

## **PRE-MEETING WORKSHOPS - Wednesday, October 6, 2010**

8:00am - 5:00pm

### **Industry-Academia-Clinician Collaboration for Medical Innovation: Reinventing the Wheel**

**Additional Registration:** *BMES Member - \$199 Non-member - \$249*

The workshop will be organized as a full-day panel with six to eight key opinion leaders from industry, academia and clinical medicine (IAC). Each panelist will present a 20 minute talk. The speakers will present several case studies of IAC relationships that work(ed) and then answer questions from the audience on how to overcome their current challenges. Some examples of the specific topics to be covered are: intellectual property protection and sharing, prototype design and execution, and patent licensing/company formation. An area of focus for this workshop will be the experienced and anticipated implications of new conflict of interest measures which may result in significant limitation of clinician's involvement in the development process.

For more information, contact: Gabi Gruionu - ggruionu@iupui.edu or (928) 863- 8764

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8:00am - 2:30pm

### **BME Council of Chairs Educational Workshop**

**Additional Registration:** *BMES Member - \$199 Non-member - \$249*

Historically there has been a great deal of interest in the biomedical engineering education community in developing consensus on what the content of undergraduate curricula should look like. This interest has been largely motivated by the concern that industry does not appreciate what a B.S. graduate of a biomedical engineering program can do for them. There is continued frustration in some segments of the community that in spite numerous educational summit meetings and workshops over the past decade that this problem still persists. This workshop will take a different approach to addressing this problem. Rather than addressing the topical content of the curriculum, which typically limits discussion to the lowest levels of Bloom's taxonomy, this workshop will focus on the educational outcomes for undergraduate biomedical engineering programs. These outcomes generally emphasize the higher levels of Bloom's taxonomy that are more easily translated into language that industry can relate to. To help facilitate this process, workshop participants will include industry representatives from a broad spectrum of companies that employ biomedical engineers. The workshop will concentrate on examining the integration of life and engineering sciences within the curriculum in the following areas to develop statements of outcomes the participants believe should be demonstrated by all graduates of B.S. biomedical engineering programs:

1. Laboratories: conducting experiments, developing experimental protocols and analyzing/interpreting data
2. Problem solving: identifying, formulating and solving
3. Modeling: applying knowledge of mathematics, applying knowledge of life sciences and utilizing computational tools

For more information, contact: Paul J. Benkeser - pbenkeser@gatech.edu or (404) 634-9560

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1:00pm - 5:00pm

### **Entrepreneurship, a Career in Biomedical Engineering**

**Additional Registration:** *BMES Member - \$99 Non-member - \$149*

This workshop is designed for undergraduates and graduates of biomedical engineering (BME) to start preparing their entrepreneurial career. Practicing engineers wanting to apply their knowledge and innovations to the delivery of safe and effective healthcare will find this short course useful. The passage of the Health Reform Act by the Congress is a call for the nation to deal with the crashing cost of health care to Americans. The biomedical engineering profession should take the lead in coming up with devices and medicines that are cost/effective to the delivery of good health to the people of the world. This task is put in perspective by this textbook "Biomedical Engineering Entrepreneurship" for the registrants not only to learn the special challenges and opportunities in BME entrepreneurship but also the ways to grow into successful BME entrepreneurs. The textbook divides the development of the entrepreneurship is into three phases: Assessing, Launching and Building-up. The workshop will present the strategies for the registrants to learn more about three topics associated with the Assessing Phase: Evaluating Your Entrepreneurship, Establishing Your Venture Invention and Researching the Market for Your Invention. The workshop will have a panel discussion to introduce BME entrepreneurship, especially on the growth of the medical device industry, and to examine the growth of BME entrepreneurship and the investment to be made by BME entrepreneurs. In brief, the topics covered are:

- a. Introducing BME
- b. Evaluating Your Entrepreneurship
- c. Establishing your Venture Invention
- d. Researching the Market for your Invention
- e. Growth and investment in BME entrepreneurship
- f. Questions and Answers.

For more information, contact: Jen-shih Lee - JL@globalmonitors.com or (858) 759-9581