



## 2012 Medical Device & Diagnostics Symposium

二〇一二年医疗器械和诊断技术研讨会

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Time: 1:00-5:00 pm  
Date: Saturday, December 8, 2012  
Venue: IBM Innovation Center  
Address: 404 Wyman Street, North Entrance  
Waltham, MA 02454-1280

### Presented by

Chinese-American Biomedical Association (CABA)  
New England Chinese Information and Networking Association (NECINA)  
American Chinese Medical Association (ACMA)  
Harvard Medical School- Chinese Scholars and Scientists Association (HMS-CSSA)

This 2012 Medical Device & Diagnostics Symposium is aimed to enhance interactions of biomedical professionals, embrace innovation and entrepreneurship, identify the technical and market trends in medical device & diagnostics business in the US and China.

**Admission:** CABA, NECINA, ACMA and HMS-CSSA members: FREE; Non-members: \$20, Student: \$10. Seats are limited.

CABA 美中生物医药协会

NECINA 紐英倫中華資訊網路協會

ACMA 北美中华医学会

HMS-CSSA 哈佛大学医学院中国学者专家协会

### 2012 MDDI Symposium Committee

Chair: Wei Zhang (CABA)

Ji Shi (CABA)	Lan Cao (CABA)	Jingzhong Zhang (CABA)
Zhihong Chen (CABA)	Ru Zheng (NECINA)	John Xiaofeng Zhu (NECINA)
Bill Lian (ACMA)	Wei Song (HMS-CSSA)	Shubai Liu (HMS-CSSA)

### Acknowledgement

**We sincerely thank IBM Innovation Center for providing event venue and facility.**

### Symposium Program

12:00-1:00 Registration and Networking

***SPEECH SESSION: BUSINESS ON MEDICAL DEVICE*** Chair: Dr. Wei Zhang

1:00 - 1:10 Symposium Opening

1:10 - 1:40 Commercializations of Medical Device Products in China

**Grace Palma, MBA** Principal Consultant at Bridges Medic

1:40 - 2:10 Wireless Application in Medical Device Products

**Regina Au, MBA** Principal of BioMarketing Insight

2:10 - 2:40 Private Equity Opportunities on Medical Device Products in China

**Xiongwei Zhou, MBA** Managing Director, Eastern Link Capital

2:40 - 3:00 Café Break

3:00 - 3:30 Innovative Biomarker for Autism

**Shen Luan Ph.D.** Chief Operation Officer of Berg Diagnostics

3:30 - 4:00 Awaken the power within you to succeed in business and beyond: A neuroscientist uncovers the untold story

**Bill Lian Ph.D., M.D.** Assistant Professor of UMASS Medical School

***PANEL SESSION: ENTREPRENEURSHIP IN MEDICAL DEVICE AND DIAGNOSTICS***

Chair: Mr. Ji Shi

4:00 - 5:00 **William Lee, Ph.D.** Director of R&D, AST Products, Inc

**Steven Wu, M.D.** Director of Interventional Nephrology, Mass General Hospital

**Wei Roc Song, Ph.D.** Harvard Medical School

**Shubai Liu, Ph.D.** Harvard Medical School

**CABA Regulatory Training Group**, sFDA Wuhan China

5:00 - 5:30 Networking

Biosketches of Speakers and Program Summary**Regina Au, Principal, Biomarketing Insight**

Regina Au is a Strategic Marketing Consultant at BioMarketing Insight specializing in the biotechnology, pharmaceutical, medical device, and diagnostic industries. She helps companies evaluate their technology upfront by conducting the business due diligence in de-risking the product development process. This ensures that the technology is the right product for the right market and that the market opportunity for the product meets the business goals of the company. Ms. Au then develops marketing strategies to ensure a successful product launch.

Prior to BioMarketing Insight she worked for companies such as Merck & Co., Genzyme Corp., The Clinipad Corp., Radi Medical Systems (St. Jude) and NMT Medical in various positions of increasing responsibility in marketing and sales. She had P&L responsibility in managing several multimillion dollar product lines, been involved in the development of a number of new products, and launched numerous new products.

Her background includes an MBA in Marketing from the University of Connecticut, a Microbiology degree from the University of Michigan and a Masters in International Management from Thunderbird School of Global Management.

**Shen Luan, Co-Founder and COO, Berg Diagnostics**

Intrigued by systematically exploring and understanding the molecular profile underlying the pathophysiology of human disease. Excited about utilizing the state-of-the-art mass spectrometric technologies to develop molecular diagnostic solutions which facilitate clinical decision making, improve quality of patient care, and minimize costs of disease management.

Shen Luan is currently Chief Operating Officer at Berg Diagnostics. Shen joined Cytotech Labs in 2009 as Director of Bioanalytical and Diagnostics. He was named as Vice President of Bioanalytical and Diagnostics in 2010. He was appointed as President and Chief Technology Officer in 2010 for the newly formed Berg Diagnostics.

He leads the development and implementation of Berg Diagnostics' technology platforms, directs business development efforts, as well as provides corporate strategy. He was a Technical Product Manager of Waters Corporation responsible for LC/MS and LC/MS/MS system solutions and laboratory informatics. Prior to joining Waters Corporation in 2004, he was with Thermo Fisher Scientific for 9 years and has held various management positions including Engineering Manager, Research Manager, and Product Manager. He has solid business experience across the product lifecycle including design, development, project management, commercialization, manufacturing, supply chain, quality assurance, and regulatory compliance.

He received a Ph.D. in Analytical Chemistry from Iowa State University and a B.S. in Analytical Chemistry from Peking University. He authored and co-authored 10 peer-reviewed publications and 29 scientific meeting presentations. He holds a Lean - Six Sigma Black Belt certificate.



**Grace Fu Palma – Principal consultant at Bridges Medic Consulting, Boston, MA.**

Ms. Palma is recognized as a seasoned marketing and business development executive specializing in medical device markets in the United States and China. With almost 20 years of experience driving product strategy, positioning, launches, sales channels development, and partnership and JV establishment across global marketing operations for both large multinationals (Hewlett Packard Medical Products Group, Philips Healthcare) and start-up companies (Teratech Corp), she held a variety of marketing and sales management positions from marketing manager to Vice President of marketing and sale.

At Hewlett Packard Medical Products and Philips Healthcare, she held the positions of north America marketing managers. She managed Hewlett Packard's the first medical production line transfer to China in the early 90s. As the head of Asia Pacific business at the start-up, she grew revenue from zero to millions by recruiting and managing indirect channels and partners' alliances in China and Asian countries. She also led and managed sales and clinical team to meet annual targets and work through partners and alliances to cover large territories efficiently, built and managed OEM/indirect channels with multiple industry leaders to create and expand distribution and market awareness in surgery, intervention, and pain management and rehab.

She is also the founder-CEO of Chinese American Heart Association ([www.cnaa.org](http://www.cnaa.org)), a 500+ member society consisting of clinicians and researchers with Chinese origins in the cardiovascular medicine from both the United States and China. She has a BA degree from Beijing University in Beijing, China, and an MBA from Yale University in New Haven, CT.



**Joe Xiongwei Zhou, Managing Director of Eastern Link Capital**

Joe has 18+ years multi-cultural and multi-national work experience. In Japan, Joe gained project management and quality control skills by working at Yokogawa Electric Corporation for 2 years. In China, Joe worked as the Vice General Manager of a Japanese company to build the first business branch and manufacturing plant in China, managed the daily operations of both the business branch and the manufacturing plant. In the U.S., Joe started as a software engineer; and then a manager was responsible for the development and evaluation of new business opportunities, including a startup that utilizes virtual reality technology in applications of pain management; now he is a managing director of Eastern Link Capital, a Private Equity firm doing investment in China.

Joe has an MBA degree from Massachusetts Institute of Technology, Sloan School of Management. He was in the Sloan Fellows Program in Innovation & Global Leadership, a demanding and accelerated full-time degree program for mid-career executives and entrepreneurs. He also holds a Master's degree in Mechanical Engineering from Iowa State University and a Bachelor's degree in Precision Engineering from Tianjin University, P. R. China.



**Bill Lian, MD, PhD.** Assistant Professor of Medicine and attending physician at University of Massachusetts Medical School

Dr. Lian is an Assistant Professor of Medicine and attending physician at University of Massachusetts Medical School. He received his medical degree from Bethune Medical School of Jilin University and PhD degree in Neuroscience from Loyola University Chicago. Dr. Lian received his residency and research fellowship training at teaching hospitals of Harvard Medical School in Boston. Beside his clinical interest, his research is focus on molecular mechanisms of cardiovascular diseases. He is also an entrepreneur in biotech industry. Dr. Lian is an avid advocate for disease prevention and community services. He currently serves as the president of the New England Chapter of American Chinese Medical Association (ACMA).



**Steven Wu, MD** Assistant Professor of Medicine, Harvard Medical School

Dr. Wu is the Director of Interventional Nephrology, Medical Director of HD Vascular Access Program, and Associate Director of Vascular Interventional Radiology (Vascular Access) at Massachusetts General Hospital. In addition, he is Councilor at American Society of Diagnostic and Interventional Nephrology (ASDIN), and the Co-Chair of the 7th and 8th ASDIN annual scientific meetings. Currently, he is a member of American Society of Nephrology (ASN) Interventional Nephrology Advisory Group (INAG), and serves on the Board of Directors of Chinese American Society of Nephrology. As an interventional nephrologist, Dr. Wu has a great interest in medical device innovation and development. He has two pending patents with multiple patentable disclosures to Partners RVL office. Currently, he is working on a new medical device related to hemodialysis vascular access.



**William Lee, Ph.D.** Director of Research, Development and Regulatory, AST Products, Inc.

Dr. Lee is a leading surface chemist in the field of nano- biotech who received Ph.D. in Chemistry and Biotechnology from the University of Tokyo, Japan. Dr. Lee developed membranes for peritoneal dialysis, polymeric electrolyte fuel cells, microbial cell removal and immobilization, protein separation, and recovery of lithium and rare metals, and medical coatings for interventional medical devices. Prior to AST Products, Dr. Lee founded eMembrane, Inc., a company that develops and commercializes multifunctional polymeric materials and membranes for chemical and biological applications. Prior to eMembrane, Dr. Lee worked for JAFCO, Japan's largest venture capital firm, Harvard Medical School/Massachusetts General Hospital, Japan Society for the Promotion of Science and Japan Atomic Energy Research Institute. Dr. Lee also involve in numerous startup investments as well as commercialization of university's technologies. Dr. Lee has won various awards including the 2008 Frost & Sullivan North America Technology Innovation of the Year Award and is fluent in multiple languages including English, Japanese, Mandarin and Cantonese.



**Shubai Liu, Ph.D.** Research Fellow, Harvard Medical School

Dr. Liu is currently research fellow at Brigham & Women Hospital, Harvard Medical School. Dr. Liu is the vice president of the Harvard Medical School-Chinese Scientists & Scholar Association. Dr. Liu received his Ph.D. degree from the University of Chinese Academy of Science in 2008. During 2008 to 2010, Dr. Liu worked at department of Molecular & Integrative Physiology, University of Illinois-Urbana Champaign. His research focused on the using dynamic high resolution single molecule living-cell imaging to understand the physiological and pathological cardiovascular function and the heart failure development. From 2010 to now, Dr. Liu has worked as research fellow in the Department of Obstetrics, Gynecology and Reproductive Biology, Dana Farber / Brigham & Women Hospital Cancer Center. Now, his research mainly concentrated on the biomarkers discovery for cancer early diagnosis and treatment. Dr. Liu has been invited as Journal reviewer board member for *International Journal of Genetics and Molecular Biology* from 2010.



**Wei (ROC) Song, Ph.D.** Research Fellow, Department of Genetics of Harvard Medical School

Dr. Song is currently the Co-President of Harvard Medical School Chinese Scientists & Scholars Association (HMS-CSSA), a non-profit science-oriented organization building a platform to facilitate communications and collaboration among Chinese scientists at Harvard Medical School and its affiliated institutions. Dr. Song is also a research fellow in Department of Genetics of Harvard Medical School. He received his PhD degree from Shanghai Institutes for Biological Sciences, Chinese Academy Of Sciences in 2010. His research is focusing on using in vivo large-scale genome-wide RNAi screening to study the genetic basis of type 2 diabetes, including energy homeostasis in adipose, insulin resistance of peripheral tissues, and cross-talk between central neuron system and peripheral tissues.