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SoPE's Board of Directors are pleased to announce the addition of two new Directors to the SoPE International Board, Rania Nasis and Sudhen Desai.

Dr. Nasis has been the Chapter Leader of the SoPE Greater Los Angeles Chapter and Dr. Desai has led the SoPE Houston Chapter. They will both continue in that capacity, building on the vibrant healthcare/life science ecosystem they have nurtured in their communities. They have both proven to be hard working, creative, and talented individuals that will add a tremendous amount of knowledge and perspective to the SoPE BOD. We congratulate them on their achievements and welcome them whole-heartedly to the governing Board of this organization.

You can learn more about Dr. Nasis and Dr. Desai in their brief Bios below.

President's Message

At the beginning of October, the website listing industry-physician payments was released, and it seems, it is creating more heat than sunshine. Doctors are predictably pushing back while activists are applauding the new transparency.



Dr Arlen Meyers

One member stated that "It likely further tarnishes the image of our profession in the eyes of a significant part of the population. It may help pay the bills for some physicians, but for our profession it doesn't help with patient care, it hurts the public's perception of what we do, and it overall lessens our value to society."

I have a different take:

1. Physician industry collaboration speeds innovation, new product development and failed product launches
2. It is a source of revenue when research support is dwindling, state support for higher ed is vanishing and reimbursements are dropping.
3. Knowledge exchange programs improve the impact of basic biomedical research and technology transfer.
4. Industry interaction provides alternative career development pathways for graduate students and health professionals.
5. It confronts the reality that the business of medicine deserves as much attention as the practice of medicine. You can't do one for very long without being successful at the other.
6. Transparency pressures participants to be more forthcoming about conflict of interest.
7. It forces academic health centers to re-evaluate failing business models.
8. It celebrates physician entrepreneurship instead of demonizing it
9. It satisfies an international need and prevent brain drain
10. It adds value to not only patients, but stakeholders and regional economies and creates jobs.

Industry-physician collaboration is a good thing and should be encouraged, not stifled. We need to be transparent about conflict of interest. Demonizing physician entrepreneurs instead of celebrating them will make patients the collateral damage.

Newest News



Rania Nasis

Rania Nasis, MD, MBA is a dynamic management executive in the areas of healthcare, life sciences and the emerging field of equity crowdfunding. Dr. Nasis has extensive experience managing and advising early stage healthcare and life sciences companies. She is currently Managing Director at Poliwogg and oversees the company's online investment platform. Prior to joining Poliwogg, Dr. Nasis was Managing Director at Regenerative Medicine Strategy Group, LLC, a management consulting firm.

Previously, she was General Manager at California Stem Cell, Inc. (acquired by Neostem, Inc. in 2014 for \$124M), where she guided daily operations and oversaw development of novel cell therapy products and drug screening tools. She was also the co-founder and CEO of Wanzo, a startup digital health company targeting childhood obesity. She has authored articles for multiple news publications, several peer-



I Teach Online: Arlen Meyers

SPECIAL OFFER FOR SOCIETY OF PHYSICIAN ENTREPRENEURS (SOPE) MEMBERS:

Bentham Science is pleased to offer a discounted price for 2014 subscription (Online) to the journal **Technology Transfer and Entrepreneurship** for all members of the Society of Physician Entrepreneurs .

Please send your subscription order quoting 2014SOPE to subscriptions@benthamscience.org (Attn.: Mr. Pradeep Menon) to avail the special offer.

SoPE Chapter Updates

Houston SoPE Chapter

The SoPE Houston chapter proudly announces our next program, sponsored by the Texas Medical Center, the largest dedicated medical campus in the world. Dr. Robert Robbins, CEO of the Texas Medical Center, will introduce the new Innovation Institute to our membership. Subsequently, Dr. William Cohn, (entrepreneur, inventor and cardiovascular surgeon) will discuss his journey within the innovation arena. We anticipate our largest group to date and have already generated tremendous interest.

For any questions, or information on the Houston chapter, please contact sudhen.desai@gmail.com.

New Mexico SoPE Chapter

The SoPE New Mexico Chapter's Co-Founders and Board members are Anne Keshen, a Los Angeles & Santa Fe investor and attorney involved in healthcare, real estate and technology, who co-founded the SoPE LA chapter and is on the Board of the UCLA Jonsson Cancer Center Foundation; Dr. Donn Duncan, an accomplished surgeon and healthcare

reviewed journals and has contributed to three textbooks. In addition, she is Chair of the Greater Los Angeles Chapter of the Society of Physician Entrepreneurs (SoPE). She received her medical degree from New Jersey Medical School, Masters of Business Administration from the Paul Merage School of Business at University of California at Irvine and Bachelor of Science degree from Drexel University. She is a registered representative and holds Series 7 and Series 63 licenses.



Sudhen Desai

Dr. Sudhen Desai earned his Doctorate of Medicine with Distinction in Research and Alpha Omega Alpha honors from Albany Medical College, after completing the six-year BS/MD program in conjunction with Rensselaer Polytechnic Institute. During his latter years of medical school, he was selected as a scholar of the Clinical Research Training Program at the National Cancer Institute of the National Institutes of Health, a clinical fellowship geared towards the development of translational researchers. He then went on

entrepreneur who will serve as the Chapter's Chair, Jody Madala, a healthcare advisor with a Wall Street background who will serve as SoPE's Vice Chair and Marie Longserre, President and CEO of the Santa Fe Business Incubator.

SoPE New Mexico's first meeting will be held on November 12, 2014 at the Santa Fe Business Incubator located at 3900 Paseo del Sol. David Joseph, a nationally recognized medical innovator and serial healthcare entrepreneur, will be the program speaker. He is the co-Founder of Avisa Pharma, a biotech start-up based in New Mexico. With forty years of healthcare and life science management, Mr. Joseph has successfully launched six companies specializing in medical technology, biomaterials and biopharmaceuticals.

SoPE NY Tristate Chapter

Product Idea to Design

Wednesday, November 5th, 2014

I have an idea, but how do I find out if it's commercially viable? How do I find out if others like my idea? How do I assess if it is worth my while to build a prototype? What do I do with that prototype?

6:30pm - 9:30pm

New York, NY

[Click here](#) to join the group

National Capital Chapter of SoPE

The Science of Risk: Insights into Understanding the Challenges and Opportunities in Entrepreneurship and Investing

Join us November 5th to delve into the art and science of risk analysis from the perspectives of an economist, a wealth manager and a banker. So ask yourself, how do I measure risk...from the standpoint of an entrepreneur with scarce resources or the vantage point of an investor with defined opportunities. Please come and lend your insights and viewpoints to a most intriguing topic that affects all of us involved in healthcare and life science ventures.

Find more information [here](#).

Colorado SoPE Chapter

Show me the Money

Thursday, November 6th, 2014

Featuring Speaker - Gary Hamilton- W.G. NIELSEN & CO.

7-7:45 AM Networking and Breakfast

7:55-8 Company Pitch (no questions)

Doug Krug - Creating the future of health care - the simple way

8-8:45 AM Presentation

Copic Insurance Co

7351 East Lowry Boulevard, Denver, CO

[Click here](#) for information

Greater Los Angeles SoPE Chapter

Join us to kickoff the second year of the Greater Los Angeles Chapter of Society of Physician Entrepreneurs (SoPE) and welcome Dr. Jeffrey Hausfeld, M.D., M.B.A., F.A.C.S., a physician-entrepreneur and the

to residency at Stanford University (General Surgery) and UCSF (Diagnostic Radiology), followed by fellowship in Vascular and Interventional Radiology at Northwestern University. He has practiced Interventional Radiology and Diagnostic Radiology for over eight years.

In his time outside of the clinic, he has nurtured his interest in the life sciences innovation arena. He serves as a consultant to multiple established and start-up medical companies, Scientific Advisor to Santé Ventures (Austin, TX) and previously was an invited advisor to the Rice University Jones School of Business (Technology Entrepreneurship). As President of the Houston chapter of the Society of Physician Entrepreneurs (SoPE), Dr. Desai works to engage local physicians interested in innovation and idea development, as well as to provide mechanisms and insights to assist early-stage companies in tackling the many challenges to successful exits.

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Chairman and Founder of SoPE. Dr. Hausfeld led the field in otolaryngology/facial plastic surgery for many years and is now a business operator and entrepreneur. He invests, manages and consults to a variety of healthcare businesses, including assisted living facilities for Alzheimer's and dementia patients, medical device companies, healthcare information technology and biotech firms, debt collection services for physicians, as well as syndicating and raising capital for health care related real estate ventures, including other life science entrepreneurial enterprises, both regionally and nationally.

What: Life After Medicine: Confessions of a Serial Physician Entrepreneur

Who: Dr. Jeffrey Hausfeld, a physician-entrepreneur and the Chairman and Founder of the SoPE

When: October 23, 2014 October 23rd at 6:30pm

Where: General Assembly, 1520 2nd St, Santa Monica, CA

We invite you to sign up at this [link](#). For complimentary admission, use promo code: SOPEVIP

Thanks to our Sponsors and Partners!



As always, thanks for participating with SoPE!

