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# MedVestors

## "Brainstorming the Neuro Market"

*A prime venue for showcasing new medical device technologies,  
promoting the partnering of emerging companies with the  
investment community*

**Bretton Woods**

**December 6<sup>th</sup>, 2007**

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### **Sponsored By:**

**John L. Cleary, II**

**Sonnenschein Nath & Rosenthal, LLP**



### **Presented by:**

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# Schedule of Events for “Brainstorming the Neuro Market”

7:30-8:00 A.M.

**BREAKFAST\*\*\*\*\***

**Introduction by John Cleary – Sonnenschein, Nath & Rosenthal, LLP**

8:00-8:30 A.M.

**KEYNOTE ADDRESS:**

**“Neuro From Head to Toe” Cindy Lander, PhD**

8:35-8:50 A.M.

**Vertos Medical – Dr. Richard Johnson**

Founded in 2004, *Vertos Medical, Inc.* is an innovative device company that has designed a novel procedure to treat the millions of Americans who suffer from lumbar spinal stenosis (LSS), a condition that causes debilitating back and leg pain.

Developed together with a leading radiologist from Houston-based MD Anderson, Minimally Invasive Lumbar Decompression, or **MILD™**, is a simple yet unique procedure that relieves spinal stenosis by reducing the thickness of the ligament and lamina causing compression. Early clinical use of **MILD™** has yielded impressive results, with LSS patients experiencing marked improvement in pain and mobility. This procedure, which has already received prompt FDA clearance for sale, requires use of patented and proprietary medical devices created by *Vertos Medical*.

Current therapeutic options for patients with LSS are limited. Conservative treatments, such as analgesics and anti-inflammatory drugs, provide only minimal relief, while invasive surgical procedures are associated with several drawbacks, including high morbidity, significant cost, prolonged recovery and rehabilitation, and destabilization of the spine.

8:55-9:25 A.M.

**\*\*\*\*\*BREAK\*\*\*\*\***

9:25-9:55 A.M.

**KEYNOTE ADDRESS: “Conflicts of Interest: Legal Ramifications of Physician Investing”**

**– Susan Rosenbaum- Zukerman Gore & Brandeis, LLP**

As a corporate lawyer and investment banker for 30 years, Ms. Rosenbaum has traveled the U.S., Canada, Mexico, Asia, Europe and Latin America, visited hundreds of businesses, observed and assessed their operations, and been involved in a multitude of diverse industries. Her

clients have spanned the manufacturing, distribution, agricultural, real estate, retail, securities, service, technology, health care and non-profit sectors.

Ms. Rosenbaum's background includes initiating and closing mergers, acquisitions and venture capital transactions, equity and debt financings, private placements, joint ventures, strategic partnerships, roll-ups, exchange offers, public offerings, turnarounds and restructurings, licensing and franchising. For a few years, she served as chief counsel and advisor in New Jersey to a group of privately-held family businesses, chaired by a prominent international industrialist, with diverse global interests in manufacturing, promotional services, real estate and philanthropy.

Having initiated and closed the first mergers, acquisitions and venture capital transactions in the natural products industry, Ms. Rosenbaum was elected to the board of directors of Arrowhead Mills and Frontier Herbs and was general counsel to Albert's Organics, the largest distributor of organic produce in North America. She chaired the first international franchise conference in Shanghai, completed the first public roll up of Wendy's fast food restaurants in the U.S. and was a board member of the resulting Fast Food Systems, performed international work for Subway's and was an officer of Transmedia Network, the premier discount dining card business in the U.S. She also represented Hambro International Venture Fund on a number of their investments.

10:00-10:15 A.M. **Exscribe, Inc. – Richard McCormick**

Located in the Lehigh Valley, Exscribe, Inc., develops and delivers technology solutions that collect and manage protected health information. The company's Electronic Medical Records (EMR) software and compliance solutions enable physicians and healthcare providers to increase revenues and protect their practice, while improving the overall quality of life for both patients and physicians.

Exscribe's market focus is the \$400M Orthopaedic related practices market. The company's solutions: (1) Improve clinical documentation while increasing physician revenue (up to \$60k per physician, per year). (2) Reduce overhead costs and workflow inefficiencies associated with using and maintaining paper based medical charting systems. (3) Mitigate risks associated with complying with government mandated rules and regulations.

Installed in over 45 Orthopaedic practices nationwide, the company's flagship product, E-Record EMR is a state of the art EMR that can be deployed in a client/server or hosted environment. E-Record EMR allow physicians to personalize the system to reflect their distinctive workflows,

while benefiting from an extensive list of EMR functions, including over 1000 Orthopaedic specific documentation templates, complete electronic health record and flexible data entry.

10:20-10:35 A.M

**Dynamed – Joe Blumenthal**

Technology that promotes the repair and recovery of injured spinal cord nerves by application of a patented spinal cord repair stimulator system.

10:40-11:10 A.M.

\*\*\*\*\***BREAK**\*\*\*\*\*

11:10-11:25 A.M. **ElectroCore, LLC – Robert Newman**

ElectroCore (EC) was established in September 2005 by a group of partners who have a proven record of successfully developing and selling start up companies as well as managing large organizations. The vision for EC is to establish new products encompassing innovative technologies applied to unique and serious medical conditions in emerging markets, bringing high rates of return. EC is currently an early stage development company targeting the neurostimulation and neuromodulation markets. EC's core technology is the medical application of specific electrical signals (implanted or noninvasively) applied to significant medical conditions. The technology will be used to either modulate or stimulate the successful modification or management of serious medical conditions. Products for these medical conditions will (in most cases) require groundbreaking research and PMA's to get to market. The ElectroCore team is experienced in raising money, successfully applying it towards the tasks at hand and quickly putting meaningful device studies into motion. If advantageous to its investors EC will sell the results of its work to larger companies positioned in the key market, or directly take the application(s) to market. Also ElectroCore is a founder and major shareholder in GeneStim; a company focused on altering peripheral and cardiovascular disease, cancer and wound healing using non-invasive electrical stimulation to modify biology.

11:30-11:45 A.M. **Kinetic Muscles Inc. – Alastair Clemow**

Kinetic Muscles Inc. (KMI) was founded in 2001. The founders identified an unmet need in the field of physical and occupational therapy. Most therapies available for rehabilitation of stroke survivor at the time were very labor intensive and therefore very expensive. KMI has developed equipment that is designed to make therapists' jobs easier by making their time with the patients more productive.

11:50 – 12:30 P.M. **Investor Panel - “Latest Trends in Investing”**

**Moderator: John Cleary**

Mr. Cleary is a partner resident in the New Jersey office of Sonnenschein Nath & Rosenthal, LLP and a member of the Corporate Department and the Venture Technology Practice Group. Mr. Cleary is engaged in a diverse corporate practice representing both public and private companies encompassing mergers and acquisitions, venture capital, and securities transactions, as well as joint ventures, strategic alliances and general corporate representation. He is also active in advising privately-held venture capital funds with respect to their organizational structure, the issuance of their securities and the acquisition of their portfolio companies, having structured numerous funds with varying capital structures over the past several years. Mr. Cleary has also represented companies in connection with the public offering of their common stock and compliance with securities laws applicable to public companies.

Mr. Cleary works actively with emerging growth and other technology companies with respect to accessing capital from venture capital firms, investment banks and other sources of capital, as well as working closely with members of the firm's Intellectual Property Practice Group with respect to the development, protection, commercialization and enforcement of intellectual property rights.

### **Hakan Gadler, M.D., Ph.D., MBA – Meddata Inc & DCIG**

Dr. Gadler is the founder and president of Meddata, Inc., a consulting firm advising senior management of early-stage and established U.S. and European life-science companies on corporate development, corporate strategy, strategy implementation, positioning and business development opportunities.

He is also a member of Delaware Crossing Investor Group (DCIG), a private-investor group in Bucks County, PA, which invests in promising early-stage companies across industry sectors, including the life-science sector. As a member of the Screening Committee, he is actively involved in sourcing, reviewing, and conducting due diligence on potential investment opportunities. The group has made ten investments since it was founded in 2005 by Fox Rothschild, a regional law firm.

### **Emanuel Martinez, CPA – Green Hills Ventures**

Mr. Martinez manages all aspects of due diligence, direct investments and fund management, financial reporting and mergers & acquisitions for GHV Fund, LP as well as the firm's Global Private Wealth Management group. Prior to GreenHills Ventures, Mr. Martinez was directly involved with the \$125 million sale of Sixdegrees.com to YouthStream Media Network (YSTM) and the \$150 million sale of E@wonders to BuyItNow.

From 1993 through 2001, Mr. Martinez was an active private investor and financial manager performing a myriad of financing transactions on behalf of several high-net-worth individuals and family trusts investing in companies which include six degrees, E@wonders, Inlumen, Dial Corporation, Seagram's Beverage Corporation, and Olsten Financial Services. From 1985 through 1993, Mr. Martinez held several senior management level positions including Managing Director for Mergers & Acquisition for Citibank, NA and Vice President of Finance for American Express Corporation. Prior to Citibank, Mr. Martinez was involved in Coastal Oil's \$1.7 billion acquisition of American Natural Resources. Mr. Martinez is on several advisory boards including the Sanford Weill Institute, the High School of Economics and Finance and E-POL, Inc. (an intelligence and securities company for which he is a Co-Founder and Chief Financial Officer). In 1994, Emanuel was appointed by the Governor of Georgia, Zell Miller, to be a member of Operation Legacy Project whose mission was to attract major corporations to relocate their headquarters to Atlanta in preparation for the 1996 Centennial Olympics Games. Mr. Martinez holds a M.B.A in Finance and a B.A. in Accounting from St. John's University and he completed the Harvard Business School Executive Program in Mergers & Acquisitions and Corporate Finance. Mr. Martinez is also a Certified Public Accountant from New York State and speaks Spanish, Italian and Hebrew.

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**Denise Drace-Brownell – Brooks, Houghton & Company, Inc.**

Denise Drace-Brownell is a Director of Brooks, Houghton & Company, Inc. with extensive strategic advisory, intellectual property, licensing, M&A, marketing, fund raising and transactions experience.

Ms. Drace-Brownell has a track record in solving complex business challenges. She has structured profitable growth initiatives, turnarounds and successful sales for US and multinational corporations. Prior to moving into investment banking she held CEO, VP Corporate Development and General Counsel positions for a number of drug and medical technology companies. Earlier she was Practice President of the medical branding unit of McCannWorldgroup, and a corporate attorney in Akzo Nobel's US M&A unit.

Ms. Drace-Brownell brings particular expertise in understanding the technical and regulatory aspects of environmental and medical technologies. Her clients have included Fortune 500s, mid-size, and development stage companies, including Ebasco Environmental, Chevron, J&J and Myriad Genetics.

Ms. Drace-Brownell holds a B.S. from the University of Illinois; a Masters in Public Health (Toxicology) from Columbia University; and a J.D. from Rutgers University/University of Pennsylvania .

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### **Tony Dimun – Nascent Enterprises**

Mr. Dimun has served as Chairman and Founder of Nascent Enterprises, LLC, a medical device venture advisory firm, since May 2001. Nascent invests in newly created innovative medical technology and provides strategic advisory services to numerous medical device clients and portfolio companies. From March 1987 to May 2001, Mr. Dimun served as Executive Vice President & Chief Financial Officer of Vital Signs, Inc., a publicly held anesthesia, respiratory and sleep apnea medical device business, contributing significantly to the growth in enterprise value from its early stage to a NASDAQ traded business with a market cap of \$750 Million.

During the last 20 years he has been an investor and mentor to several emerging growth medical enterprises that have matured to commercial status and became publicly traded companies.

Mr. Dimun has been a director of several public companies, Vital Signs, Inc., Bionx Implants, Inc., Colorado MedTech Inc., Photomedix Inc. and SSI Surgical Inc., and numerous privately held companies in the healthcare industry. He also has served on the Board of Advisors of the Biomaterial Institute of Rutgers University and through Nascent Enterprises provides the University of Pennsylvania and other Universities with entrepreneurial assistance to commercialize university medical technology. Prior to 1991, Mr. Dimun held positions as a Certified Public Accountant with national accounting firms and served as Senior VP for an international merchant banking firm.

12:30 P.M.

**LUNCH\*\*\*\*\***