

# INVENT OUR FUTURE

## Bring Your Ideas To Life

**14** CME CREDITS INCLUDED

### Let the World Benefit from Your Potentially Life-Changing Ideas

*"Since inventions great and small all start with an idea, ideas are invaluable. If, however, those ideas are never brought to life, they remain valueless. We owe it to our and future generations to nurture and let those ideas grow into the kinds of products and services that make life better for all."* – Jack Krasuski, MD, Executive Director



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## Develop, Protect, Monetize, and Bring Your Ideas to Life

You're a highly trained and skilled medical professional. You're also a highly creative person, putting that creativity to work every day.

But ... you may also feel a sense of frustration that your creative (and potentially valuable) ideas remain undeveloped and undeployed. You may feel a strong desire to release them into the world for the benefit of others and yourself. You may share your ideas with others, like medical device reps, who are happy to get your insights for free. But where does that leave you? The answer is just where you started from.

**Until now!**

We have designed Invent Our Future to walk you through the steps of clarifying, designing, protecting, patenting, and monetizing your idea. The good news is that once you have this foundational knowledge – with plenty of examples to guide you – you are poised to take advantage of your ideas for the rest of your career and even into retirement. By being forearmed, you are less likely to let opportunities slip by whether your creative ideas come to you today or in 30 years.

We wish you all the success in the world. After all, your invention can make the future a better place to be for all of us.

## Course Agenda

LECTURES/Q&A SESSIONS	HOURS	FACULTY
Introduction		
Healthcare Innovation and the Physician-Inventor	.25 hrs	Jack Krasuski, MD
Initial Considerations	.25 hrs	Shashank Upadhye, JD
Step 1: Intellectual Property Considerations		
Preparing and Protecting Your Great Innovation I, II, III, IV	2 hrs	Chris George, JD
Step 2: Patenting		
Navigating the Patent Process I, II, III, IV, V	3.5 hrs	Joe Barich, JD
More About Patents Relating to Pharma & Devices	1.25 hrs	Shashank Upadhye, JD
Evaluating the FDA Approval Process	.5 hrs	Shashank Upadhye, JD
Step 3: Entrepreneurship & Business Considerations		
Monetizing Your Patented or Patent Pending Innovation	.75 hrs	Shashank Upadhye, JD
Building an Innovative Business Model	1 hr	Melonie Boone, PhD
Funding Your Startup: Your Time & Money I, II, III	3 hrs	Joe Barich, JD
Working with a Startup Business Incubator	.75 hrs	Christina Holloway, MA
Interview w/ Audience Q&A – How to Create, Protect, and Monetize Your Ideas	1.25 hrs	Jack Krasuski, MD w/ Chris George, JD
Putting It All Together		
Putting It All Together	.25 hrs	Shashank Upadhye, JD
Special Features (non-accredited)		
Launching New Products and Services	1 hr	Tom Kuczumski, MBA
Clarifying Your Great Idea	.5 hrs	Chris George, JD
Practical Steps for Turning Your Great Idea Into a Great Reality	1 hr	Tom Kuczumski, MBA
Interview with Physician Inventor Peter Lio	1 hr	Peter Lio, MD & Jack Krasuski, MD
<b>TOTAL</b>	<b>18+ HOURS</b>	

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