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Company of the Month



Poliwogg has launched its platform for investments in innovative companies in healthcare and the life sciences.

The Poliwogg Online Investment Platform puts power in the hands of millions of accredited investors who can now easily find information about and invest in emerging companies.

For physicians and healthcare providers, this widens the opportunity

President's Message

Google "health innovation" and you will see over 85M results. That's quite a change from several years ago when everyone just watched as the prices went up, % of GDP inexorably rose, access went down and all agreed that the US had the best healthcare in the world. What a difference a law makes.



Arlen Meyers, MD, MBA

So it only took 60 or more years for healthcare innovation to be famous overnight. Now we are seeing an explosion of ideas that involves most every technology industry you can name with predictions as far out as avatars for doctors, consumer sensors that can make a diagnosis on the spot and immediate access to a provider anywhere, any time, any place.

But, have things really changed that much, and, will we see health innovation that eliminates health disparities, increases population health and cuts the costs to a level we as a nation can afford? Creating a value based system will require more than gadgets, gizmos, widgets and whatsits. It will require a fundamental shift incorporating the main healthcare megatrends. They are :

1. Mass customization to commoditization
2. Local standards to international standards designed to close global health disparities
3. Moving a sick care system to a health care system
4. Rightsizing a system by wringing out the waste, fraud and abuse.
5. Personalized diagnosis and treatment
6. Reconciling the ethics of medicine with the ethics of business
7. Creating enough of an incentive for patients to actively participate in their care and take responsibility for the consequences
8. Dealing with how technology will affect the doctor-patient relationship
9. Fixing a regulatory, reimbursement and patent ecosystem that can either impede or accelerate biomedical and health innovation

to invest in what you know. For patients and loved ones of those afflicted by a particular disease, you can invest in companies targeting those diseases that matter most to you.

We invite all SoPE members to register on the [site](#). Anyone can view the offerings. However, only accredited investors can invest at this time.

Offerings on the Poliwoogg Platform are conducted under Rule 506(c) of Regulation D, enabled by Title II of the Jumpstart Our Business Startups (JOBS) Act. The JOBS Act is intended to encourage funding of small businesses by easing various securities regulations. It was signed into law by President Obama on April 5, 2012. Title II of the Act, entitled

"Access to Capital for Job Creators," went into effect on September 23, 2013. Rule 506(c) allows general solicitation and advertising for a private placement offering. This means that a company can make

10. Supporting community based , participatory innovation and entrepreneurship.

Healthcare innovation is about more than technology and gee whiz apps. It's about political will, culture change and human behavior modification. That's why it's taken 60 years. Let's see if the next 60 are much different.

Newest News

Big Data's Dirty Problem

Inaccuracies, misspellings, and obsolete information makes achieving the big data utopia a slog for businesses and researchers.

Karim Keshavjee, a Toronto physician and digital health consultant, crunches mountains of data from 500 doctors to figure out how to improve patient treatment. But it's a frustrating slog to get a computer to decipher all the misspellings, abbreviations, and notes written in unintelligible medical shorthand.

For example, "smoking information is very hard to parse," Keshavjee said. "If you read the records, you understand right away what the doctor meant. But good luck trying to make a computer understand. There's 'never smoked' and 'smoking = 0.' How many cigarettes does a patient smoke? That's impossible to figure out."

[View the entire article here.](#)

Samuel Werthheimer, Poliwoogg Healthcare Investments at the 2014 BIO International Convention



Samuel Werthheimer, Poliwoogg Healthcare Investments at the 2014 BIO International Convention

public announcements about its offering, which include the use of emails, blogs and social networks.

The JOBS Act encourages the democratization of investing, and Poliwogg applies that philosophy to healthcare investing.

Private investment marketing and other broker-dealer services are currently offered through a partnership with SDDCO Brokerage Advisors, LLC, member FINRA/SIPC ("SDDCO-BA"). Poliwogg and its affiliates are independent and unaffiliated with SDDCO-BA. All such services offered by Poliwogg-associated persons are done so in their capacities as registered representatives of SDDCO-BA.



Upcoming Events

Converge

July 15-16, 2014

MedCity CONVERGE provides the most accurate picture of the future of medical innovation by gathering decision-makers from every sector to debate the challenges and opportunities facing the industry. This national, executive-level summit gathers leaders from health systems, payers, medical device, pharma and digital health/health IT to join with entrepreneurs, government leaders, investors and other key stakeholders to see the latest innovations and create, through their conversations, truly actionable intelligence on where the innovation opportunities are right now. Through a mix of provocative conversations, heavily interactive networking sessions and a showcase of the hottest early-stage companies, CONVERGE empowers attendees to guide their organizations in a way other conferences can't.

[Click here](#) for more information
Philadelphia - Sheraton Downtown

***SoPE members receive a special discount.**

Go [here](#) and enter in the discount code SOPE. This will bring up another ticket that says Organization Discount Ticket for only \$250 (tickets are normally \$795

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 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,

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](#).

Follow Us



SoPE QR Code



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

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](#)

Greater Philadelphia SoPE Chapter

The Greater Philadelphia Chapter is restructuring and strengthening itself over the summer. When meetings resume in the fall, it will have a new Executive Committee, new local and regional sponsorship, and a program designed to integrate the needs of members with those of the greater community of stakeholders in healthcare innovation in the Delaware Valley. We are pleased that Thomas Jefferson University is supporting us

with meeting facilities, and we eagerly await the opening of Jefferson's new Center for Innovation later in 2014.

Colorado SoPE Chapter

iHT2 Health IT Summit in Denver

Tuesday, July 22 - Wednesday, July 23 2014

The Institute for Health Technology Transformation (iHT2) is pleased to extend a special invitation to all qualified members of Society of Physician Entrepreneurs (SoPE) to join us at one of the most exclusive and high-level health IT summits in 2014. We will bring together national thought leaders and decision makers addressing the most pressing issues surrounding healthcare and information technology.

The Hyatt Regency Denver Tech Center

[Click here](#) to view the agenda

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

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