



**CASE WESTERN RESERVE  
UNIVERSITY**  
COLLEGE OF ARTS AND SCIENCES

*4<sup>th</sup> Annual  
Business Education Course  
“The Business of Regenerative Medicine:  
From Stem Cells to the Market Place”*



*July 11-14, 2011  
Cleveland, Ohio*

*Faculty*

*Arnold I. Caplan, PhD, Case Western Reserve University  
Douglas M. Arm, PhD, Cytori  
Lisa N. Collieran, MBA, LifeCell Corporation  
Cheryl R. Blanchard, PhD, Zimmer, Inc.  
Stanton Gerson, MD, Case Western Reserve University  
Robert Hariri, MD, PhD, Celgene Cellular Therapeutics  
Robert Harman, DVM, MPVM, Vet-Stem, Inc.  
Silviu Itescu, MBBS (Hons), FRACP, FACP, FACR, Mesoblast  
C. Randal Mills, PhD, Osiris Therapeutics, Inc.  
Marc S. Penn, MD, PhD, Cleveland Clinic  
Linda Powers, JD, Toucan Capital Corporation*

*Glenn Prestwich, PhD, University of Utah  
Brock C. Reeve, MBA, Harvard Stem Cell Institute  
David S. Smith, JD, Pepper Hamilton, LLP  
David W. Smith, MBA, Lonza Bioscience Walkersville  
Robin L. Smith, MD, NeoStem  
Cyrus Taylor, PhD, Case Western Reserve University  
Rony Thomas, MBA, LifeNet Health  
Michael D. West, PhD, BioTime, Inc.  
Stuart K. Williams, PhD, Cardiovascular Innovation Institute  
Robin R. Young, CFA, Robin Young Consulting Group*

# *“The Business of Regenerative Medicine: From Stem Cells to the Market Place”*

## ***Focus***

This Business Education Program will bring together an International Faculty of business managers, government officials, scientists, engineers, physicians, and academicians, who are in the field of Regenerative Medicine to focus on the key economic/business issues (policies and procedures) in this emerging healthcare niche. This focus will be on new business models, new leadership and financing strategies and legal/regulatory hurdles in Regenerative Medicine.

## ***New Models***

The Program will help executives understand how entrepreneurial skills can be used both inside (Intrapreneurism) and outside the corporate setting. Scientific and medical innovations must be efficiently translated into business opportunities that both address and meet the patient needs (market demand) and economic realities (local versus global markets). New models and approaches form the experience-based foundations of Regenerative Medicine and provide the focus of this Business Educational Course. James R. Tobin, past CEO of Boston Scientific and of Biogen, says:

*“I think these perspective might be of some use to people that actually know something about the issues or are motivated to learn them.”*

## ***Course Organizer***

Arnold I. Caplan is a pioneer in the fields of Regenerative Medicine and adult stem cell biology. He founded Osiris Therapeutics, Inc. in Cleveland in 1992 and thus, set in motion a series of events that resulted in numerous cell-based therapies coming to the market place. He has served on Scientific Advisory Boards, Boards of Directors and has consulted with business entities ranging from startups to multi-billion dollar multi-national corporations. Academically he has published over 350 scientific papers, received several prestigious awards and has trained over 125 science and medical professionals. This course is the first of its kind to introduce new models, new leadership and new financing strategies. The teaching staff are all world renowned scholars and business people who bring their business perspectives to this new healthcare sector.

## ***Learning Objectives***

The \$2 trillion healthcare system is undergoing dramatic changes in both technology and products. Biologic solutions for specific disease states are now replacing inadequate pharma solutions. The new innovative science of Regenerative Medicine requires new levels and avenues of leadership, communication and entrepreneurship. In markets related to quality of life, aging and life-and-death issues, **cell-based therapies** are emerging that will change the course of healthcare. These new approaches require new business frameworks, new legal and patenting strategies and new global initiatives.

The prime learning objectives will provide exposure to the new scientific and medical logics, the newest economic pricing and marketing models and investment logics that make the traditional big-pharma models obsolete. New leadership and initiatives in government, academia, venture capital and public policy will be discussed on the fabric of entrepreneurial principles (both inside and outside corporations and both in the US and Europe). The crystal ball for the healthcare practices of tomorrow is the global expansion of Regenerative Medicine and Entrepreneurism seen today. The learning objectives involve both understanding and projecting the next wave of innovations and products with road maps requiring profitability on a backdrop of creativity and medical innovation. The rising executives of tomorrow are encouraged to join the doers of today.

## ***2011 Sponsors:***



**Arnold Caplan, PhD** is Professor of Biology and the Director of the Skeletal Research Center. Dr. Caplan received his PhD from The Johns Hopkins University School of Medicine, Baltimore, Maryland in 1981. He has received the Elizabeth Winston Lanier Award given by the American Academy of Orthopaedic Surgeons as part of their 1990 Kappa Delta Awards Program, the 1999 Marshall R. Urist Award for Excellence in Tissue Regeneration Research given by the Orthopaedic Research Society and the Genzyme Lifetime Achievement Award given by the International Cartilage Repair Society in 2007. He has over 350 published manuscripts and 15 issued patents. He founded Osiris Therapeutics, Inc, Cell Targeting, Inc. and also consulting company, aCa, and has pioneered cell-based therapies in Regenerative Medicine



**Douglas M. Arm, PhD**, currently serves as Cytori Therapeutics' Sr. Vice President of Operations, Dr. Arm directs the activities of the research, development, and manufacturing departments. Dr. Arm joined the company in February 2005 as Vice President of Development, Regenerative Cell Technology, and has overseen the development of Cytori's Celution® System for adipose-derived regenerative cell processing. Prior to Cytori, Dr. Arm spent more than eight years at Interpore Cross International, the last several as Director of Biologics Research. Upon Interpore's acquisition by Biomet in 2004, his responsibilities were expanded to include strategic technology evaluation and product development across multiple business units. Before joining Interpore in 1996, Dr. Arm completed a post-doctoral fellowship studying mesenchymal stem cells in the Skeletal Research Center at Case Western Reserve University. He obtained his B.S. in Biomedical Engineering from the Johns Hopkins University, and his Ph.D. in Bioengineering from the University of Washington.

**Cheryl R. Blanchard, Ph.D.** is the Senior Vice President and Chief Scientific Officer at Zimmer. She is responsible for Global Research and New Technology Development, Global Quality and Regulatory, Global Medical Affairs, Zimmer's Biologics business, and oversight responsibility for product development for all business units. Prior to joining Zimmer in October 2000, Dr. Blanchard served in Manager, Professor and Fellow roles at the Southwest Research Institute, the University of Texas Health Science Center, and Oak Ridge National Laboratory, respectively. Cheryl has a Bachelor of Science in Ceramic Engineering from Alfred University, Alfred, New York, and a Masters of Science and Ph.D. in Materials Science and Engineering, both from the University of Texas at Austin. Dr. Blanchard's fields of study encompass many aspects of orthopaedics, including hip and knee reconstruction, early intervention treatments, including biologics, and spine reconstruction.



**Lisa N. Colleran, BSN, MBA** began her career as a Registered Nurse at The New York Hospital, Cornell Medical Center. In 1983 she joined Baxter Healthcare Corp. as a clinical sales specialist and served in various roles of increased responsibility in Sales, Marketing, Business Development and general management, with significant global experience. Lisa was appointed Vice President, Marketing for US Renal business in 1997 and served in that role until 2001 when she advanced to Vice President/General Manager, Renal Pharmaceuticals Business. In 2002, Lisa joined LifeCell Corporation as Vice President, Marketing and Business Development. In July 2004 Lisa was promoted/named Senior Vice President, Commercial Operations. In her role as head of LifeCell's Commercial Operations, Lisa was responsible for building and enhancing the company's Sales, Marketing, Customer Support and Tissue Services organizations. In August 2008, Lisa was promoted to the position of President of LifeCell and a member of KCI's Executive Committee. She holds a BSN degree from Molloy College, New York, and an MBA degree from Loyola University of Chicago.

**Stanton Gerson, MD** is the Asa and Patricia Shiverick Professor, Director of the Case Comprehensive Cancer Center, Director of the Ohio Wright Center for Stem Cell and Regenerative Medicine at Case School of Medicine, Cleveland, Ohio. Dr. Gerson is co-editor of the textbook Cancer Gene Therapy. His research interests are in stem cells and DNA repair. He developed the first therapeutic trials of mesenchymal stem cells. He identified mutant MGMT as a drug resistance gene to select for stem cells. He is developing methoxyamine, an inhibitor of base excision repair, for clinical use. Finally, Dr. Gerson uses transgenic mouse models to examine the role of DNA repair in stem cell maintenance



**Dr. Robert J. Hariri, MD, PhD**, Chief Executive Officer of Celgene Cellular Therapeutics, is a scientist, neurosurgeon, inventor, and businessman who has established himself as a recognized leader in the development of new human cellular and tissue therapeutics. As founder of LifebankUSA, Dr. Hariri served as Chairman and Chief Scientific Officer before it was acquired by now parent company Celgene Corporation. He has made his life's work the quest to bring cells into the mainstream therapeutic market place so we can better treat and in some cases eradicate diseases such as leukemia and other cancers, anemias, heart disease, diabetes, paralysis and neurodegenerative diseases such as Parkinson's and Alzheimer's. Dr. Hariri has held academic positions at Cornell University Medical College, Cornell University Graduate School of Medical Sciences. He has also played a prominent medical role at Cornell University Medical College, The New York Hospital-Cornell Medical Center and The Jamaica Hospital-Cornell Trauma Center.



**Robert J. Harman, D.V.M., M.P.V.M.** CEO, founder of Vet-Stem. Dr. Harman has more than 15 years of experience as a chief executive and biotechnology entrepreneur in three novel businesses, all financial successes. Dr. Harman is a veterinarian and statistician, and has overseen the completion of more than 1,000 contract research projects in his career for the development of veterinary and human biotechnology products. He has led the following companies: HTI Bio-Services, a contract research company; HTI Bio-Products, a biological reagent and antibody production company; and Animal Health Ventures, a veterinary product licensing company

**Robert D. Hisrich MBA, PhD** is the Garvin Professor of Global Entrepreneurship and Director of the Center for Global Entrepreneurship at Thunderbird School of Global Management. He is also president of H&B Associates, a marketing and management consulting firm he founded. Dr. Hisrich received his MBA and PhD degrees from the University of Cincinnati and honorary doctorate degrees from Chuvash State University (Russia) and the University of Miskolc (Hungary). He has authored or co-authored twenty-one books including: Global Entrepreneurship, Entrepreneurship: Starting, Developing, and Managing a New Enterprise. He has written over 300 articles on entrepreneurship, international business management and venture capital. He has instituted academic and training programs in Hungary, Russia, and China.



**Silviu Itescu, MBBS (Hons), FRACP, FACP, FACR** A medically trained physician scientist, Professor Itescu has established an outstanding international reputation in the fields of stem cell biology, autoimmune diseases, organ transplantation, and heart failure. He has been a faculty member of Columbia University in New York and of the University of Melbourne. His pioneering work in the use of adult stem cells for heart disease has laid the groundwork for a potential paradigm shift in the treatment of cardiovascular disorders. Professor Itescu has consulted for various international pharmaceutical companies, has been an adviser to biotechnology and health care investor groups, and has served on the Board of Directors of several publicly-listed life sciences companies.

**Randal Mills, PhD**, President, CEO and BOD member of Osiris Therapeutics, Inc. Prior to joining Osiris, Dr. Mills was an executive officer of Regeneration Technologies, Inc. Dr. Mills served at RTI from its formation in 1998 until 2004 as Vice President of Business Development and Vice President of Operations and R&D. Prior to RTI, Dr. Mills was a member of the founding management team of the University of Florida Tissue Bank, Inc. the predecessor company to RTI. Dr. Mills received a bachelor's degree in microbiology and cell science and a PhD in drug development, both from the University of Florida. Osiris Therapeutics, Inc. is a leading stem cell therapeutic company focused on developing and marketing products to treat medical conditions in the inflammatory, orthopaedic and cardiovascular areas. Osiris has partnered with Genzyme Corporation to develop Prochymal™ worldwide.



**Marc Penn, MD, PhD** is Director of Center for Cardiovascular Cell Therapy and the Skirball Laboratory for Cardiovascular Cellular Therapeutics at the Cleveland Clinic. He is board certified in Cardiology. He has started three companies to translate his research and clinical experience to diagnose and treat patients with heart disease. Dr. Penn received his Ph.D. in Biomedical Engineering and his MD from Case Western Reserve University. He completed His Cardiology Fellowship at Cleveland Clinic. He received the AHA Irving Page Young Investigator award in 1999 and the Innovator Of The Year award from Cleveland Clinic in 2006. Since 2008 he has been the Senior Medical Director for Emerging Businesses at Cleveland Clinic.

**Linda Powers, JD** is a co-founder and Managing Director of Toucan Capital, a \$140 million venture capital fund based in Bethesda, M.D.. She has been appointed to key technology and industry commissions by the Governors of two states. Over the past 7 years, she has become a recognized leader in the stem cell industry nationwide in the U.S, as well as in Europe, India and China, and she served as the Chair of Maryland's Stem Cell Commission (responsible for administering the state's stem cell research funding) for the first two years of the program. Ms. Powers has over 25 years of experience in venture capital, mergers and acquisitions, corporate finance and restructurings, and public-private partnerships. Ms. Powers holds a B.A. from Princeton University (Woodrow Wilson School/ Economics), magna cum laude and Phi Beta Kappa, and a J.D. degree, magna cum laude, from Harvard Law School.



**Glenn Prestwich, PhD**, Presidential Professor of Medicinal Chemistry and Special Presidential Assistant for Faculty Entrepreneurism at the University of Utah. B.Sc. 1970, Chemistry, California Institute of Technology; Ph.D. 1974, Organic Chemistry, Stanford University; NIH postdoctoral fellow 1974-76, Cornell University and International Centre for Insect Physiology and Ecology in Nairobi, Kenya. Co-founder: Echelon Biosciences, Inc.; Sentrx Surgical, Inc.; Carbylan BioSurgery, Inc.; Sentrx Animal Care, Inc.; Glycosan BioSystems, Inc.; GlycoMira, LLC.; Clear Solutions Biomedical LLC. During his 32 years as a faculty member, he has published over 600 technical papers, patents, and book chapters, and has trained over 125 postgraduate scientists. Semi-professional photographer, commercially rated pilot, and first tenor in the Utah Symphony Chorus.



**David S. Smith, JD** is a corporate lawyer focusing on intellectual property transactions, venture financings and regulatory matters for life sciences companies and investors and is of Counsel with Pepper Hamilton LLP, resident in its Pittsburgh office. Mr. Smith's intellectual property-related work includes IP transactions, regulatory issues and licensing. His corporate practice is concentrated in the organization, financing and growth of life sciences companies. He is an authority on the legal issues surrounding the use of human biological materials and the commercial development of tissue, cell and stem cell technologies. Mr. Smith is a founder and principal of Teregenics, LLC. He is an officer of the Tissue Engineering and Regenerative Medicine International Society and the Pittsburgh Tissue Engineering Initiative, Inc.. He is a past member of the board of directors of the Pennsylvania Biotechnology Association.

**David W. Smith, MBA** joined Lonza Bioscience in January 2002 as the Business Unit Director of the emerging Cell Therapy business. In 2004, he was promoted to Vice President, Business Development, and in December 2005 to Vice President, Cellular Therapeutics. In this role, David assumed responsibility for contract manufacturing, process development, contract sales, and the introduction of a new state-of-the-art therapeutic cell production facility that provides Lonza with the capacity to manufacture billions of cells per day. Since his arrival, the cell therapy business has grown rapidly and made considerable investments in research and development, supply chain logistics, and cGMP manufacturing facilities. Prior to joining Lonza, Mr. Smith was Vice President, Corporate Development at Claragen, Inc. and Business Unit Director at Invitrogen. Mr. Smith spent 14 years at The Upjohn Company in various sales and marketing roles, including leading the launch of the Parkinson's therapeutic, Mirapex. He holds a BS in Pharmacy from Duquesne University in Pittsburgh, PA and a MBA from Wheeling Jesuit University in Wheeling, WV.



**Robin L. Smith, MD** has served as Chief Executive Officer and Chairman of the Board of NeoStem since June 2, 2006. Dr. Smith, who received a bachelor of arts and medical degree from Yale University and a master's degree in business administration from the Wharton School in 1997, brings to the Company extensive experience in medical enterprises and business development. Dr. Smith currently serves as Chairman of the Stem for Life Foundation, is on the Board of Trustees of the NYU Langone Medical Center and is past Chairman of the Board of Directors for the New York University Hospital for Joint Disease on which she still serves as a board member.

**Cyrus Taylor, PhD** is Dean of the College of Arts and Sciences and the Albert A. Michelson Professor in Physics. Prior to assuming the deanship, he served as Chair of the Department of Physics. As a physicist, he has worked in both theoretical and experimental high energy physics, serving as co-spokesman of the MiniMax collaboration (FNAL T-864) at Fermilab (1993-present) and as co-spokesman of the FELIX collaboration at CERN (1996-present). Dean Taylor also has been a leader in creating new programs aimed at empowering scientists as entrepreneurs. He is Director of the Physics Entrepreneurship Program at Case Western Reserve University, Coordinator of Case's Science Entrepreneurship Programs and Co-Director of InTICE, the Institute for Technology Innovation, Commercialization and Entrepreneurship. Dean Taylor was named a Fellow of the American Physical Society and was awarded the prestigious 2003 Price Institute Innovative Entrepreneurship Educators Award for pioneering the innovative Physics Entrepreneurship Program.



**Rony Thomas, MBA** serves as the President and CEO of LifeNet Health. LifeNet Health Inc., based in Virginia Beach, is one of the nation's largest Life Sciences not-for-profit organizations specializing in organ and tissue procurement and the utilization of tissue for bio-medical applications. Prior to joining LifeNet Health, Rony served as CEO and held other executive leadership positions at USA Instruments, a General Electric company. Rony has over 18 years of experience in the medical diagnostic imaging industry, working in entrepreneurial and major corporate settings. Rony presently serves on the board of directors and in advisory roles for a number of for profit and non-profit organizations nationally and internationally. Rony was the Chairman of Magnetic Resonance Section of National Electrical Manufacturers Association. Within the Hampton Roads, Rony serves on the board of the Virginia Symphony and also serves on the advisory committee of the College of Science, Old Dominion University.



**Michael D. West, PhD** is the CEO of BioTime, Inc. and its subsidiaries OncoCyte Corporation, Embryome Sciences, and ES Cell International. The Companies are focused on developing an array of research and therapeutic products using human embryonic stem cell technology. He has focused his academic and business career on the application of developmental biology to the age-related degenerative disease. He was Founder of Geron Corporation, from 1990-98 as Director and VP, he initiated and managed programs in telomerase diagnostics, oligonucleotide-based telomerase inhibition as anti-tumor therapy, and the cloning and use of telomerase in telomerase-mediated therapy wherein telomerase is utilized to immortalize human cells. 1995-98 he organized and managed the research collaboration between Geron and its academic collaborators that led to the first isolation of human embryonic stem and human embryonic germ cells.

**Stuart K. Williams, PhD** is the Chief Scientific Officer for Tissue Genesis, Inc. and the Executive and Scientific Director of the Cardiovascular Innovation Institute, a partnership between the University of Louisville and Jewish Hospital & St. Mary's Health Care, and a professor in the Department of Surgery. An internationally-known expert in biomedical engineering, he was recruited to the CII and the University of Louisville in July 2007. His research spans the fields of cardiovascular bioengineering, biomaterials and diabetes and is funded by the NIH, the United States Army, Juvenile Diabetes Research Foundation and several private corporations. He is the co-founder of three biosciences companies and serves as a scientific advisor for several others. Williams holds 16 U.S. patents and has several additional patents pending. He earned a B.A. in biological sciences, an M.S. in biochemistry and a Ph.D. in cell biology at the University of Delaware. He completed a postdoctoral fellowship in pathology at Yale University School of Medicine.



**Robin R. Young, CFA** is founder and president of RRY Publications and Robin Young Consulting Group, a firm specializing in evaluating and promoting orthopaedic technologies and companies. Mr. Young is an internationally recognized expert in his field, with over two decades of experience. Over the course of his career, he has been an active and integral part of the development, analysis and funding of several major orthopaedic technologies including; spine cages, engineered allograft, living cell biomaterials, anti-adhesives, third generation hemostats, calcium-based bone void products, nucleus replacement implants and dynamic stabilization implants. After a successful career as one of the leading medical technology analysts on Wall Street, he was instrumental in forming and managing the HealthpointCapital research and private equity practice. In concert with Healthpoint Capital, Mr. Young wrote three highly acclaimed orthopaedic industry reference books.

# Monday, July 11 – Session 1: Entrepreneurism Regenerative Medicine and New Business Strategies

Location: Toepfer Room Adelbert Hall

- 1:00p.m.: **Introduction** - Arnold Caplan, PhD
- 1:02-1:15 p.m.: **“Problem Set”** Robert Hisrich, MBA, PhD, Professor, Thunderbird School of Global Management
- 1:15-2:15 p.m.: **“Entrepreneurism/Intrapreneurism”** Robert Hisrich, MBA, PhD, Professor, Thunderbird School of Global Management
- 2:15-3:30 p.m.: **“Regenerative Medicine: What is it? Where did it arise from? Where is it going?”** Arnold Caplan, PhD, Professor, Case Western Reserve University
- 3:30-3:45 p.m.: Break
- 3:45-5:00 p.m.: **“The Business of Biologics - How A Large Corporation Assesses Opportunities”**  
Cheryl R. Blanchard, PhD, Sr. Vice President, Chief Scientific Officer, Zimmer, Inc.
- 5:00-6:15 p.m. **“From Cells to Drugs”** Robert Hariri, MD, PhD, CEO, Celgene Cellular Therapeutics
- 6:30pm Reception/Dinner (**Hovorka Atrium**)

# Tuesday, July 12 – Session 2: Business Models

Location: George S. Dively Building Room 214

- 8:15-9:30 a.m.: **“Principles of Business Modeling”** Robin Young, CFA, Robin Young Consulting Group
- 9:30-10:45 a.m.: **“Confessions of a Serial Entrepreneur: Delivering on the Promise of Translational Research”**  
Glenn Prestwich, PhD, Professor, University of Utah
- 10:45-11:00 a.m.: Break
- 11:00-12:15 p.m.: **“Embryomics: Commercial Opportunities in the Increasingly Complex Biology of Pluripotency”**  
Michael D. West, PhD, CEO, BioTime Inc.
- 12:15-1:15 p.m.: Lunch Provided

# Session 3: New Leadership in Regenerative Medicine

- 1:15-2:15 p.m.: **“Blending US and China Activities to Accelerate Development of Cell Therapies”**  
Robin L. Smith, MD, Chief Executive Officer and Chairman, NeoStem
- 2:15-3:15 p.m.: **“Science, Medicine and Business: Defining Factors for Commercial Success”**  
Lisa Colleran, MBA, President, LifeCell Corporation
- 3:15-3:30 p.m.: Break
- 3:30-4:30 p.m.: **“Veterinary Regenerative Medicine: A Real Dog and Pony Show”** Robert Harman, DVM, MPVM, Founder and CEO, Vet-Stem, Inc
- 4:30-6:00 p.m.: **“The Ups and Downs of a Serial Entrepreneur”** C. Randal Mills, PhD., President and CEO, Osiris Therapeutics, Inc.
- 6:00 p.m.: Adjourned – Dinner (Unscheduled)

## Wednesday July 13– Session 4: New Financing Strategies

Location: George S. Dively Building Room 214

- 8:15-8:45 a.m.: **“Entrepreneurism within the Educational Context”** Cyrus Taylor, PhD, Dean, College of Arts and Sciences, Case Western Reserve University
- 8:45-9:45 a.m.: **“Mesoblast: A Case Study in Bringing Mesenchymal Precursor Cell Products to the Market”**  
Silviu Itescu, MBBS (Hons), FRACP, FACP, FACR; Chief Executive Officer, Mesoblast
- 9:45-10:00 a.m.: Break
- 10:00-11:00 a.m.: **“The Acute Need for Entrepreneurism/Intrapreneurism with Not-For-Profits”**  
Rony Thomas, MBA, President and CEO LifeNet Health
- 11:00-12:00 p.m.: **“Building A Confined Cell Therapy Platform In Hawaii By Way of Louisville”**  
Stuart K. Williams, PhD, Executive and Scientific Director, Cardiovascular Innovation Institute
- 12:15-1:15 p.m.: Lunch

## Session 5: Academics, Entrepreneurs and Market Strategies

- 1:15-2:15 p.m.: **“Big Hospitals and Entrepreneurism”** Marc S. Penn, MD, PhD, Director, Cleveland Clinic Foundation
- 2:15-3:15 p.m.: **“Cytori and the Celution<sup>®</sup> System: A Medical Device Approach to the Regenerative Medicine Business”**  
Douglas M. Arm, PhD, Sr. Vice President, Operations, Cytori
- 3:15-3:30 p.m.: Break
- 3:30-4:30 p.m.: **“Cell Therapies: COGS On Market Penetration”**  
David W. Smith, MBA, Head of Therapeutic Cell Solutions, Lonza Walkersville Inc
- 4:30-5:30 p.m.: **“Medical Tourism, State Funding and Other Creative Strategies for Regenerative Medicine”**  
Linda Powers, JD, Managing Director, Toucan Capital Corporation
- 5:30-6:00 p.m.: **“Group Reports for Regenerative Medicine Problem Set”** Robert Hisrich, MBA, PhD, Thunderbird School of Global Management
- 6:00 p.m.: Dinner (George S. Dively Atrium)

## Thursday, July 14 – Session 6: Hurdles for Regenerative Medicine (Legal and Regulatory, and Intrapreneurism)

Location: George S. Dively Building Room 214

- 8:30-9:45 a.m.: **“Legal Environment: Patents, Timing, and Risk”** David Smith, JD, Pepper Hamilton, LLP
- 9:45-10:45 a.m.: **“FDA: Cell-Therapy and Regenerative Medicine From Inside the Panel”** Stanton Gerson, MD, Case Western Reserve University
- 10:45-11:00 a.m.: Break
- 11:00-12:00 noon: **“New Concepts/Principles of Intrapreneurism”** Robert Hisrich, MBA, PhD, Thunderbird School of Global Management
- 12:00-12:30 p.m.: **“Summation/Conference Conclusion”** Arnold Caplan, PhD, Case Western Reserve University
- 12:30 p.m. : Lunch Provided/Departure

**Marketing Targets:** Executives from Corporations, Government, Academics

**Tuition:**

Save \$750 With Early Registration:  
\$2,000 Early Registration (February-April 2011)  
\$2,250 Preregistration (May 2011)  
\$2,750 Registration (June-July 2011 )(10% discount for Alumni).  
Students or Pre-professional, \$1,800 (Early \$950)

**Lectures/Lunches:** Management School: George S. Dively

**Housing:**

Block of Rooms at the Glidden House (\$139 single, \$139 double has been set aside)

Glidden House Inn,  
1901 Ford Drive, Cleveland, OH 44106  
216-231-8900 or go to [www.gliddenhouse.com](http://www.gliddenhouse.com)

Applicants should make their own arrangements. To receive the special rate, you must identify yourself as a Regenerative Medicine group member.  
[Housing, Transportation: Registrants' Responsibility]



## REGISTRATION

To register, complete and mail or fax this form. Checks should be made payable to Case Western Reserve University/ Regenerative Medicine and must be mailed to Tammie Lee, Skeletal Research Center, Case Western Reserve University, 2080 Adelbert Road, Cleveland, OH 44106-7080. You may register with a credit card by mail, phone or fax.

Phone: 216-368-3562; Fax: 216-368-4077

Web: [http://case.edu/entrepreneurship/regen\\_med/](http://case.edu/entrepreneurship/regen_med/)



## REGISTRATION FORM

(Please Print Clearly)

Name/Degree \_\_\_\_\_

Title \_\_\_\_\_

Company/University \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Check appropriate box:

I am a CWRU alumnus or TERMIS member.

I am a graduate student or pre-professional.

Check enclosed: Amount \_\_\_\_\_

Credit Card:  Visa  Master Card  Discover  
Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3 Digit CVV2 Code \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Billing Address \_\_\_\_\_  
\_\_\_\_\_

Amount \_\_\_\_\_

Card Holder's  
Signature \_\_\_\_\_

**REFUND POLICY:** All refund requests must be made in writing. Full refunds will be given for cancellations received by June 27, 2011. Cancellations received June 28, 2011 through July 4, 2011 will be subject to a \$500 cancellation fee. No refunds will be given after July 4, 2011

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Biology Department  
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**CASE WESTERN RESERVE  
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