



THE
MEDTECH
CONFERENCE

SEPTEMBER 23-25, 2019

BOSTON, MA

themedtechconference.com

PROGRAM SPOTLIGHT

Sponsored by  Grant Thornton

Set Your **AGENDA**

Join more than **3,000** executives for three days of cross-cutting education, high-powered networking and valuable business development opportunities at The MedTech Conference.

Arrive Early!

SUNDAY, SEPTEMBER 22

Pediatric Device Symposium*
8:00 AM – 5:00 PM

U.S. Market Access Seminar
12:30 PM – 5:00 PM

International Reception
5:30 PM – 7:30 PM

MONDAY, SEPTEMBER 23

Panel and Super Sessions
8:00 AM – 3:15 PM

Accel Leadership Seminar
8:15 AM – 1:00 PM

MedTech Connect Partnering
8:30 AM – 3:30 PM

NEW IN 2019! Exhibit Hall Open
2:00 PM – 6:30 PM

Opening Plenary
3:30 PM – 5:00 PM

Welcome Reception in the Exhibit Hall
5:00 PM – 6:30 PM

**Separate registration required*

TUESDAY, SEPTEMBER 24

Exhibit Hall Open
9:00 AM – 6:30 PM

MedTech Innovator Showcase
9:00 AM – 3:45 PM

MedTech Connect Partnering
9:00 AM – 6:00 PM

CEOs Unplugged and MedTech Exec Talks
9:15 AM – 3:45 PM

Panel and Super Sessions
9:15 AM – 5:00 PM

Plenary Lunch
12:30 PM – 2:00 PM

MedTech Innovator Finals
3:45 PM – 5:00 PM

Chairmen's Networking Reception
5:00 PM – 6:30 PM

WEDNESDAY, SEPTEMBER 25

Exhibit Hall Open
8:00 AM – 2:00 PM

Panel and Super Sessions
8:15 AM – 12:30 PM

MedTech Innovator Showcase
8:15 AM – 12:30 PM

CEOs Unplugged and MedTech Exec Talks
8:30 AM – 12:30 PM

MedTech Connect Partnering
8:30 AM – 12:30 PM

Plenary Lunch
12:30 PM – 2:00 PM

Closing Plenary: CDRH Town Hall
2:15 PM – 4:00 PM



Plan Ahead Register at themedtechconference.com
by July 26 and save **\$200** on your Full Access registration!

YOU BELONG *Here*

Attendees of The MedTech Conference include a wide array of medtech executives representing all industry sectors and a variety of job functions. No other event in North America offers the same access to the leaders and groundbreakers in the medtech space.

JOB TITLES

NEARLY 60%
OF OUR ATTENDEES ARE C-LEVEL/
EXECUTIVE LEADERS



35

COUNTRIES

INDUSTRY SECTORS

SURGICAL NEUROLOGICAL Dental OPTHALMIC
SOFTWARE Radiation Therapy WOMEN'S HEALTH Cybersecurity
DIABETES Capital Equipment **CARDIOVASCULAR**
VASCULAR **ORTHOPEDIC** Infectious Diseases
DIGITAL HEALTH Metabolic Disease/Obesity
CANCER/ONCOLOGY Nutrition Products IMAGING Blood
Information Security **DIAGNOSTICS** WOUND HEALING

JOB FUNCTIONS



**BUSINESS
DEVELOPMENT**



**EXECUTIVE
MANAGEMENT**



**GOVERNMENT/
LEGISLATIVE AFFAIRS**



**INVESTMENT/
FINANCE**



**LEGAL & HEALTH CARE
COMPLIANCE**



REGULATORY



REIMBURSEMENT



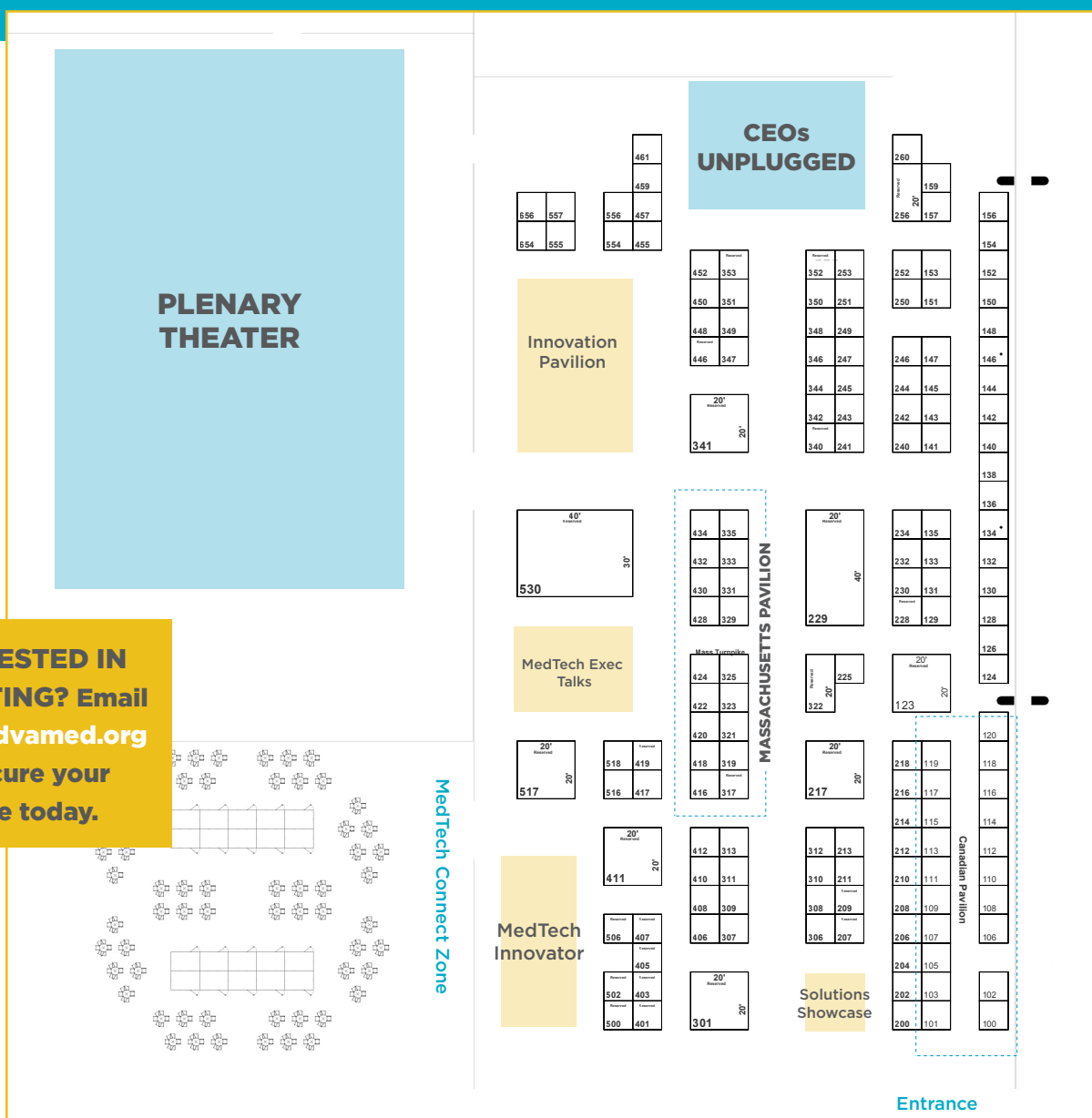
SALES

REGISTER NOW AT themedtechconference.com

GET DOWN TO *Business*

NEW IN 2019 — The Exhibit Hall opens on Monday, giving you **3** days of valuable educational and networking opportunities! Attendees can expect:

- ✓ More than 125 exhibitors
- ✓ MedTech Connect Partnering
- ✓ Daily networking receptions
- ✓ Six presentation theaters, including CEOs Unplugged, MedTech Exec Talks, the MedTech Innovator Showcase, Innovation Pavilion, Solutions Showcase and the Patient Pavilion.



LEARN MORE AT themedtechconference.com/exhibit-hall

CONNECT WITH OVER **3,000** EXECUTIVES



MEDTECH CONNECT

Featuring robust search capabilities and a unified company message center, MedTech Connect makes it easy for attendees to schedule meetings with other participating companies during The MedTech Conference. Attendees can invite and accept meeting invitations, and the MedTech Connect system will schedule meetings on your behalf based on mutual availability.

Whether you're looking for new strategic partnerships, searching for companies with similar interests or meeting with prospective clients, use MedTech Connect to take the guesswork out of partnering.

17%

INCREASE IN 2018
PARTNERING MEETINGS

~1,700

SCHEDULED
MEETINGS

900+

COMPANIES IN
THE SYSTEM

2,000+

DELEGATES IN
THE SYSTEM

MEET WITH ORGANIZATIONS LIKE:

3M

BAXTER

BD

DEXCOM

HOYA

JOHNSON & JOHNSON

LINDEN CAPITAL PARTNERS

MOLEX VENTURES

OLYMPUS

STANFORD UNIVERSITY

STRYKER

TELEFLEX

MedTech Connect will open August 2019.

Visit themedtechconference.com/medtech-connect for updates.

CROSS-CUTTING *Educational Programming*

From EU MDR/IVDR to cybersecurity, and from machine learning to personalized medicine, we've got the latest topics in medtech covered. We're sharing just a few of our 80+ sessions to give you a sneak peek at some of the important topics and trends we'll cover in Boston this year.

MDR/IVDR — WHAT NOW?

Implementation of the MDR/IVDR remains problematic. Relevant and necessary implementing acts remain in limbo, notified body capacity does not appear sufficient to be able to do the necessary reviews in advance of the deadlines, and many additional technical questions remain unresolved. This panel will address the fundamental issues in implementing the regulations, as well as attempt to offer perspective on potential mechanisms that could be utilized to reduce the review backlog and ensure products can remain on the market in the EU. The session will provide a comprehensive update of the scenarios that are likely to unfold in the coming months and offer insight into how these may be addressed.

PULSE OF THE INDUSTRY

A decade since the financial crisis, the medtech industry has re-established steady growth rates and record levels of venture capital investment. However, medtech has yet to fully realize the potential of new digital technologies to transform the industry. Connected devices will capture and analyze data to deliver personalized care and improved outcomes while presenting new challenges in customer engagement, data management and cybersecurity. EY's 13th annual *Pulse of the Industry Medical Technology Report* examines each of these topics and will be the foundation for the panel conversation where we'll explore how medtech companies can best seize the opportunities and avoid the dangers ahead.

TOPICS COVERED

- Business Strategies
- Legal and Health Care Compliance Best Practices
- Market Access, Payment and Health Care Delivery Issues
- Regulatory, Quality and Good Manufacturing Practices
- Emerging Trends
- International
- Global Health
- Patient Perspectives

HEALTH CARE FRAUD: THE GOVERNMENT VIEW AND THE COMPLIANCE PERSPECTIVE

In the last several years, government scrutiny of the health care industry has significantly increased, with 2018 bringing the largest health care enforcement action in the Department of Justice's history. Medical device and pharmaceutical manufacturers, health care providers, insurers and other players in the industry have been paying close attention and ramping up compliance efforts to ensure they are not the subject of the next big enforcement action.

This panel will bring together current and former prosecutors to discuss hot topics at the intersection of government enforcement and industry compliance. Speakers will cover the government's enforcement priorities in the health care industry — from drug pricing and reimbursement to opioid diversion.



CROSS-CUTTING *Educational Programming*

HEALTH 2040: MEDTECH'S ROLE IN A TRANSFORMED FUTURE

Twenty years from now, the health care system we know today will look completely different. There will be a fundamental shift from “health care” to “health.” And while disease will never be completely eliminated, through science, data and technology, we will be able to identify it earlier, intervene proactively and better understand its progression. Greater data connectivity and interoperability, open, secure platforms, and increasing consumer engagement will lead to a future focused on wellness and managed by companies that assume new roles to create value.

This session will challenge medtech executives to think differently about the future — both in the shorter term and the longer term — and the business model choices they are making. Results from a spring 2019 study of medtech, technology and health care strategists will shed light on what types of products and services medtech will offer and what business models will emerge.

WHY MEDTECH COMPANIES SHOULD DEMAND MORE FROM MARKETING AND WHAT THEY CAN DO DIFFERENTLY

Medtech leaders should look to their marketing organization to play a stronger role in finding opportunities to grow, create additional value and improve health care outcomes over the next decade. To do so, companies need to hold marketing to the same standards as their sales, R&D and manufacturing functions. That means abandoning the classic role that marketing (both upstream and downstream) has played in many medtech organizations (e.g., sales support and product management), and enabling and empowering marketing in a different way that can increase the personalized value brought to patients, providers and health care systems. In this panel, we will explore why the industry needs to evolve the role that marketing plays, how to make it happen, and what benefits leading companies, customers and patients can see as a result.

DIVERSE PERSPECTIVES ON DEVELOPING AND DEPLOYING DIGITAL TECHNOLOGIES

The advent of technologies that use digital platforms and artificial intelligence has the potential to significantly impact the health outcomes of patients and to change the way that health care is delivered. This session will explore the various considerations that should be factored into the development and use of these types of technologies. Experts will discuss the process for developing and positioning these devices, data protection and risk considerations, regulatory and legal compliance issues, market positioning, and payment.

THE NEW WORLD OF 510(K)

The 510(k) process has continuously evolved since 1976. FDA has introduced several changes including RTA, QUIK review and the Safety and Performance Pathway. What is on the horizon?

- Limiting certain devices as predicates?
- The new Third Party Review program?
- Redefining the data that must be submitted in a 510(k)?
- Pre-Cert options?
- eSTAR?

Hear senior FDA management discuss their proposal for the ongoing improvement of the 510(k) process and the industry reaction to the proposals.

WHAT DO HOSPITAL ADMINISTRATORS REALLY WANT?

Hospital mergers and acquisitions, group purchasing organizations (GPOs), integrated delivery networks (IDNs), accountable care organizations (ACOs), and Value-Added Committees (VACs) have high expectations that their hospital administrators' (HA) skill sets are growing in sophistication. The impact on traditional medical device/diagnostic sales and marketing strategies is profound, and keeping up with HA learning curves and expectations can be difficult. What are the most recent trends in HA decision-making processes and how can we integrate those into our own sales and marketing programs? How can medical device companies appeal to the economic buyer and:

- Charge a price premium?
- Create meaningful value propositions for disruptive medtech products?
- Integrate advances in technology and analytics and leapfrog the competition?
- Identify buyer segments that will respond to a strong clinical value proposition?
- Arm a clinical champion with the tools needed to grow HA interest?

This panel will consist of a moderator and three market leaders in medical devices responding to the findings of qualitative research with hospital administrators.



VISIT themedtechconference.com

FOR MORE INFORMATION ON THE CONFERENCE PROGRAM.

Housing and REGISTRATION

Select the registration pass that is right for you.

	FULL ACCESS		EXHIBIT PROGRAM PASS	
	Early Bird Rate by July 26	Standard Rate	Early Bird Rate by July 26	Standard Rate
Member Less Than \$100M	\$1,195	\$1,395	\$695	\$795
Member Over \$100M	\$1,995	\$2,195	\$695	\$795
Member Non-Manufacturer	\$2,095	\$2,295	\$695	\$795
Non-Member Less Than \$100M	\$1,495	\$1,695	\$695	\$795
Non-Member Over \$100M	\$2,295	\$2,495	\$695	\$795
Non-Member Non-Manufacturer	\$2,395	\$2,595	\$695	\$795
Government/Academic/Hospital/Investor	\$1,195	\$1,395	\$695	\$795
Three Plenary Sessions	✓			✗
MedTech Connect Partnering	✓			✗
Education Program — 80+ Sessions	✓			✗
MedTech Innovator Showcase	✓		✓	
Exhibition Hall with six presentation stages, including CEOs Unplugged and MedTech Exec Talks	✓		✓	

» REGISTER BY JULY 26 AND SAVE \$200 ON YOUR FULL ACCESS PASS!



**NEW IN 2019 — HOUSING AND
REGISTRATION CAN NOW BE
COMPLETED IN ONE EASY STEP!**

Book with Showcare, the official housing provider for The MedTech Conference, for reduced room rates at the most convenient hotels in the heart of the Waterfront District — just steps from the Boston Convention and Exhibition Center!



**Register AND book your housing
at the same time — visit**

themedtechconference.com/register



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