

IN THE NEWS

Thirty health care innovators discuss entrepreneurial opportunities during Butzel Long conference on March 23 in Detroit

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DETROIT, Mich. – Innovation is driving the business of health care in southeast Michigan. As a result, health care entrepreneurs with a competitive edge need to keep up with the latest developments.

Butzel Long is hosting a half-day program titled, “The Autonomous Patient: Entrepreneurs Driving Health Care,” featuring many of the areas top health care experts from 7:30 a.m. to 1:30 p.m. on Thursday, March 23, 2017 at the MGM Grand Detroit, located at 1777 Third Avenue. The cost is \$50, which includes breakfast and lunch. The Road to Innovation Medical Main Street, Powered by Oakland County, is a promotional partner of the event.

“The objective of the Butzel Long conference is to provide attendees with key information to help them get their business ventures to the next level,” said Robert H. Schwartz, Co-Chair, Butzel Long’s Health Care Industry Group.

Butzel Long attorneys from the firm’s Health Care Practice Group will be featured along with the following:

- Tom Kelly -- Automation Alley
- Marvin Al-Khafaji -- Beaumont Health
- Raj Kothari -- Cascade Partners
- Yusuf Hai -- CIG Capital Partners
- Dottie Deremo -- Deremo Consulting Group
- Catherine Bruder -- Doeren Mayhew
- Andrea Dickson -- ENT Biotech Solutions
- Lisa Prasad -- Henry Ford Health Innovation Institute
- Gretchen Perkins -- Huron Capital Partners

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- Irene Spanos --Oakland County Economic Development
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- Kathy Jo Uecker -- NetSource One
- George Miller -- Oakland County Health and Human Services
- Amy Butler -- Oakland University
- Michael Weber -- Quipzor
- Walter Borda -- Safety in Motion, Inc.
- Polina Hanin -- StartUP Health Academy
- Parag Patil --The Taubman Medical Research Institute at the University of Michigan
- Dean Lance Gable -- Wayne State University Law School
- Joan Dunbar -- Wayne State University Mike Ilitch School of Business

The seminar will include three breakout sessions featuring panelists discussing the following topics:

- Look Before You Leap – The Legal and Regulatory Pitfalls of the Health Care Industry
- Getting Started and Beyond – Entrepreneurs need to ensure they have agreements in place to protect ideas and trade secrets
- What Works – What Doesn't – How to Make a business stand out, attract investment and become successful in a crowded industry
- This is My Problem – How Can You Help Me? – How Can Technology and Entrepreneurship address delivering accessible, affordable high-quality services to patients and customers
- Telemedicine is a broad subject covering many aspects of health care delivery. What is the future? Are patients well served through the use of telemedicine?
- Industrial Transformation -- Patient expectations for care and delivery are changing. How will health applications and other technology impact delivery, outcomes and operational risks?

For more information or to register online, visit www.butzel.com/events/health-care-2017. For inquiries, contact Jocelyn Pomaranski at (313) 225-7075 or email at pomaranski@butzel.com.