg Casciaro and Hank Plain shared the story of AccessClosure. Brought back from the brink several times (once after chance encounter in a department store checkout line) this story has the makings of a Hollywood cliffhanger and left the audience in awe.

[Read More](#)

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## Policy Changes that Affect You

### **MEDICAL DEVICE TAX SUSPENDED FOR 2 YEARS**

On Friday, December 18th, President Obama signed a nearly \$2 trillion dollar spending package that included provisions to suspend the Medical Device Tax through 2017.

[Read More](#)

### **FDA LISTS PLANNED GUIDANCE TOPICS FOR 2016**

The FDA has released the list of final and draft guidance topics that it will address in 2016. Take a look and see if these updates will affect your development plan.

[Read More](#)

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## Alumni SPOTLIGHT | Evan Anderson ['03-'04]

Our third alumni spotlight features the first president of the Biodesign Alumni Association, **Evan Anderson** ['03-'04 Fellow], whose tireless efforts helped make our organization into what it is today!



**Current Location:** Redwood City, California

**Current Position:** CEO, Luma Therapeutics

**Time in Current Position:** 1 year

**What are you working on?** Luma Therapeutics makes light therapy systems for the 40M people in the US with inflammatory skin disease. [\[Read more about the personal story behind the founding of Luma\]](#)

**Position held directly following Biodesign:** Fellow at FDA, then Advanced R&D Engineer at Guidant Cardiac Surgery

**Most important thing you got out of Biodesign:** Connections to like minded people.

**Biodesign principles that you still find useful in your current job:** The ability to operate in a white space and feel comfortable with a lot of unknowns has been important for me at my startup. Practice putting together business plans and provisional patents and understanding how to listen for the truth behind

what a clinician says her needs are is also useful.

**The fields you are currently excited about:** In terms of innovation I am excited about, I believe that the first fully robotic surgery (not human controlled) will take place in the next 7 years and that it will revolutionize surgery over the next 20. It's fun to think about what else could be fully automated (dentistry, wound care, dermatology, etc) but I am more interested in the move to quality metrics being tied to reimbursement and the move away from the pay for procedure healthcare model over the next 5-8 years. A lot of people are interested in "digital health," but the I believe the focus should be on business model innovation. If technology allows you to disrupt the business of healthcare, go for it.

**Advice for new Biodesign grads:** Stay away from reimbursement risk. It's a back loaded risk that is nearly impossible to mitigate for a small company, even if you have great data. Anecdotally, CMS decisions I've seen made around new coverage and payment are nearly universally bad for small companies and a lot of large companies as well. Also, I believe that the hockey stick revenue model that is still chased after by medical devices startups is pretty much dead. My [blog post on sales 3 years ago](#) probably underestimates the challenges companies have ramping medical device sales these days. Therefore, I think that product and market developmental cost efficiency is the key.

**Personal Notes:** My wife and I live in Redwood City and have a very happy boy named Xavier Raymond (or X-Ray for short) who is 16 months old. His first word was "Hi" and his favorite activity is to yell that out the window to people walking by our house. My wife is a post-doc at Stanford doing sleep research and has an active private psychology practice ([www.katekaplanphd.com](http://www.katekaplanphd.com) if you suffer from sleep issues!). We're both wine fanatics and try to spend our vacations tasting wine somewhere in the world new to us. I highly recommend visiting the Jura in France. For more recommendations, you can read more about our wine focused honeymoon here: <http://kakerawine.com/honeymoon-adventures-on-the-wine-route/>.

#### **Got Announcements?**

Want to publish something in the *next* Biodesign Alumni Monthly Newsletter? Please email [btangy@stanford.edu](mailto:btangy@stanford.edu) with announcements and / or activities of interest. The deadline for submission will be one week before publication (the last Monday of every month). This month's deadline? **January 25th!**

**Got Feedback?** Let us know how we can make this newsletter better! Just hit 'reply' and send in your thoughts!

#### **Until Next Month!**

##### **The Biodesign Alumni Board**

Brandon Felkins, President

Holly Rockweiler, Secretary

Katie Olson, Treasurer

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Justin Williams

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