

Oregon Bio 2014:

An Industry Inflection Point



Marylhurst University, 17600 Pacific Highway– (Hwy 43), Lake Oswego, OR 97036-0261

BIOSENSOR DAY

Wednesday, September 17, 2014
8 a.m. to 12:30 p.m.

2014 BIOSENSOR DAY SPEAKERS



Dan Ledger, Principal,
Endeavour Partners,
Mobile and Digital Sectors



Ken Foust, Platform
Manager, INTEL
Corporation



Brad Wilkins, Ph.D.,
Science Director, NIKE
Digital Sport



Gary Ahwah, V.P. &
Regional CIO, Kaiser
Permanente



Tony Zarola, Strategic
Marketing Manager,
Analog Devices



Larry Stotts, Strategic
Marketing Manager,
Analog Devices



John Scott, Founder &
CEO, Context Aware
Computing Corporation



Dusty Lieb, Cambia
Strategic Investments
Healthcare Solutions



Oregon Bioscience
Association

CREATING OPPORTUNITY THROUGH
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Day Three Platinum Sponsors:
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Day Three: 9-17-2014

Biosensor/Data Processing Day

THIS YEAR'S THREE-DAY ANNUAL CONFERENCE CLOSES WITH A FOCUS ON THE EMERGING BIOSENSOR MARKET. THE SPEAKERS AND PANELISTS WILL PROFILE PROGRESS IN SENSOR DEVELOPMENT, NEW PRODUCT LANDSCAPE, STRATEGIES FOR ANALYZING BIOSENSOR DATA STREAMS AND THE EFFORTS DRIVING CONSUMER ADOPTION.



7:30 - 8:00 a.m.	Registration & Networking	
8:00 - 8:50 a.m.	Session I	Dan Ledger, Endeavor Partners and Tony Zarola, Analog Devices. <i>Biosensor market and technology trends.</i>
9:00 - 9:50 a.m.	Session II	Ken Foust, INTEL and Larry Stotts, Biotronik. <i>Biosensor landscape: from watches to implantable devices.</i>
10:00 - 10:30 a.m.	Coffee Break and Networking Session	
10:30 - 11:20 p.m.	Session III	Brad Wilkins, NIKE and John Scott, Context Aware Computing. <i>Biosensors and "wearables" for the real world.</i>
11:30 - 12:20 p.m.	Session IV	Gary Ahwah, Kaiser Permanente and Dusty Lieb, Cambia. <i>Can biosensors impact the cost of healthcare?</i>

Sensing an Opportunity

Day Three of our 2014 annual conference is a half day session profiling the emergence of the latest generation of biosensors and the exciting new market and product opportunities this new technology enables. From Super Bowl ads to retail marketing campaigns, products that incorporate biosensors have become the rage. Driven by breakthroughs in micro electronics and ubiquitous internet access, most industry watchers believe biosensors will fuel the creation of new markets and product categories.

Though originally the domain of specialty manufacturers, large companies like Intel, Apple, and Google are working on various research and development initiatives to target this market. From watches to wearable exercise monitoring devices, "bio-aware" products have the promise of empowering their users to become healthier. Experts, however, are skeptical that this next generation gadgetry won't also expose its wearers to invasions of privacy, false indications and an avalanche of confusing data.

Day Three features keynotes and panel discussion sessions profiling the burgeoning biosensors market. Combined, this slate of speakers will walk the audience through the various challenges and opportunities in this emerging market.

The audience will be led through various important aspects of the industry including: current industry trends, product development efforts, technology limitations, hurdles to generating and accessing clinically relevant data providers can leverage, regulatory hurdles and patterns to how consumer markets adopt new technologies.

To address this diverse set of issues, our 2014 speakers will not only feature technology gurus, but also people on the front lines of treating patients (Kaiser Permanente) and funding healthcare services and next generation products. These experts will help the audience understand the path innovative new technologies must travel in order to move from novelty products to everyday healthcare infrastructure.

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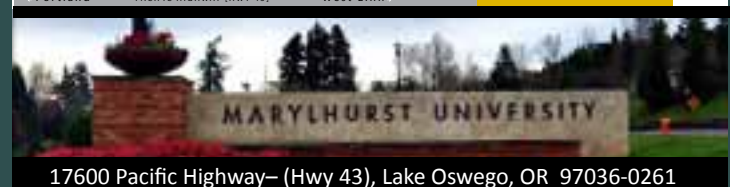
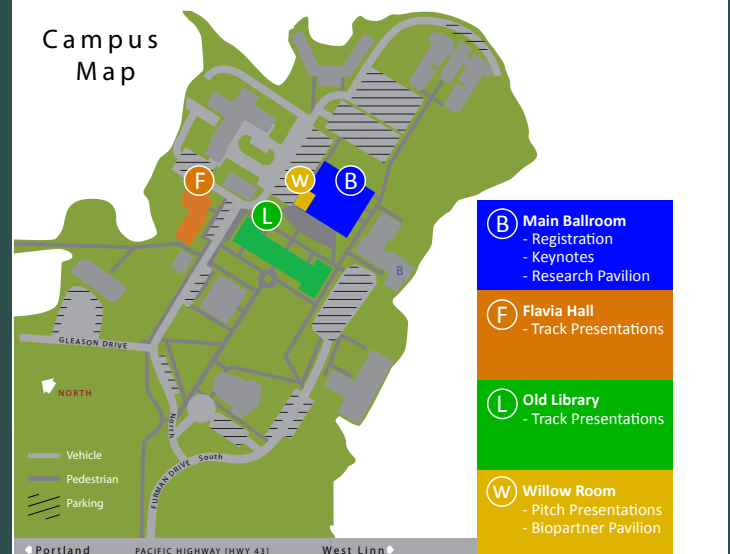
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