ADVANCED STUDY PROJECT SEMINAR: MEDICAL DEVICES  
HCMG 890-002  
0.5 credit  
Weds. 4:30-7:30 pm JMH 240  
(11/03/10 – 12/08/10)

Faculty:
Jeffrey A. Solomon, MD MBA  
Assistant Professor  
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Email: jeffrey.solomon@yahoo.com
University of Pennsylvania School of Medicine  
University of Pennsylvania School of Veterinary Medicine  
The Wharton School of Business

Heidi Harvie, MD MBA  
Assistant Professor  
Office Hours: By appointment
University of Pennsylvania School of Medicine  
The Wharton School of Business

Teacher’s Assistants:  
Bryan Marcovici - bmarco@wharton.upenn.edu  
Aman Kumar, MD - amkumar@wharton.upenn.edu

COURSE OVERVIEW
Successful medical devices are an amalgamation of creative and innovative thinking, clinical  
expertise, and engineering know-how that endures intense regulatory and reimbursement  
scrutiny. This course will provide a foundation for understanding the nuances of the medical  
device industry. It will cover topics ranging from device design and discovery, regulatory issues,  
marketing, reimbursement, management, and strategy. Classroom activities will be supplemented  
with optional tours of hospitals, research and manufacturing facilities, and hands-on  
demonstrations of devices. Though the course is intended primarily for MBA students, it will be  
open to medical and engineering students as well as to hospital house staff.

COURSE REQUIREMENTS
1) Class is mandatory and shall comprise 10% of overall grade  
2) Class participation will comprise another 10% of the course grade, which will include a  
weekly web poll/question based on a required reading. A response to the weekly web poll  
is due by 3pm the day of the class. There is no poll for the 1st class on Nov 3rd.  
3) There will be two group papers. The first shall comprise 30% of overall grade and the  
second will comprise 50% of the final grade. There is no in-class final, the second paper  
serves as the final exam. These will be a group projects and participation is required to  
pass the class. The topics will be provided.  
4) The second paper will be due on Friday, Dec 17th, at 5pm.

READING LIST
This class will afford students the unique opportunity to interact directly with industry leaders. In  
order for class discussion to optimize the use of discussion time, background readings are  
provided for each class and in particular, each individual lecture. It is expected that all readings
will be done prior to the pertinent class and that students will arrive able to discuss the topic in an informed manner. Additional readings may be added in advance of particular classes. All readings will be posted on Webcafe – there is no bulkpack. Certain readings are marked as “required” in the filename.

**Wharton Class Schedule:**  
**JMHH 240**

**Week one – Nov 3**  
Jeffrey Solomon MD – Course introduction/overview of IR  
Kurt Kruger/Raj Denhoy – Current trends in the device market  
Sean Salmon – Stent Wars – Marketing in hypercompetitive markets

**Week two – Nov 10**  
S. William Stavropoulos – Billing and Reimbursement  
Heidi Harvie

**Week Three – Nov 17**  
Jim Rushworth – Going direct the case of Boston Scientific and Terumo  
Christopher White – Advamed

**Week 4 – Nov 22**  
* note class is Monday – time/classroom TBD  
Terry Fadem – Working with Universities  
Heidi Harvie

**Week 5 - Dec 1**  
Lucas Buchanan – VC perspective on Medical devices  
Martin Doyle – Exit Strategies  
Rob Li, MD – Overview of cardiology devices

**Week 6 – Dec 8**  
Jeff Shuren – The FDA and device regulation  
Jennifer Bragg – Industry perspective on FDA  
Paul Marcotte, MD – Overview of spinal devices