



# INNOVATE

THE SYNERGY OF SCIENCE AND TECHNOLOGY

October 28–29, 2026

Baltimore, Maryland

**PRELIMINARY  
PROGRAM**

# Meeting Program

## Wednesday, October 28, 2026

**4:00 - 4:30 PM** Welcome to Innovate *Jared Robins, MD, MBA, ASRM Chief Executive Officer, and Eduardo Hariton, MD, MBA, VP of Strategic Initiatives and Managing Director, ISF Innovation Fund, US Fertility*

**4:30 - 5:00 PM** Untangling a Complex Web: The State of the Fertility Pharmaceutical Industry *Evan Sussman, MBA, Chief Executive Officer and Co-Founder of Granata Bio*

**5:00 - 5:30 PM** Commercializing Technology: From Idea to Company

**5:30 - 6:30 PM** Build, Buy, or Partner? Scaling an Innovative Fertility Care Delivery Platform *Beth Zoneraich, CEO, Pinnacle Fertility, Pietro Bortoletto, MD, MSc, FACOG, Terra Fertility, Moderated by Eduardo Hariton, MD, MBA*

## Thursday, October 29, 2026

**8:00 - 8:50 AM** Keynote Presentation: The Evolution of Noninvasive Testing: Innovation, Startups, and Clinical Impact *Errol Norwitz, MD, PhD, MBA, Introduced by Anuja Dokras, MD, MHCI, PhD, Executive Director of the Women's Health Center for Clinical Innovation and Founder's Profession of Women's Health in the Department of Obstetrics and Gynecology*

**9:00 - 10:00 AM** Pitch Tank Presentations - Top 5 Finalist Present

**10:30 - 12:00 PM Case Studies (Concurrent)**

**Funders Breakout Session** A reverse pitch where investors outline what they seek, how they evaluate opportunities, and the value they add beyond capital.

Moderator: *David Sable, MD*

Speakers: *Carli Sapir, Founding Partner, Amboy Street*

# Meeting Program

## Thursday, October 29, 2026, cont.

*Ventures, Megann Vaughn, Corporate Development Executive and Investor*

**Clinical Breakout Session** *Dive into the latest advancements in clinical research and their impact on healthcare innovation.*

Moderator: *Eduardo Hariton, MD, MBA, VP of Strategic Initiatives and Managing Director, ISF Innovation Fund, US Fertility*

Speakers: *Janet Choi, MD, Chief Medical Office, Progyny, Roohi Jeelani, MD, FACOG, Founder and CEO, Onto Health, Brian Levine, MD, Founder, CCRM New York, James Smith, MD, Chief Medical Officer, Fellow Health, Director of Male Reproductive Health, UCSF*

**Founders Breakout Session** *Hear from visionary founders on building successful ventures in today's competitive landscape.*

Speakers: *Ashley Abel, PhD, CEO and Co-Founder, Metri Bio; Ravi Kapur, CEO and Co-Founder, AutoIVF; Melissa Teran, CEO and Co-Founder, Alife*

**12:00 - 1:00 PM** Networking Lunch with Speakers: *Hosted table discussions*

**1:00 - 1:45 PM** Interactive: Funding in Practice: Case-based Discussion

**1:45 - 2:30 PM** From the Clinic to the C-Suite: Driving Innovation Forward

**2:30 - 3:00 PM** Pitch Tank Winner Presentation

**3:00 PM** Closing Statements