

## Greetings!

Happy November! It's the month of thanks, so we wanted to take the opportunity to thank **you** for your engagement, contributions, and service that help the Stanford Biodesign Alumni Association achieve its mission.

This month, we are debuting a new section - dedicated to **you**, our alumni! It's called **The Alumni Spotlight**. Every month, we'll feature an alum and let you know what they've been up to. We'll start from the first year and work our way up. We hope you enjoy, and we'd love to know who you'd like to hear from in this segment!

And... it's not *all* about you... Did you notice that last month we debuted a **Service Corner** section? We hope you'll take the time to give us feedback on whether you're interested in hearing more about these opportunities to give back to the community. There's also an opportunity to help the current fellows via the **Alumni Company Road Show**. Read on to find out more!

## Upcoming Alumni Events

### **CANDIDATE INTERVIEW NIGHT | THURSDAY, NOVEMBER 12**

**6:30-8:30pm | Gravity Bistro & Wine Bar, Palo Alto**

Remember the excitement of your interview day? Help the candidates calm their nerves at the interview night, and help Biodesign evaluate potential incoming fellows. RSVP to Brandon [brandonfelkins55@gmail.com].

### **SF HAPPY HOUR | TUESDAY, NOVEMBER 17**

**6:30-8:30pm | Southern Pacific Brewing, 620 Treat Ave**

Tired of everything happening on the Peninsula? Tired of sponsored, structured events with speakers? Just plain tired? Head out for a low-key catch-up with fellow SF alums to commiserate and re-invigorate over a beer (or two...).

### **BIODESIGN BIG GAME TAILGATE | SATURDAY, NOVEMBER 21**

**TBD | Avery 6 Picnic Area, Stanford University**

Join us as we co-host the third annual Biodesign tailgate party! This year the event will be FREE to all alumni and faculty, so don't miss it! This a family-friendly event with plenty of food, drink, and space for little Cardinal fans to run around!

[Event Details & Sign Up](#)

### **BIODESIGN HOLIDAY CELEBRATION | SUNDAY, DECEMBER 13**

**1:00-4:00pm | The lovely home of Tom & Susie Krummel**

It's officially holiday season, so mark your calendars for one of the best traditions of the year! This is a can't-miss event - a great opportunity to catch up with alumni and faculty over melted brie and sticky toffee pudding. RSVP via the evite that should be in your inboxes!

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## Upcoming Biodesign Community Events

### **EXPONENTIAL MEDICINE | MONDAY-THURSDAY, NOVEMBER 9-12**

**Hotel Del Coronado, San Diego**

Exponential Medicine (formerly "FutureMed") is a unique cross-disciplinary program exploring the convergence of technology and the future of healthcare. The program includes 60+ world class faculty, 50+ startups, talks, workshops, demos and more. **Biodesign Alumni can bypass the application process and have \$1000 off registration with discount code: BIODESIGN.** Startups can also present & pitch in the innovation lab.

[Event Details & Sign Up](#)

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## General Announcements

### **ALUMNI COMPANY ROAD SHOW**

Are you working on a company that came out of Biodesign? Do you have war stories of what it took to keep the project alive? Do you like happy hours? If so, the current Biodesign fellows are interested in visiting your office to see first-hand what it looks like to take a project forward. You supply the location and a tour of your company, they bring the beer. Simple as that. This new format for interaction between fellows and alumni is a bit of a prototype but we are hoping it will give the fellows a better perspective of an entrepreneur's life post-

fellowship. If you are interested in volunteering your place of work for a visit please contact Justin at [jhuelman@stanford.edu](mailto:jhuelman@stanford.edu).

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## New Biodesign Blog Posts

### TWO SIDES OF THE SAME INTERSECT ENT

by Justin Huelman

posted November 1, 2015

You don't have to look far to find stories of the tension that can form between a CEO and their investors. What doesn't always get as much attention as these dramatic tales, however, are the stories where each role finds their complement in the other, providing the stability that allows a startup to fight through a sea of obstacles and ultimately achieve success. At a recent SBAA tableside chat, Biodesign alumni had the opportunity to sit down and hear firsthand of one such supportive partnership between Intersect ENT's CEO Lisa Earnhardt and lead investor Dana Mead of KPCB. They shared with us both the highs and lows that brought Intersect ENT from an early-stage startup all the way to achieving an increasingly rare medtech IPO.

[Read More](#)

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## Service Corner

### TECHBRIDGE | INSPIRING GIRLS TO CHANGE THE WORLD

Techbridge is a bay area non-profit which aims to inspire girls to discover a passion for **technology**, **science** and **engineering**. Through hands-on learning, they empower the next generation of **innovators** and **leaders**.

Girls in their after-school programs learn every week about science, technology, and engineering. Techbridge is looking for female STEM role models to bridge the gap between their fun classroom projects and the real world.

Contact Holly ([hrock@stanford.edu](mailto:hrock@stanford.edu)) for more information on how you can help with only a few hours of your time. You can present in the classroom or host a group of girls at your office (.....field trip!!!!).

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## Policy Changes that Affect You

### CMS RELEASES NEW UTILIZATION & PAYMENT DATA

As a part of their ongoing efforts to provide greater transparency around Medicare data, the Centers for Medicare and Medicaid Services (CMS) recently released new data sets for medical equipment and supplies as a part of the Provider Utilization and Payment files.

[Read More](#)

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## Alumni SPOTLIGHT | Asha Nayak ['01-'02]

Our very first alumni spotlight features **Asha Nayak** ['01-'02 Fellow], who recently wowed in front of 20,000 live attendees and hundreds of thousands more online viewers at Oracle OpenWorld 2015 (Yeah, you read that right. No biggie. 40k+ eyes on you? No problem - *slayed* it!)



**Current Location:** South Bay, California

**Current Position:** Global Medical Director / Chief Medical Officer - Intel Corporation

**Time in Current Position:** 3 years

**What are you working on?** I lead Intel's healthcare investment strategy and work closely with Intel Capital to secure investments and partnerships that can accelerate our objectives in Healthcare. I am Clinical Lead on most health-related projects at Intel, providing medical and business strategic guidance to internal programs spanning global consumer health to enterprise Big Data. Over the past 14 months, I've also led (as co-Principal Investigator) 4 Clinical Studies in the areas of cardiology and oncology that demonstrate the value of new Intel technologies.

**Position held directly following Biodesign:** Senior Principal Medical & Scientific Advisor to Medtronic

**Most important thing you got out of Biodesign:** Hands-on education and deep relationships that led to great opportunities.

**Biodesign principles that you still find useful in your current job:** Intense discipline in focusing on a clear unmet need. I learned in Biodesign to "start with an unmet need". I've found that in reality, businesses often have a technology or other asset that they want to leverage in new areas, and business opportunities most commonly start with a "technology in search of a need". While not ideal, this is ok --- so long as teams are disciplined about making sure there is an unmet need, that they understand it deeply, and address it completely with their solution.

**The fields you are currently excited about:** The use of genomic and consumer-generated health data in clinical workstreams; population insights driving individual care decisions and actions. [e.g. see [Oracle OpenWorld Keynote](#), 10/25/2015, starting at minute 33:00]

**Advice for new Biodesign grads:** (a) Especially in the first few years after Biodesign, focus on roles where you can shine with your current skillset, but that also expose you to major growth opportunities. Try always to work with A+ people in whatever you do; people who are at the top of their game and open enough to learn from. (b) Know and aim for what you desire from career and life; often what makes you truly happy is different from what others around you are working towards.

**Personal Notes:** Outside of work, I deeply enjoy time with my family and friends, exploring new places, listening to (especially live) music, and dancing! As new parents, we're discovering the many amazing things there are to do in the Bay Area with a toddler. And best of all, I'm enjoying seeing the world through the fresh, curious eyes of my little son.

#### **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? **November 30th!**

**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**

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