

# Oregon Bio 2013:

*The Economics of Life Sciences*

Conference Keynotes  
Breakout Sessions  
and Biographies

## GUIDE

### CONFERENCE SPEAKERS



William Brody, M.D.,  
President, Salk Institute  
for Biological Studies



Joel Brill, M.D., Gastro-  
enterologist and National  
Reimbursement Expert



Elena Taggart Medo, CEO  
and Founder, Neolac



Colin Hill, CEO/Founder,  
GNS Healthcare



Rob Coppedge, S.V.P.  
Strategic Investments,  
Cambia



Dennis Robbins, Ph.D.,  
M.P.H., Health Strategies  
Officer, NeuVerus Health



Michael Crowley, Ph.D.,  
Director of Business  
Development, Genentech



David Sanders, M.D.,  
CEO and Founder,  
Zoomcare Inc.



Bernie Fox, Ph.D.,  
Immunologist and  
Founder, Ubivac

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## Welcome to Oregon Bio 2013

Once again, Oregon's bioscience community has gathered to learn from national experts how to adapt to the trends driving the economics of our industry. This unique two-day conference exposes attendees to the strategies, resources and experts executives need to successfully navigate our rapidly changing industry. This year's track themes are organized to allow you to mix and match the topics that most impact your specific company or career interests.

In addition to attending the superb content tracks, make sure you also reserve time to sit in on some of the companies and institutions pitching their latest accomplishments.

Though the presenting organizations span the complete spectrum of industry sectors and stages of corporate development, these emerging companies also have the potential to accelerate the steady industry growth Oregon has enjoyed over the last 10 years.

The schedule below outlines the keynote and track schedules for the conference. This guide also contains detailed breakout session descriptions, speaker biographies and a color-coded venue map for your reference.

This year's conference committee and volunteer staff have worked hard to build upon the success of last year's inaugural two-day conference. We acknowledge their efforts and the generous support of our sponsors who not only make this event possible but work every day to build this industry.

### Oregon Bio 2013: Sept. 17, Day One Agenda

7:30 - 8:15 a.m.	Registration/Networking/Breakfast			
8:30 - 9:20 a.m.	<b>Morning Keynote</b> <b>Joel Brill, M.D. and Dennis Robbins, Ph.D., M.P.H.</b>			
9:30 - 10:15 a.m.	Breakout Session I	Track I	Track II	Track III
		Reimbursement Strategies	Core Facilities: An Oregon Guide	Company Presentations
10:15 - 10:45 a.m.	Coffee and Exhibitor/Research Pavilion Break			
11:00 - 11:45 a.m.	Breakout Session II	Bending the Sickness Curve	Product Design	Company Presentations
12:00 - 1:00 p.m.	<b>Lunch Keynote</b> <b>David Sanders, M.D., Co-Founder and CEO, Zoomcare</b>			
1:15 - 2:00 p.m.	Breakout Session III	DOD: Customer Lifecycle	Supply Chain Management	Company Presentations
2:00 - 2:30 p.m.	Coffee and Exhibitor/Research Pavilion/Poster Session Break			
2:45 - 3:30 p.m.	Breakout Session IV	Solving Common Investor Barriers	Outsourcing For Profitability	Company Presentations
3:40 - 4:30 p.m.	<b>Afternoon Keynote</b> <b>Michael Crowley, Ph.D., Director of Business Development, Genentech</b>			

### Oregon Bio 2013: Sept. 18, Day Two Agenda

7:30 - 8:15 a.m.	Registration/Networking/Breakfast			
8:30 - 9:20 a.m.	<b>Morning Keynote</b> <b>William Brody, M.D. and President, Salk Institute for Biological Studies</b>			
9:30 - 10:15 a.m.	Breakout Session I	Track I	Track II	
		Accelerating Company Formation	International Opportunities	
10:15 - 10:45 a.m.	Coffee and Exhibitor/Research Pavilion Break			
11:00 - 11:45 a.m.	Breakout Session II	Economic Development Strategies	Regulatory Management and Compliance	
12:00 - 1:00 p.m.	<b>Lunch Keynote</b> <b>Colin Hill, CEO, GNS Healthcare</b>			
1:15 - 2:00 p.m.	Breakout Session III	Advances in Mobile Health care Markets	Next Generation Clinical Trials	
2:00 - 2:30 p.m.	Coffee and Exhibitor/Research Pavilion Break			
2:45 - 3:30 p.m.	Breakout Session IV	Technology Trend: Wearing Your Health care	Health Politics: Is Oregon Leading the Way?	
3:40 - 4:30 p.m.	<b>Afternoon Keynote</b> <b>Rob Coppedge, Senior Vice President for Strategic Investment, Cambia</b>			



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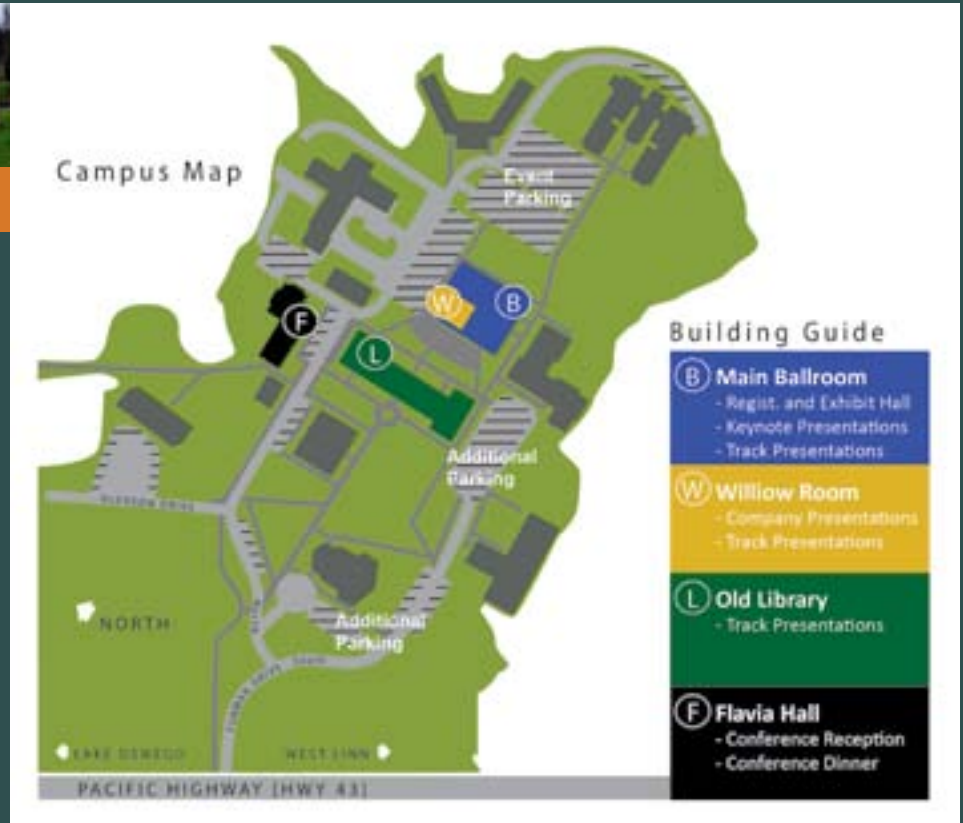
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## Oregon Bio is here to help

Oregon Bio was formally established in 1989 by a consortium of universities, public officials, educators and bioscience executives to cultivate a regionally synergistic climate in which to build a bioscience community. Today, Oregon Bio supports the regional bioscience community through networking, workforce development, educational programs, enterprise support, advocacy, and the promotion of research collaborations.

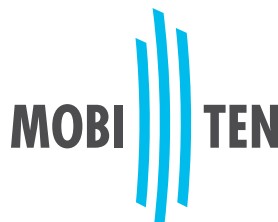
As the collective voice for our bioscience community, Oregon Bio is responsible for communicating the industry's economic impact, issues and challenges to the public sector, educators and the general public.

Oregon Bio promotes the growth and continually seeks ways to support sustainability and growth in the life science, bioscience, biotechnology and device manufacturing industries. Oregon Bio offers a host of member services to lower operational costs and promote partnering, so members can achieve their scientific,

economic and social potential. Oregon Bio, is a nonprofit association and an affiliate of the national Biotechnology Industry Organization.

The association's 2010 Economic Impact Study showed that Oregon has 631 bioscience establishments and 13 life science Research Institutions generating over \$7.1 billion in economic activity, 37,000 jobs, \$1.9 billion in personal income and \$273.9 million in local and state tax revenues.

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## Special Thanks to our Team

In special recognition for the countless hours our volunteers and committee members spent helping plan and coordinate the 2013 Annual Conference, the staff of Oregon Bio would like to thank the individuals listed below. Their spirit of volunteerism ensures Oregon Bio will remain a vibrant community.

### Annual Conference Committee

Andrew D. Barofsky  
Len Blackstone  
Anja Bump  
Bill Carroll  
Lynda Corliss  
Jennifer Fox  
Ralph Makar  
Jennifer Hooper McCarty  
Peter Roome  
Dianne Danowski Smith  
Dorota Shortell  
Emily Stump

### Key Volunteers

Jane Boutwell  
Patrick Carberry  
Geoff Crowther  
Kat Dyer  
Evan Eichelberger  
Jeff Mooney  
Jody McNannay  
Milaina McNannay  
Tommy Pham  
Lori Porter  
Chris Taylor  
Karin Vatne

## Track Sponsors



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