



Thursday, October 11th, 2012, 5pm-8pm

MEDICAL TECHNOLOGIES & HEALTH SERVICES

Location: 3171 S. Bundy Dr, 90066, Room #121

Admission: FREE to the public (space is limited)

Registration required: www.industryinnovators.eventbrite.com

CONNECT. DISCOVER. GROW.

JOIN^{US}

Join business and industry leaders in the medical technology and health industries as they share cutting edge insights on the future of healthcare.

Learn how to stay relevant or break through with your current offerings by discovering the latest trends and opportunities.

WHY^{ATTEND}

DISCOVER: How innovation & technology will shape the future of healthcare.

CONNECT: With healthcare futurists, industry leaders, and companies developing new idea solutions.

FORECAST: An analytical roadmap of the future of healthcare.

GAIN: An understanding of the critical business drivers necessary to maintain and grow market share.

INTERACT: With opinion leaders and decision makers.

EMERGE: Into the future of a growing and increasingly important industry.

YOUR^{SPEAKERS}

MODERATOR:

Monica Rayes, Business Advisor, Small Business Development Center at SMC

PANELISTS:

Dr. Magda Youssef, Los Angeles County Department of Health and Human Services, LAC-USC (consultant)

Dr. Mark Youssef, Founder & Surgeon, YOUnique Medical Spa

Dr. Gerardo Soto-Campos, President, Modeling Health

Dr. Ida Maria Danzey, Associate Dean Health Sciences, Santa Monica College

Dr. Howard J. Fullman, Area Medical Director, Kaiser Permanente

WHO SHOULD ATTEND

Whether you are a marketer, consultant, student, educator, or the lead innovation agent in your organization, you'll find the insights you need to be effectively agile and decisive.

REGISTRATION & INFORMATION

Register: www.industryinnovators.eventbrite.com

Location: Santa Monica College Bundy Campus, Room #121. Located at 3171 S. Bundy Drive, 90066

Program and Sponsor Information: cisneros_moises@smc.edu or 213.324.7774

Registration Information: garcia_irene@smc.edu or 310.434.4199

Strategic Partners:



TODAY'S SPEAKERS:



MONICA RAYES
BUSINESS ADVISOR
SMC SMALL BUSINESS DEV'T CENTER



DR. MAGDA YOUSSEF
CONSULTANT
LA COUNTY DHHS, LAC-USC



DR. MARK YOUSSEF
FOUNDER & SURGEON
YOUNIQUE MEDICAL SPA



DR. GERARDO SOTO-CAMPOS
PRESIDENT
MODELING HEALTH



DR. IDA MARIA DANZEY
ASSOCIATE DEAN, HEALTH SCIENCES
SANTA MONICA COLLEGE



DR. HOWARD J. FULLMAN
AREA MEDICAL DIRECTOR
KAISER PERMANENTE

PROGRAM

Registration, Networking & Refreshments
5:00 pm – 6:00 pm

Welcome – 6:00 pm
Jeff Shimizu, VP of Academic Affairs, Santa Monica College

Dr. Melanie Bocanegra, Director, STEM Initiative, Santa Monica College

Speaker Presentations

Roundtable Discussion

Audience Question and Answer

Conclusion – 8:00 pm
Closing by Maria Leon-Vazquez, Santa Monica College Office of Workforce & Economic Development

MODERATOR BIO

Monica Rayes, Business Advisor, SMC SBDC
Rayes is a Business Advisor at Santa Monica College's Small Business Development Center specializing in helping clients with sales and marketing, social media and content development. Additionally, Monica is a top-performing pharmaceutical representative. She has won many awards and been recognized in the pharmaceutical industry for leadership, philanthropy, innovation and sales.

SPEAKER BIO'S

Dr. Magda Youssef, Consultant, L.A. County DHHS
Dr. Youssef, a newly retired Clinical Pharmacist, worked for the L.A. County Department of Health and Human Services, USC Medical Center for over 34 years. Most recently, she supervised both the Inpatient and Outpatient Pharmacies of General Hospital. In her spare time, Dr. Youssef dedicated herself to designing a computer program to accurately calculate and compound an intravenous nutrition solution for newborn babies who are unable to be fed orally for various medical reasons.

Dr. Mark Youssef, Founder, YOUNIQUE Medical Spa
Dr. Youssef's medical spa offers medical procedures in breast enhancement liposculpture, and is a pioneer in non-invasive procedures such as the "liquid face lift" and carboxytherapy. A practitioner of cosmetic surgery for many years, Dr. Mark Youssef is a regular physician on New You, created by the producers of The Swan, due to air this fall on NBC.

Dr. Gerardo Soto-Campos, President, Modeling Health
Dr. Soto-Campos founded Modeling Health in 2011. A scientific consulting start-up, the firm specializes in creating solutions in health care and pharma- analytics strictly based on models built with longitudinal data, as well as computer simulations. He has worked on cardiovascular and metabolic modeling for many years, but lately Dr. Soto-Campos has been intensively engaged in cognitive modeling, chronic co-morbid diseases in the elderly, and the associated cost involved in these studies.

Dr. Ida Maria Danzey, Associate Dean, Health Sciences, Santa Monica College
Prior to assuming her current role at Santa Monica College, Dr. Danzey was assistant director of the nursing program for four years in addition to being a nursing professor in pediatrics and medical-surgical nursing. She was the first recipient of St. John's Health Center Chair of Excellence in Nursing award in 2005. She is also the president of the California Organization of Associate Degree Nursing Directors for the Southern California region.

Dr. Howard J. Fullman, Area Medical Director, Kaiser Permanente
In his role as Area Medical Director, Dr. Fullman is responsible for 190,000 Kaiser Permanente members, 400 physicians, 4000 employees and the Kaiser Foundation Hospital West LA. During his tenure as Medical Director the Center has become recognized for many accomplishments in quality and service for its patients including top awards from the California State Office of the Patient Advocate and the National Committee for Quality Assurance.