

ICI meeting 2018

December 2-4, 2018 | Tel-Aviv, Israel



Academy of Innovation Day – Developing New Cardiovascular Therapies

Tel Aviv, Sunday, December 2nd, 2018

- 08:00-08:30 Welcomes: [Prof. Chaim Lotan](#), [Prof. Rafi Beyar](#), Israel
Workshop Introduction: [Prof. Paul A. Iazzo](#), USA
Mentors: [Prof. Shmuel Einav](#), [Dr. David Israeli](#), Israel
- 08:30-08:50 **Re-Shaping Medical Pipelines - How Clinicians are Becoming Innovators**
[Prof. Chaim Lotan](#), Israel
- 08:50-09:00 **Perspective on Innovation Development within an Academic Medical Center**
[Prof. Rafi Beyar](#), Israel
- 09:00-09:20 **How New Medical Products are developed - Overview of New Product Development Process** [William Durfee, USA](#)
- 09:20-09:40 **Brainstorming Warmup** [William Durfee, USA](#)
- 09:40-10:30 **Innovation Exercise 1: Generate Ideas**
- 10:30-10:45 **CVG - Strategy to Capture Healthcare Growth Opportunities – What Medtronic is looking for in Israel**
[Michael J. Coyle](#), USA
- 10:45-11:00 Coffee and Networking Break
- 11:00-11:20 **Essentials of Creativity - Sketching, Notebooks and Documenting**
[Prof. William Durfee](#), [Prof. Paul Iazzo](#),
- 11:20-11:45 **Testing Your Medical Device Idea: Bench Tests, Pre-Clinical, Clinical Trials**
[Prof. Paul A. Iazzo](#), USA
- 11:45-12:05 **Protecting Your Intellectual Property through Patents**
[Prof. William Durfee](#), USA
- 12:05-12:30 **Device Innovation: Role of Regulatory Requirements in the US**
[Semih Oktay](#), USA
- 12:30-13:10 Lunch and Networking Break
- 13:10-13:25 **Facing the Challenge and Big Hurdle of Financing - from Idea to Product**
[Yuval Binur](#), Israel
- 13:25-13:40 **Identifying New Medical Device Opportunities**
[Prof. Eric S. Richardson](#), USA

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- 13:40-13:55 **The Corporate View of Technology Assessment and Acquisitions**
[Timothy G. Laske](#), USA
- 13:55-14:10 **From Research to industrialization**
[Alvin Syh](#), China
- 14:10-14:25 **Fostering a Culture of Innovation**
[Todd J. Brinton](#), USA
- 14:25-15:10 **Innovation Exercise 2: Develop a New Cardiovascular Product**
- 15:10-15:30 **Digital Health Revolution - A New Player in the Innovation Market**
[Peter J. Fitzgerald](#), USA
- 15:30-16:00 Coffee and Networking Break
- 16:00-16:20 **How to Choose the Best Model for your Innovation**
[Juan F. Granada](#), USA
- 16:20-16:40 **Team Presentations**
- 16:40-17:15 **Cardiovascular Medical Device Innovation: A Discussion Q&A Panel**
Prof. Rafael Beyar, Dr. Yuval Binur, Dr. Todd J. Brinton, Prof. William Durfee,
Dr. Juan F. Granada, Prof. Paul Iazzo, Dr. Peter J. Fitzgerald, Dr. Timothy G. Laske,
Prof. Chaim Lotan, Dr. Semih Oktay, Prof. Eric S. Richardson, Dr. Alvin Syh