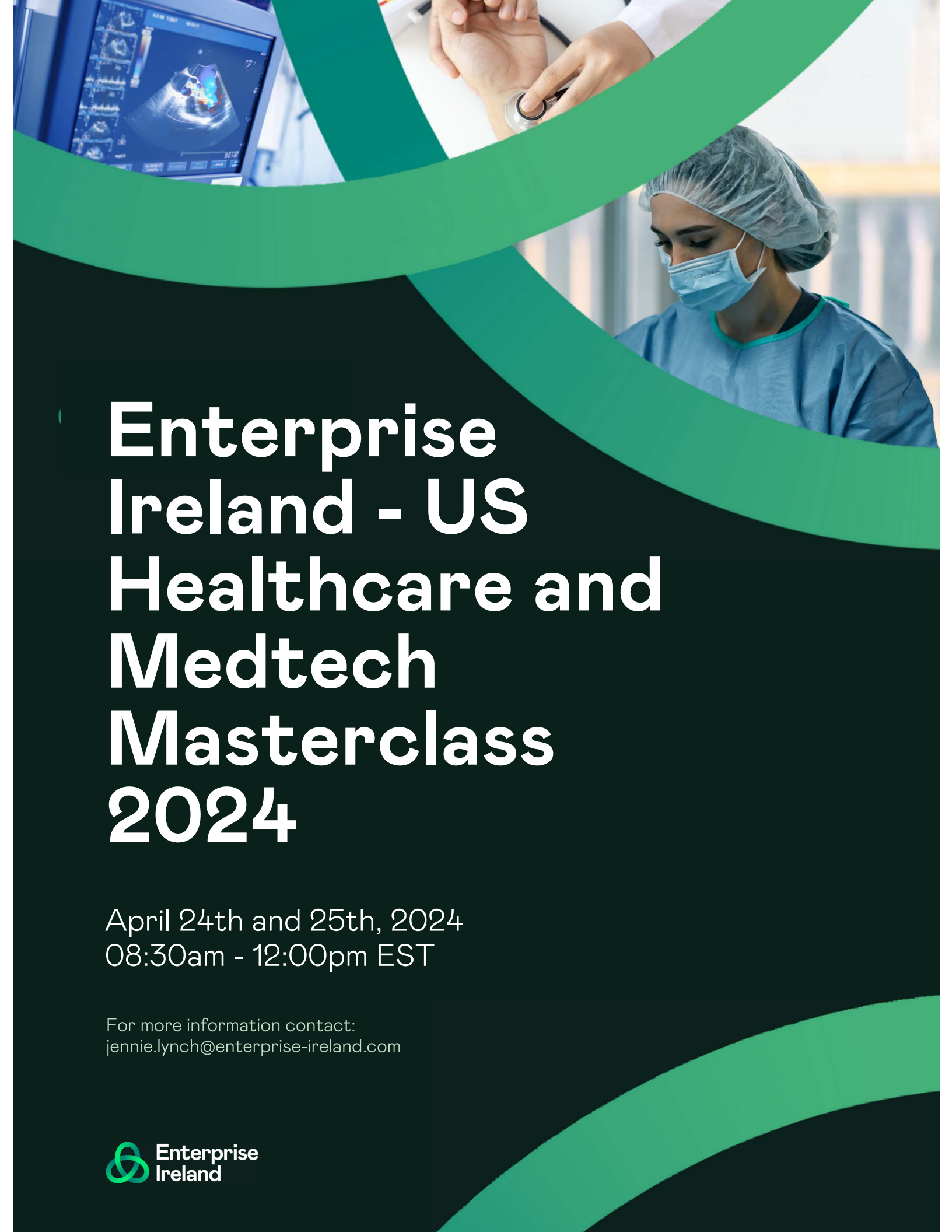




Enterprise Ireland - US Healthcare and Medtech Masterclass 2024

April 24th and 25th, 2024
08:30am - 12:00pm EST

For more information contact:
jennie.lynch@enterprise-ireland.com

Agenda

Day I - Wednesday
April 24th

*From Concept to
Commercialization*

08:30am - 08:40am Opening Remarks

David Lucey, Head of Lifesciences - Enterprise Ireland

08:40am - 09:15am Beginning Your Scaling Journey: Immigration and Visa Options

Andrews Rogers, Practice Lead - Greene and Spiegel Legal Group

09:15am - 09:45am Launching in the US: Destination Medical Center at Mayo Clinic

Kylle Jordan, Business Development Manager - Destination Medical Center

09:45am - 10:30am Working With The FDA: Achieving Regulatory Approval

James Ravitz, Partner and Paul Gadiock, Partner - McDermott, Will, and Emery

10:30am - 11:00am Implementing A Successful Market Strategy: Accessing and Utilizing US Experts

Karen Miller, Chief Executive Officer - Vivvidae

11:00am - 11:30am

Raising Capital in the US Healthcare Industry

David E. Danovitch, Partner - Sullivan & Worcester

11:30am - 12:00pm

Client Case Study I: Next Steps with NeuroBell

Mark O'Sullivan, Chief Executive Officer - NeuroBell

12:00pm

Day I Wrap Up

Tomás Scully, Trade Executive Lifesciences - Enterprise Ireland USA

Agenda

Day II - Thursday
April 25th

*From Commercialization
to Success*

08:30am - 09:15am

US Medical Reimbursement: Navigating The Maze

John McDaid, Director Revenue Optimization - Independence Blue Cross, Blue Cross Blue Shield

09:15am - 10:00am

Medtech Moment: Research and Development with Smith and Nephew

Matthew Murphy, Global Vice President of Research and Development - Smith and Nephew

10:00am - 10:45am

Healthcare Commercialization: The Cleveland Clinic Strategy

Stephen MacNamara, Associate Director of Innovation Technology - Cleveland Clinic

10:45am - 11:30am

Improving the Patient Journey: Digital Innovation at New York Presbyterian

Shauna Coyne, Senior Director of Digital Innovation - New York Presbyterian Hospital

11:30am - 12:00pm

Client Case Study II: The Shorla Story

*Sharon Cunningham, Chief Executive Officer -
Shorla Oncology*

12:00pm

Day II Wrap Up

*Jennie Lynch, Senior Vice President
Lifesciences - Enterprise Ireland USA*

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Speakers



**Andrew Rogers, Practice Lead -
Greene and Spiegel Legal Group**

Andrew Rodgers is an Attorney and Practice Group Leader for Green and Spiegel's Global Expansion Department. Much of Andrew's practice is focused on representing small businesses, start-ups, and investors, while boasting considerable experience in global companies seeking to transfer specialists and executives.

He has deep experience in assisting entrepreneurs in creating a wholistic approach to US immigration that benefits not only the founders, but also sets the company up for long term success in recruiting international talent.



**David E. Danovitch, Partner -
Sullivan & Worcester**

David Danovitch is the Managing Partner of Sullivan & Worcester's New York office, where he is also director of the Corporate Department. He has extensive transaction experience representing issuers, broker-dealers and investment funds in financings, capital markets transactions, and mergers and acquisitions.

David has received many honors throughout his career, including being named by American Banker as one of the "50 Most Influential People in Banking."



**David Lucey, Head of Lifesciences -
Enterprise Ireland**

David Lucey is Head of Lifesciences at Enterprise Ireland. Based in Dublin, David has over 20 years' experience in delivering advisory expertise in client focused roles.

He is a trusted advisor to CEOs and Senior Management Teams across the Enterprise Ireland lifesciences portfolio, and works with companies across all stages of their lifecycle to develop and scale their businesses and achieve international potential. He has held previous roles in Ernst & Young and BDO, and has extensive expertise in audit, corporate finance, and start-up and SME funding.



**James Ravitz, Partner -
McDermott, Will, and Emery**

James (Jamie) Ravitz is a Partner at McDermott, Will, and Emery, working alongside clients across the entire spectrum of life sciences and healthcare.

He is particularly focused on Food and Drug Administration (FDA) regulatory counseling, and works in partnership with companies and investors across the complete ecosystem of FDA-regulated products—drugs, devices, health technologies — to assist with FDA-related due diligence to maximize value and minimize risk and roadblocks during the process.



**John McDaid, Director Revenue Optimization -
Independence Blue Cross, Blue Cross Blue Shield**

John McDaid is the Director of Revenue Optimization at Independence Blue Cross, having previously served as Director of Strategy at parent company Blue Cross Blue Shield.

John has over 25 years of expertise in the US healthcare insurance sector, having held prior roles in Keystone Mercy and AmeriHealth Caritas.



**Karen Miller, Chief Executive Officer -
Vivvidae**

Karen Miller is the Chief Executive Officer of Vivvidae, a go-to-market organization focused on supporting companies within the lifesciences sector with US product launch and strategic market growth.

Over the course of her career, Karen has helped companies build significant revenue, has led the launch of 28 medical technologies, and been engaged in three successful company exits.



**Kylie Jordan, Business Development Manager -
Destination Medical Center**

Kylie Jordan is the Business Development Manager of Destination Medical Center (DMC), at Mayo Clinic. She focuses on bringing new businesses to Minnesota, and has significant experience building key stakeholder relationships to promote the healthcare and medtech ecosystem for life science investment in the region.

Prior to working with DMC, Kylie previously held the position of Global Principal for Medical Alley Association.



**Mark O'Sullivan, Chief Executive Officer -
NeuroBell**

Mark O'Sullivan is the Co-Founder and Chief Executive Officer at NeuroBell. A spin-out from University College Cork and the Irish Centre for Maternal and Child Health Research (INFANT), NeuroBell aims to address a critical gap in the availability and accuracy of current technologies used to detect seizures in newborns admitted to the neonatal intensive care unit (NICU).

Supported by Enterprise Ireland's Commercialization Fund, NeuroBell secured €2.1 million in additional Seed Funding in 2023, and is now focused on securing FDA approval before launching its device in the US market in 2024.



**Matthew Murphy, Global VP of R&D -
Smith and Nephew**

Matthew Murphy is the Global Vice President of Research and Development at Smith and Nephew, with a focus on New Product Development (NPD) across a range of different subsectors including orthopedics, wound care, and more.

He has over 20 years' experience in research, product development and general management including translational research, commercial operations, and regulatory support in delivering Class I, II and III medical devices to market. Matthew oversees the prioritization and delivery of targets aligned with Smith and Nephew's strategic plan.



**Paul Gadiock, Partner -
McDermott, Will, and Emery**

Paul Gadiock is a Partner at McDermott, Will, and Emery, and leverages his firsthand experience at the Food and Drug Administration (FDA) to provide life sciences, healthcare and other FDA-regulated companies with practical, strategic counsel at every phase of the product life cycle.

Paul supports medical device, digital therapeutic, and biopharma companies on their FDA regulatory and due diligence needs, delivering pre-market and post-market regulatory guidance to maximize business outcomes



**Sharon Cunningham, Chief Executive Officer -
Shorla Oncology**

Sharon Cunningham is the Co-Founder and Chief Executive Officer of Shorla Oncology. Founded in 2018, Shorla develops and commercializes innovative oncology products for women's and children's cancers.

Sharon relocated to Boston in 2021 to drive the company's mission and oversee the launch of Shorla's portfolio of drugs. Since its inception, Shorla has attracted world-renowned investors, board members and advisors, and has an advanced portfolio of FDA-approved oncology products.



**Shauna Coyne, Senior Director of Digital Innovation -
New York Presbyterian Hospital**

Shauna Coyne is the Senior Director of Digital Innovation at New York Presbyterian Hospital. She oversees the execution of digital technology solutions across the entirety of the healthcare system.

In her role, Shauna has embraced virtual care services to boost patient access to high-quality, convenient care, and is responsible for the rollout of 60 telehealth programs across nearly every specialty within New York Presbyterian.



**Stephen MacNamara, Associate Director of
Innovations Technology Development -
Cleveland Clinic**

Stephen MacNamara is the Associate Director of Innovations Technology Development at Cleveland Clinic. Cleveland Clinic is one of the largest and most respected healthcare systems in the world, with multispecialty capabilities integrating clinical and hospital care with research and innovation.

Stephen is responsible for identifying innovative technology opportunities and solutions that align with the strategic priorities of Cleveland Clinic. His previous experience includes senior roles at Biotrin, Abbott, and Athersys.

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