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Member of the Month



David Reiter is an academic facial plastic surgeon who has been providing solutions to healthcare problems for decades. After a dual degree program (MD-DMD) and residency in Otolaryngology, he co-owned and served as VP & CMO of a New Jersey based clinical research facility for phase III dental trials and was President and CMO of a second enterprise for medical trials while teaching and practicing. He

President's Message

Mickey Mantle was the best switch hitter in MLB history. He played for the New York Yankees for 18 seasons. He won three MVP awards, one Triple Crown, won one batting title, batted .300+ 10 times, hit over 50 HR twice, over 40 HR twice, over 30 HR five times and drove in 100+ runs four times. He won four HR titles, and one RBI crown. He was inducted into the Hall of Fame in 1974.



Arlen Meyers, MD, MBA

The latest trend in management theory is what's called organizational ambidexterity. It's the social scientists take on being a switch hitter, and is defined as an organization's ability to be aligned and efficient in its management of today's business demands while simultaneously being adaptive to changes in the environment. In other words, being able to simultaneously lead the now and the new.

Healthcare organizations and their employees are faced with the same challenge. While being consumed with adhering to rules, regulations and laws to generate margins, they must innovate and be sensitive to a turbulent and rapidly changing health ecosystem to survive. However, slugging from both sides of the plate is no easy chore and many are trying to figure out how to do it. In most instances, the corporate culture and immune system snuffs out innovation when it threatens the cash cow or existing models and several have found you must destroy the village to save it.

Healthcare innovators, organizations and the physician intrapreneurs they employ will struggle for the foreseeable future to get it right. Some will swing for the fences and strike out a lot. Some will win batting titles. Some will create a situation where the left hand won't know what the right hand is doing. In the meantime, don't look for pennants to be waiving from center field any time soon. We need a lot more depth in the organization for that to happen.

Newest News

Learning to Succeed
[Online Digital Health Entrepreneurship Course](#)
 Friday July 18th, 7am - 5pm
 American Sentinel University, Colorado
[View the video](#) here for more information

subsequently sold the collective research enterprise, which remains a going concern under new management.

He was CFO and CMO of the CyberTechnology Group (Wayne, PA), and is a consultant to major manufacturers in the healthcare industry. With over 45 years of informatics experience and certification as a ColdFusion application developer, he has created and sold software solutions for Value Analysis, business development, and decision support/ econometric forecasting.

David Reiter has been a physician executive at Thomas Jefferson University since earning his MBA in 2000. He earned a Master Black Belt in Six Sigma in 2013 after being certified as a Lean Leader and a Change Agent by GE in 2008. He has been a working professional musician for 50 years, and is currently Professor of Otolaryngology (Facial Plastic

Upcoming Events

3rd International Bioentrepreneurship Education Conference

June 20th-21st, 2014

This 1.5 day conference is designed for those interested in creating and sustaining international graduate level bioinnovation and entrepreneurship education programs. Learning objectives include:

1. Sharing best practices
2. Sharing resources and networks
3. Overcoming barriers to adoption and penetration

[Click here](#) to register

University of Colorado Denver
Anschutz Medical Campus
Aurora, Co

HealthIMPACT West

June 25th, 2014

In 2014 there is no doubt that regulatory requirements and the changing healthcare reimbursement paradigm will continue to put a strain on IT resources. In one day at HealthIMPACT you'll learn about the innovations that ease the burden of regulatory requirements, improve reimbursement revenue, and strain limited resources the least. We've convened the experts who have successfully bridged the gap between technology, clinical practice and organizational performance and they will share with you the tools and strategies every health system and physician IT leader can use to prepare for the future of healthcare delivery.

Find more information [here](#).

Santa Monica, Ca

Introduction to Digital Health Entrepreneurship

July 18th, 2014

This one day conference is designed to educate participants about the major challenges and opportunities confronting potential digital health stakeholders, including entrepreneurs, investors, end users, service providers and other digital health innovation participants.

[Click here](#) to register

American Sentinel University
2260 S Xanadu Way, Suite 310
Aurora, Co

The Concierge Medicine Event

July 25th-26th, 2014

If you are focused on growing your practice through innovative marketing tactics or you are interested in learning more about launching or expanding a concierge or direct pay medical practice, ExL Events has 2 highly anticipated co-located events coming this summer in Costa Mesa that are the perfect fit for you. We specialize in developing B2B events that deliver innovative educational opportunities where you hear unique perspectives from other industry experts. We also offer plenty of hours of networking

Surgery) and Associate Chief Medical Officer at Jefferson.



The SoPE Webinar Network delivers novel and cutting edge information in the areas of bioinnovation and entrepreneurship to SoPE members. This monthly webinar features interviews with bioentrepreneur thought leaders by SoPE CEO and President, Dr. Arlen Meyers. Viewers are additionally rewarded by an opportunity for LIVE Q&A interaction immediately following the discussion. Find all info [here](#).

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SoPE QR Code

time for you to connect and benchmark off your industry peers. For more information, [click here](#)
Use this code when registering to receive a SoPE discount **C525SOPE**
Westin South Coast Plaza
Costa Mesa, Ca

BioWest New 2014 September 10th, 2014

A one day event attended by more than 300 industry leaders, government representatives, executives, researchers, investors and entrepreneurs. Meet fellow BioWest attendees in three (20) minute structured networking sessions. Attendees will sit with other BioWest attendees interested in the same discussion topics then rotate.

Marriott City Center, Denver

[Click here](#) for more information

OMTEC 2014 September 24th, 2014

Calling all Surgeon Entrepreneurs! OMTEC, the 10th Annual Orthopaedic Manufacturing & Technology Exposition and Conference, provides the knowledge and partnerships needed to commercialize your product. Leverage more than 125 exhibitors and more than 25 educational sessions to:

- Identify partners to design and build your prototypes
- Secure the proper protocols to protect your IP
- Gain knowledge on the regulatory environment
- Find OEM, Supplier and Entrepreneur partners

A full conference pass for surgeons is \$49. [Register today!](#)

SoPE Chapter Updates

SoPE National Capital Area Chapter

Why Medical Devices and Technologies Fail? The Importance and Implications of Proper Design

Tuesday, July 8th, 2014

Johns Hopkins University Montgomery County Campus
Rockville, MD

Find more information [here](#)

GBC SoPE Chapter

Big Data, Opportunities in Healthcare (with IBM Watson Demos!)

Thursday, June 19th, 2014

Held in partnership with the Harvard Business School Association
Healthcare SIG

IBM Innovation Center



Cambridge, MA
RSVP [here](#)

Thanks to our Sponsors and Partners!



As always, thanks for participating with SoPE!

Please encourage others to join us in this journey and always feel free to send us your comments and suggestions.

Society of Physician Entrepreneurs
www.sopenet.org
info@SoPEnet.net