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**FIVE PLENARY SESSIONS ANNOUNCED FOR THE MEDTECH CONFERENCE**

*Sessions to Feature Up to Date Information and Several Important Industry Announcements*

**Philadelphia, PA September 10, 2018** – There will be five dynamic plenary sessions during The MedTech Conference, the premier annual gathering for the medical technology industry. The MedTech Conference, powered by AdvaMed, will be held Sept. 24-26, 2018, at the Pennsylvania Convention Center in Philadelphia and will bring together 3,000 leading executives, policy-makers and hospital administrators to learn about the newest developments and technology that will shape the future of health care. In addition to the five plenary sessions, the event includes a cutting-edge educational program, dynamic exhibit floor, and networking opportunities.

“Medical technology is expanding globally at an exponential pace, and we are thrilled to be offering a glimpse into the next generation of innovation being developed, the important policy work being done, patients whose lives have been positively impacted and insights from some inspiring leaders during these plenary sessions,” said Scott Whitaker, president and CEO, AdvaMed. “During my State of the Industry Address I will talk about how flourishing economies and rapid disruption have ushered in a new era of prosperity and advancement and how our next-gen technologies are treating more conditions, reaching more patients in more communities, and enhancing – and saving – more lives than ever before.”

Plenary Sessions for Tuesday, September 25, 2018:

- **2018 AdvaMed Lifetime Achievement Award Presentation and Plenary Breakfast\*** (7:30 – 9:00 am) The Award will be presented to Vernon “Vern” Loucks who rose through the ranks at Baxter and served for nearly 20 years at its helm as Chairman and CEO. During his tenure, Vern was known for successfully identifying and developing new markets – especially outside the US – and for attracting and mentoring great future leaders. He knew when to acquire companies, where to enter or expand markets, and when to spin-out businesses into successful new companies. Under his leadership, Baxter created exceptional shareholder value and annual sales increased to almost \$6 billion.
- **State of the Industry Address and Plenary Lunch** (12:30 – 2:00 pm) – AdvaMed’s Scott Whitaker will give an overview of the growing industry and insight on what’s next. He will be joined by Ryan Steele, an 8-year-old who has Thoracic Insufficiency Syndrome, which is a condition that does not allow her chest cavity to support normal pulmonary functions. Ever since she was 18 months old, she has had minor surgery at Children’s Hospital in Philadelphia every four to six months to expand what’s called a Vertical Titanium Rib that separates her ribs and helps them stay on track. Ryan’s titanium rib grows with her, and it allows her to breathe and move just like other kids. Ryan loves to play basketball, soccer, swim, dance, and is even a cheerleader, showcasing the miracle medical technology can play in patients’ lives.

- **MedTech Innovator Finals** (4:00 – 5:30 pm) - The MedTech Conference and AdvaMed Accel are proud to partner with MedTech Innovator for the fourth consecutive year to give four finalist companies from the MedTech Innovator competition the opportunity to present to a panel of industry-leading judges and compete for the audience vote to win \$500,000 in prizes. Paul Grand, CEO of MedTech Innovator, will host this session to showcase the industry's most innovative medical device, digital health and diagnostic companies who are developing products to improve the lives of patients and transforming the health care system.

Plenary Sessions for Wednesday, September 26, 2018

- **Building a Championship Team and Plenary Lunch\*** (12:30 – 2:00 pm) ESPN's Maria Taylor will interview Villanova Head Coach Jay Wright and University of Kentucky Head Coach John Calipari who will reveal what business leaders can learn from their strategies for building a championship team. In his 17 years as a head coach, Wright has taken his teams to the NCAA Tournament 13 times and brought home the championship for Villanova in 2016 and 2018. Calipari, a Naismith Memorial Basketball Hall of Famer, has guided six teams to the Final Four, led the University of Kentucky to a national championship, and helped 46 players earn selection in the NBA Draft during his 26-year college coaching career.
- **Closing Plenary: CDRH Town Hall** (2:15 – 4:00 pm) Attendees will have an exclusive peek into FDA's Center for Devices and Radiological Health (CDRH) and have a rare opportunity to interact directly with CDRH Director Jeff Shuren and Tim Stenzel, Director, Office of In Vitro Diagnostics and Radiological Health. Dr. Shuren will provide an update on CDRH priorities, and panelists will answer specific questions from the audience. The session will be moderated by Janet Trunzo, Senior Advisor to the President and Senior Executive Vice President, Technology & Regulatory Affairs, AdvaMed.

In addition to these dynamic presentations, The MedTech Conference Exhibit Floor will feature more than 125 exhibitors, offering expanded networking opportunities as well as several special theaters and events, including the CEOs Unplugged Stage, MedTech Innovator Showcase, MedTech Exec Talks Stage, Solutions Showcase Stage, Partnering Meetings, Innovation Pavilion, Patient Pavilion and Chairmen's Networking Reception. To learn more about The MedTech Conference and to register for the event, visit [www.themedtechconference.com](http://www.themedtechconference.com). Once registered, full access registrants will be able to download [MedTech Connect](#) – a desktop portal and mobile networking platform for scheduling one-on-one meetings, search for other attendees, request meetings based on mutually agreeable times and build a personalized conference schedule.

### **About AdvaMed**

The Advanced Medical Technology Association (AdvaMed), producers of The MedTech Conference, 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 health information systems. For more information, visit [www.advamed.org](http://www.advamed.org).

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**\*Editor's Note** - These sessions are closed to the media but photos and a recap will be made available following the event.