Western Pennsylvania is a hotbed of activity in the medical technology field. With the challenges companies face to bring medical devices to market in the U.S., many med tech companies look outside the U.S. to commercialize their products.

We’ve assembled a panel of experts to provide insights and practical tips – **based on real experience** – to help you understand how to navigate the EU system, with a particular emphasis on the UK’s National Health Service. In addition, executives from UK Trade and Investment will be available for individual appointments to provide consultation on UK opportunities.

**Time:**
8:00 a.m. – Breakfast & Networking
8:30 to 10:00 a.m. – Program and Q&A

To register for the program, e-mail [Linda Brueckman](mailto:LindaBrueckman@pa.bio) at Pennsylvania Bio.

**The speakers:**

**Margaret Parton, UK Trade and Investment**

Margaret Parton is an experienced business developer with an excellent track record in defining technology strategy, establishing partnerships & developing international project proposals. She brings her expertise to facilitate successful collaboration with industry, the public sector and national, regional and university groups to ensure cohesive roll out of innovation across the health service.

In July 2007, Margaret was appointed to spearhead the NHS Technology Adoption Centre – a national organisation which aims to systematically identify and overcome the many barriers and hurdles faced by the implementation of new technology. After four successful years at the centre, Margaret went on to become the UK Trade and Investment Sector Champion for MedTech and Healthcare. Margaret brings a health wealth based on her international experience of implementing healthcare technologies.
Rajiv Enand, SVP, Business Development, Omnyx

Rajiv Enand is a veteran technology entrepreneur in Western Pennsylvania and now serves as Senior Vice President of Business Development for Omnyx. In this role he is responsible for managing and developing strategic business relationships for the company as well as overseeing the company’s commercial activities globally. In this role, he works closely with GE commercial teams across the world.

Prior to joining Omnyx, Mr. Enand helped manage almost $170M of strategic investment funds at UPMC with GE HealthCare, IBM, Alcatel-Lucent, and Cerner designed to make the delivery of healthcare more efficient through large investments in technology innovation. Prior to his role at Omnyx, Mr. Enand founded and was the CEO of several successful early stage technology including ServiceWare, OnlineChoice, and Caracal. In his role as Co-Founder and CEO for ServiceWare, Mr. Enand assisted in raising over $36M of venture capital and eventually completing an initial public offering (IPO).

Maureen Mulvihill, President & CEO, Actuated Medical, Inc.

Maureen Mulvihill received a Ph.D. in Materials from Penn State University, with a focus in piezoelectric actuator and transducer applications. In 2006, she co-founded Actuated Medical, Inc. (AMI) to integrate piezoelectric and other controlled actuation technologies into medical devices to improve patient outcomes. Under her leadership, AMI has continually grown in revenue and staff. AMI's first product, TubeClear for nasogastric feeding tubes, has been cleared by the FDA for commercial distribution and is CE Marked. It is available throughout the United States, Europe, the Middle East and North Africa.

Prior to AMI, Dr. Mulvihill worked at other small businesses developing and commercializing devices such as piezoelectric motors, adaptive optics and medical devices. She has been recognized by The PA Business Central as 'One of the Top 100 Business People in Central Pennsylvania' in 2008, 2009, 2010 and 2011. She was a Finalist for the Ernst & Young Entrepreneur Of The Year® Upstate New York, Western Pennsylvania and West Virginia Awards in 2010, and Western Pennsylvania and West Virginia Awards in 2011.