



# MDDMI

The 7<sup>th</sup> Annual MDDMI - Conference and Exhibition  
for the Medical Device Design & Manufacturing Industry

February 6-7, 2017 David Intercontinental Hotel, Tel Aviv

We are pleased to announce the 7<sup>th</sup> Professional Conference & Exhibition on Medical Device Innovations - the MDDMI 2017, to be held on February 6<sup>th</sup> - 7<sup>th</sup>, 2017 in the luxurious David InterContinental hotel in Tel-Aviv, Israel.

This year, the MDDMI conference first day is focused on the business, industry, market trends, funding challenges and opportunities. You are invited to attend the fascinating lectures and panels with leading executives from Philips Medical, GE Healthcare, J&J, Orbimed, OurCroud, the Israeli OCS and others. On the second day we will discuss topics that aim to change the face of medical device industry - 3D printing technologies and Artificial Intelligence and its impact on healthcare applications. Last but not least there are Regulatory and Quality Assurance sessions with panel of experts, discussing regulation strategy, new approaches, updates and practical methodologies.

## Steering committee / advisory board:



Chairman: **Prof. Rafi Beyar**  
Director, Rambam Health Care Campus



**Mr. Eyal Sandach**  
COO & GM of SmartZyme and GM of Vention Medical Israel



**Mr. Guido Pardo Roques**  
General Manager, Phillips Medical Systems Technologies



**Dr. Arie Ben Josef**  
CTO & Business Development Director  
NTG3



**Dr. Nissim Darvish**  
Senior Managing Director, OrbiMed Israel



**Mr. Jacob BenArie**  
Managing partner, JAZ Medical, MDDMI  
Founder



**Dr. Oded Meirav**  
Manager Israeli Technology Center, GE



**Mrs. Dorit Alduby - Roffe**  
Business Development Manager, Frost & Sullivan, MDDMI Founder

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Health Care Campus

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**smartzyme**  
Maximizing Enzymatic Potential

**Johnson & Johnson**



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English is the official language of the Conference

Day 1 February 6<sup>th</sup>, 2017**08:30 - 09:15 Registration & Reception****09:15 - 09:30 Welcome and Introduction****09:30 - 11:30 Session A - Keynote Speakers Session****Keynote Speakers:**

Prof. Rafael Beyar, Director General, Rambam Health Care Campus

Anya Eldan, General Manager Start-Up Division, Israel Innovation Authority

Dr. Yossi Bahagon, Founding Managing Partner, OurCrowd Digital Health Fund

Dr. Uri Yaron, VP WW R&amp;D Cardiovascular &amp; Specialty Solutions, Johnson &amp; Johnson

Avner Halperin, CEO, EarlySense

Yair Briman, Senior Vice President &amp; General Manager Healthcare IT, Philips Healthcare

**11:30 - 12:00 Coffee Break****12:00 - 13:00 Session B - The MedTech Funding Engine: Building the Future of the MedTech**

Panel Moderator: Dr. Arie Ben Josef, CTO &amp; Business Development Director NTG3

**Panel members:**

Dr. Yossi Bahagon, Founding Managing Partner, OurCrowd Digital Health Fund

Dr. Oded Meirav, Director of the Israel Technology Center, GE Healthcare

Anya Eldan, General Manager Start-Up Division, Israel Innovation Authority

Dr. Nissim Darvish, Senior Managing Director, OrbiMed Advisors

Dr. David Israeli, General Partner, Pitango Capital Venture

Dr. Uri Yaron, VP WW R&amp;D Cardiovascular &amp; Specialty Solutions, Johnson &amp; Johnson

**13:00 - 14:00 Lunch break****14:00 - 15:30 Session C - ReviewMe: Spotlight on New Medical Devices Companies to Action**

Disruptive Technologies in development Startup and new technologies parade, showcasing novel technologies in different development stages. This session will participate in front of MDDMI experts' panel.

Panel Moderator: Jacob BenArie, Managing partner Jaz Medical

**Experts Panel Members:**

Mr. Guido Pardo Roques, President, Phillips Medical Systems Technologies, Israel

Dr. David Israeli, General Partner, Pitango Capital Venture

Dr. Yossi Bahagon, Founding Managing Partner, OurCrowd Digital Health Fund

Dr. Nissim Darvish, Senior Managing Director, OrbiMed Advisors

Dr. Oded Meirav, Director of the Israel Technology Center, GE Healthcare

Dr. Arie Ben Josef, CTO &amp; Business Development Director NTG3

Mr. Gad Benett - Partner, Patent Attorney, Ben-Ami &amp; Associates

Nadav Ofir, Senior Consultant, Frost &amp; Sullivan

**15:30 - 15:45 Break**

**15:45 - 16:30 Session D - The Rising of the Japanese MedTech Market**

Panel Moderator: **Eitan Koperstock**, commercial Attaché, Israeli Minister for Economic Affairs, Israel Embassy, Tokyo

**Gilad Peleg Lorberbaum**, Managing General Partner, Corundum Open Innovation (CI) Fund

**Eldad Zinger**, Consultant, Ex President, Itamar Medical Japan

**Elhanan Harel**, President & Founder, Harel-Hertz

**Day 2 February 7<sup>th</sup>, 2017****09:00 - 09:30 Registration & Reception****09:30 - 10:45 Session E****3D Printing Reshapes Healthcare and Medicine: How 3D Printing Revolutionize the overall healthcare industry?**

3D printing has become more prominent during the last few years as new materials and manufacturing processes have expanded the horizon of the technology and lowered the cost of the production process. 3D printing technology, which is entirely different from conventional manufacturing by manufacturing process, techniques and by using divers of new materials, dramatically expands the limitations of the conventional techniques in many industries. Over the last few years, 3Dprinting gained a rapid momentum in medicine, with its most recent success with prosthetics, dental implants, and hearing aids and many more.

Panel Moderator: **Eyal Sandach**, COO & GM of SmartZyme & GM of Vention Medical Israel

**Kevin Lev**, Sr. Manager - Intellispace 3D Printing Solutions – ICAP Philips

**Perry Davidson**, Founder and CEO, Syqe Medical

**W. Robert Worrell**, President, Worrell Design

**10:45 - 11:15 Break****11:15 - 12:30 Session F****Artificial Intelligence in Healthcare: Smart Health Towards a Leading Role in the Future of the MedTech Industry**

Smart Health, Analytics and AI in the healthcare and medicine arena aims to change the way we analyze and diagnose patients. Growing healthcare data and increasing availability of powerful cognitive machines to handle and analyze such data and, in turn, provide actionable insights to care providers is expected to drive the market of AI significantly.

Panel Moderator: **Levi Shapiro**, Partner, Veritas Digital Health Fund

**Michal Rosen-Zvi**, Director, Health Informatics, Haifa Research Lab, Haifa, Israel

**Elad Benjamin**, CEO, Zebra Medical

**Michael Rosenberg**, Co-Founder, MedyMatch

**Gaddi Menahem**, CEO, Orpheus Medical

**Guy Vinograd**, Co-Founder, CEO, Softimize

**12:30 - 13:30 Lunch**

Day 2 February 7<sup>th</sup>, 201713:30 - 14:45 **Session G****ISO 13485:2016: Are you prepared for the transition?**

Medical Device Directives new directive increase the complex product development - along with a shift to a greater reliance on global supply networks - have made the regulatory and QA landscape even more challenging. Medical device industry experts will share their hands-on, practical experience in medical device design and manufacturing

Session Chairman: **Gadi Ginot**, CEO, Physio-Logic

**What's new in 2016 edition?**

Gadi Ginot, CEO, Physio-Logic.

**Case study: Aspect's approach towards Implementation of the new edition**

Israel Citron, VP Q&R, Aspect Imaging

**Implementing risk based approach from Design to servicing**

Helit Dovrin, QA Site Leader, GE Healthcare

**Compliance with 2016 edition - Lead Auditor perspective**

Sharon Resnick, Physio-Logic

**Open panel discussion**

Panelists:

**Rani Shoham**, QA & RA Director, Biosense Webster

**Ronit Dahan Iluz**, Director Q&R, Philips Healthcare

**Sharon Shachar-Lazrovich**, Director Quality Ops, Medtronic

**Helit Dovrin**, QA Site Leader, GE Healthcare

**Israel Citron**, VP Q&R, Aspect Imaging

14:45 - 15:00 **Break**15:00 - 17:00 **Session H****Navigating Medical Device Approval in the Era of New Regulations**

This session will address the new EU medical device regulations, Israeli AMAR certification, recent changes to the 510(k) process and impact on medical device approvals. The session will be followed by an open panel discussion with Israeli MOH and BSI.

Chair: **Gadi Ginot**, CEO, Physio-Logic

**Meet the Regulator - open panel discussion with BSI and the Israeli MOH****The new EU MDR regulation. When, where and impact on medical device CE marking.**

Gadi Ginot, CEO, Physio-Logic

**OBL certification - challenges ahead**

Zoya Zilberfarb, VP Q&R, Hanita Lenses

**FDA recent 510(k) guidance document and their impact on US FDA 510(k) clearance**

Tali Malach, Physio-Logic

**The new EU Medical Device Regulations**

BSI

**Tips and pearls for successful AMAR submission**

Dr. Nadav Sheffer, Head, Medical Device Department, Israeli Ministry of Health