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Letter from the Chairman & CEO of AdvaMed

Dear Colleague:

Welcome to The MedTech Conference powered by AdvaMed, and thank you for joining us at our 11th annual industry conference here in San Jose, the heart of California's Silicon Valley.

As we convene in the hub of start ups, digital health, business development and more, we expect that this will be our largest conference yet, with more than 2,600 attendees gathered to discuss capital formation, learn about the latest in medtech advancements, and take advantage of world-class education and networking opportunities.

Our 2017 conference theme, What's Next: The Future of MedTech, recognizes the dynamic and forward-looking nature of our industry. We are continually pushing the boundaries of What's Next for innovation; What's Next for health care delivery; What's Next for creating jobs and building strong economies worldwide; and, most importantly, What's Next for helping patients lead longer, healthier lives.

This is a special year for the conference, as we changed the name from AdvaMed 2017 to The MedTech Conference powered by AdvaMed in recognition of what it has become: not just a gathering of AdvaMed members, but an industry-wide event for everyone at all points of the ecosystem that supports the creation of life-changing innovations.

There are other changes to the conference this year, as well: we have adapted our programming to better serve a wider swath of industry stakeholders, while still addressing important topics with the highest caliber of expert speakers. Gone are the familiar 13 panel tracks divided by sector: instead, we now have four program pillars that more effectively cover the breadth of our industry:

- Getting to Yes from Regulators to Payers and Beyond – the Decision-Maker Gauntlet
- After Yes – Navigating the Rules of the Road in Today's Marketplace
- Industry Outlook & Insights
- MedTech (R)evolution

Longtime attendees will also note a few schedule changes – we have added a plenary session on Tuesday afternoon and a networking breakfast on Wednesday morning, and have also extended our Wednesday afternoon programming to include a focus on medtech and global health. Be sure to plan to join us at the Closing Reception on Wednesday evening, another new addition to the schedule!

This year's plenary sessions feature an impressive lineup of keynote speakers, including FDA Commissioner Dr. Scott Gottlieb, Regina E. Dugan of Facebook, NFL legend and early stage investor Joe Montana, Salesforce Chief Medical Officer Josh Newman, and health IT icon David Brailer. Don't forget that we will need your help in deciding the winner of this year's MedTech Innovator finals, during which four emerging companies will present their technologies and compete for more than \$500,000 in prizes.

Other highlights include our annual CDRH Town Hall, recognition of industry legend John Wareham with our Lifetime Achievement Award, and countless sessions on topics affecting the regulatory, reimbursement, legal, compliance and business opportunities affecting today's medical technology landscape.

We hope that you will take advantage of our many business development opportunities, from our networking receptions to the MedTech Innovator Showcase and MedTech Connect, our partnering system.

This year we welcome back our Scientist Mentoring & Diversity Program for MedTech, a year-long program aimed at benefitting minority graduate students and post-doctoral researchers interested in careers in medical technology. We are also hosting a group of local veterans hoping to transition into careers in the medical technology space through the MedTech and Biotech Veterans Program. For the fourth year in a row, AdvaMed's Women's Executive Network will bring together women in the medical technology industry for a panel discussion and networking reception focused on professional development and relationship building.

We cannot thank you enough for attending The MedTech Conference. We hope you have an enjoyable and rewarding experience, and be sure to make plans to join us next year in Philadelphia September 24–26, 2018.

Nadim Yared
Chairman of the Board, *AdvaMed*
President and CEO, *CVRx, Inc.*

Scott Whitaker
President and Chief
Executive Officer
AdvaMed



Dow R. Wilson
President and CEO
Varian Medical Systems

Letter from the Chairman

As this year's Chairman of The MedTech Conference powered by AdvaMed, I am excited to welcome you to San Jose for the largest annual gathering of medical technology professionals.

I cannot think of a more fitting host location for this annual gathering than Silicon Valley, the land of tech start ups, venture capital and digital health. It is a hotspot of innovation and the home to many of the consumer technologies we use each and every day. California is the home to more than 3,400 life sciences companies, each one working to drive life-changing results for patients worldwide.

This is only the second time the conference has been held in California, and what better opportunity to showcase our industry than through our conference theme, *What's Next: The Future of MedTech*. Throughout the event, we will showcase the future impact of medical technology through patient stories and the work that AdvaMed does to ensure timely patient access for the latest innovations.


The MedTech Conference is not only the place to showcase what we have done and where we are going, but also the place to move your goals forward. I would encourage you to use MedTech Connect to schedule one-on-one business development meetings, attend as many sessions as you can, explore the Exhibit Hall, attend receptions and soak in this experience for the betterment of your career and our industry.

Our speakers and more than 2,600 attendees hail from across the globe, from small early-stage companies to large organizations, representing a true cross-section of the medical technology industry.

On behalf of The MedTech Conference team, thank you for joining us in San Jose to discuss the challenges and opportunities facing our industry today and into the future. I hope to see you at next year's conference in Philadelphia!

A handwritten signature in dark ink, appearing to read "Dow R. Wilson". The signature is fluid and cursive, written in a professional style.

Dow R. Wilson
President and CEO, Varian Medical Systems
2017 Chairman, The MedTech Conference



LIFE DOESN'T STOP AFTER A CANCER DIAGNOSIS

At Varian Medical Systems, we hope that someday, every cancer patient will be able to fulfill his or her dreams.

Our mission is to focus energy on saving lives. To meet this challenge, we equip the world with new and innovative tools for fighting cancer.

Throughout our history, we have pioneered developments in radiation therapy, radiosurgery, brachytherapy, and proton therapy, innovating 4D image guidance, treatment planning, and

data analytics. Our software solutions have ushered in a new era of knowledge-based oncology, including a care management platform that enables cancer-fighting teams to coordinate patient care throughout their journey, from diagnosis to survivorship.

At Varian, when we hear cancer survivors talk about fulfilling their dreams, it makes us smile, and reinforces our determination to create a world without fear of cancer.

Radiation treatments may cause side effects that can vary depending on the part of the body being treated. The most frequent ones are typically temporary and may include, but are not limited to, irritation to the respiratory, digestive, urinary or reproductive systems, fatigue, nausea, skin irritation, and hair loss. In some patients, they can be severe. Radiation treatment is not appropriate for all cancers. See <http://www.varian.com/use-and-safety> for more information.

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We sincerely thank Dow R. Wilson, Sara Radcliffe, Joseph M. DeVivo, Camille Farhat, Rafael Torres and Caroll H. Neubauer for their leadership and dedication over the past year.



Lifetime Achievement Award
 AdvaMed is thrilled to welcome and honor **John Wareham** with this year's Lifetime Achievement Award in recognition of his immense impact on the industry through his work with Beckman Coulter, ResMed, STERIS and many other medical technology companies.

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About AdvaMed

The Advanced Medical Technology Association (AdvaMed) is a trade association that leads the effort to advance medical technology in order to achieve healthier lives and healthier economies around the world. AdvaMed represents 80 percent of medical technology firms in the United States and acts as the common voice for companies producing medical devices, diagnostic products and digital health technologies.

AdvaMed began operations in 1975 with just 154 members and 14 employees. Four decades later, AdvaMed's membership has reached nearly 300 members and more than 80 employees with a global presence in countries including India, China, Brazil, Japan and a number of European countries.

AdvaMed members produce nearly 90 percent of the health care technology purchased annually in the United States and more than 40 percent purchased annually around the world. AdvaMed's member companies range from the largest to the smallest medical technology innovators and companies.

AdvaMed has a number of divisions and tools that help to address various needs facing its member companies:

AdvaMed Accel
AdvaMed Dx

AdvaMed Digital
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For more information, visit www.advamed.org.

About MDMA

The Medical Device Manufacturers Association (MDMA) is a national trade association based in Washington, D.C. providing educational and advocacy assistance to innovative and entrepreneurial medical technology companies.



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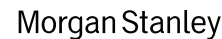
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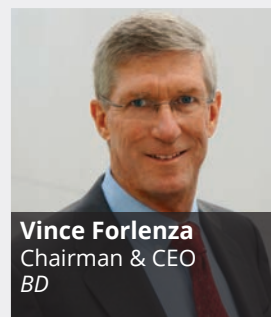
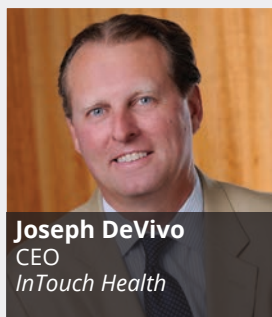
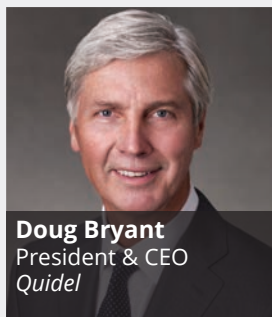
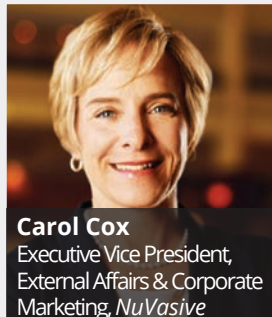
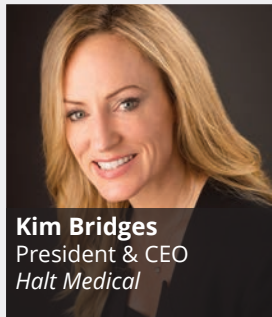
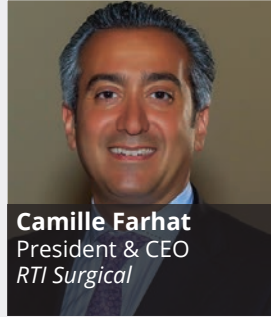
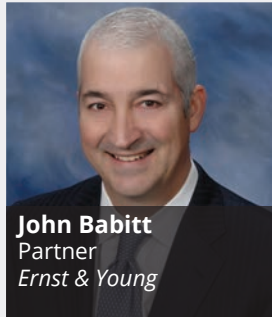
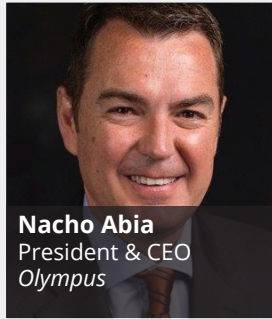
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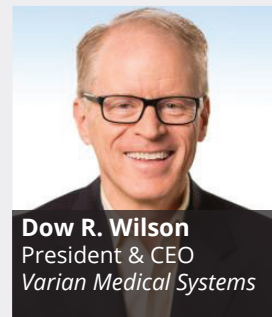
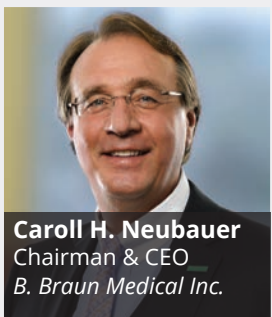
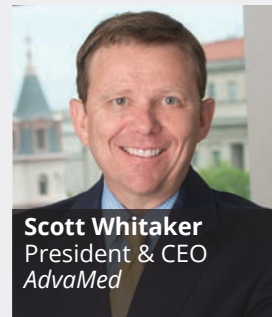
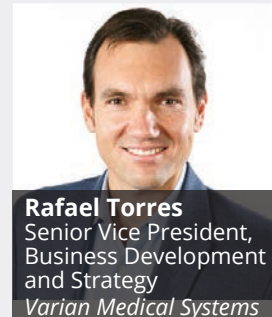
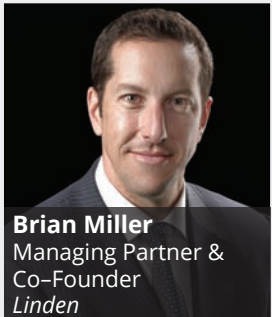
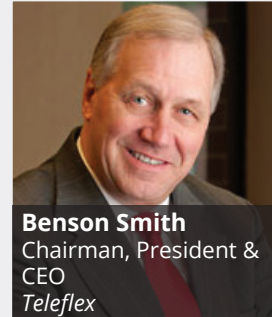
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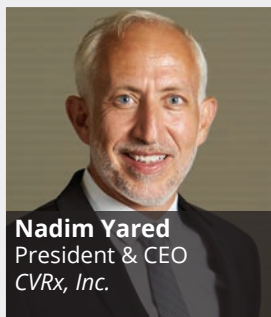
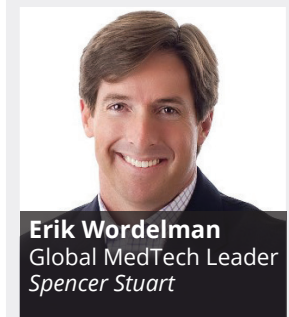
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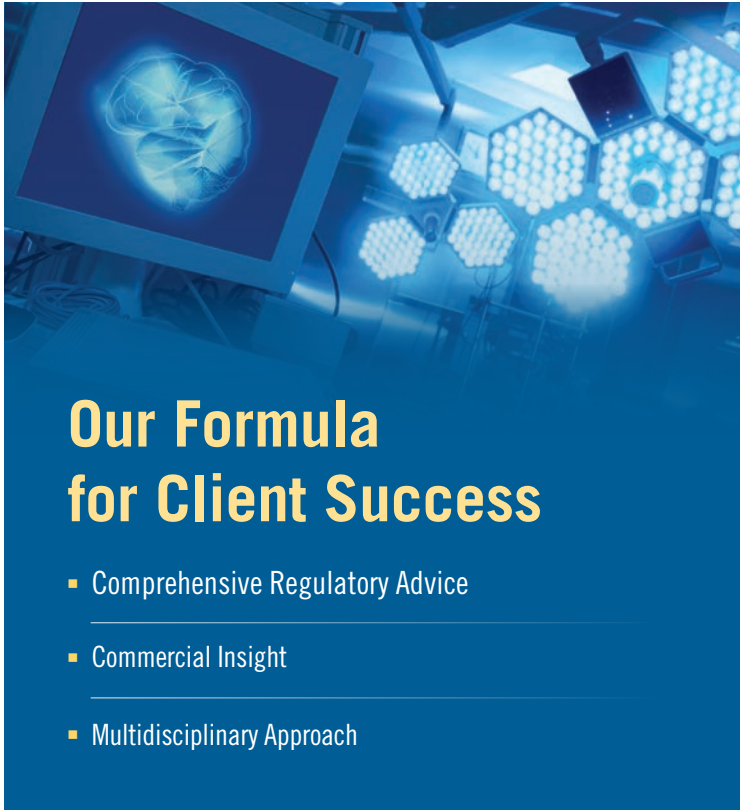


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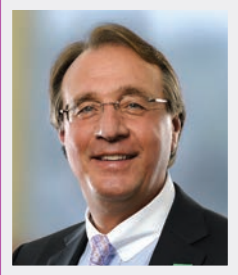
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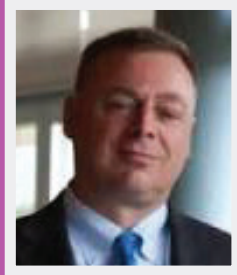
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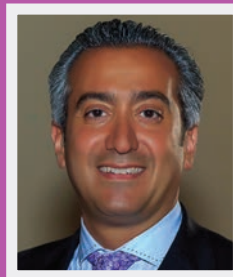
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Agenda-at-a-Glance

Unless otherwise noted, all events are located in the San Jose McEnery Convention Center.

SUNDAY, SEPTEMBER 24

5th Annual Symposium on Pediatric Device Innovation

8:00 am – 6:00 pm
Convention Center – LL20

Registration Open

1:00 pm – 6:00 pm
San Jose Marriott – Lobby

International Reception

5:30 pm – 7:30 pm
Convention Center – Terrace Patio

MONDAY, SEPTEMBER 25

Registration Open

7:00 am – 6:00 pm
Convention Center – Concourse Lobby

AdvaMed Accel Leadership Seminar

(by invitation only)
8:00 am – 11:45 am
Marriott – San Jose Ballroom, Salon I

Global Markets Seminar

8:30 am – 10:30 am
Convention Center – 210A

Biotech Primer's MedDevice Development Course

9:00 am – 4:30 pm
Marriott – San Carlos

Official Conference Opening & Ministerial Seminar

10:45 am – 11:45 am
Convention Center – 210A

Driving Growth Through New Commercial Strategies

11:15 am – 12:30 pm
Convention Center – 210E

AdvaMed Accel Leadership Seminar – Networking Lunch

(by invitation only)
11:45 am – 12:45 pm
Marriott – San Jose Ballroom, Salon V

Buying for Value Globally: Can We Make it Work?

1:00 pm – 2:15 pm
Convention Center – 210E

Diagnosing Opportunity: Manufacturer and Laboratory Insights

1:00 pm – 2:15 pm
Convention Center – 210F

Super Session: Tomorrow vs. Today: Envisioning the Future of Health Care Delivery

1:00 pm – 2:15 pm
Convention Center – 210C

Pediatric Meetup

1:00 pm – 1:45 pm
Concourse Lobby – MedTech Meetup Zone

Medical Device Industry in India-The Evolving Landscape, Opportunities and Challenges

2:00 pm – 2:45 pm
Concourse Lobby – MedTech Meetup Zone

Brazil: Challenges and Choices in Health Care

2:30 pm – 3:10 pm
Convention Center – 210F

U.S. – China Medical Device Innovation Roundtable

2:30 pm – 4:00 pm
Convention Center – 211B

Building a Healthy NEST Egg: Exploring the Opportunities and Benefits of the National Evaluation System for Health Technology

2:30 pm – 3:45 pm
Convention Center – 212

Case for Quality: CDRH-Industry Update

2:30 pm – 3:45 pm
Convention Center – 210A

Printing the Future: 3D Printing Today, Tomorrow and Beyond

2:30 pm – 3:45 pm
Convention Center – 210E

Super Session: Pulse of the Industry 2017

2:30 pm – 3:45 pm
Convention Center – 210C

Strategic Investor Speed Networking

(by invitation only)
2:30pm – 4:30pm
Marriott – San Jose Ballroom, Salon V

Brazil: International Regulatory Focus

3:10 pm – 3:45 pm
Convention Center – 210F

Women in Cardiovascular Meetup

3:30 pm – 4:00 pm
Concourse Lobby – MedTech Meetup Zone

Preparing for the New European Medical Technology Regulations: Are You Ready?

4:00 pm – 5:15 pm
Convention Center – 212

Real World Evidence: What Does it Mean for Coverage and Payment?

4:00 pm – 5:15 pm
Convention Center – 210E

Patients as Consumers: How a More Informed Public Could Transform the Health Care System

4:00 pm – 5:15 pm
Convention Center – 210F

Wall Street's View on MedTech

4:00 pm – 5:15 pm
Convention Center – 210A

AdvaMed Accel Reception (by invitation only)

4:30 pm – 5:30 pm
Marriott – San Jose Ballroom, Salons 1–2

AdvaMed's Women's Executive Network Reception

5:00 pm – 5:30 pm
San Pedro Square Market
87 N San Pedro St, San Jose, CA 95110

Welcome Reception

5:30 pm – 7:00 pm
San Pedro Square Market
87 N San Pedro St, San Jose, CA 95110

TUESDAY, SEPTEMBER 26

Registration Open

7:00 am – 7:00 pm
Convention Center – Concourse Lobby

Plenary Breakfast with Keynote Speakers

7:30 am – 9:00 am
Convention Center – Grand Ballroom

MedTech Connect Zone Open

9:00 am – 5:15 pm
Convention Center – Hall 1 & 2

Exhibit Hall Open

9:00 am – 7:00 pm
Convention Center – Hall 1 & 2

Ribbon Cutting Ceremony

9:05 am – 9:15 am
Convention Center – Hall 1 & 2

CEOs Unplugged: Good Ethics is Good Business

9:05 am – 9:40 am
CEOs Unplugged Stage

MedTech Exec Talks: When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots and Big Data

9:10 am – 9:40 am
MedTech Exec Talks Stage

MedTech Innovator Showcase: In Vitro Diagnostics

9:10 am – 9:50 am
MedTech Innovator Showcase Stage

Introducing Value into the Supply Chain

9:15 am – 10:15 am
Convention Center – 210F

The Point of Person Laboratory

9:15 am – 10:15 am
Convention Center – 210E

Mentoring Moment (by invitation only)

9:15 am – 9:45 am
Solutions Showcase Stage

Super Session: Digital MedTech Collaborations: Opportunities at the Cutting Edge

9:15 am – 10:15 am
Convention Center – 210C

Who Is Filling the Early-Stage Investment Gap?

9:15 am – 10:15 am
Convention Center – 212

Brexit as a Catalyst for Innovation: A Fireside Chat with UK Government Minister Lord Prior of Brampton

9:15 am – 10:15 am
Convention Center – 210A

CEOs Unplugged: D.C. Download: Update from Capitol Hill

9:45 am – 10:25 am
CEOs Unplugged Stage

MedTech Innovator Showcase: Health Care IT & Digital Health

9:55 am – 10:35 am
MedTech Innovator Showcase Stage

Solutions Showcase: How to Put the IoT into Regulated Connected Medical Devices

10:00 am – 10:20 am
Solutions Showcase Stage

Academic Meetup

10:10 am – 10:40 am
Concourse Lobby – MedTech Meetup Zone

MedTech Exec Talks: Discussing Top Issues - Value Based Coverage and Compliance

10:15 am – 10:45 am
MedTech Exec Talks Stage

Innovation Pavilion Demos

10:15 am – 11:15 am
Convention Center – Hall 1 & 2 – Booth 1218

Networking Break

10:15 am – 11:15 am
Convention Center – Hall 1 & 2

Solutions Showcase: What is Being Done to Secure Connected Medical Devices?

10:25 AM–10:45 am
Solutions Showcase Stage

Women in Orthopedic/Surgical Meetup

10:45 am – 11:15 am
Concourse Lobby – MedTech Meetup Zone

MedTech Innovator Showcase: Orthopedic

10:45 am – 11:35 am
MedTech Innovator Showcase Stage

Solutions Showcase: Effective Segmentation & Targeting: More than just Medical Claims

10:50 am – 11:10 am
Solutions Showcase Stage

CEOs Unplugged: Managing Lean, Delivering Big, Staying Ahead of the Innovation Curve

11:10 am – 11:40 am
CEOs Unplugged Stage

MedTech Exec Talks: A Catalyst for Collaboration, Commercialization and Beyond: Ontario's Health System as a Test Bed for Innovation

11:10 am – 11:40 am
MedTech Exec Talks Stage

Coming Changes to Device Inspections: Are You Ready?

11:15 am – 12:15 pm
Convention Center – 212

Establishing a Culture of Cybersecurity Excellence

11:15 am – 12:15 pm
Convention Center – 210A

Super Session: On the Line: A CEO's Most Critical Decisions

11:15 am – 12:15 pm
Convention Center – 210C

Risk Contracting: Putting Your Money Where Your Value Is

11:15 am – 12:15 pm
Convention Center – 210E

The Rise of the Consumer: How Can MedTech Leverage the Best of Customer Centricity from other Industries?

11:15 am – 12:15 pm
Convention Center – 210F

MedTech in Japan: A Roundtable with Japanese Government Officials

11:15 am – 12:15 pm
Convention Center – 211C

MedTech Innovator Showcase: Wound Healing & Dermatology

11:40 am – 12:20 pm
MedTech Innovator Showcase Stage

CEOs Unplugged: Current Investment Flow, M&A and Deal Structures

11:45 am – 12:25 pm
CEOs Unplugged Stage

Plenary Lunch with Keynote Speakers

12:30 pm – 2:00 pm
Convention Center – Grand Ballroom

Women in Diagnostics Meetup

2:00 pm – 2:30 pm
Concourse Lobby – MedTech Meetup Zone

Mentoring Moment *(by invitation only)*

2:10 pm – 2:40 pm
Solutions Showcase Stage

MedTech Innovator Showcase: Therapeutic Delivery & Dosing

2:10 pm – 2:50 pm
MedTech Innovator Showcase Stage

CEOs Unplugged: Multinational Corporations Operating in an Anti-Globalization World

2:05 pm – 2:40 pm
CEOs Unplugged Stage

Patient-Inspired Innovation: Perspectives from a Provider, Innovator and Advocate

2:15 pm – 3:30 pm
Convention Center – 210F

Public Policy: Ensuring Sound Policy Fosters MedTech Innovation

2:15 pm – 4:00 pm
Marriott – San Jose Ballroom Salon II

Super Session: Bridging the Gap Between FDA Approval and CMS and Private Payer Coverage

2:15 pm – 3:30 pm
Convention Center – 210C

Made in China, 2025: Existential Threat or Indigenous Exhortation?

2:15 pm – 3:30 pm
Convention Center – 212

They Call Me Big Data: Applications for Cognitive Learning in Health Care

2:15 pm – 3:30 pm
Convention Center – 210E

Venture Investing: Finding Returns Through Risk Management

2:15 pm – 3:30 pm
Convention Center – 210A

MedTech Exec Talks: Building the Right Culture: Attracting & Leading a World Class Team

2:50 pm – 3:20 pm
MedTech Exec Talks Stage

CEOs Unplugged: Heard on the Fundraising Trail

2:50 pm – 3:25 pm
CEOs Unplugged Stage

MedTech Innovator Showcase: Vascular/ Neurovascular

2:55 pm – 3:45 pm
MedTech Innovator Showcase Stage

Innovation Pavilion Demos

3:30 pm – 4:00 pm
Convention Center – Hall 1 & 2 – Booth 1218

Networking Break

3:30 pm – 4:00 pm
Convention Center – Hall 1 & 2

Ophthalmic Meetup

3:30 pm – 4:00 pm
Concourse Lobby – MedTech Meetup Zone

CEOs Unplugged: Standing on the Shoulders of a Giant: Past, Present and Future

3:30 pm – 4:00 pm
CEOs Unplugged Stage

Solutions Showcase: Rotation Medical - Value Initiative

3:30 pm - 4:00 pm
Solutions Showcase Stage

Afternoon Plenary Session

4:00 pm – 5:30 pm
Convention Center – Grand Ballroom

Quebec Future Technology Showcase

5:00 pm – 6:30 pm
International Lounge

Chairmen's Networking Reception

5:15 pm – 7:00 pm
Convention Center – Hall 1 & 2

MedTech After Party

9:30 pm – 11:00 pm
Club Auto Sport
521 Charcot Ave, San Jose, CA 95131
Buses depart from the Fairmont Hotel

WEDNESDAY, SEPTEMBER 27

CMS Town Hall

7:30 am – 8:45 am
Convention Center – 210C

Registration Open

7:30 am – 4:00 pm
Convention Center – Concourse Lobby

Networking Breakfast

8:00 am – 8:30 am
Convention Center – Hall 1 & 2

Innovation Pavilion Demos

8:00 am – 9:00 am
Convention Center – Hall 1 & 2 – Booth 1218

Exhibit Hall Open

8:00 am – 12:30 pm
Convention Center – Hall 1 & 2

MedTech Connect Zone Open

8:00 am – 12:30 pm
Convention Center – Hall 1 & 2

MedTech Innovator Showcase: Pulmonology & Critical Care

8:10 am – 9:00 am
MedTech Innovator Showcase Stage

CEOs Unplugged: The Future of Leadership in MedTech: Trends of Disruption and Consolidation

8:15 am – 9:00 am
CEOs Unplugged Stage

MedTech Exec Talks: Sensemaking: The Power of the Humanities in the Age of the Algorithm

8:30 am – 9:00 am
MedTech Exec Talks Stage

Scaling Innovation in the Developing World

8:30 am – 9:30 am
Convention Center – 210F

A Dialogue with California Medical Technology Innovation Pioneers

9:00 am – 10:15 am
Convention Center – 210A

Super Session: America First: Will the Trump Administration's Policies Help Your Global Business?

9:00 am – 10:15 am
Convention Center – 210C

Rethinking Malfunction Reports: Does Summary Reporting Work?

9:00 am – 10:15 am
Convention Center – 212

Success with Surrogates: A New Framework and Best Practices for Surrogate Samples to Support Diagnostic Innovators

9:00 am – 10:15 am
Convention Center – 210E

MedTech Exec Talks: Robotic-Assisted Surgery: What's on the Horizon?

9:05 am – 9:30 am
MedTech Exec Talks Stage

MedTech Innovator Showcase: Consumer Health

9:05 am – 9:45 am
MedTech Innovator Showcase Stage

MedTech Exec Talks: Digital Dialogue

9:35 am – 10:00 am
MedTech Exec Talks Stage

CEOs Unplugged: Leadership Views on Diagnostics

9:40 am – 10:10 am
CEOs Unplugged Stage

MedTech Innovator Global Health Panel in Partnership with TEAMFund

9:45 am – 10:45 am
Convention Center – 210F

MedTech Innovator Showcase: Surgical Tools & Planning

9:50 am – 10:40 am

MedTech Innovator Showcase Stage

MedTech Exec Talks: Quality: The Holy Grail of Medical Technology

10:05 am – 10:45 am

MedTech Exec Talks Stage

Solutions Showcase: Mitigating Compliance and Quality Risk Across the Enterprise

10:10 am – 10:30 am

Solutions Showcase Stage

Cybersecurity Meetup: Reducing Risk, Protecting Patient Safety

10:10 am – 10:40 am

Concourse Lobby – MedTech Meetup Zone

Innovation Pavilion Demos

10:15 am – 11:15 am

Convention Center – Hall 1 & 2 – Booth 1218

Networking Break

10:15 am – 11:15 am

Convention Center – Hall 1 & 2

CEOs Unplugged: At a Tipping Point: Capitalizing on the Digital Health Opportunity

10:20 am – 10:50 am

CEOs Unplugged Stage

Solutions Showcase: Delivering Customer Value with Innovative Services, Solutions, and Contracts

10:35 am – 10:55 am

Solutions Showcase Stage

Women in Digital Health Meetup

10:45 am – 11:15 am

Concourse Lobby – MedTech Meetup Zone

MedTech Innovator Showcase: Advanced Imaging Diagnostics

10:45 am – 11:35 am

MedTech Innovator Showcase Stage

CEOs Unplugged: Intersection of Global Health & Medical Technology

11:00 am – 11:45 am

CEOs Unplugged Stage

Rethinking Device Regulation: From Digital Health to Device Modifications

11:15 am – 12:30 pm

Convention Center – 210A

Super Session: Breaking the Mold: Effective Strategies and Partnerships for Fostering MedTech Innovation

11:15 am – 12:30 pm

Convention Center – 210C

Key Developments in Device Advertising and Promotion: Demystifying Communications and Scientific Exchange in Today's Health Care System

11:15 am – 12:30 pm

Convention Center – 210E

Talking to Your Customer: How New Requirements are Changing the Way Companies Relate to Physicians and HCPs

11:15 am – 12:30 pm

Convention Center – 210F

The Genomics Revolution: Diagnostic Implications for Patients and Health Care

11:15 am – 12:30 pm

Convention Center – 212

MedTech Innovator Showcase: Cardiovascular

11:40 am – 12:30 pm

MedTech Innovator Showcase Stage

CEOs Unplugged: Celebrating the Breadth and Depth of Industry Leadership

11:50 am – 12:20 pm

CEOs Unplugged Stage

Plenary Lunch & Lifetime Achievement Award

12:30pm – 2:15 pm

Convention Center – Grand Ballroom

CDRH Town Hall

2:30 pm – 4:15 pm

Convention Center – 210C

U.S. Market Access Seminar

2:30 pm – 5:00 pm

Convention Center – 210A

Closing Reception

5:00 pm – 7:30 pm

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72 S 1st St, San Jose, CA 95113



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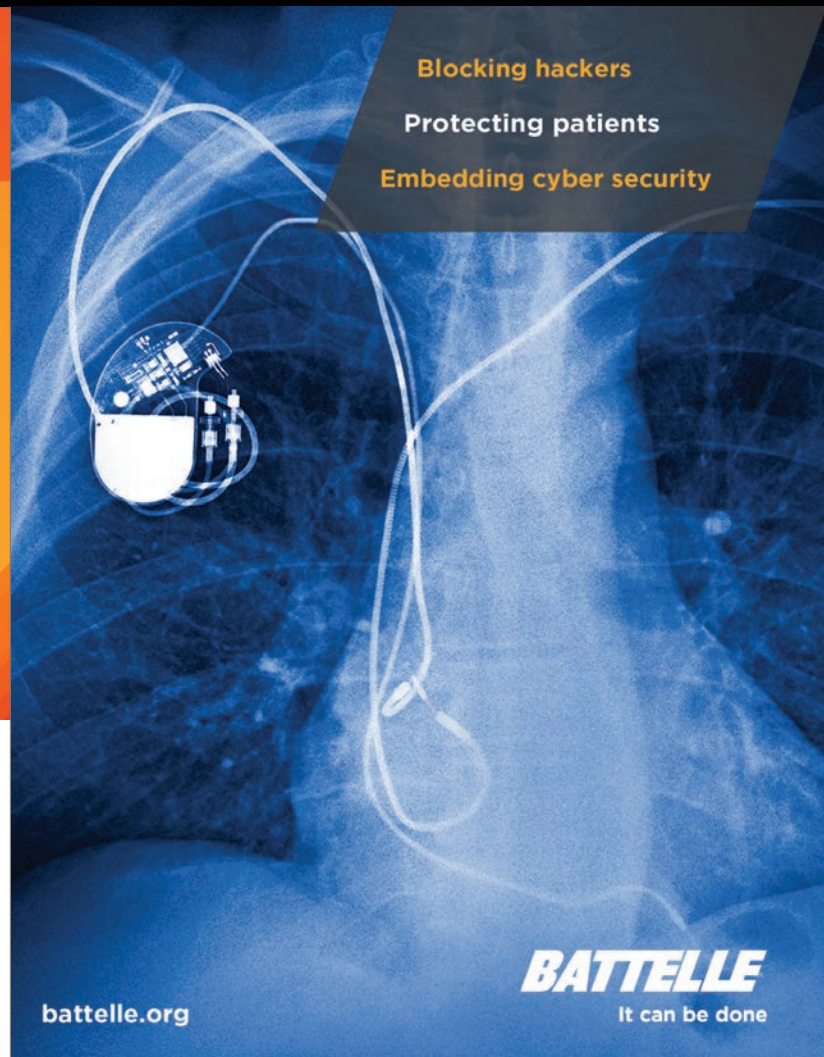


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Receptions

International Reception

Sunday, September 24 | 5:30 pm – 7:30 pm
Convention Center – Terrace Patio

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Kick off The MedTech Conference by meeting our esteemed guests from around the world in a casual setting. Brief remarks will be provided to welcome high-level government officials and all international participants to San Jose. Open to full-access registrants.

AdvaMed Accel Reception

Monday, September 25 | 4:30 pm – 5:30 pm
Marriott – San Jose Ballroom, Salons 1-2

AdvaMed 

By invitation only

VIP networking event for AdvaMed Accel members, MedTech Innovator Showcase companies, corporate business development executives and investors

AdvaMed Women’s Executive Network Reception

Monday, September 25 | 5:00 pm – 5:30 pm
San Pedro Square Market – 87 N San Pedro St, San Jose, CA 95110

Gather with your medtech colleagues from AdvaMed’s Women’s Executive Network before we kick off the welcome reception! All registered attendees are welcome at this reception.

Welcome Reception

Monday, September 25 | 5:30 pm – 7:00 pm
San Pedro Square Market – 87 N San Pedro St, San Jose, CA 95110

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Advanced Medical Technology Association
Women’s Executive Network

The San Pedro Square Market is the Downtown San Jose meet-up place for foodies, music lovers, locally-made shop supporters, demanders of coffee perfection, history seekers, old-time barbershop hunters, social media trendsetters and wine and beer libation imbibers. The Market is the all-around best place to hang out, complete with an open-air plaza and sidewalk café – there is no better place to kick off the conference and welcome everyone to San Jose.

Note: San Pedro Square Market is an easy walk from the Convention Center. Walking maps available at the Information Desk near Registration



Thank you to our board dinner sponsors:



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Chairmen's Reception

Tuesday, September 26 | 5:15 pm – 7:00 pm
Convention Center – Hall 1 & 2

Whether you're enjoying a pint of Guinness or a locally brewed craft beer, be sure to join us in the Exhibit Hall to check out the latest and greatest from our medtech exhibitors. Take advantage of this excellent networking opportunity with all of your colleagues, including members of the AdvaMed, AdvaMedDx and AdvaMed Accel Board of Directors.

Sponsored by  IDA Ireland



CEO Networking Dinner

Tuesday, September 26 | 7:30 pm – 9:30 pm
Club Auto Sport
(by invitation only)

Sponsored by  Cognizant  KORN FERRY
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MedTech After Party

Tuesday, September 26 | 9:30 pm – 11:00 pm
Club Auto Sport
Buses depart from the Fairmont Hotel beginning at 9:15 pm

Sponsored by  BATTELLE  FedEx
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Join us for an incredible experience at Club Auto Sport! This high-end garage for true car collectors and incubator for automotive innovation will open its doors and provide us with its vibrant clubhouse, sleek lounge, and TMFC Museum, a one-of-a-kind artfully curated, eclectic private history collection. You will not want to miss rare collectible cars, racing simulators, and, of course, live music.

Closing Reception

Wednesday, September 27 | 5:00 pm – 7:30 pm
Paper Plane – 72 S 1st St, San Jose, CA 95113

Sponsored by  ONTARIO CANADA

Gather with your medtech colleagues one last time before leaving Silicon Valley! We'll be ending the conference with a closing reception at Paper Plane in downtown San Jose, a hip spot known for creative cocktails and great food. The food's on us, but don't forget your wallet as there will be a cash bar at this reception. See you there!

MEDTECH MEETUPS

Our traveling series of meetups held throughout the year comes “home” at the conference – these informal sessions are opportunities to network with other attendees from your industry sector and beyond.

Pediatric Meetup

Monday, September 25 | 1:00 pm – 1:45 pm
Concourse Lobby – MedTech Meetup Zone

Join key thought leaders and other industry stakeholders for a robust discussion about future of pediatric medical devices. Esteemed colleagues from FDA, corporate venture and company leadership will analyze the current investment climate and what innovative companies, big and small, can expect in the coming years.

Co-Hosts:

Robert Kroschwitz, President and CEO, Berlin Heart; Chair, *AdvaMed Pediatric Working Group*
Jamie Haggard, Co-Founder, *Green Sun Medical*

Guests:

Kurt Dasse, CEO, *Inspired Therapeutics*
Vasum Peiris, Chief Pediatric Medical Officer, *Center for Devices and Radiological Health*

Medical Device Industry in India–The Evolving Landscape, Opportunities and Challenges

Monday, September 25 | 2:00 pm – 2:45 pm
Concourse Lobby – MedTech Meetup Zone

Come discuss a joint paper published by SKP and AdvaMed that analyzes the Indian medical device market, the changing landscape and the impact of recent policy and regulatory initiatives including pricing controls. It discusses the changing ecosystem in the health care market and the innovations that are impacting access, affordability and usage of medical devices in the country. It also provides some case studies of strategies used by companies to succeed in this growing and complex market.

Co-Hosts:

Guljit Singh, Executive Chairman, *SKP Group*
Nimish Shah, Vice President – North America Sales and Marketing, *SKP Group*

Women in Cardiovascular Meetup

Monday, September 25 | 3:30 pm – 4:00 pm

Concourse Lobby – MedTech Meetup Zone

Academic Meetup

Tuesday, September 26 | 10:10 am – 10:40 am

Concourse Lobby – MedTech Meetup Zone

Is your company tapped into real innovation? Technology being developed at universities is crucial for the innovation ecosystem. Join us for an informal discussion around the medical device industry's interactions with academia. Hear from seasoned academic tech transfer representatives and industry scouts about their successful collaborations. Get the conversation started and create new relationships for future benefits!

*Host: **Chris Yochim**, Strategic Advisor, HOYA Corporation; Head of Business Development, National Institute for Innovation in Manufacturing Biopharmaceuticals (NIIMBL)*

*Special Guests: **Jamie Kemler**, VP, Intellectual Property Business Strategy, Stryker
James Kaiser, Strategist, Corporate Venture Capital Group, HOYA Corporation*

Women in Orthopedic/Surgical Meetup

Tuesday, September 26 | 10:45 am – 11:15 am

Concourse Lobby – MedTech Meetup Zone

Women in Diagnostics Meetup

Tuesday, September 26 | 2:00 pm – 2:30 pm

Concourse Lobby – MedTech Meetup Zone

Ophthalmics Meetup

Tuesday, September 26 | 3:30 pm – 4:00 pm

Concourse Lobby – MedTech Meetup Zone

AdvaMed's Ophthalmic Sector will host an informal gathering of peers on Tuesday afternoon. Come network with your colleagues, make new connections and see longtime friends at this 30-minute meet and greet session. The group will discuss critical ophthalmic sector issues, identify new opportunities for growth and development and more.

*Host: **John T. Kilcoyne**, Chief Executive Officer, ReVision Optics, Inc.*

Cybersecurity Meetup: Reducing Risk, Protecting Patient Safety

Wednesday, September 27 | 10:10 am – 10:40 am

Concourse Lobby – MedTech Meetup Zone

Improving patient care, maintaining a competitive advantage, and extending the remote reach of physicians are top of mind for medical device manufacturers and health care providers. As medical devices are connected via the internet, hospital networks, mobile products, and other devices or hospital systems, they bring many clinical benefits.

But delivering these benefits requires addressing the new cyber and patient safety risks these devices introduce. Deloitte's cyber security meetup will focus on bringing participants together to discuss lessons learned and how the industry can collectively work together to improve the overall security posture and reduce risk to patient safety.

Hosts:

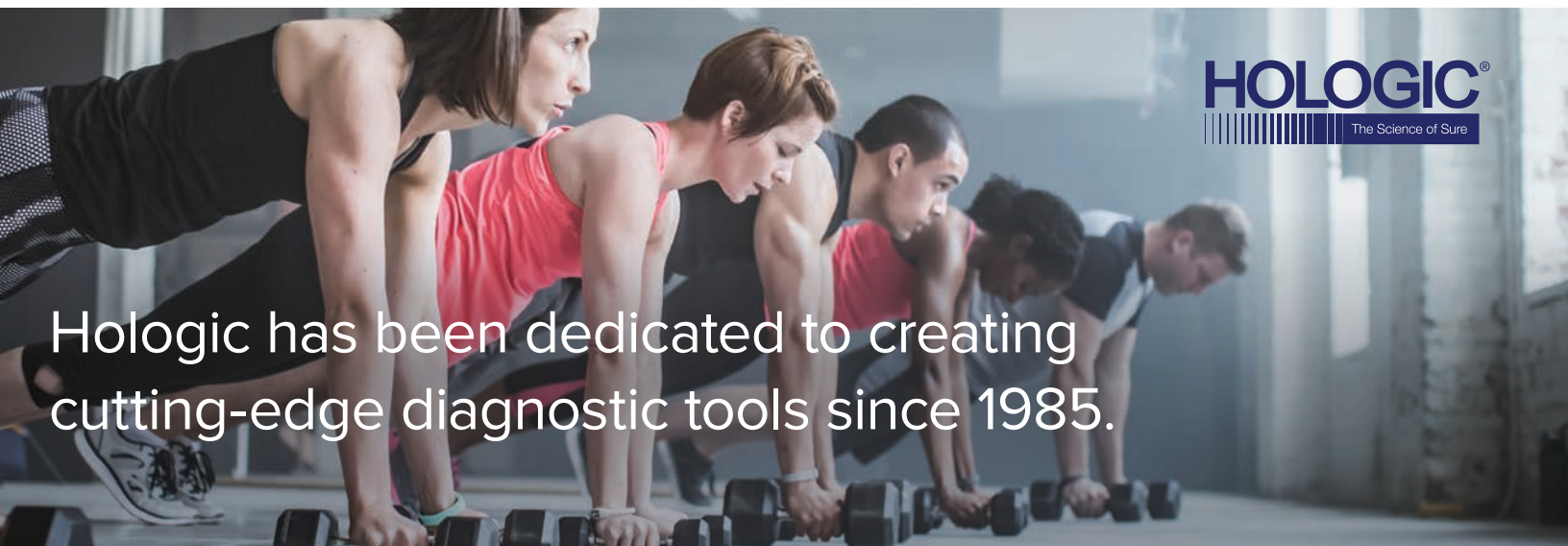
Veronica Lim, Principal, *Deloitte & Touche LLP*

Robert Mai, Senior Manager, *Deloitte & Touche LLP*

Women in Digital Health Meetup

Wednesday, September 27 | 10:45 am – 11:15 am

Concourse Lobby – MedTech Meetup Zone



Hologic has been dedicated to creating cutting-edge diagnostic tools since 1985.

Hologic has always been a leader in cervical cancer screening, from launching the revolutionary Liquid-based Pap test twenty years ago to offering the most comprehensive testing for cervical cancer today with Pap+HPV Together™ (co-testing). And this is just one example of our commitment to improving patient outcomes while reducing costs and driving clinical performance. Additionally, we advance industry diagnostic standards for diseases like sexually transmitted infections, HIV, HCV and Zika* virus. Hologic continues to push the boundaries of science in search of advancements in the areas of women's health, hepatitis, respiratory conditions and hospital acquired infections.

Working with policymakers, we can help ensure these diagnostic tools are widely available and affordable. Together we can transform lives. Learn more at hologic.com.

* The Aptima Zika Virus assay:

- This test has not been FDA cleared or approved;
- This test has been authorized by FDA under an EUA for use by authorized laboratories;
- This test has been authorized only for the detection of RNA from Zika virus and diagnosis of Zika virus infection, not for any other viruses or pathogens; and
- This test is only authorized for the duration of the declaration that circumstances exist justifying the authorization of the emergency use of in vitro diagnostic tests for detection of Zika virus and/or diagnosis of Zika virus infection under section 564(b)(1) of the Act, 21 U.S.C. § 360bbb-3(b)(1), unless the authorization is terminated or revoked sooner.

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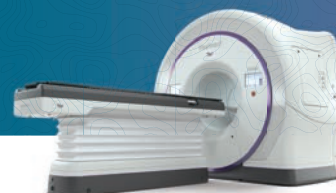
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PLENARY SESSIONS

Tuesday Breakfast

Tuesday, September 26 | 7:30 am – 9:00 am
Convention Center – Grand Ballroom

Partners for Innovation in Health Care



Ian Burkhart

Six years ago, Ian Burkhart dove into a wave at the beach and sustained a spinal cord injury rendering him a quadriplegic. Since then he has participated in a neural bridging research study by having an implant in his brain in a clinical trial, Reanimation in Tetraplegia, through The Ohio State University Wexner Medical Center and the Battelle Memorial Institute, which has restored some movement in his right hand. Hear his amazing and inspiring story first hand.

Ian has created the Ian Burkhart Foundation, which is dedicated to restoring lives and providing hope to individuals with spinal cord injuries.



Scott Gottlieb, M.D., Commissioner of Food and Drugs, FDA

Dr. Scott Gottlieb was recently sworn in as the 23rd Commissioner of Food and Drugs and for most of us this will be our first opportunity to hear from him in person since taking his new role at the FDA. Dr. Gottlieb is a physician, medical policy expert, and public health advocate who previously served as the FDA's Deputy Commissioner for Medical and Scientific Affairs and before that, as a senior advisor to the FDA Commissioner.

He also worked on implementation of the Medicare drug benefit as a senior advisor to the Administrator of the Centers for Medicare and Medicaid Services, where he supported policy work on quality improvement and the agency's coverage process, particularly as it related to new medical technologies.

Dr. Gottlieb will deliver remarks about the state of the FDA and how it interfaces with the industry and then be joined by AdvaMed's President & CEO, Scott Whitaker, for an in-depth interview.

Tuesday Lunch

Tuesday, September 26 | 12:30 pm – 2:00 pm

Convention Center – Grand Ballroom

In classic tech rapid-fire format, this moderated session is designed to give you a glimpse of what the future holds for generations to come. Now that AdvaMed's President & CEO has been with the organization for an entire year, you won't want to miss his 2017 State of the Industry address. Anchoring this plenary session is a dynamic and world recognized patient who will join conference chairman and Varian Medical Systems CEO, Dow R. Wilson, for an intimate discussion of how medtech, patients and physicians interface in today's socially awakened world.



State of the Industry

Scott Whitaker, President & Chief Executive Officer, *AdvaMed*



Moderator: **Deborah Kilpatrick, Ph.D.**, Chief Executive Officer, *Evidation Health*



Devices are Consumer Engagement's Future

Perhaps the most prominent disease in the health care industry is poor consumer engagement. Poor compliance and follow up, often below 10% of people, is perhaps the biggest drag on nearly every drug, therapy, medical procedure and preventative activity. Large clinical data sets and AI techniques are providing the ability to phenotype people and determine who are likely responders and who aren't. But, to do this, detailed streaming data and tools that follow people through their lives are essential. Medical devices are perhaps the best the chassis of the next generation of data-generation and consumer engagement tools in the health care industry.

David J. Brailer, MD, PhD, CEO, *Health Evolution Partners*



Silicon Valley's Growing Contribution to Health Care

Joshua Newman, MD, MSHS, Chief Medical Officer, *Salesforce*

Tuesday Afternoon

Tuesday, September 26 | 4:00 pm – 5:30 pm
Convention Center – Grand Ballroom



Join us Tuesday at 4:00 pm
and cast your vote for
the winner!



Innovation as a Discipline

With her background in leading innovative organizations (including Facebook, Google, Motorola Mobility and DARPA) to develop breakthrough products that shape the world we live in, Regina E. Dugan's insights are especially relevant as the medtech industry focuses on the intersection of innovative technologies and health care for the future.

Keynote Speaker: Dr. Regina Dugan, Vice President of Engineering, Building 8, Facebook



MedTech Innovator \$500K Competition Finals



The MedTech Conference is excited to welcome MedTech Innovator back to the plenary stage on the afternoon of Tuesday, September 26. Four finalist companies from the MedTech Innovator competition will present to a panel of industry-leading judges and compete for the audience vote to win \$500,000 in prizes and the award of MedTech Innovator 2017!

MedTech Innovator is the industry's nonprofit global competition and accelerator for medical device, digital health and diagnostic companies. Its mission is to improve the lives of patients by accelerating the growth of companies that are transforming the health care system. In 2017, MedTech Innovator, with the support of its partners and sponsors, will give out \$500,000 in cash prizes, scholarships and in-kind awards.

The MedTech Conference and AdvaMed Accel are proud to partner with MedTech Innovator for the third consecutive year.

Host: Paul Grand, CEO, MedTech Innovator

MedTech Innovator Judges



Albert Lauritano
Director, External
Innovation & Partnerships
*BD Technologies &
Innovation*



Renee Ryan
Vice President, Venture
Investments
Johnson & Johnson



Anne E. Sissel
Vice President and Head,
Baxter Ventures
*Baxter Healthcare
Corporation*



Amy Belt Raimundo
Managing Director
KP Ventures

MedTech Innovator Finalists



Wednesday Morning

Wednesday, September 27 | 7:30 am – 8:45 am

Convention Center – 210C

CMS Town Hall

Please join representatives from the Centers for Medicare and Medicaid Services (CMS) for a unique CMS Town Hall session at The MedTech Conference. Participate in a unique opportunity to interact with senior CMS leaders in an open Q&A session that will cover developments pertaining to medical technologies including Medicare coverage, new payment models and patient access to new technologies. This session will provide attendees a rare opportunity to interact with agency leadership on these and other issues.

Speakers:

Demetrios Kouzoukas, CMS Principal Deputy Administrator and Director of the Center for Medicare

Carol Blackford, Director, Hospital & Ambulatory Policy Group

Tamara Syrek Jensen, Director, Coverage and Analysis Group

Amy Bassano, Deputy Director, Center for Medicare and Medicaid Innovation

Wednesday Lunch

Wednesday, September 27 | 12:30 pm – 2:15 pm

Convention Center – Grand Ballroom

Lunch with Champions

For the first time, we will recognize a groundbreaking technology that is particularly applicable for tackling global health needs. We'll also recognize a global leader in medtech with a storied career and tremendous success and, finally, we'll be joined by four-time Super Bowl Champion and early-stage investor Joe Montana.



Joe Montana, Legendary NFL Quarterback and Medical Technology Investor

Widely considered the best NFL quarterback of all time, Joe Montana personifies performance excellence and personal integrity both on and off the field. Yet the word most closely associated with him is not winner — it's leader.

Montana co-founded Liquid 2 Ventures in 2015, a seed stage venture capital firm that has invested in startups like Vivid Vision, a virtual reality technology to treat lazy eye, and other innovative companies focused on deep learning, patient engagement and more.

Montana, recently named a top 15 celebrity investor by CBInsights, will bring his unique perspective on preparation, teamwork and performance under pressure both on and off the field to The MedTech Conference plenary stage this fall.

Global Health Innovator Award
 Presented by TEAMFund
 In Partnership with MedTech Innovator
 Generously supported by



Global Health Innovator Finalists



One Breath:
 Cost-effective ventilator for infants through adults in low resource settings



CareNx:
 Smartphone-assisted POC device for screening noncommunicable diseases



mOm Incubators:
 Portable, cost-effective incubator for preventing neonatal complications



Shift Labs:
 DripAssist; affordable IV medication administration



InnAccel:
 VAP CAR-pneumonia prevention device for patients on ventilators

Lifetime Achievement Award presentation to Jack Wareham, sponsored by Piper Jaffray

Wednesday Afternoon

Wednesday, September 27 | 2:30 pm - 4:15 pm
Convention Center - 210C

CDRH Town Hall

Join us for an exclusive peek into FDA's Center for Devices and Radiological Health (CDRH) during our Wednesday afternoon CDRH Town Hall. This is a rare opportunity to interact directly with Dr. Jeffrey Shuren and other senior office leaders from CDRH. After Dr. Shuren provides an update on CDRH priorities, panelists will answer specific questions from the audience. Take advantage of this session and get answers to all of your burning questions directly from CDRH. This exclusive, interactive Town Hall will allow you to engage in relevant dialogue with:

- Jeffrey E. Shuren, M.D., J.D.**, Director, Center for Devices and Radiological Health, *FDA*
- Thomas Gross, M.D.**, Director, Office of Surveillance and Biometrics, *FDA CDRH*
- William Maisel, M.D., M.P.H.**, Deputy Center Director for Science and CDRH Chief Scientist, *FDA CDRH*
- Robin Newman, M.S.N., Ed.D.**, Director, Office of Compliance, *FDA CDRH*





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Piper Jaffray is proud to partner with AdvaMed in sponsoring the AdvaMed Lifetime Achievement Award. Our firm has an over 30-year track record of consistent leadership supporting the medical device industry. Piper Jaffray is a leading investment bank operating in 43 cities across the U.S., Europe and Asia. Our industry-leading healthcare investment banking team provides deep domain expertise and industry relationships, working in partnership with our clients to provide the full suite of advisory and financing solutions:

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AdvaMed Lifetime Achievement Award

Presented by: PiperJaffray®



The 2017 Lifetime Achievement Award will be presented to John "Jack" Wareham during the Wednesday Plenary Lunch Session.

Jack's far-reaching industry involvement, including leadership roles at Beckman Coulter, STERIS Corporation and ResMed, has helped to bring numerous medical technologies to the forefront of patient care. His business savvy and dedication to excellence has been evident throughout his career, and we are honored to welcome him at The MedTech Conference to recognize his work with the 2017 AdvaMed Lifetime Achievement Award.

The AdvaMed Lifetime Achievement Award highlights the contributions and accomplishments of a senior executive in the medical technology industry who has made significant contributions to our industry and its employees, and had a significant impact on patient's lives.

Previous Recipients



John Brown

2013

John's vast accomplishments greatly impacted the industry and the advancement of medical technology as an essential part of America's economy.



Earl Bakken

2014

Co-founder of the world's largest dedicated medical technology company, Earl dedicated his life to improving patient care through medical technology.



Tom Fogarty

2015

An internationally renowned cardiovascular surgeon, innovator and entrepreneur, Thomas J. Fogarty, MD, is the inventor of the balloon catheter that is now used in more than 300,000 procedures worldwide each year.



John Abele



Pete Nicholas

2016

John's and Pete's careers were dedicated to advancing medical devices to improve, extend and enhance the lives of patients around the world.



Hill-Rom is a leading global medical technology company with more than 10,000 employees worldwide. We partner with health care providers in more than 100 countries, across all care settings, by focusing on patient care solutions that improve clinical and economic outcomes in five core areas: **Advancing Mobility, Wound Care and Prevention, Patient Monitoring and Diagnostics, Surgical Safety and Efficiency and Respiratory Health.** Hill-Rom's people, products, and programs work towards one mission: **Every day, around the world, we enhance outcomes for patients and their caregivers.** Visit www.hill-rom.com for more information.

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PANELS AND SUPER SESSIONS

Getting to Yes from Regulators to Payers and Beyond —



The Decision-Maker Gauntlet

A daunting array of decisions makes or breaks the success of a medical technology, whether in the U.S. or in key markets around the world. Regulators, government payers and purchasers, private payers, health systems, clinicians and patients all make or influence the regulatory, coding, coverage, payment and purchasing decisions that determine whether a technology's potential value will be fully realized in the marketplace. Manufacturers must understand and stay abreast of varying, evolving and often-unclear evidence expectations among these decision-makers. In these sessions, attendees will learn about the latest regulatory, payment and health care delivery developments and gain expert insight into how to communicate value effectively and develop the data necessary to meet the evidence expectations of key decision-makers.

Panel and Super Sessions

Buying for Value Globally: Can We Make it Work?

Monday, September 25 | 1:00 pm – 2:15 pm

Convention Center – 210E

Overseas markets present many challenges, not the least of which is persuading government purchasers to implement value based concepts that are beneficial for all stakeholders and move away from price only comparisons that do not adequately account for value or innovation. This panel will examine some of the challenges present in select markets and some of the circumstances that lead to challenges occurring in the first place. It will also examine some of the mechanisms that could be proposed or implemented as solutions to facilitate better collaboration between industry and government and better utilize value based concepts in markets that may be less structured or mature.

*Moderator: **David Humphreys**, Head of EIU Healthcare, US; Head of EIU, Latin America*

***Steve Phillips**, Director of Health Policy, Johnson & Johnson*

***Justin Riemer, MA**, Assistant Deputy Minister, Innovation and Stakeholder Relations, Alberta Health*

***Tim Wilsdon**, Vice President, Charles River Associates*

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Building a Healthy NEST Egg: Exploring the Opportunities and Benefits of the National Evaluation System for Health Technology

Monday, September 25 | 2:30 pm – 3:45 pm

Convention Center – 212

Leveraging real world evidence has the potential to transform medical device surveillance. FDA recently issued guidance on the release of emerging signal communications and use of real world evidence in regulatory decision-making. Additionally, FDA has recently awarded a grant to the Coordinating Center for the National Evaluation System for Health Technology (NEST). Leveraging multiple data sources, the NEST promises to transform the use of disparate data sources for pre- and post-market activities. Panelists will discuss current developments and future opportunities of NEST.

*Moderator: **Ginger Glaser, MS, RAC**, Vice President of Engineering, *Monteris Medical**

Rachael L. Fleurence, PhD, Executive Director, *NESTcc*

Michelle McMurry-Heath, MD, PhD, WW Vice President & Global Head, Regulatory Affairs, Medical Device Companies, *Johnson & Johnson*

William V. Murray, President & CEO, *Medical Device Innovation Consortium*

Pat Shrader, Vice President, Global Regulatory Affairs, *Medtronic*

Jeffrey E. Shuren, M.D., J.D., Director, Center for Devices and Radiological Health, *FDA*

Real World Evidence: What Does it Mean for Coverage and Payment?

Monday, September 25 | 4:00 pm – 5:15 pm

Convention Center – 210E

Real World Evidence (RWE) is the latest terminology to describe evidence that supports new indications for medical technologies, substantiates long-term outcomes and effectiveness and justifies coverage and payment. Collecting and analyzing real world data can be difficult and challenging, particularly given the multiple data sources that are available and the implications of the use of RWE by a variety of stakeholders, from the FDA to payers, providers and patients.

This multi-stakeholder panel will discuss the opportunities and challenges ahead in collecting and using RWE and the implications of its use.

*Moderator: **Kristi Mitchell**, Doctorate of Public Health Services Research, Master of Public Health Policy & Administration, Summer Institute of Epidemiology Certificate, Measurement Design & Analysis for Health Outcomes Research Certificate, Senior Vice President, *Avalere Health**

Perry Bridger, VP, Global Value, *Edwards Lifesciences*

Gregory Daniel, PhD, MPH, Deputy Director, Duke-Robert J. Margolis, MD, Center for Health Policy and Clinical Professor, *Fuqua School of Business*

Tom McLain, COO, *Exosome Diagnostics*

Rahul Rajkumar, MD, Senior Vice President & Chief Medical Officer, *CareFirst BlueCross BlueShield*

Akash Shah, Program Development and Innovation, *CareFirst BlueCross BlueShield*





Introducing Value into the Supply Chain

Tuesday, September 26 | 9:15 am – 10:15 am

Convention Center – 210F

Value based purchasing (contracting) is a crucial element of the modern supply chain. Health care providers are reviewing all operating expenses from labor to supplies, with a focus on supporting an extremely efficient supply chain that utilizes/coordinates data (supply chain and clinical) in the product decision and use process. And, providers are also focused on determining that the products used in patient care really do deliver the value they are supposed to deliver.

The panel will highlight the best practices currently in place and address how to approach the value based contracting process so that the goal of high-quality patient care can be provided for the best value.

*Moderator: **Todd Ebert, R.Ph.**, President and CEO, HSCA*

Gene Byerly, Director, Program Management, *Intalere*

David E. Finley, Vice President, Strategic Supplier Engagement, *Premier Inc.*

Bob Karcher, Senior Vice President, Strategic Contracting, *GNVHA Service*

Fred Keller, Vice President, *HealthTrust Insight Advisory Medical Devices*

Chris McDown, Senior Vice President, Sourcing Operations, *Vizient*

Establishing a Culture of Cybersecurity Excellence

Tuesday, September 26 | 11:15 am – 12:15 pm

Convention Center – 210A

Responding to a medical device cybersecurity incident could be your make or break moment. In today's environment, and in light of FDA's heightened focus on this field, it is not enough to think only about how you would respond to a threat. To ensure patient safety and protect critical infrastructure, your organization needs to have processes and procedures in place before an incident occurs.

The panel will engage in a spirited and experience-based discussion about how state-of-the-art cybersecurity and information security best practices can be shared and utilized, regardless of organizational structure, to ensure patient safety. Cybersecurity experts will also offer their views on establishing internal processes to respond to potential incidents, how organizations can practice and test their systems, and who outside of the organization should be contacted in the event of an incident.

*Moderator: **R. Leonard Jones, CISSP, CLSSP**, National Co-Leader, Medical Device Safety and Security (MeDSS), *Deloitte & Touche – Cyber Risk Services**

Michelle Jump, RAC, M.S., MSRS, Principal Regulatory Affairs Specialist, *Stryker*

Andrew Lancashire, Director, Cyber Security Investigations, Privacy and Information Security Office, Office of the General Counsel, *Sutter Health*

Ray Laxton, MBA/MHA, eEquip Administrative Director, *Sutter Health*

Chris Tyberg, Division Vice President, Information Security, *Abbott*

SUPER SESSIONS

On the Line: A CEO's Most Critical Decisions

Tuesday, September 26 | 11:15 am – 12:15 pm

Convention Center – 210C

This session will feature CEOs from some of the world's leading medtech companies, who will discuss how to navigate the most critical decisions that CEOs make in bringing products to market and building a successful medtech business. Get insights from the top on regulatory strategy, market access, compliance challenges, marketing and more.

*Moderator: **Casey McGlynn**, Partner, Wilson Sonsini Goodrich & Rosati*

Ashley McEvoy, Company Group Chairman, Consumer Medical Devices, *Johnson & Johnson*

Caroll H. Neubauer, Chairman & Chief Executive Officer, *B. Braun Medical Inc.*

Timothy M. Ring, Chairman and Chief Executive Officer, *C. R. Bard, Inc*

Bridging the Gap Between FDA Approval and CMS and Private Payer Coverage

Tuesday, September 26 | 2:15 pm – 3:30 pm

Convention Center – 210C

Increasingly, health care is focused on patient access to new and innovative medical products. Many medical technologies are receiving FDA approval with less long-term data. As a result, CMS and private payers are challenged to assess new medical technologies for coverage and payment with less available evidence regarding health outcomes, and with more data collection occurring through post-market studies or registries. While CMS has employed mechanisms such as FDA-CMS parallel review, or coverage with evidence development (CED) to allow for provisional coverage while additional data are collected, many private payers have not adopted such strategies. The panel will discuss ways to streamline and improve the process from FDA approval to CMS and private payer coverage and enable patient and provider access to new and innovative technologies.

*Moderator: **Michael A. Mussallem**, Chairman & CEO, Edwards Lifesciences*

Jeffrey E. Shuren, M.D., J.D., Director, Center for Devices and Radiological Health, *FDA*

Tamara Syrek Jensen, Director, Coverage and Analysis Group, *Centers for Medicare & Medicaid Services (CMS)*

Nadim Yared, President & CEO, *CVRx, Inc.* and Chairman, *AdvaMed*

Success with Surrogates: A New Framework and Best Practices for Surrogate Samples to Support Diagnostic Innovators

Wednesday, September 27 | 9:00 am – 10:15 am

Convention Center – 210E

Difficulty obtaining clinical specimens can delay and hinder the development of new and improved innovations. In the midst of tremendous advances in diagnostic technologies and the drive to personalized medicine, the use of surrogates can help support diagnostic product development and support validation when clinical specimens are difficult to obtain. Developed by the Medical Device Innovation Consortium in collaboration with key stakeholders, this new framework is aimed at supporting validation studies and thereby timely patient access to safe and high-quality diagnostic technologies, and will be launched with participation from FDA and industry on this exciting panel.

Key topics include: why surrogates are used, factors to consider when using surrogate samples and surrogate sample use in diagnostic validations by study type. A can't miss session for diagnostics developers and their partners.

*Moderator: **Carolyn Hiller, MBA**, Program Director, Clinical Dx, Medical Device Innovation Consortium (MDIC)*

Susan Alpert, Ph.D., M.D., Principal, *SFA Consulting*

Adam Berger, PhD, Senior Staff Fellow, Personalized Medicine, *FDA*

Patrick O'Donnell, Senior Manager, Development, *Roche Molecular Diagnostics*

April Veoukas, JD, Director, Regulatory Affairs, *Abbott*



After Yes —

Navigating the Rules of the Road in Today's Marketplace



Medical technology manufacturers face a multitude of legal requirements around the world for products on the market, including regulatory post-market surveillance, compliance and ethical restrictions governing interactions with customers and stakeholders, and advertising and promotion regulations. Commercial success for manufacturers turns not just on bringing a product to market, but also on complying with this wide array of requirements. These sessions will help attendees to stay current on the latest developments in these critical areas and learn from experts on minimizing legal risks and how to develop and incorporate effective compliance practices.

Case for Quality: CDRH-Industry Update

Monday, September 25 | 2:30 pm – 3:45 pm

Convention Center – 210A

2017 has been a significant year for the Case for Quality as we have seen several updates including the maturity model, the rollout of quality culture and the announcement of FDA's pilot program. The CTQ Library has undergone an improvement and expansion to highlight more topics than ever before. This interactive panel will incorporate the latest developments in the Case for Quality initiative with presentations from CDRH and key industry leaders.

*Moderator: **Luann Pandy, PhD**, Senior Vice President, Global Quality, Medtronic*

Robin Newman, M.S.N., Ed.D., Director, Office of Compliance, FDA CDRH

Cisco Vicenty, Mechanical Engineer, FDA

Joe Sapiente, Vice President, Quality Assurance and Regulatory Affairs, Hologic, Inc.

Beth Staub, Group Compliance Officer, Global Quality and Operations, Stryker Corporation

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Preparing for the New European Medical Technology Regulations: Are You Ready?

Monday, September 25 | 4:00 pm – 5:15 pm

Convention Center – 212

After nine years of consultations and negotiations, the European Union adopted new regulations for medical devices and in vitro diagnostics earlier this year. While maintaining a decentralized approach using notified bodies, the new regulations will have far-reaching consequences on pre-market approval, data requirements and post-market surveillance and inspections. The number of notified bodies that are qualified to perform conformity assessments has already fallen from over 80 in 2015 to below 60 today. A new European Commission (EC) experts committee will be created to conduct "scrutiny" of certain new high-risk medical devices.

Will the EC be ready to implement these regulations? Will notified bodies have the expertise to test your products? Will you be ready to comply with these new regulations? How will implementation shape the requirements? The panel will represent experts from government, consultants and industry to provide the information you need to be ready.

*Moderator: **Erik Vollebregt**, Partner, Axon Lawyers*

Oliver Bisazza, Master of Economic Sciences Director, Industrial Policy and Regulations, MedTech Europe

Jon Lange, Principal, EY

Ibim B. Tariah, PhD, Technical Director, Healthcare Solutions, BSI Inc.

Hilde Viroux, Global EU MDR Compliance, Alcon

Risk Contracting: Putting Your Money Where Your Value Is

Sponsored by  ZS

Tuesday, September 26 | 11:15 am – 12:15 pm
Convention Center – 210E

Novel risk-based payment models are pushing hospitals and physicians to develop new gainsharing or risk approaches with each other and with health plans. Medtech companies are also expressing an interest in similar risk-based approaches that include the manufacturer, which can improve care and lower costs. Some companies are even moving forward with new models. This session will include a discussion of examples of risk-based arrangements between hospitals, payers, providers and industry, as well as the hurdles that may be affecting the development of such partnerships.

Moderator: Elizabeth Carder-Thompson, Partner, Reed Smith LLP

Tom Beimers, Partner, *Hogan Lovells US LLP*

Mary Cummins, Principal, *Deloitte Consulting LLP*

John Russell, CEO, *Cardiva Medical, Inc.*

Coming Changes to Device Inspections: Are You Ready?

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Tuesday, September 26 | 11:15 am – 12:15 pm
Convention Center – 212

This panel session will prepare you for the significant changes coming to device establishment inspections. It will explore implementation of FDA's program alignment initiative, analyze new legislation governing FDA's inspections of device establishments, and discuss implications of the Medical Device Single Audit Program (MDSAP).

Moderator: Nathan A. Brown, Partner, Akin Gump Strauss Hauer & Feld LLP

Eric Anderson, Director of Investigations Branch, Division 3, *FDA*

Shari Shambaugh, Program Division Director, Division 3, *FDA*

Kim Trautman, Executive Vice President, Medical Device International Services, *NSF International*

Vy Tran, Senior Vice President of Regulatory Affairs and Quality Systems, *Varian Medical Systems*

Made in China, 2025: Existential Threat or Indigenous Exhortation?

Sponsored by  ZS

Tuesday, September 26 | 2:15 pm – 3:30 pm
Convention Center – 212

In 2015, the Chinese government announced goals for the medical technology industry, including increasing the share of its market supplied by domestic manufacturers from about 40 percent to 80 percent by 2025. The panel will examine the impact of this policy to determine whether foreign manufacturers should consider this policy a challenge or whether it simply represents broad goals the Chinese leadership is using to spur increased domestic development in this important industry. The panel, representing Chinese and U.S. interests, will provide their views about the meaning of this "Made In China, 2025" policy and experiences they have had in China's implementation to date.

Moderator: Jim McGregor, Chairman, Greater China, APCO Worldwide

Dr. Jiang Feng, Chairman, *CAMDI*

Chris McHan, U.S. CEO, *Neusoft*

Prof. Wei Meng, Research Fellow, *Wuhan University Center of Economic Diplomacy*

Jim Southwick, JD, Vice President, Global Government Affairs, *Medtronic*

Alan Turley, Deputy Assistant Secretary for China and Mongolia, *U.S. Department of Commerce*






Rethinking Malfunction Reports: Does Summary Reporting Work?

Wednesday, September 27 | 9:00 am - 10:15 am

Convention Center - 212

FDA recently concluded a pilot that permitted eligible device manufacturers to report malfunction reports in summary form and on a periodic basis. During this panel, FDA will present the findings of this pilot program and offer insights into the usefulness and viability of such a program. In addition, industry experts will discuss how the pilot can be leveraged to fulfill section 227 of the Food and Drug Administration Amendments Act of 2007 (FDAAA) and related provisions of the MDUFA IV Commitment Letter.

Isaac Chang, Ph.D., Director, Division of Postmarket Surveillance, Office of Surveillance and Biometrics, *FDA CDRH*

Thomas Gross, MD, MPH, Director, Office of Surveillance and Biometrics, *FDA CDRH*

Michael Pfleger, Vice President, Head External Affairs and Regulatory Policy, *Alcon*

Pat Shrader, Vice President, Global Regulatory Affairs, *Medtronic*

Rethinking Device Regulation: From Digital Health to Device Modifications

Wednesday, September 27 | 11:15 am - 12:30 pm

Convention Center - 210A

Medical technology companies are not the only innovative players in the space. FDA, the agency that regulates these products, is exploring and establishing novel regulatory approaches to update pre- and postmarket obligations. This session will feature CDRH leadership who will provide an overview of FDA's newly announced digital health initiatives, including the precertification pilot program and Digital Health Innovation Action Plan, and offer their views of the Agency's efforts to modernize its regulations to create a flexible regulatory paradigm that includes a total product life cycle (TPLC) approach.

Bill Maisel, Deputy Director for Science and Chief Scientist, *FDA Center for Devices and Radiological Health*

Bakul Patel, Associate Director for Digital Health, *FDA Center for Devices and Radiological Health*

Kathy Hibbs, Chief Legal and Regulatory Officer, *23andMe*

Talking to Your Customer: How New Requirements are Changing the Way Companies Relate to Physicians and HCPs

Wednesday, September 27 | 11:15 am - 12:30 pm

Convention Center - 210F

Global trends in transparency and direct sponsorship are changing how companies manage their relationships with physicians and other health care practitioners (HCPs). This panel will focus on how companies' practices toward dealing with HCPs are shifting in reaction to government reporting requirements related to meal, consulting and other expenditures related to HCPs ("sunshine" or "transparency" regulations) as well as new code of ethics requirements, which are phasing out direct payments in support of physician education in several regions (specifically Europe & Asia) by yearend. How can companies continue to manage these relationships productively to ensure ongoing physician partnerships to spur innovation as well as training of HCPs? What practices have succeeded in the United States and what lessons can be learned for regions that are transitioning to these new norms?

Moderator: **Bill Buzzeo**, GM, US Compliance Center of Excellence, *QuintilesIMS*

Adam J. Falkowitz, Deputy General Counsel, *Olympus Corporation of the Americas*

Andrew Furlow, Senior Associate, *Hogan Lovells*

Katie McDermott, Partner, *Morgan Lewis*

Key Developments in Device Advertising and Promotion: Demystifying Communications and Scientific Exchange in Today's Health Care System

Wednesday, September 27 | 11:15 am - 12:30 pm

Convention Center - 210E

With increasing need for accurate and up-to-date information on innovations in health care, new off-label legal and policy developments, growing payer demands and scientific progress at a breakneck pace, what does this all mean for today's innovators? Join a panel of industry thought leaders to review the latest policy developments in manufacturer device communications, and learn about changes in the policy landscape; new guidance on communications consistent with labeling, health care economic information, communications with payers and similar entities and evolving regulation and First Amendment considerations with off-label communications. This session will examine what this all means for medical device manufacturers, what changes may be in store and device-specific considerations.

Moderator: Tony Blank, President & CEO, Infinity Biomedical, LLC

Jennifer L. Bragg, Partner, Health Care and Life Sciences, Skadden, Arps, Slate, Meagher & Flom LLP

Christina Anderson Mooney, Senior Legal Counsel, Corporate Legal Regulatory, Medtronic

Michael Pflieger, Vice President, Head External Affairs and Regulatory Policy, Alcon

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Industry Outlook & Insights

Medical technology business leaders worldwide are challenged by fast-paced technological innovation, changing business models, evolving health care delivery systems, and increasing pressure to demonstrate value. These sessions feature market experts, government officials, and company executives who will share insights on the outlook for the global medical technology industry and best practices for ensuring success in a complex, changing marketplace.

Driving Growth Through New Commercial Strategies

Sponsored by  ZS

Monday, September 25 | 11:15 am - 12:30 pm

Convention Center - 210E

Medtech manufacturers are facing many headwinds, including pricing pressures from payers and providers, centralized purchasing decisions from integrated delivery networks and growing demand for products that provide economic—and clinical—benefits. Companies need innovative commercial strategies to overcome these challenges and spur growth.

This interactive panel will explore topics such as changing messaging to focus on economic and clinical value; developing key account programs and capabilities to deal with larger, more complex providers; creating innovative contracting strategies; adopting flexible sales deployment models that depend on local market dynamics; providing value to the healthcare system with diagnostics, connectivity and insights; and driving organizational change.

*Moderator: **Brian Chapman**, ZS Principal*

Joe Gasque, Chief Marketing Officer, GE Healthcare

Tim Schmid, Chief Strategic Customer Officer, J&J Medical Devices Companies

Vince Wong, VP, Strategy and Communications, Roche Diagnostics Corporation

Diagnosing Opportunity: Manufacturer and Laboratory Insights

Monday, September 25 | 1:00 pm - 2:15 pm

Convention Center - 210F

Senior business leaders will discuss how manufacturers and laboratories are delivering diagnostic advances to patients and navigating a challenging marketplace.

*Moderator: **Deborah Kantar Gardner**, Partner, Ropes & Gray*

Brian Blaser, Executive Vice President, Diagnostic Products, Abbott

Allan Wright, Vice President, Strategy and Business Development, Hologic

James L. Zehnder, M.D., Director, Clinical Pathology, Stanford University School of Medicine

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Tomorrow vs. Today: Envisioning the Future of Health Care Delivery

Monday, September 25 | 1:00 pm – 2:15 pm

Convention Center – 210C

The pace of change (both policy and technological innovation) in American health care continues at an unprecedented rate. To be successful tomorrow and in the coming years, companies need to think strategically, prepare for and anticipate these changes. This panel includes some of the most influential figures in the health care industry and their dialogue will help you understand where health care and health care delivery is going and what challenges and opportunities may lay ahead.

Moderator: TBD

Barry Arbuckle, PhD, President and Chief Executive Officer, *MemorialCare Health System*

Catherine Ho, Health Care Reporter, *San Francisco Chronicle*

Omar Ishrak, Chairman and CEO, *Medtronic*

Josh Makower, MD, General Partner, *NEA*

Pulse of the Industry 2017

Monday, September 25 | 2:30 pm – 3:45 pm

Convention Center – 210C

Advancing innovation via smart financing and deal making remains a business imperative for medical technology companies regardless of their size or maturity. As the business models of the medtech industry's traditional customers – providers and hospital systems – continue to shift, medtechs must not only develop products that meet emerging definitions of value, but forge collaborations with new digital entrants. This panel will bring together leaders from top medtech companies to assess the financing, deal making and commercial strategies most likely to promote – or reignite – growth in an era of rapid change. The discussion will be informed by key financial data and industry analysis published in Ernst & Young's 11th annual medical technology report, Pulse of the Industry, which will be released in conjunction with The MedTech Conference.

Moderator: John Babitt, Partner, Transaction Advisory Services, Life Sciences, *EY*

Nacho Abia, President & CEO, *Olympus Corporation of Americas*

Mike Genau, Senior Vice President and President, Americas Region, *Medtronic*

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Brazil: Challenges and Choices in Health Care

Monday, September 25 | 2:30 pm – 3:10 pm

Convention Center – 210F

This panel discussion will touch on the condition of health care in Brazil given the current political, economic and social challenges faced throughout the country. Panelists will explore the consequences of the political and economic crisis on the nation's health care system and dive in to topics like sustainability, priority corrections to systemic distortions, and supplemental health care. Expect to walk away with a clear picture of the current state of health care in Brazil as well as a vision for a future restructured system that can survive and honor what was originally laid out by the Constitution.

Moderator: Don May, Executive Vice President, Payment & Health Care Delivery Policy, *AdvaMed*

Francisco Balestrin, Presidente do Conselho, *Grupo Vita*

Brazil: International Regulatory Focus

Monday, September 25 | 3:10 pm – 3:45 pm

Convention Center – 210F

Join an exclusive one-on-one conversation with ANVISA Commissioner Renato Porto moderated by Kim Trautman, NSF International. It is an exchange of information, introducing topical medical device regulatory issues in the international context in a conversation on how the subject is being addressed in Brazil by ANVISA.

Moderator: Kim Trautman, M.S., Executive Vice President, Medical Devices, *NSF International*

Renato Porto, Director of Regulation, *Agência Nacional de Vigilância Sanitária (ANVISA)*





Wall Street's View on MedTech

Monday, September 25 | 4:00 pm – 5:15 pm

Convention Center – 210A

A seasoned investment analyst will moderate this panel of investors and industry leaders as they assess the medtech industry's performance in the public markets and project where Wall Street is placing its bets in medical technology in the near term. This session will examine the key data points and risk factors investors watch most closely when evaluating public companies. Panelists will also address recent M&A activity (for both small and large companies) and will discuss the path to IPO for early and growth-stage medtech companies.

*Moderator: **Ipsita Smolinski**, Managing Director, Capitol Street*

Juan-Pablo Mas, Partner, Action Potential Venture Capital

Agnes Lee, Vice President, Global Investor Relations and Corporate Communications, ResMed

Michael E Robinson, Global Head of Medical Devices and Managing Director, Healthcare Investment Banking, Jefferies LLC

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Brexit as a Catalyst for Innovation: A Fireside Chat with UK Government Minister Lord Prior of Brampton

Tuesday, September 26 | 9:15 am – 10:15 am

Convention Center – 210A

A new industry-led Life Sciences Strategy is emerging to position the UK as a leading global hub for medical innovation. With the government's modern Industrial Strategy approach looking to create a business environment where sectors can thrive, the life sciences sector will be an early mover. Join UK Government Minister Lord Prior of Brampton to explore how the government is helping the MedTech industry build its capability as we prepare for the UK to leave the European Union, and where the UK is uniquely poised to work with industry to shape the future of healthcare.

*Moderator: **Bruce Japsen**, Healthcare Columnist, Forbes Magazine*

Lord Prior of Brampton, Parliamentary Undersecretary of State, Department for Business, Energy and Industrial Strategy

Who Is Filling the Early-Stage Investment Gap?

Tuesday, September 26 | 9:15 am – 10:15 am

Convention Center – 212

As traditional venture capital has moved away from investing in early-stage medtech, who has stepped in to fund innovative medical devices, diagnostics and digital health technologies? This panel will examine how angel investors, family funds, corporate venture and provider investment arms have responded to this early stage medtech funding gap. The panel will also examine the sustainability of this situation and project where we will be five years from now.

*Moderator: **Randy Barko**, President and CEO, Ximedica*

Lori Hu, Principal, Vertex Ventures HC, a member of Temasek Holdings

Bruce Roberts, Managing Director, RM Global Partners, LLC

Liz Rockett, Director, Kaiser Permanente Ventures

Kevin Schimelfenig, Managing Partner, McGeever/President & CEO, SalesForce4Hire



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Patient-Inspired Innovation: Perspectives from a Provider, Innovator and Advocate

Tuesday, September 26 | 2:15 pm – 3:30 pm

Convention Center – 210F

Innovation in healthcare is an urgent and pervasive industry issue, increasingly relied upon to meet patient expectations, augment clinical care, and drive improved financial performance. This session will explore the growing adoption of patient-centered innovation strategies from three different perspectives: that of a medtech founder/CEO on the journey from concept to commercialization; a hospital innovation and investment fund leader evaluating and implementing these initiatives in daily clinical care at the bedside; and a patient experience advocate and the nation's first Chief Experience Officer (CXO). Attendees will walk away with proven strategies for identifying healthcare innovation opportunities, real world best practices for evaluating and deploying new advances within a healthcare setting, and a roadmap for creating and commercializing new technologies.

Moderator: Beth Kutscher, News Editor – Healthcare, LinkedIn

Bridget Duffy, MD, Chief Medical Officer, *Vocera Communications*, Advisory Board member, *Velano Vascular*

Todd Dunn, Innovation Director, *Intermountain Healthcare*

Eric M. Stone, Chief Executive Officer & Co-founder, *Velano Vascular*; National Trustee, *Crohn's & Colitis Foundation*

Venture Investing: Finding Returns through Risk Management

Tuesday, September 26 | 2:15 pm – 3:30 pm

Convention Center – 210A

AdvaMed Accel will hold an invitation-only roundtable for venture capitalists and business and corporate development executives on Monday, September 25. Roundtable topics will include how VCs evaluate and mitigate key risk factors in medtech investing, as well as opportunities for strategic partnerships and exits for emerging growth companies. Join us for this public session that will report the findings and high-level takeaways from the roundtable.

Moderator: JP Peltier, Global Group Head, Healthcare Investment Banking, Piper Jaffray

Speakers:

Mike Carusi, General Partner, *Lightstone Ventures*

Marc Galletti, Managing Director, *Longitude Capital*

Susan Morano, Vice President, Business Development, *Johnson & Johnson*



A Dialogue with California Medical Technology Innovation Pioneers

Sponsored by

Wednesday, September 27 | 9:00 am – 10:15 am

Convention Center – 210A

This panel will feature three recognized industry icons from the Silicon Valley/Bay Area that are infamous for and continue to introduce the life-changing medical technology innovations that help define the Bay Area as one of if not "The" leading medical innovation hubs in the world. Featuring a distinguished panel of medical technology pioneers that also happen to be scientists, physicians, investors and inventors, our speakers clearly define the word entrepreneur. This will be a highly interactive discussion addressing the various lessons these icons have learned and their thoughts on the future of medical technology.

Moderator: Mark Leahey, President & CEO, Medical Device Manufacturers Association (MDMA)

Thomas Fogarty, MD

Mir Imran

Rodney Perkins, MD





SUPER SESSIONS

America First: Will the Trump Administration's Trade Policies Help Your Global Business?

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Wednesday, September 27 | 9:00 am - 10:15 am

Convention Center - 210C

President Trump has indicated his desire to significantly modify U.S. trade and other policies in ways that he believes will improve U.S. competitiveness. With "Buy American, Hire American" as a guiding principle, President Trump has taken a number of steps with regard to trade policy, including withdrawing from the Trans Pacific Partnership (TPP), beginning to renegotiate the North American Free Trade Agreement (NAFTA), initiating a Section 301 investigation of deficiencies in China's intellectual property protection, and considering restrictions on steel and aluminum imports. President Trump has also sought to advance "America First" through a border adjustment tax, tighter federal procurement rules and fewer H1-B visas. The experts on this panel will discuss the President's "America First" agenda, how Congress is responding to it, how trading partners are reacting to it, and how the President's agenda is likely to unfold.

*Moderator: **John K. Veroneau**, Partner, Covington & Burling LLP*

Bruce H. Andrews, Managing Director, Rock Creek Global Advisors

Kristen A. Chadwick, Principal, Fierce Government Relations

Arun Venkataraman, Obama Administration Director of Trade Policy, U.S. Department of Commerce

Breaking the Mold: Effective Strategies and Partnerships for Fostering Medtech Innovation

Wednesday, September 27 | 11:15 am - 12:30 pm

Convention Center - 210C

With declining investor interest in traditional medtech and a challenging environment for entrepreneurs to develop and commercialize new technologies, large cap medtech companies may be left with fewer opportunities to acquire external innovation. What opportunities might there be for these companies to bridge the gap and foster a robust start-up community in medtech? How can novel partnership arrangements or deal structures support entrepreneurs, and minimize downside risk for these large companies? What types of innovation are these partnerships likely to focus on? AdvaMed Accel and Deloitte will release research findings on large cap strategies for partnering and innovation and address these questions during this session.

*Moderator: **Pedro Arboleda**, Managing Director, Medtech Strategy, Deloitte*

Charlie Attlan, Senior Vice President, Corporate Strategy and Business Development, Boston Scientific

Aaron Sandoski, Co-founder & Managing Director, Norwich Ventures

Sharad Sharma, Director of Strategy, Siemens Healthineers

Anne Sissel, Vice President and Head / Baxter Ventures, Baxter Healthcare Corporation

Dennis Wahr, MD, President & CEO, Nuvaira



MedTech (R)evolution

The medical technology international marketplace is being reshaped by new technologies and business collaborations, driven by convergence with adjacent industries. In digital medtech, genomics, manufacturing, and other areas medtech companies are leveraging technology innovations and strategic partnerships to develop new solutions and markets. In these sessions, senior business leaders and technology experts will share information and essential perspectives on these trends and the best practices that can help companies stay competitive at the leading edges of the global medtech market.

Printing the Future: 3D Printing Today, Tomorrow and Beyond

Monday, September 25 | 2:30 pm – 3:45 pm

Convention Center – 210E

The scope of 3D printing's impact on the medtech industry and patient care is still emerging, but innovation in this disruptive and exciting field is moving quickly. This panel will explore 3D printing in medtech and other industries today, lessons learned from those experiences, potential future applications and global regulatory considerations.

Moderator: Allison W. Shuren, MSN, JD, Partner, Arnold & Porter Kaye Scholer LLP

Dennis Hahn, Director, Regulatory Policy Innovation, Ethicon & Vision Care, *Johnson & Johnson*

Elle Meyer, Director of Life Sciences, *Carbon*

Jonah Myerberg, MS, Co-Founder and Chief Technology Officer, *Desktop Metal*

M. Scott Taylor, Ph.D., Chief Technology Officer, *Poly-Med, Inc.*

FDA Speaker TBD

Patients as Consumers: How a More Informed Public Could Transform the Health Care System

Monday, September 25 | 4:00 pm – 5:15 pm

Convention Center - 210F

This session will feature a panel of successful entrepreneurs and current medical technology company CEOs in an interactive discussion about how patients make healthcare decisions, and the ways in big data and new marketing tools might transform product development and delivery, and refocus the healthcare system on value vs. volume.

Moderator: Sara Radcliffe, President & CEO, California Life Sciences Association

Tim Gleeson, President & CEO, *Novasys*

Maureen L. Mulvihill, Ph.D., President and CEO, *Actuated Medical*



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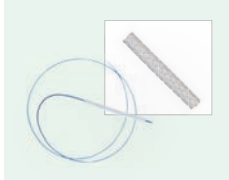
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Digital MedTech Collaboration: Opportunities at the Cutting Edge

Tuesday, September 26 | 9:15 am - 10:15 am

Convention Center - 210C

Global strategic leaders in the medical technology space are entering into a growing number of collaborations with global technology giants. One example of this is the partnership between Alcon and Verily, and representatives from these and others, including Verb Surgical, will join us to discuss how and why traditional market leading medical technology and market leading technology companies are working together and what this means for our future.

Clearly, both industries revolve around and depend upon innovation, and each also share core values as to quality and value based products, but there are numerous differences between pure technology and pure medtech companies. Pure technology companies interact directly with the end user/consumer, often function in open protocols and shared user systems and confront few if any regulatory burdens/hurdles. In contrast, medtech companies deal with physicians, insurance providers, hospitals vs the end using patient, are subject to strict regulation/oversight, and navigate strict HIPAA and other compliance requirements. Furthermore, operating systems are often closed and proprietary and data and other information tightly protected.

Panelists from Verily, Alcon and Verb Surgical will discuss the challenges and benefits of working with each other and how they are melding each other's strengths to create new innovations in health care delivery.

Moderator: David Cassak, Managing Partner, *Innovation In Medtech, LLC* and Editor-in-Chief, *THE MEDTECH STRATEGIST*

Dr. Brooke Basinger, PhD, Technical Lead, Ophthalmic Implants, *Verily Life Sciences*

Scott Huennekens, President & CEO, *Verb Surgical*

Dr. Robert Scott, Head of Technology Transfer, Surgical Franchise, *Alcon*

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The Point of Person Laboratory

Tuesday, September 26 | 9:15 am - 10:15 am

Convention Center - 210E

Wearable and in vivo diagnostics could transform diagnostics and health care delivery. Innovators and business leaders will discuss the emerging technologies that will drive this market and the implications for patient care.

Moderator: Andrew C. Fish, Chief Strategy Officer, *AdvaMed* and Executive Director, *AdvaMedDx*

Jeffrey Brewer, President & Chief Executive Officer, *Bigfoot Biomedical*

Phil Charron, MEd, User Experience Design, *Basil Leaf Technologies* and Sr. Vice President of Consulting & Talent, *Think Company*

Carlos Milla, MD, Professor of Pediatrics (Pulmonary Medicine), *Lucile Salter Packard Children's Hospital*

Bill Rader, President & CEO, *Efferent Labs, Inc.*

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The Rise of the Consumer: How Can MedTech Leverage the Best of Customer Centricity from Other Industries?

Tuesday, September 26 | 11:15 am – 12:15 pm

Convention Center – 210F

Patients and clinicians now expect more from the medtech industry. It is no longer enough to delight surgeons in the operating room or laboratory professionals with high functioning assays. Health care innovations must deliver a customer-centric experience that involves education, optimized user experience, patient services and data feedback loops. While pharma companies are beginning to make strides with customer-centric, “beyond the pill” offerings, it is the vanguards within the consumer products industries that can teach us what good really looks like. We invite you to join our panel of experts from consumer-driven organizations as they share how they plan for and deliver optimal customer experiences, as well as leading medtech executives who will discuss how some of these best practices can be incorporated within our industry.

Moderator: Susan Garfield, Principal, EY

Antoinette Gawin, EVP Global Commercial, *Terumo BCT*

James R. Mault, M.D., F.A.C.S., Senior VP and Chief Medical Officer, *Qualcomm Life*

Chockalingam Palaniappan, PhD, Executive Vice President, Innovation and Development, *Terumo BCT*

Dr. Ali Tinazli, Senior Director – Global Head of Healthcare & Life Sciences Strategy – CTO Office, *HP*

Daniel R. Trigub, Head of West Coast Healthcare Partnerships, *Lyft*

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They Call Me Big Data: Applications for Cognitive Learning in Health Care

Tuesday, September 26 | 2:15 pm – 3:30 pm

Convention Center – 210E

New data streams, sophisticated analytics and cutting-edge cognitive computing technologies are enhancing health care decision-making at a rapid pace. This panel will explore the potential of big data analytics and cognitive learning technologies to enhance and forever change the landscape of health care delivery.

Moderator: Yarmela Pavlovic, Partner, Hogan Lovells

John Daley, Vice President, Regulatory Affairs and Quality Assurance, *IBM Watson Health*

E.B. McLindon, Vice President Healthcare Alliances and SMO Affairs, *ICON*

Bakul Patel, Associate Director for Digital Health, *FDA CDRH*

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The Genomics Revolution: Diagnostic Implications for Patients and Health Care

Wednesday, September 27 | 11:15 am – 12:30 pm

Convention Center – 212

Advances in precision medicine, powered by technology innovations in genome sequencing and genetic testing, are transforming our understanding and treatment of disease and health conditions. Panelists will discuss what these developments mean for patient care and the health care system, as well as for the diagnostics industry.

Moderator: Kristin Ciriello Pothier, Global Head of Life Sciences, Parthenon-EY

Cynthia (Cindy) Collins, CEO, *Human Longevity, Inc.*

Eric Dishman, Director, All of Us Research Program, *National Institutes of Health (NIH)*

James Lu MD PhD, SVP Applied Genomics, *Helix*

Chris Lunt, CTO, All of Us Research Program, *National Institutes of Health (NIH)*

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Get the inside scoop from the C-Suite on the CEOs Unplugged stage within the exhibit hall. These 11 interactive, script-free sessions are one of the most popular elements of our conference programming. Find these sessions on the CEOs Unplugged stage in the Exhibit Hall!

Good Ethics is Good Business

Tuesday, September 26 | 9:05 am – 9:40 am

Studies have shown that companies that implement good ethical business practices perform better than their peers that do not implement similar standards and expectations. In the medtech industry, top-performing companies have made good ethics an essential element of their business plan. Listen as industry CEOs describe why a strong ethical culture is not just about doing the right thing, it's good for the bottom line.

*Moderator: **Bruce W. Jenett**, Senior Counsel, DLA Piper*

Nacho Abia, President & CEO, *Olympus Corporation of Americas*

Lisa Earnhardt, President & CEO, *Intersect ENT*

Jorgen B. Hansen, President & CEO, *Cantel Medical*

David B. Perez, President & CEO, *Terumo BCT, Inc.* and Chairman of the Board, *Terumo Global Blood Management Business*

D.C. Download: Update from Capitol Hill

Tuesday, September 26 | 9:45 am – 10:25 am

Senior leaders from AdvaMed and the Medical Device Manufacturers Association (MDMA) will share the stage to address the most pressing legislative and policy issues facing the medtech industry today. Join us for a discussion about key issues including the medical device tax, MDUFA reauthorization and 21st Century Cures implementation.

*Moderator: **Scott Whitaker**, President & CEO, AdvaMed*

Paul LaViolette, MBA, Managing Partner and Chief Operating Officer, *SV Health Investors*

Mark Leahey, President & CEO, *MDMA*

Michael R. Minogue, Chairman, President & CEO, *ABIOMED, Inc.*

JC Scott, Chief Advocacy Officer & Head of External Affairs, *AdvaMed*

Managing Lean, Delivering Big, Staying Ahead of the Innovation Curve

Tuesday, September 26 | 11:10 am – 11:40 am

How do medical technology companies both tightly manage costs/expenditures and yet achieve technological leads? What must one do to consistently deliver innovative new solutions while keeping tight budgets in check? This CEOs Unplugged session will address that very question. With a distinguished panel representing global innovation leaders, join us as these industry executives discuss both company operations as well as R&D and innovation.

*Moderator: **Rupam Chaudhury**, Global Industry Vertical Head (EIS – Life Sciences), Tata Consultancy Services*

John Carlson, President, *Flex Medical*

Cindy Kent, President & General Manager, *3M Infection Prevention Division*

Euan Thomson, PhD, Head of R&D, *DePuy Synthes*

Current Investment Flow, M&A and Deal Structures

Tuesday, September 26 | 11:45 am – 12:25 pm

It's been a very busy year for consolidation, investment, reorganization and growth in the medical technology space. Join us for a lively and frank discussion about why and what it all means for the industry and health care delivery. The session panel, led by a senior M&A health care attorney, discusses mergers and acquisitions, financial restructuring, valuation, company capital structures with buyers, sellers and top industry executives.

*Moderator: **Keith A. Pagnani**, Partner, Sullivan & Cromwell LLP*

Peter J. Arduini, President & CEO, *Integra LifeSciences*

John J. Greisch, President & CEO, *Hill-Rom*

David R. Horn, Managing Director, *Morgan Stanley*

Multinational Corporations Operating in an Anti-Globalization World

Tuesday, September 26 | 2:05 pm – 2:40 pm

Until recently, CEOs were operating in "The World Is Flat" global environment and expanding supply chains globally to maximize efficiency and minimize costs. The rationale for this business model still exists, but will governments allow it to continue unfettered? The U.S. is adopting an "America First" policy, China is implementing "Made in China, 2025," India has its "Make in India" and on it goes. The rules of the World Trade Organization, initially adopted 70 years ago, seem outdated and ineffective in preventing these protectionist policies. Will these localization programs force a disintegration of global trade and the business models that CEOs now use? Our panel of CEOs will provide their insights and experiences on what they see now and what they expect for the future.

*Moderator: **Ajay Dhankhar**, Doctor of Philosophy in Biochemistry and Molecular Biophysics, Yale University, Senior Partner, McKinsey & Company*

Camille Farhat, President & CEO, *RTI Surgical*

Jeffery A. McCaulley, Global President, *DJO Surgical*

Caroll H. Neubauer, Chairman & Chief Executive Officer, *B.Braun Medical Inc.*

Heard on the Fundraising Trail

Tuesday, September 26 | 2:50 pm – 3:25 pm

CEOs share their experiences in capital formation and lessons learned in managing technical and commercial risk, demonstrating value in the market and building relationships with the investment community.

*Moderator: **Jonathan Norris**, Managing Director, Sales Origination, Silicon Valley Bank*

Patrick Daly, President & CEO, *Cohera Medical*

Harith Rajagopalan, MD, PhD, Co-Founder and CEO, *Fractyl Labs*

Leslie Trigg, CEO, *Outset Medical*

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Depicted: Titan Medical's robotic surgical system under commercial development. Not approved by the FDA for sale in the United States.

Standing on the Shoulders of a Giant: Past, Present and Future

Tuesday, September 26 | 3:30 pm – 4:00 pm

This panel will feature our 2017 AdvaMed Lifetime Achievement Award recipient, John P. “Jack” Wareham. Jack is just the sixth person to receive AdvaMed’s Lifetime Achievement Award, he joins John Brown, Earl Bakken, Tom Fogarty, John Abele and Pete Nicholas to be so honored. Jack’s distinguished medical technology career began more than forty-five years ago with the SmithKline Corporation. He joined Beckman Instruments in 1984 as VP, Diagnostics System Group and helped propel the company’s diagnostics business to a market leadership position. He also led an aggressive acquisition strategy that ultimately resulted in the union of Beckman and Coulter as a new global leader in diagnostics. Jack served on the AdvaMed board of directors and is a former AdvaMed board Chairman. Jack retired as Chairman and CEO of Beckman Coulter in 2005, but has remained active in our industry and has served on the boards of Accuracy and Greatbatch, and he currently to serve on the board of directors for ResMed and as Board Chairman for STERIS. Joining him for a discussion about the contributions medical technology has made during Jack’s career and in particular advances made at companies at which he has been associated, will be the CEOs of two companies at which Jack has made significant contributions. Moderating this discussion will be the leader of an award winning and recognized global leading healthcare investment banking firm.

*Moderator: **Jon Salvesson**, Vice Chairman, Investment Banking and Chairman, Healthcare Investment Banking Group, Piper Jaffray*

Jack Wareham, Chairman, *STERIS*

Mick Farrell, CEO, *ResMed*

Walt Rosebrough, President & CEO, *STERIS*

The Future of Leadership in MedTech: Trends of Disruption and Consolidation

Wednesday, September 27 | 8:15 am – 9:00 am

This panel will explore emerging trends in the medical technology sector and how leadership will need to change to take advantage of those trends. As new technologies come on the scene, particularly disruptive digital technologies, leaders will need to be even more dynamic and adaptive in their approach. At the same time, the merger and acquisition trend continues to accelerate, often bringing together companies with very different corporate cultures, values and technical expertise. How will current leaders need to change to stay on top of these trends and manage a less traditional workforce? Will these trends create new opportunities for aspiring leaders?

*Moderator: **Julie Coffman**, Partner, Bain & Company (invited)*

Tracy MacNeal, President, *XimedicaDx, Ximedica*

Tina Moen, PharmD, Deputy Chief Health Officer, *IBM Watson Health*

Erica Rogers, President & CEO, *Silk Road Medical*

Lisa Suennen, Managing Director, *GE Ventures*

Leadership Views on Diagnostics

Wednesday, September 27 | 9:40 am – 10:10 am

CEOs of leading and emerging diagnostics companies share perspectives on policy and market challenges facing the in vitro diagnostics industry and discuss the opportunities they see for future growth in this critical area of health care.

*Moderator: **George Serafin**, U.S. & Global Healthcare and Life Sciences Industry Leader, Grant Thornton*

John Boyce, Chief Executive Officer, *Exosome Diagnostics*

Eric Compton, Chief Operating Officer, *Hologic*

Franz Walt, President, Laboratory Diagnostics, *Siemens Healthineers*

At a Tipping Point: Capitalizing on the Digital Health Opportunity

Wednesday, September 27 | 10:20 am – 10:50 am

Across the life sciences and health care industry, stakeholders are looking at how virtual and digital health innovation can transform clinical practices and ultimately lower health care costs. By adding data collection and management capabilities to existing devices, medtech innovators are impacting health outcomes in new ways, opening up different channels for value creation and revenue growth. Yet health care providers are struggling to evaluate the plethora of new solutions and determine the clinical and business benefit of adoption. What role can medtech companies play in tipping the industry toward the adoption of digital health? Hear from CEOs representing leading innovators in the digital health space on how medtech device data – in some cases real-time – can help drive the adoption.

Moderator: Glenn Snyder, Medical Technology Segment Leader, Deloitte

Joseph DeVivo, CEO, *InTouch Health*

Brian Miller, PhD, Senior Vice President, Systems & Vision, *Intuitive Surgical*

David C. Rhew, MD, Chief Medical Officer and Head of Healthcare and Fitness, *Samsung Electronics America*

Intersection of Global Health & Medical Technology

Wednesday, September 27 | 11:00 am – 11:45 am

Hear from prominent industry CEOs who are devoting their energy and passion to improving the lives of patients in low-resource settings.

Moderator: Yashdeep Kumar, Vice President, Global Innovation Programs, Stryker

Eric Major, President, CEO & Co-Founder, *K2M*

Tim Ring, President & CEO, *C.R. Bard*

Stephen Rudy, MBA, CEO, *Gradian Health*

Celebrating the Breadth and Depth of Industry Leadership

Wednesday, September 27 | 11:50 am – 12:20 pm

Three dynamic and experienced executives will discuss the lessons they have learned and the experiences they have accumulated over their extensive and current medical technology careers. While they share a common title – CEO – these panelists, like our industry represent diverse organizations. This moderated session will address the challenges of running early stage, mid stage and global companies in today's heavily regulated and resource scarce marketplace. With experience in surviving corporate bankruptcy, managing a large private equity fund and performing innovative contract development and manufacturing for high tech as well as medtech, our panelists represent the breadth and depth of our incredible industry. This is one discussion and panel not to be missed.

Moderator: Michael Lynch, Managing Consultant, Intertek

Kim Bridges, President & CEO, *Acessa Health*

Brady R. Shirley, President, Chief Executive Officer and Director, *DJO Global*



MEDTECH EXEC TALKS

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Look for the MedTech Exec Talks stage within the Exhibit Hall to catch these sessions!

When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots and Big Data

Tuesday, September 26 | 9:10 am – 9:40 am

Artificial intelligence has left the laboratory (and the movie lot) and is in your building. It's in your home. It's in your office. From Alexa to Nest to Siri to Uber to Waze, we are surrounded by smart machines running on incredibly powerful and self-learning software platforms. And this rapid expansion of AI leads us to ask some big questions: Will a robot take my job away? Will my company be "Ubered"? What will my industry look like in 5 or 10 years? Will my children be better off than I am?

*Moderator: **Will Reese**, President and Chief Innovation Officer, *Cadient a Cognizant Company*
Raj Sodhi, President, SaaS Business & Healthcare Informatics, *ResMed**

Discussing Top Issues – Value Based Coverage and Compliance

Tuesday, September 26 | 10:15 am – 10:45 am

In this one-on-one talk, a leading medical device CEO will discuss the top issues affecting the industry with one of the field's most prominent advisors. Nacho Abia of Olympus Corporation of the Americas and Thomas Gallagher, Chair of the Executive Committee at law firm Pepper Hamilton, will cover topics including compliance and value based health care in this conversation that will draw on their first-hand experiences and provide guidance to others in the industry.

*Moderator: **Thomas M. Gallagher**, Partner, *Pepper Hamilton*
Nacho Abia, President & CEO, *Olympus Corporation of Americas**

A Catalyst for Collaboration, Commercialization and Beyond: Ontario's Health System as a Test Bed for Innovation

Tuesday, September 26 | 11:10 am – 11:40 am

Innovation drives value in the health system – from improved health outcomes and reduced costs to new economic opportunities – but accessing and partnering with health systems can be challenging in most countries. As a single-payer system, Ontario has a tremendous advantage in the innovation space. It offers an integrated approach to rapid technology testing and clinical pathway creation driven by advanced procurement and outcomes-based funding models. This session will provide an opportunity to hear from the Chief Health Innovation Strategist about how Ontario is leading Canada in leveraging its health system to be a first reference customer for innovative technologies that can be adopted and diffused quickly – all as part of the province's plan to shift to value-based care models.

William Charnetski, *Ontario's Chief Health Innovation Strategist*



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Building the Right Culture: Attracting & Leading a World Class Team

Tuesday, September 26 | 2:50 pm – 3:20 pm

In this session, one of the industry's most respected and admired executives shares his experiences in building the right team to satisfy shareholders as well as employees and other stakeholders and delivering innovation to the health care system.

Benson F. Smith, Chairman of the Board, President and Chief Executive Officer, *Teleflex*

Sensemaking: The Power of the Humanities in the Age of the Algorithm

Wednesday, September 27 | 8:30 am – 9:00 am

We live in the age of algorithms. But what happens when number crunching fails to solve a company's problems? Many of today's biggest success stories stem not from "quant" thinking but from deep, nuanced engagement with the culture, language, and history of customers. This technique called "sensemaking" illustrates how business leaders, entrepreneurs, and individuals can use human science tools to innovate and solve their thorniest problems. In a time when liberal arts graduates fear for their prospects, Sensemaking is a welcome, transformative vision for success in the twenty-first century.

Moderator: Charlotte Vangsgaard, ReD Associates

Global Growth in Robotic-Assisted Surgery: What's Next?

Wednesday, September 27 | 9:05 am – 9:30 am

Join Dr. Gary Guthart, President & CEO of Intuitive Surgical, for a discussion on the future of minimally invasive surgery. Intuitive is the pioneer in, and a global market leader in robotic-assisted surgery. Dr. Guthart will offer insight into opportunities for improvement in surgery and innovative ideas on how to get there.

Gary S. Guthart, PhD, President and Chief Executive Officer, Member of the Board of Directors, *Intuitive Surgical*

Digital Dialogue

Wednesday, September 27 | 9:35 am – 10:00 am

Join Bakul Patel and Kristin Crosland for a robust discussion covering 21st Century Cures, software pre-cert program and more.

Kristin S. Crosland, Chief Operating Officer, *Experian Group*

Bakul Patel, Associate Director for Digital Health, *FDA Center for Devices and Radiological Health (invited)*

Quality: The Holy Grail of Medical Technology

Wednesday, September 27 | 10:05 am – 10:45 am

Quality drives the medical technology industry. As we strive to meet unmet medical needs, extend and improve lives, the need for quality in our work and products is paramount. But how do you build and sustain a culture that consistently delivers quality? Quality begins with every person you hire and it includes each process and procedure from development to delivery and beyond. Moderated by a firm recognized with a 2017 Golden Peacock National Quality award, our panel includes manufacturers of life-saving and life-changing devices.

Moderator: Rodney Duran, Director of Business / Manufacturing Solutions, L&T Technology Services Limited

Joe Doherty, President, *Olympus Surgical Technologies America*



Partnering with Patients to Improve Outcomes

Our industry is transforming the world of healthcare. Working with our clinician partners, we can elevate patient engagement, advance innovation and collectively enhance successful outcomes. By listening to their stories, and educating and supporting patients on their individual health journeys, we can optimize the patient experience together.

Please stop by the Patient Pavilion (Booth #313) to learn more about how to activate patients into care, keep them engaged throughout treatment, and create brand advocates.

Speaker Sessions Moderated by Rolf Benirschke
Panelists include corporate and industry experts

Tuesday, September 26 – 11:40am – 12:20pm

INSIGHTS

Topic: Partnering with Patients to Advance Innovation

Tuesday, September 26 – 2:45pm – 3:05pm

ACTIVATION

Topic: Elevating Patient Engagement

Wednesday, September 27 – 8:10am – 8:55am

ADVOCACY

Topic: Power of the Patient Story

Wednesday, September 27 – 9:10am – 9:55am

ENGAGEMENT

Topic: Creating a Meaningful Patient Experience

**The Speaker Sessions are located in
The Solutions Showcase Theater**

VARIAN
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A photograph of three people in a meeting. On the left, a man in a dark suit is seen in profile, looking towards the center. In the center, a man in a brown suit is speaking, looking slightly to the right. On the right, a woman with dark hair is looking towards the center man. The background is dark and out of focus.

SOLUTIONS SHOWCASE

Leading medical technology companies will unveil new products and/or present new data on the exhibit hall floor in 20 minute increments throughout the day on Tuesday and Wednesday in our Solutions Showcase.

What is Being Done to Secure Connected Medical Devices?

Tuesday, September 26 | 10:25 am – 10:45 am

The health care industry is continually looking for practical solutions to improve the security of connected medical devices. Public Key Infrastructure (PKI) is a necessary aspect of security for IoT devices and offers comprehensive authentication, encryption, and the assurance of data and system integrity. In this presentation, Digicert's Mike Nelson will discuss the benefits and risks associated with connected medical devices. He will delve into the complexities and considerations that must be accounted for when implementing a PKI solution. Mike will also review approaches manufacturers are taking to implement strong security practices, including public key infrastructure.

*Presenter: **Mike Nelson**, VP of Healthcare Solutions, Digicert*

Effective Segmentation & Targeting: More than Just Medical Claims

Tuesday, September 26 | 10:50 am – 11:10 am

In these times of economic uncertainty, stakeholders across the management value chain are placing greater scrutiny on how sales and marketing dollars are spent. Traditional methods for identifying and assessing marketing opportunity, ascertaining the right targets and aligning sales forces against those targets are based on the assumption that one has the right data foundation to properly support those marketing efforts.

Understand how you can leverage QuintilesIMS' industry-leading collection of publicly available information as well as real-time hospital purchase data and private medical claims data to support a multitude of business applications. These applications span from real-time performance tracking, market sizing and benchmarking, and pricing insights to effective segmentation and targeting of stakeholders across the health care value chain. More importantly, understand how you can enhance traditional market analytics by seamlessly leveraging the integration of the many ancillary QuintilesIMS data solutions.

*Presenter: **Aaron Dickson**, Senior Manager, Product Management – Medtech, QuintilesIMS*

How to Put the IoT into *Regulated* Connected Medical Devices

Tuesday, September 26 | 11:00 am – 11:20 am

As the pharma industry embraces smart drug delivery devices, regulated sensors and regulated apps to support everything from exploratory clinical endpoints to improved adherence on commercialized products, it is quickly innovating the traditional Class 2, 3 and combination product into the world of IoT. This transformation should unlock immense value for pharma companies but will require many new capabilities and partnerships.

First and foremost is starting with a product designed and manufactured to be smart, next is ensuring that the device operates on an IoT platform that can support regulated devices. There are many “platform solutions” available but few can support smart Class 2, 3 and combination products that aim to do anything more than turn a paper journal into a digital one. We will present the viable options as well as discuss how to set your smart device program up for success so that the data is not only turned into insight but that insight is delivered to the patient or provider at the right time resulting in actual clinical and business impact.

Presenter: Kal Patel, MD, Senior VP, Digital Health, Flex **Rotation Medical - Value Initiative**

Tuesday, September 26 | 3:30 pm - 4:00 pm

The U.S. health care system is increasingly placing a premium on value, as cost containment pressures and the demand for quality patient care continue to grow. Determining how value is assessed in this changing system will be the crucial challenge if medical innovation and progress – and the patient and societal benefits they generate – are to continue.

AdvaMed’s Value Initiative is designed to provide stakeholders across the health care spectrum – patients, providers, payers, innovators etc. – with tools to objectively determine the value of a medical technology or diagnostic test and the evidence needed to support its use.

Rotation Medical developed a use case to demonstrate the value of the RM BioInductive Implant technology across all of the identified value drivers and for a range of stakeholders. CEO, Martha Shadan, will discuss the insights gleaned from the exercise.

Presenter: Martha Shadan, CEO, Rotation Medical

Mitigating Compliance and Quality Risk Across the Enterprise

Wednesday, September 27 | 10:10 am – 10:30 am

Is your regulatory compliance and quality management at risk? The vast amount of product related documentation and data required to bring a device to market can be staggering. How can companies expect to keep up?

During this session, we will discuss and demonstrate how using a unified suite of Veeva Vault applications can meet the changing needs of the medical device industry including:

- Leveraging the latest in cloud-computing software to provide access, visibility, and control over content and data
- Streamlining functionality for compliance and collaboration with internal and external stakeholders
- Eliminating system silos and providing a single source of truth for regulated content and data

Presenters: Richard Chu, Solution Consultant, Veeva Systems

Melonie Warfel, VP, Medical Device & Diagnostics, Veeva Systems

Delivering Customer Value with Innovative Services, Solutions, and Contracts

Wednesday, September 27 | 10:35 am – 10:55 am

Lately, medtech manufacturers have been marketing value-added services and solutions more and more, hoping to counter price pressures and commoditization by better addressing the changing needs of healthcare providers. Still, companies have had trouble creating significant business impact with this strategy. In this session, we’ll discuss how you can successfully develop a compelling value proposition that includes your value-added solutions. We’ll also discuss current trends in value-added services, like leveraging new digital and connected health technologies and risk-sharing agreements.

Presenter: Pete Masloski, ZS Principal

MENTORING MOMENTS

These invite-only small group mentoring sessions bring together industry legends and CEOs ready to shed light on the pressing challenges in medtech today.

Tuesday, September 26 | 9:15 am – 9:45 am
Exhibit Hall – Solutions Showcase Stage

Moderator: **Susan Collins**, Vice President & General Manager of Healthcare & Life Sciences, *Salesforce*
Mike Genau, Senior Vice President and President, Americas Region, *Medtronic*

Tuesday, September 26 | 2:10 pm – 2:40 pm
Exhibit Hall – Solutions Showcase Stage

Moderator: **Randall Barko**, President and Chief Executive Officer, *Ximedica*
Dave D. Hood, MS, MBA, PMP, President and CEO, *DH3 & Associates*



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We're taking neurosurgery to new levels of precision. We're giving sight to the legally blind. We're ensuring pathogens have no place to hide. With our advances in MedTech, lives won't just get longer – they'll get better. And that's the true measure of progress.

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BUSINESS DEVELOPMENT

More than one-third of last year's attendees selected business development as a function of their job, making it a key focus of The MedTech Conference. The top decision-makers from across the industry will find abundant opportunities to network, learn and partner with key audiences, including business development and licensing professionals, early to mid-stage start-ups, investors and academics. MedTech Connect provides a platform for all full-access attendees to communicate and meet one-on-one.

The MedTech Conference offers unique programs and networking to explore business development opportunities with innovative medtech companies, business and corporate development executives and investors:

- Discover the most promising medical device, diagnostics and digital health technologies in the MedTech Innovator Showcase
- Vote for a transformational start-up company in the MedTech Innovator Competition Finals during Tuesday afternoon's plenary session
- Attend a business development-focused educational session to learn about the latest challenges and trends affecting our industry
- The Strategic Investor Speed Networking event enables quick connections between the 50 MedTech Innovator Showcase companies and business and corporate development executives and investors (*by invitation only*)
- Visit the Innovation Pavilion, a place for small medtech companies to showcase models and prototypes in the Exhibit Hall

"Invaluable – excellent executive demographics and a relaxed environment that encourages networking opportunities."

– Vincent Forlenza, Chairman, Chief Executive Officer and President, BD



MEDTECH INNOVATOR

The MedTech Conference and AdvaMed Accel are partnering with MedTech Innovator for the third consecutive year to bring the medtech industry's premier global competition and accelerator to the plenary stage.

The MedTech Innovator Journey



580+
applications from
around the world



100
Companies
Invited
to Pitch
Events



Join us for the highly anticipated MedTech Innovator competition finals on Tuesday, September 26, during which four finalist companies present their technologies and compete for \$500,000 in prizes and awards – all based on a live audience vote!

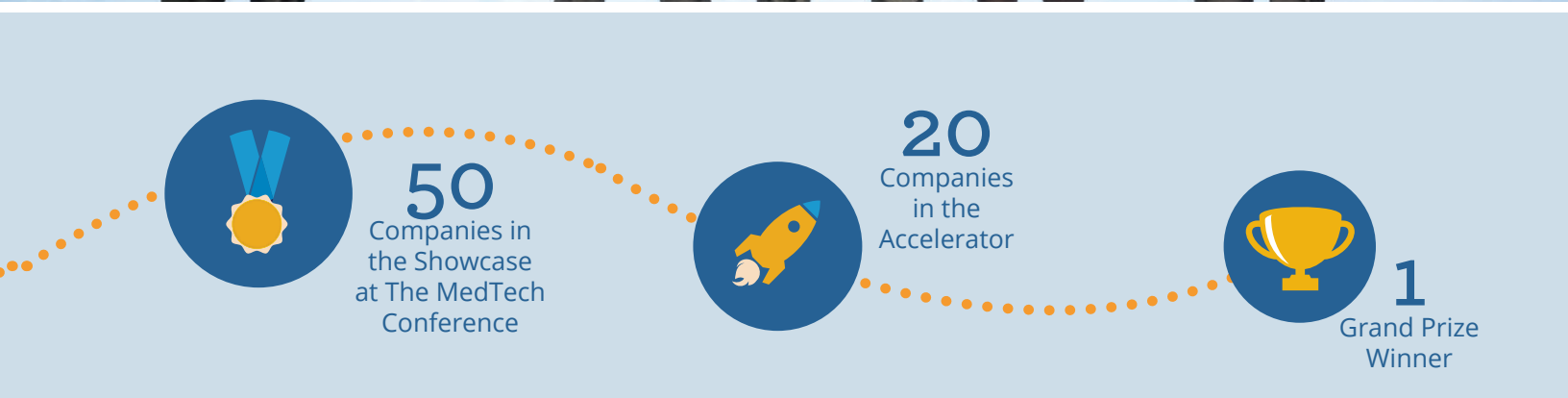


Get a sneak peak of the MedTech Innovator finals at the AdvaMed Accel Leadership Seminar and Lunch on Monday, September 25 where start-up companies will vie for the audience vote and the Execution Award/Virginia Shimer Rybski Memorial Award.

Also, be sure to catch the MedTech Innovator Showcase (previously known as the Innovation Showcase), which includes moderated panels, keynote speakers and company presentations from the top 50 start-up companies in the MedTech Innovator competition – right in the middle of all the action on the exhibit hall floor! Each Showcase features a panel of companies highlighting their technology and investment opportunity during moderated discussions with senior leaders in the medtech industry.

This year's competition began in January with nearly 600 applications submitted. From March through April, the top 100 companies selected from online reviews pitched in 11 cities across the U.S. and Ireland. Over 1,000 industry representatives, including business development executives, investors, providers and subject matter experts, joined the MedTech Innovator team at these pitch events to meet with and evaluate the companies. The top 100 are invited to participate in the AdvaMed Accel Leadership Seminar on Day 1 of The MedTech Conference.

The MedTech Innovator Showcase features 50 of the companies selected from the regional pitch events. Each company receives full-access registration, including an enhanced profile in MedTech Connect to set up valuable meetings, as well as access to exclusive programming and networking opportunities.



Twenty of the MedTech Innovator Showcase companies participate in a four-month accelerator, which provides outstanding companies with the opportunity to receive continual, in-depth mentorship from industry stakeholders. Four finalists go on to compete for the title of MedTech Innovator 2017.

Join us Tuesday at 4:00 pm and cast your vote for the winner!

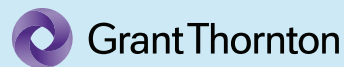
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Showcase Sponsors:





MEDTECH INNOVATOR SHOWCASE

Join us on the MedTech Innovator Showcase stage in the exhibit hall for a series of 11 interactive sessions, with each session featuring four or five start-up companies under a common technology theme.

Showcase Sectors:

- Advanced Imaging Diagnostics
 - Cardiovascular
 - Consumer Health
 - Health Care IT & Digital Health
- In Vitro Diagnostics
 - Orthopedic
 - Pulmonology & Critical Care
 - Surgical Tools & Planning
- Therapeutic Delivery & Dosing
 - Vascular & Neurovascular
 - Wound Healing & Dermatology

MedTech Innovator Showcase Companies

*2017 MedTech Innovator Accelerator Companies

TUESDAY, SEPTEMBER 26

Location: Convention Center – Hall 1 & 2;
MedTech Innovator Showcase Stage

In Vitro Diagnostics

9:10 am – 9:50 am

Moderator: Jennifer Paine, Executive Vice President, Worldwide Quality, Regulatory & Compliance, *Ortho Clinical Diagnostics*

Day Zero Diagnostics, Inc. Genomic Expression
NovaGray OncoTab, Inc.

Health Care IT & Digital Health

9:55 am – 10:35 am

Moderator: Tina Moen, PharmD, Deputy Chief Health Officer, *IBM Watson Health*

2Morrow, Inc. GreenLight Medical
Redox RxAssurance

Orthopedic

10:45 am – 11:35 am

Moderator: Todd Harrington, Vice President of Business Development and Strategy, *Stryker*

Evoked Medical LLC MYOVUE
Osso VR VerteCore
Technologies, LLC

Wound Healing & Dermatology

11:40 am – 12:20 pm

Moderator: Rob Albert, Senior Vice President and Chief Marketing Officer, *B. Braun Medical*

Harbor MedTech, Inc. Landsdowne Labs
MetaOptima Technology Inc. Zebra Medical
Technologies

Therapeutic Delivery & Dosing

2:10 pm – 2:50 pm

Moderator: Jordan Tuttle, Vice President, Strategic Investments, *BTG*

Abreos Biosciences Encellin
Otracath/NHC, LLC PharmaJet, Inc.

Vascular & Neurovascular

2:55 pm – 3:45 pm

Moderator: George Serafin, National Managing Principal, Health Care & Life Sciences, *Grant Thornton*

HemaFlo Myonic Technologies
Therapeutics, Inc. Nexeon Medsystems
PeriCor LLC Voyager Biomedical, Inc.

WEDNESDAY, SEPTEMBER 27

Location: Convention Center – Hall 1 & 2;
MedTech Innovator Showcase Stage

Pulmonology & Critical Care

8:10 am – 9:00 am

Moderator: Gabriele Brambilla, Chief Executive Officer, *Alira Health*

Aqueduct Critical Care, Inc. mOm Incubators Ltd
Pneumonics, Inc. Revolutionary Medical
Selio Medical Devices

Consumer Health

9:05 am – 9:45 am

Moderator: Colin Lawlor, Chief Executive Officer, *SleepScore Labs*

EBS Technologies palmm
Patientory Trayt Health

Surgical Tools & Planning

9:50 am – 10:40 am

Moderator: Amy Len Kobe, Director, *Baxter Ventures*

Allotrope Medical Eximis Surgical LLC
ExpLOREr Surgical Innoblative Designs, Inc.
M&S Biotics, LLC

Advanced Imaging Diagnostics

10:45 am – 11:35 am

Moderator: K.C. Hasson Ph.D., Senior Manager, Business Development & Innovation, *Canon BioMedical*

Arterys Avenda Health
Centerline Biomedical, Inc. Genetesis
Promaxo

Cardiovascular

11:40 am – 12:30 pm

Moderator: Julia Stubben, Vice President of European Sales & Marketing, *CVRx*

Access Vascular Advanced Prenatal
Alleviant Medical Therapeutics, Inc.
Nanowear Inc VADovations

MEDTECH CONNECT

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Looking for investment or business development opportunities?
Exploring future partnerships?

The MedTech Conference is pleased to offer MedTech Connect – a desktop portal and mobile networking platform for scheduling one-on-one meetings, provided to all full-access attendees. Users can search for other attendees, request meetings based on mutually agreeable times and create personalized schedules at The MedTech Conference. Individual meetings will take place in the MedTech Connect Zone in the Exhibit Hall.

MedTech Connect is the premier partnering tool to help maximize business development opportunities for investors, medtech companies, start-ups, academics and other industry stakeholders. Visit The MedTech Conference website for user resources and tutorials to learn more about MedTech Connect.

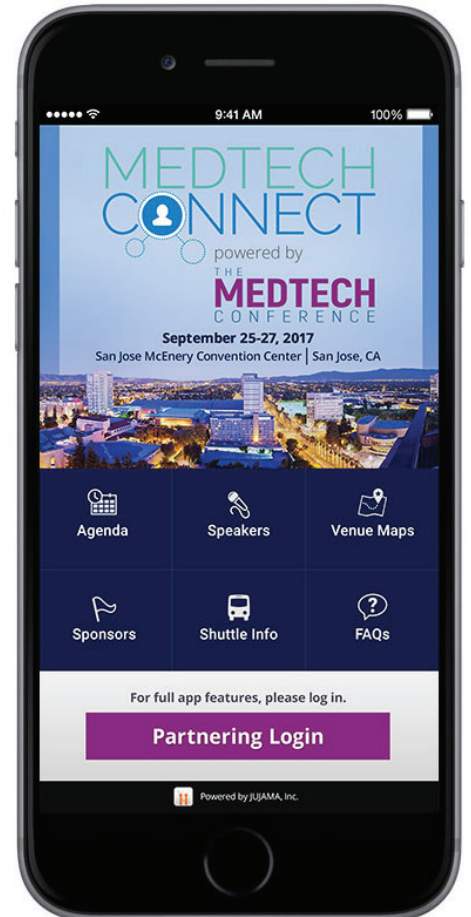


Set up profile



Connect with other attendees, book partnering meetings and fill out your conference schedule.

Be sure to use MedTech Connect to build your personalized agenda, network with other attendees in advance and schedule meetings onsite.





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SPECIAL PROGRAMMING

AdvaMed Accel Leadership Seminar and Lunch

Monday, September 25 | 8:00 am - 12:45 pm

Marriott - San Jose Ballroom, Salon I (Seminar), Salon V (Lunch)

Invitation only and pre-registration required



The AdvaMed Accel Leadership Seminar provides insights to early and emerging-growth medical technology company executives as they bring innovations to market. The first panel will explore commercialization strategies such as Group Purchasing Organizations (GPOs) and other distribution channels. In the second panel, successful entrepreneurs, CEOs and investors share experiences and best practices to grow and build value in early-stage companies. The program also features a preview of the MedTech Innovator competition with start-up companies vying for the audience vote and the Execution Award / Virginia Shimer Rybski Memorial Award, presented to the winning company at the AdvaMed Accel lunch.

7:30 am **Registration and Coffee**

8:00 am **Welcome Remarks**
Patrick Daly, President and CEO, *Cohera Medical, Inc*
Chairman, *AdvaMed Accel Board of Directors*

8:15 am **Commercialization Strategies: Is a GPO Right for You?**
When establishing a commercialization strategy, small companies will consider multiple distribution channels, including Group Purchasing Organizations (GPOs), independent distributors as well as direct sales. This panel will briefly explore these options and provide insights to help companies establish if a GPO contract is right for them. GPOs have clear and transparent contracting processes which have been developed to insure fairness and access to contracts in a competitive arena. Each panelist will briefly describe their contracting processes, timelines and access, in order to illustrate how many companies have been successful working in the GPO environment. Also, and very importantly, the panel will address strategies to best communicate and work with the GPO across the contracting, implementation and maintenance timeline/lifecycle/processes.

Moderator: Todd Ebert, R.Ph., President and CEO, *HSCA*
Gene Byerly, Director, Program Management, *Intalere*
David E. Finley, Vice President, Strategic Supplier Engagement, *Premier Inc.*
Bob Karcher, Senior Vice President, Strategic Contracting, *GNYHA Service*
Fred Keller, Vice President, *HealthTrust Insight Advisory Medical Devices*
Chris McDown, Senior Vice President, Sourcing Operations, *Vizient*

9:15 am **Networking Break**

9:30 am Leadership Lessons for Early Stage Companies: From Formation to Growth

Becoming a successful entrepreneur requires a unique skill set to navigate a small company from formation to growth. This panel will explore key considerations for early stage company executives from company formation to succession planning and managing relationships with Board members and investors. Future fundraising and corporate performance is profoundly impacted by the method by which a company is founded and the selection of early members of the management team and board. Embracing and planning for leadership transitions are critical for startup teams to work effectively with investors and their board, as well as to avoid interpersonal clashes within the management team.

Moderator: Christian Haller, CEO, The RavenOye Group

Bill Skillman, President and Chief Executive Officer, *Velico Medical*

Iyad Saidi, MD, PhD, Co-Founder, Scientific Advisor, *Spirox*

Robert S. White, President and CEO, *Entellus Medical*

Darshana Zaveri, Partner, *Catalyst Health Ventures*

10:30 am Networking Break

10:45 am MedTech Innovator – Preliminary Competition

A select group of MedTech Innovator semi-finalist companies will present and compete for the audience vote and the Virginia Shimer Rybski Memorial Award, which represents the preliminary Execution Award in the 2017 MedTech Innovator Competition. As a scientist and serial entrepreneur, Virginia Shimer Rybski worked for and founded several companies before becoming the President and CEO of Regeneris Biomedical, Inc. In the spirit of this dynamic woman, this award was created by AdvaMed Accel in 2013 to encourage the enthusiastic pursuit of business excellence in the medical technology industry and recognize the potential of a promising entrepreneurial company.

Host: Paul Grand, CEO, MedTech Innovator

Jennifer Kozak, Vice President, Business Development, *Johnson & Johnson*

Janis Naeve, Managing Director, *Amgen Ventures*

Christos Monovoukas, Vice President, Business Development and Strategy, *Olympus*

Jordan Tuttle, Vice President, Strategic Investments, *BTG*

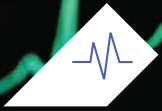
11:45 am AdvaMed Accel Lunch (Marriott – San Jose Ballroom, Salon V)

Virginia Shimer Rybski Memorial Award Presentation

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12:45 pm Adjourn



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INTERNATIONAL PROGRAMMING

Global Markets Seminar

Monday, September 25 | 8:30 am - 10:30 am

Convention Center - 210A

Open to all registration types

This special program highlights key Asia-Pacific markets, examining the innovation ecosystems in China, Japan, Singapore and Indonesia. Moderated by EY, the panel will discuss what makes each of these markets unique and what Western medtech firms need to know about doing business in each of them. Specifically, panelists will compare and contrast policy, regulation, incentives, pricing regimens and other key considerations about establishing or expanding operations along the medtech value chain.

*Moderator: **Andrew Chen**, Partner/Principal, Ernst & Young - China
Fredrik Nyberg, Director General, APACMed*

Official Conference Opening & Ministerial Seminar

Monday, September 25 | 10:45 am - 11:45 am

Convention Center - 210A

Open to all registration types

The MedTech Conference will officially open with a ministerial panel. Moderated by the Economist Intelligence Unit (EIU) Healthcare, the panel will feature government officials from the U.S. and around the world who will share their visions about medical technology investment, innovation, entrepreneurship support and other key factors driving growth and development for the benefit of patients worldwide.

*Moderator: **Ivy Teh**, Global Managing Director, The Economist Intelligence Unit Healthcare
Catherine Mellor, Executive Director, Global Health Initiative, U.S. Chamber of Commerce
Hon. Cameron Dick, MP, Minister for Health and Minister for Ambulance Services, Government of Queensland, Australia
Prof. Piotr Czauderna, Senior Advisor to The President - Chairman of the Presidential Healthcare Council, The Chancellery of the President of Poland
Lord Prior of Brampton, Parliamentary Undersecretary of State, Department for Business, Energy and Industrial Strategy, United Kingdom
Ian Steff, Deputy Assistant Secretary for Manufacturing, Department of Commerce, United States*

U.S.–China Medical Device Innovation Roundtable

Monday, September 25 | 2:30 pm – 4:00 pm

Convention Center – 211B

The medical device industry is advancing rapidly, China considers medical devices a strategic emerging industry, and government policies emphasize the connection between medical device industry development and the health and wellbeing of Chinese citizens.

In that spirit, we launch the U.S.–China Medical Device Innovation Roundtable, a new annual collaboration between CAMDI and AdvaMed set to take place each year at the MedTech Conference.

The Innovation Roundtable will bring together medical technology innovators from both countries to explore ways to enhance China–U.S. cooperation to help spur medical device innovation. The event will conclude with the signing of an MOU between CAMDI and AdvaMed executives, thus signifying a major step forward in industry collaboration to bring innovative solutions to patients in both countries.

The U.S.–China Innovation Roundtable will combine the resources and expertise of CAMDI and AdvaMed to help enhance the competitiveness of the China and U.S. medical device industry, promote sustainable and healthy development of the industry, enhance R&D capacity, drive further integration into the global innovation system and most importantly, enhance value to patients.

Agenda:

2:30 pm

Roundtable Introductions

2:45 pm

Opening Remarks, Roundtable co–chairs:

Dr. Jiang Feng, Chairman, *CAMDI*

Ralph Ives, Executive Vice President, Global Strategy and Analysis, *AdvaMed*

3:00 pm

Innovation Ecosystem: China, US and Beyond

Scott Kennedy, Deputy Director, Freeman Chair in China Studies, and Director, Project on Chinese Business and Political Economy, *Center for Strategic and International Studies (CSIS)*

Jim McGregor, Chairman, Greater China, *APCO Worldwide*

Wei Meng, Research Fellow, *Wuhan University Center of Economic Diplomacy*

Ivy Teh, Global Managing Director, *The Economist Intelligence Unit Healthcare*

Alan Turley, Deputy Assistant Secretary for China and Mongolia, *U.S. Department of Commerce*

3:30 pm

Roundtable Discussion

3:50 pm

Signing Ceremony of CAMDI–AdvaMed US China Medical Device Innovation MOU

Dr. Jiang Feng, *CAMDI*

Mr. Scott Whitaker, President & CEO, *AdvaMed*

4:00

Adjourn

MedTech in Japan: A Roundtable with Japanese Government Officials

Tuesday, September 26 | 11:15 am – 12:15 pm

Convention Center – 211C

Kazuaki Kanemitsu, Deputy Director, Office for Medical Devices Policy, *Ministry of Health, Labour and Welfare*

Tsuyoshi Tohyama, Director, Medical and Assistive Device Industries, *Ministry of Economy, Trade and Industry*

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Accessing the U.S. Market

Wednesday, September 27 | 2:30 pm - 5:00 pm

Convention Center - 210A

Designed specifically for international delegations attending The MedTech Conference, this seminar will address key issues for non-U.S. medtech companies seeking to launch products in the U.S. market. A series of didactic presentations and discussions chaired by Omer Saka, Deloitte Brussels, will highlight issues around building market access capabilities as a foreign or newly-forming U.S. company. The panel will cover regulatory and reimbursement pathways as well as perspectives about the changing landscapes in each of these areas in the context of the new administration.

The program is complimentary for full-access attendees from outside the U.S. Priority is given to International Delegation Partners and their delegate companies.

Agenda

Opening

Overview of FDA processes

Reimbursement pathways in the U.S.

What to expect in the new administration

Moderator: Omer Saka, Principal, Deloitte Brussels

Stelios I. Tsintzos, MD MSc, Senior Manager – Global Health Economics and Outcomes Research, *Medtronic*

Martin Burns, CEO, *Bruin Biometrics*



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Vincent A. Forlenza

Chairman of the Board, Chief Executive Officer

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¹ Review on Antimicrobial Resistance. *Tackling Drug-Resistant Infections Globally: Final Report and Recommendations*. 2016.
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MedDevice Development Primer Course

Monday September 25 | 9:00 am – 4:30 pm

Marriott – San Carlos

Pre-Registration Required

MedDevice Development Primer is a one-day preparatory course designed for new medtech professionals seeking introductory industry understanding. This course examines all aspects of medical device development, including a detailed description of the five development phases – market opportunity, evaluation, design, verification, and manufacturing. The course delves into the changing regulatory environment and focuses on the different regulatory pathways devices can undertake and compares the FDA and the EU approval processes. Take this course and develop a basic understanding of the process required to bring a medical device to market.

Discussion points feature:

- Approval pathways, exemptions, risk analysis
- Quality systems, product design
- Commercialization, reimbursement strategy



Instructor: **Jim Macemon**, Medical Device Expert

Mr. Macemon is a medical device executive with extensive experience in diagnostics, critical care, patient monitoring, imaging, and lab products. During his 40+ year medical device-focused career, he led numerous research, development and manufacturing teams, successfully launching products to aid laboratory and health care professionals and to improve patient care. During his career, he held senior positions with such companies as Baxter Healthcare, Richardson-Vicks, and SpaceLabs Medical. Currently Mr. Macemon is Chief Operating Officer at nanoMR, leading the development and manufacturing program. He has 13 patents issued and several more pending.


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Biotech Primer is a life sciences training company focused on developing and delivering customized, in-house courses and online learning. Courses on medical device development and regulatory considerations available.

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MedDevice Development Primer Course Agenda Monday, September 25

9:00 am – 9:30 am	Medical Device Overview Medical Device Defined Medical Device Diversity
9:30 am – 10:30 am	Medical Device Regulations Quality System Regulations (QSRs) Current Good Manufacturing Practices Good Laboratory Practices Good Clinical Practices Risk Management Plan Exemptions Rest of World Approval Pathways Home Brew & Combination Devices
10:30 am – 10:45 am	Break
10:45 am – 12:00 pm	Medical Device Regulations <i>continued</i> Regulatory Challenges Diagnostics Predicates New Technologies Clinical Trails Medical Device Reporting
12:00 pm – 1:00 pm	Lunch Provided
1:00 pm – 3:00 pm	Medical Device Development Phase I: Market Opportunity Evaluation <ul style="list-style-type: none">• Market Analysis• Risk Management Plan Phase II: Concept Evaluation <ul style="list-style-type: none">• Formulation Steps• Feasibility Phase III: Engineering Design Process <ul style="list-style-type: none">• Design & Development• Software Development• Prototyping Phase IV: Verification Phase V: Manufacturing Transfer <ul style="list-style-type: none">• Documentation• Equipment IQ/OQ/PQ• Biocompatibility• Sterilization• Shipping & Storage
3:00 pm – 3:15 pm	Break
3:15 pm – 4:15 pm	Medical Device Approval Clinical Trials Need for a “Gold Standard” Regulatory Submissions Coding & Reimbursement
4:15 pm – 4:30 pm	Q&A/Review

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Public Policy: Ensuring Sound Policy Fosters MedTech Innovation

Tuesday, September 26 | 2:15 pm – 4:00 pm

Marriott – San Jose Ballroom Salon II

MedTech companies are working every day to save and improve lives. The pace of medtech innovation is rapidly increasing and it is essential that sound public policy is in place to help unlock these exciting new breakthroughs. This discussion will explore how legislators are working to ensure patients have access to the latest medtech while also fostering an industry that is critical to the economic vitality of their state.

Innovations in Global Health Program

Wednesday, September 27 | 8:00 am – 2:15 pm

Solving unmet needs for patients in under-resourced settings requires creative models to accelerate innovation and scale-up of health technologies. On Wednesday, September 27, the medtech sector will convene with key public and private stakeholders to explore effective pathways to improving health and welfare of patient populations in the developing world. Join us for a series of valuable discussions on the challenges to be faced, success stories and lessons learned. The program will highlight several entrepreneurs who are developing technology that can alleviate the ever-increasing burden of diseases and chronic conditions in developing countries and feature an innovator award from TEAMFund and MedTech Innovator.

- 8:00 am – 8:30 am** **Global Networking Breakfast**
Convention Center – Hall 1 & 2 – International Lounge
- 8:30 am – 9:30 am** **“Scaling Innovation in the Developing World” – moderated panel discussion with audience engagement**
Convention Center – 210F
Moderator: Ruchika Singhal, CR Bard
Renuka Gadde, Vice President, Global Health, *BD*
Yashdeep Kumar, Vice President, Global Innovation Programs, *Stryker*
Dr. Ami Water, *Last Mile Health*
Jessie Duncan, Senior Portfolio Manager and Head of Strategy, *Medtronic Labs*
- 9:45 am – 10:45 am** **“MedTech Innovator Global Health Panel in Partnership with TEAMFund” – moderated panel discussion with startup founders who are creating technologies to address health care needs in developing countries**
Convention Center – 210F
Moderator: Anurag Mairal, Stanford Byers Center for Biodesign
Yael Misrahi, Director of Global Partnerships, *MobileODT*
James Roberts, Founder and CEO, *mOm Incubators*
Jong Lee, Co-Founder and CEO, *Day Zero Diagnostics*
Beth Kolko, CEO, *Shift Labs*
- 11:00 am – 11:45 am** **“CEOs Unplugged: Intersection of Global Health & Medical Technology” – hear from prominent industry CEOs who are devoting their energy and passion to improving the lives of patients in low-resource settings**
CEOs Unplugged Stage
Moderator: Yashdeep Kumar, Vice President, Global Innovation Programs, Stryker
Eric Major, President, CEO (Co-Founder), *K2M*
Tim Ring, Chairman and Chief Executive Officer, *C. R. Bard, Inc.*
Stephen Rudy, Chief Executive Officer, *Gradian Health*
- 12:45 pm – 2:15 pm** **Global Health Innovator Award Presented by TEAMFund In Partnership with MedTech Innovator**
Convention Center – Grand Ballroom



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2017



INTERNATIONAL MEDICAL TECHNOLOGY

International Reception

Sunday, September 24 | 5:30 pm – 7:30 pm
Convention Center – Terrace Patio

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Kick off The MedTech Conference by meeting our esteemed guests from around the world in a casual setting. Brief remarks will be provided to welcome participating high-level government officials and all international participants to San Jose. Open to full-access registrants.

International Delegations

The MedTech Conference extends a warm welcome to all non-U.S. participants. This year's international participation has exceeded all expectations. Representatives from companies, research firms, governments and other medtech stakeholders from at least 25 countries are expecting to meet with U.S. counterparts to showcase investment opportunities, explore partnerships and engage in meaningful dialogue about global medtech innovation.

Attendees are encouraged to visit the international pavilions and exhibits, meet one-on-one with international delegates using MedTech Connect and stop in the International Lounge for special country- or region-specific activities scheduled throughout the conference. Join us in welcoming these delegations to The MedTech Conference!

Alberta, Canada
Algeria
Australia
Belgium
Brazil
Canada
China
Colombia
EU
France
Germany

Ireland
Japan
Lithuania
Manchester, U.K.
Mexico
Middle East
Netherlands
New Zealand
Ontario, Canada
Poland
Quebec, Canada

Queensland
Rheinland, Germany
Singapore
South Australia
Sweden
Taiwan, ROC
Turkey
UAE
U.K.
As of August, 3, 2017

Check the agenda-at-a-glance on page 15 to dive into our programming focused on international medical technology!

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¹Data on File, Optimizing Understanding of Infusion Pump Market: Quantitative Research Report. May 6, 2015.

²Data on file, Baxter Healthcare Corporation. DERS new implementation compliance data 2015

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EXHIBIT HALL

Exhibit Hall Hours



DAY



START



END

Tuesday, September 26

9:00 am

7:00 pm

Wednesday, September 27

8:00 am

12:30 pm

International Lounge

Hall 1 & 2 – 100 Aisle

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Meet delegates from business, research and government from countries or regions offering significant opportunities for you to expand globally. During the conference, individual delegations will be available to showcase the strengths and advantages of their medtech sectors in 30-minute time slots.

The schedule is available at themedtechconference.com or via your conference app.

New this year! International Lounge Presentations

Meet delegates from business, research and government from countries or regions offering significant opportunities for you to expand globally. On Tuesday, September 26, individual delegations will be available to showcase the strengths and advantages of their medtech sectors. A schedule with descriptions follows.

Tuesday, September 26

10:30 am - 11:20 am

Australia - MTPConnect

11:30 am - 12:20 pm

Poland

2:30 pm - 3:20 pm

Puerto Rico - PRIDCO

3:30 pm - 4:20 pm

The Netherlands

5:00 pm - 6:30 pm

Quebec, Canada

Why Australia?

10:30am - 11:20 am

Australia has a thriving medical technology sector, boasting over 500 medtech companies with strong credentials in medical devices and diagnostic development. Australia is uniquely positioned to foster innovative, commercial collaborations with international organisations through its vibrant, world-leading research environment, strong ecosystem of start-ups and manufacturing companies, generous incentives and funding programs, and its position as a competitive leader in complex clinical trials.

Join the Australian Delegation for an introduction to Australia's unique companies and capabilities, facilitated by MTPConnect, the Medical Technology and Pharmaceutical Industry Growth Centre, with presentation from CSIRO, the Australian Commonwealth Scientific and Industrial Research Organisation, and a panel discussion with Australian industry leaders.

Poland - Flourishing Innovation, Breakthrough Science and Evolving Medical Ecosystem

11:30 am - 12:20 pm

Paradise Performs: Puerto Rico as a Medical Device Innovation Hub

2:30 pm - 3:20 pm

Let's talk Business in Puerto Rico. Learn more about R&D credits, competitive tax incentives and innovation shared services that make us a Medical Device Hub. Join Hon. Manuel Laboy-Rivera, Secretary of Economic Development and Commerce of Puerto Rico at the International Lounge on Tuesday, September 26 at 2:30 p.m.

Quebec Future Technology Showcase

Tuesday, September 26 | 5:00 pm - 6:30 pm

International Lounge

In Quebec innovation comes to life

Come discover our new Life Sciences Strategy through future technologies applied to healthcare.

We look forward to seeing you at this major event that will showcase Quebec companies in artificial intelligence, simulation, robotics and diagnostics. The panel and pitch sessions will be held from 5:00-6:00 p.m. An informal gathering will follow where **Quebec craft beers will be served.**



Be sure to visit the Innovation Pavilion during these times for demonstrations from the companies listed below:

DAY	START	END
<i>Tuesday</i>	<i>10:15 am 3:30 pm</i>	<i>11:15 am 4:00 pm</i>
<i>Wednesday</i>	<i>8:00 am 10:15 am</i>	<i>9:00 am 11:15 am</i>

Innovation Pavilion

Convention Center - Hall 1 & 2 - Booth 1218

Sponsored by *Johnson & Johnson*

The Innovation Pavilion is an area of the Exhibit Hall that will feature 10 innovative early-stage companies showcasing demos of their technology. Visit the Innovation Pavilion at booth 1218 for a hands-on experience with the latest and greatest that the medtech industry has to offer.

Featured companies include:



Academic Connection Zone

New this year, visit the Academic Connection Zone in booth 921 to meet academic tech transfer and other university representatives. Participating universities include UCLA, USC, UCSF, Northwestern, Stanford and Vanderbilt. *All registrants are welcome!*

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Exhibit Hall Floorplan

As of August 28, 2017

INTERNATIONAL LOUNGE

Australia - MTPConnect
127

235

231 330
229 328
CRO MSOU 227 The Alexa 326

DPMS dba 222
220
218

BREAK STATION
Resp Hond 219 Medtech in 318

SOLUTIONS THEATER

Patient Pavilion, sponsored by Edwards Life Sciences
313

208
StarFish 206

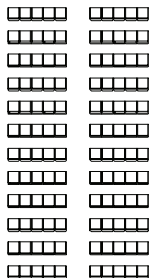
209
207 **CLSA** 306

337 Integr on 436
335 Medic al 434
333 AZBio /City 432
331 Grant Thorn 430
329 Health Care 327 B. Braun Medical 426

IDA Ireland 323 The MedT 422
PRIDCO Battelle 420
319 Mass Bio 418

Health Policy 309 ATL Techn 408
Smith & Springer 307 406

CEO STAGE



PRODUCTION AREA

CALIFORNIA PAVILLION

FedEx 421 BD 521

Flex 415
The Qt 413 PMI LLC 512

Biocom 517 Veeva Syste 616
Sagentia 515 **ICON**
MVPvents - 513 612

Olympus 407 Stryker Corporation 507

AdvaMed 607

Tata Consultanc 537 636
634
Encapson 531 Frost & 632
Intertek greenlight.guru 628
ZS Assoc 527 MedTech 626

637 736
Product 635 QuintilesIMS 734
Pharma Intelligence 629 USTAR 730
Temple 728
BSI Group 627 MedAcuity, 726

Reed Technology 621 Simon 722
Northweste 720

3D Com 617 Nypro
Baxter 615 714

AdvaMed 607

737 The MedTe 735 Salesforce 834

Policy Repor 731 REVOX 830
Minnetronix 727 Medic al 826

Medtronic plc 721

Acelity 715

Ximica 711 Medid ata 810
Consulte of 709 EIU Heat 808
Medmarc 707 Evaluate 806

MINNESOTA

Exhibit Hall 1

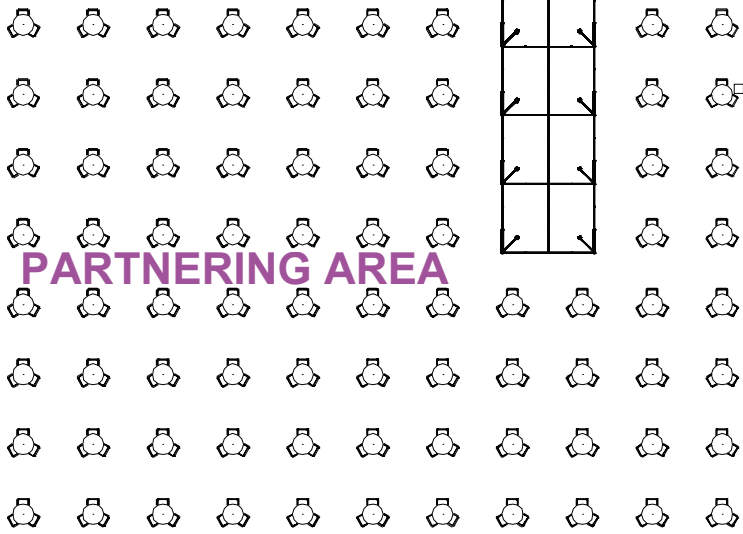
Main Entrance

MEDTECH TALKS & LOUNGE

Coloplast 831	SRG 930
MedNet 827	RCRI 926

Cognizant 929	Pilgrim 1030
Techmetal 927	Health Holland 1026

Ontario Investment Office 1035
GLOBAL 1033
Quebec Government 1027



PAVILLION

AdvaMed Purchasing Group 821

Academic Connection Zone, sponsored 921
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Johnson & Johnson 1019

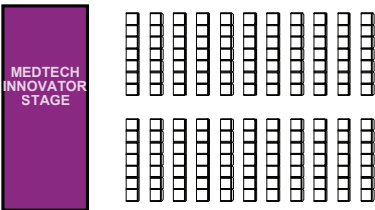
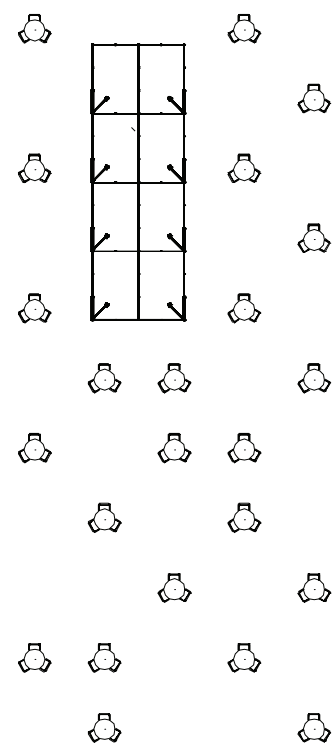
Innovation Pavilion 1218

Novartis 817	Kainos 916
Proteus 815	Digicert 914

DSM Biome 917	Stratos 1016
Instem 915	Pacific 1014

BREAK STATION

NSF Medic 1115	Presco 1214
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Heath Link 1110
DJO Global 1106

Clarivate 1111
Smart Brief 1109
Sathuru 1107

NH-ISAC 803	Textron 902
L & T Techn 801	TUV Rheinl 900

Reserved 903	Health Innovation
Navigators 901	1000

1001

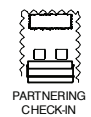
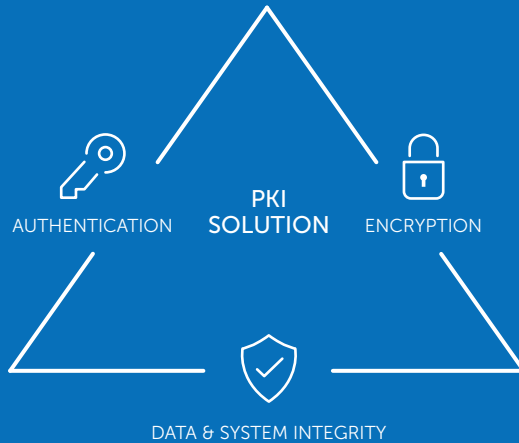


Exhibit Hall 2

Find an Exhibitor by Name...

2Morrow, Inc.	1218	ICON	612	PMI LLC	512
3D Communications	617	IDA Ireland	323	Policy Reporter	731
Academic Connection Zone	921	Impulse Dynamics	1218	Presco	1214
Actuated Medical	1218	Innovation Pavilion	1218	PRIDCO	319
AdvaMed	607	Instem	915	Product Creation Studio	635
AdvaMed Purchasing Group	821	Integron	436	Protiviti	815
ATL Technology	408	Intertek	529	Quebec Government	1027
Australia – MTPConnect	127	Johnson & Johnson	1019	QuintilesIMS	734
AZBio/City of Scottsdale	432	Kainos Evolve	916	RCRI	926
B. Braun Medical	426	KCI USA, Inc	715	Reed Technology and Information Services	621
Battelle	420	L & T Technology Services	801	RespHond	219
Baxter Healthcare Corporation	615	Legacy Health Strategies	313	REVOX Sterilization Solutions	830
BD	521	MassBio	418	Sagentia Ltd.	515
Biocom	517	MDMA	230	Salesforce	721
BSI Group America Inc.	627	MedAcuity, LLC	726	Sathguru Management Consultants	1107
California Life Science Association	306	Medical Alley	826	Senzime	1218
Clarivate Analytics	1111	Medical Device Innovation Consortium	434	Siemens Healthineers	319
Cognizant	929	Medidata	810	Simon-Kucher & Partners	722
Coloplast Corp.	831	Medmarc	707	SmartBrief	1109
Consulate of Belgium-Flanders	709	MedNet Solutions	827	Smith & Nephew, Inc.	307
ContractSafe	1028	MedTech Europe	626	Springer Nature	406
Crimson Interactive - Ulatus	329	Medtech in Auvergne Rhone-Alpes France	318	SRG	930
CROMSOURCE	227	MedTech Innovator	903	StarFish Medical	206
DigiCert	914	Minnetronix	727	Stratos Product Development	1016
DJO Global	1106	MVPvets – Mentoring Veterans Program	513	Stryker Corporation	507
DPMS dba Danco Machine	222	Nanowear	1218	Tata Consultancy Services	537
DSM Biomedical	917	Navigators	901	Techmetals, Inc.	927
EIU Healthcare	808	NH-ISAC, Inc	803	Temple Health and Bioscience District	728
Encapson	531	Northwestern Simulation	720	Textron Aviation	902
Evaluate	806	NovasYTE	817	The Alexander Group	326
FedEx	421	NSF International	1115	The MedTech Directory	735
Flex	415	Nypro	714	The MedTech Strategist	422
Frost & Sullivan	632	Olympus	407	The Qt Company	413
GLOBAL AFFAIRS CANADA	1033	Ontario Investment Office	1035	TriNet	832
Grant Thornton	430	Osso VR	1218	TUV Rheinland	900
greenlight.guru	628	Pacific Bridge Medical	1014	USTAR	730
Hantel Technologies, Inc.	636	Patient Pavilion, sponsored by Edwards Life Sciences	313	Veeva Systems	616
Health Innovation Manchester	1000	Pharma Intelligence-Informa	629	VerteCore Technologies, LLC	1218
Health Policy Associates	309	PharmaJet	1218	Ximedita	711
Health~Holland	1026	Pilgrim Quality Solutions	1030	ZS Associates	527
HealthCare Appraisers, Inc.	327				
HeathLink Europe & International	1110				

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Australia – MTPConnect	127	Intertek	529	Coloplast Corp.	831
StarFish Medical	206	Encapson	531	TriNet	832
RespHond	219	Tata Consultancy Services	537	TUV Rheinland	900
DPMS dba Danco Machine	222	AdvaMed	607	Navigators	901
CROMSOURCE	227	ICON	612	Textron Aviation	902
MDMA	230	Baxter Healthcare Corporation	615	MedTech Innovator	903
California Life Science Association	306	Veeva Systems	616	DigiCert	914
Smith & Nephew, Inc.	307	3D Communications	617	Instem	915
Health Policy Associates	309	Reed Technology and Information Services	621	Kainos Evolve	916
Patient Pavilion, sponsored by Edwards Life Sciences	313	MedTech Europe	626	DSM Biomedical	917
Legacy Health Strategies	313	BSI Group America Inc.	627	Academic Connection Zone	921
Medtech in Auvergne Rhone-Alpes France	318	greenlight.guru	628	RCRI	926
PRIDCO	319	Pharma Intelligence-Informa	629	Techmetals, Inc.	927
Siemens Healthineers	319	Frost & Sullivan	632	Cognizant	929
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Crimson Interactive - Ulatus	329	Consulate of Belgium-Flanders	709	Stratos Product Development	1016
Springer Nature	406	Ximedica	711	Johnson & Johnson	1019
Olympus	407	Nypro	714	Health~Holland	1026
ATL Technology	408	KCI USA, Inc	715	Quebec Government	1027
The Qt Company	413	Northwestern Simulation	720	ContractSafe	1028
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PMI LLC	512	Evaluate	806	PharmaJet	1218
MVPvets – Mentoring Veterans Program	513	EIU Healthcare	808	Senzime	1218
Sagentia Ltd.	515	Medidata	810	Osso VR	1218
Biocom	517	Protiviti	815	Actuated Medical	1218
BD	521	NovasYTE	817	Impulse Dynamics	1218
ZS Associates	527	AdvaMed Purchasing Group	821	Nanowear	1218
		Medical Alley	826	2Morrow, Inc.	1218
		MedNet Solutions	827	Innovation Pavilion	1218
		REVOX Sterilization Solutions	830		

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Join Johnson & Johnson for special programming in the Innovation Pavilion (booth 1218)

TUESDAY, SEPTEMBER 26

10:00 am **Meet with Johnson & Johnson Medical Devices Medical Science & Technology Team**

How can Johnson & Johnson help you reach your medical device goals? At the Johnson & Johnson Medical Devices Companies, we're working to shape the future of health to benefit people worldwide. Our substantial breadth and depth in surgical and orthopedic technologies and interventional solutions and capabilities help health systems address costs and improve patient outcomes. We are pioneers in making surgery better through differentiated products and services. We know what you, the innovator, need to get your technology to patients. It is because of you that Johnson & Johnson Innovation (JJI) created regional centers that host a team of science and transaction experts whose goal is to find high potential early-stage (pre-clinical proof-of-concept) innovation and form custom business solutions around it to help accelerate the science to the patient. Join leaders from Medical Science and Technology team as they provide an overview of how they interact with the innovator community and work with our teams from Johnson & Johnson Innovation, business development, R&D and JJDC to seek new and innovative products and technologies. Speakers will also be on hand to meet with a handful of applicants one-on-one after the presentation.

Moderator: Renee Ryan, Vice President, Venture Investments, Johnson & Johnson Innovation – JJDC, Inc.

Speakers:

Pierre Theodore, MD, Vice President, Therapeutic Area Expert, *Johnson & Johnson Medical Devices Companies*

Nick Pachuda, MD, Vice President, Therapeutic Area Expert, *Johnson & Johnson Medical Devices Companies*

Sanjeev Dutta, MD, Vice President, Therapeutic Area Expert, *Johnson & Johnson Medical Devices Companies*

11:00 am **Lessons in Herding Cats: Business Development for Medical Device Companies**

The business development professional's purpose is to optimize optionality and long term value at each stage of a company's life. As a company grows and gains traction, it's easy to get enticed and overwhelmed by the numerous opportunities that arise. How do you determine the direction that will add the most value to your company? How do you avoid the constant pursuit of "shiny objects?" How do you know when it's the right time for a strategic partnership?

In this session, you'll learn fundamental business development skills to help you successfully evaluate and manage strategic alliances and other potential growth opportunities. This workshop is geared towards business development professionals and management teams of life science startups.

Lesley Stolz, Ph.D., Head, JLABS California, *Johnson & Johnson Innovation, JLABS*

2:00 pm **Perfecting Partnerships**

Getting a new medical device company funded is more difficult today. An ever-shrinking pool of investors interested in early-stage life sciences investing, more stringent capital requirements due to prolonged regulatory and reimbursement timelines, and the need for true sales traction to garner the attention of potential corporate acquirers have all become hallmarks of the current financing environment. How are investors adapting their financing strategies and business models to accommodate these realities and positioning themselves for long-term success? Join a panel of Medtech investors as they discuss their approaches to investing in these changing times.

Susan Morano, Vice President, Business Development, *Johnson & Johnson Medical Devices Companies*

3:00 pm

Think Outside the Lab

Dr. Cohn, current Professor of Cardiothoracic Transplantation & Circulatory Support Baylor College of Medicine. Dr. Cohn has had many successful innovations including one of the first commercially available self-retaining coronary stabilizers for performing off-pump beating heart coronary artery bypass, The SentreHeart LARIAT, a percutaneous system for excluding the left atrial appendage in patients with atrial fibrillation at risk for embolic stroke, The TVA Medical percutaneous system for creating arterio-venous fistulas for hemodialysis access in renal failure patients, and the granddaddy of all innovations, working closely with O. H. "Bud" Frazier on the first continuous flow total artificial heart. Recently, however, Dr. Cohn has credited Mother Nature herself for his current medical device innovations and will be at the Medtech Conference to teach you how to think outside the laboratory and see that innovation is all around you.

Billy Cohn, M.D., Vice President, Director, Center for Device Innovation, *Johnson & Johnson Medical Devices Companies*

WEDNESDAY, SEPTEMBER 27

8:10 am **Sell Your Science: Best Practices for Developing an Effective Non Confidential Pitch Deck**

It can be tricky to communicate the full potential of your discoveries without spilling the secret sauce. Join us for a session on learning the tricks of the trade in preparing a non-confidential deck and executive summary. Tom Luby, Head of JLABS, Texas for Johnson & Johnson Innovation will share practical tips on becoming more effective in communicating your story to Angel investors and VCs, increasing your chances of successful fundraising.

Tom Luby, Ph.D., Head of JLABS, Texas, *Johnson & Johnson Innovation*

10:15 am **Meet the Leaders of the CCI @ TMC and the winners of the CDI @ TMC QuickFire Challenge**

This fall Johnson & Johnson Medical Devices and Johnson & Johnson Innovation will open The Center for Device Innovation (CDI) at the Texas Medical Center (TMC), a broad, new collaboration with Texas Medical Center that aims to accelerate end-to-end development of breakthrough medical devices.

In conjunction with the grand opening, Johnson & Johnson Medical Devices and Johnson & Johnson Innovation and launched the CDI @ TMC QuickFire Challenge, a device-focused challenge aimed at game-changing early-stage medical device innovations across strategic areas of interest for Johnson & Johnson Medical Devices, with an emphasis on Surgical Oncology and/or Obesity.

During this session, you will learn more about CDI @ TMC from key leaders who will also introduce the winners of the QuickFire Challenge.

Tom Luby, Ph.D., Head of JLABS, Texas, *Johnson & Johnson Innovation*

Billy Cohn, M.D., Vice President, Director, Center for Device Innovation, *Johnson & Johnson Medical Devices Companies*

Dr. Arjun Desai, Chief Operating Officer of JLABS and the Center for Device Innovation at Texas Medical Center, *Johnson & Johnson Innovation*



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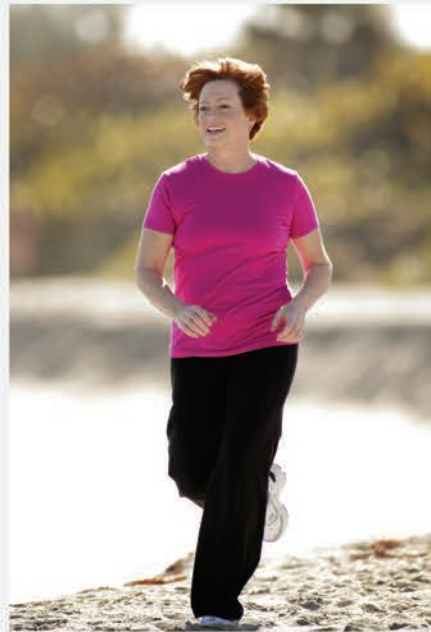
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