Cal Poly Entrepreneurship Forum to Highlight Technology in Health April 2

SAN LUIS OBISPO – The Cal Poly Center for Innovation & Entrepreneurship’s upcoming Forum will explore emerging technologies in the healthcare industry from 4:30 to 7:15 p.m. Tuesday, April 2, in the Cal Poly Performing Arts Center Pavilion.

“It’s important for students and the community to be innovators in the biomedical field because it is a field that touches everyone – carrying huge emotional and financial costs,” said Trevor Cardinal, associate professor of biomedical and general engineering at Cal Poly. “Being educated in biomedicine is important for one’s health. But given the challenges that are faced by medicine today, innovation will require many groups examining those challenges through their own perspectives.”

The PEN (Pitches, Exhibits & Networking) portion of the evening will feature student enterprises such as STRIDE (Science through Translational Research in Diet and Exercise), a university organization that seeks to advance knowledge and research on obesity prevention; InPress Technologies, a company creating a solution to postpartum hemorrhaging for women in developing countries; Asta, a UCSB company developing an automated detection platform for feto-maternal hemorrhaging; the Cal Poly Medical Design Club; and others.

Davis Carlin, cofounder of InPress, and Alex Russell, cofounder of Asta, will both share their experiences in launching health-tech enterprises in a university setting during the PEN. The panel portion of the evening will be moderated by Robert Crockett, professor of biomedical and general engineering at Cal Poly and Coleman fellow.

Panelists include Davis Brimer, founder and chief executive officer of Active Life Scientific; Eugene Keller, M.D., vice president of medical affairs at French Hospital; Cyndi Lang, senior director, IT services, French Hospital; Alexander Dekhtyar, professor of computer science at Cal Poly; and Trevor Cardinal, associate professor of biomedical and general engineering at Cal Poly.

CIE Forums are free and open to the public; advance registration is required. Attendees can support entrepreneurship and innovation at Cal Poly by becoming Pioneer Pass holders with a pledge of $100. Pioneer Pass holders receive recognition and expedited registration for the 2012-13 Forum Series and help CIE uphold the quality and longevity of the program.

For more information and to register, visit cie.calpoly.edu.

About the Cal Poly Center for Innovation & Entrepreneurship

CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.