



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



**July 12-15, 2010**

**Save the date for this exceptional course !**

**This Business Education Course in stem cells and regenerative medicine is the first of its kind to introduce new models, new leadership and new financing strategies.**

The program will bring together an International Faculty of business managers, government officials, scientists, engineers, physicians, lawyers 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.

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 learning objectives involve both understanding and projecting the next wave of innovations and products with roadmaps requiring profitability on a backdrop of creativity and medical innovation.

**The rising executives and entrepreneurs of tomorrow  
are encouraged to join the doers of today!**

2010 Faculty

- Arnold I. Caplan, PhD, Case Western Reserve University
- Stephen Badylak, DVM, MD, University of Pittsburgh
- Stanton Gerson, MD, Case Western Reserve University
- Robert Hariri, MD, PhD, Celgene Cellular Therapeutics
- Robert Harman, DVM, MPVM, Vet-Stem, Inc..
- Robert Hisrich, MBA, Thunderbird Sch of Global Mgmt
- Peter Johnson, MD, Scintellix, LLC
- William Lehmann, JD, Athersys, Inc
- C. Randal Mills, PhD, Osiris Therapeutics, Inc.
- Marc S. Penn, MD, PhD, Cleveland Clinic
- Stephen W. Potter, MBA, BS, Genzyme
- Linda Powers, JD, Toucan Capital Corporation
- Glenn Prestwich, PhD, University of Utah
- Brock C. Reeve, MBA, Harvard Stem Cell Institute
- William E. Rhodes, BS, MS, BD Biosciences
- David S. Smith, JD, Pepper Hamilton, LLP
- Cyrus Taylor, PhD, Case Western Reserve University
- Alain Vertes, PhD, MBA, F. Hoffmann-La Roche Ltd
- Robin R. Young, CFA, Robin Young Consulting Group

**Registration will open  
February 2010.  
For more information,  
to register or for  
sponsorship opportunities  
please contact :**

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