

| | |
|--------------------------------|--|
| Event Date: | Wednesday, Jun 01, 2005 |
| Time: | 12:00 Noon - 1:00 PM (approximately) Eastern US Time. Event may run over, but you can exit at any time. |
| Topic: | Teleconference on Innovative Models for the Current Tough Times in Healthcare and the Life Sciences |
| Location: | Teleconference |
| City: | Virtual |
| Audience: | Open to members and non-members. |
| Event Rates: | <p>Member:\$20.00 Non-Member:\$35.00 Benefactor:\$0.00 Patron:\$0.00</p> |
| Event Description: | <p>It's getting harder to innovate in the health industry and traditional models of innovation (such as the integrated pharmaceutical company) are in trouble. What does a manager do? Start an internal corporate venture? Give up on internal R&D and acquire innovative companies that have proven themselves in the market? What have we learned from the "innovation frenzy" of 1995-2000 and subsequent fallout?</p> <p>Register now for a valuable give-and-take teleconference session with Jeff Wager, Michael Lord, and Don deBethizy, co-authors of the recently published <i>Innovation that Fits: Moving Beyond the Fads to Choose the Right Innovation Strategy for Your Business</i>. They have studied over 250 corporate innovation initiatives that relied on six major new models of innovation, and will give an overview of how new innovation models can be best fit to common business situations in the health industry.</p> |
| Speakers: | <p>Jeff Wager, MD, MBA, is the Managing Director of CPP Advisors LLC, a boutique life science investment bank.</p> <p>Don deBethizy, PhD, is President and CEO of Targacept, Inc., a leading central nervous system disease-focused biopharmaceutical company.</p> <p>Michael Lord, PhD, is a professor of strategy and international business at Wake Forest University.</p> |
| | SOLD OUT |
| Additional Information: | <p>Registration Deadline is Monday, May 30.</p> <p>Teleconference details and additional materials will be emailed to paid registrants by May 31st.</p> |