RRA/SCARD Session
Medical Device Development: Academic Environment and Institutional Perspective
Moderators: David P. Chason, MD
Rathan M. Subramaniam, MD, PhD

Medical Device Development in an Academic Environment
Faculty: Phillip Purdy, MDH
Learning Objectives:
1. Understand the difficulties of device invention in an academic environment.
2. Identify inventor collaborations that may be needed.
3. Tailor your invention to the market.
4. Describe pipeline consideration as a driving force.
5. Explain how a medical school environment may add barriers.

Medical Device Development in an Academic Environment: Technology Commercialization
Office Perspective
Faculty: Lawrence E. Allred, PhD
Learning Objectives:
1. Understand why intellectual property (IP) protection is essential for university technologies and how to get it.
2. Explain when the inventor should have IP management mentoring and how to get it.
3. Describe developing the value proposition—push vs pull (is it a project, product, or a company?).
4. Explain market entry strategy—why you can’t leave the lab without it and how to get one.
5. Describe tying it all together: technology + management + money and how to get them.

SCARD/RRA Plenary Session
Radiology Resident Research: How to Attract, Build, and Sustain
Moderators: Valerie P. Jackson, MD
Rathan M. Subramaniam, MD, PhD
Faculty: Gerald D. Dodd III, MD
David P. Chason, MD
Nicholas A. Koontz, MD
Learning Objectives:
1. Describe the methods to enhance radiology resident research from a resident perspective.
2. Describe the methods to enhance radiology resident research from a division chief perspective.
3. Describe the methods to enhance radiology resident research from a chair perspective.