IMPROVING HEALTHCARE

IMPROVING *Lives.*

THE MEDTECH CONFERENCE

SEPTEMBER 23–25, 2019

BOSTON, MA

themedtechconference.com

PROGRAM PREVIEW

Sponsored by GT GreenbergTraurig

WHAT CAN YOU EXPECT AT *The MedTech Conference?*

Networking. Dynamic sessions. A bustling Exhibit Hall. AND SO MUCH MORE.

The MedTech Conference is the premier forum for global medtech executives with regulatory, reimbursement, business development, legal, quality, compliance and other key responsibilities. More than 3,000 attendees from over 35 countries will come together in Boston this fall to network, conduct business and share insights — all with the common goal of improving patient lives. With a host of world-renowned speakers, a cross-cutting program and countless business development opportunities, The MedTech Conference is the must-attend event for medical technology professionals.

» *The industry will be here — will you?*

Register now at themedtechconference.com

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SCHEDULE OF EVENTS

DATE	START	END	EVENT	LOCATION
Sunday, September 22	8:00 AM	5:00 PM	Pediatric Device Symposium*	TBD
Sunday, September 22	12:00 PM	7:00 PM	Registration Open and Badge Pick-Up	Northeast Lobby A
Sunday, September 22	12:30 PM	5:00 PM	U.S. Market Access Seminar	Westin
Sunday, September 22	5:30 PM	7:30 PM	International Reception	Legal Harborside
Monday, September 23	7:00 AM	6:00 PM	Registration Open and Badge Pick-Up	Northeast Lobby A
Monday, September 23	8:00 AM	1:00 PM	AdvaMed Accel Leadership Seminar and Networking Lunch	TBD
Monday, September 23	8:00 AM	3:15 PM	Panel and Super Sessions	Rooms 154–157
Monday, September 23	8:30 AM	3:30 PM	MedTech Connect Partnering Open	Hall B-1
Monday, September 23	2:00 PM	6:30 PM	Exhibit Hall Open	Hall B-2
Monday, September 23	3:30 PM	5:00 PM	Opening Plenary	Hall B-1, Plenary Theater
Monday, September 23	5:00 PM	6:30 PM	Welcome Reception	Hall B-1
Monday, September 23	6:00 PM	10:00 PM	Medtech Insight Awards*	State Room, 60 State St., Boston MA
Tuesday, September 24	7:00 AM	6:00 PM	Registration Open and Badge Pick-Up	Northeast Lobby A
Tuesday, September 24	7:30 AM	9:00 AM	Networking Breakfast Hosted by MedTech Color*	TBD
Tuesday, September 24	9:00 AM	3:45 PM	MedTech Innovator Showcase	Hall B-2
Tuesday, September 24	9:00 AM	6:00 PM	MedTech Connect Partnering	Hall B-1
Tuesday, September 24	9:00 AM	6:30 PM	Exhibit Hall Open	Hall B-2
Tuesday, September 24	9:15 AM	3:45 PM	MedTech Exec Talks	Hall B-2
Tuesday, September 24	9:15 AM	3:45 PM	CEOs Unplugged	Hall B-2
Tuesday, September 24	9:15 AM	5:00 PM	Panel and Super Sessions	Rooms 154–157
Tuesday, September 24	12:30 PM	2:00 PM	Plenary Lunch	Hall B-1, Plenary Theater
Tuesday, September 24	3:45 PM	5:00 PM	MedTech Innovator Finals	Hall B-1, Plenary Theater
Tuesday, September 24	5:00 PM	6:30 PM	Chairmen's Networking Reception	Hall B-2
Tuesday, September 24	8:30 PM	10:00 PM	MTC LIVE! (Formerly MedTech Afterparty)	Convention Center, Lawn on D
Wednesday, September 25	8:00 AM	1:00 PM	Registration Open and Badge Pick-Up	Northeast Lobby A
Wednesday, September 25	8:00 AM	2:00 PM	Exhibit Hall Open	Hall B-2
Wednesday, September 25	8:15 AM	12:30 PM	Panel and Super Sessions	Rooms 154–157
Wednesday, September 25	8:15 AM	12:30 PM	MedTech Innovator Showcase	Hall B-2
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Wednesday, September 25	8:30 AM	12:30 PM	MedTech Connect Partnering	Hall B-1
Wednesday, September 25	12:30 PM	2:00 PM	Plenary Lunch	Hall B-1, Plenary Theater
Wednesday, September 25	2:15 PM	4:00 PM	Closing Plenary: CDRH Town Hall	Room 156AB

**Separate registration required*

PLENARY *Sessions*

POWERFUL PLENARY SPEAKERS WILL TAKE THE STAGE IN SEPTEMBER. STAY TUNED FOR MORE DETAILS.

Governor Charles Baker Jr. (R-MA) (invited)

Omar Ishrak, Chairman and Chief Executive Officer, Medtronic

Dorothy E. Puhy, Executive Vice President, Chief Operating Officer and Assistant Treasurer, Dana Farber Cancer Institute

Catherine M. Burzik, 2019 AdvaMed Lifetime Achievement Award Recipient

Kevin Lobo, Chairman and Chief Executive Officer, Stryker

Seema Verma, Administrator, Centers for Medicare & Medicaid Services (invited)

C. Michael Gibson, MD Founder and Chairman of the Board, WikiDoc Foundation, Editor-in-Chief, WikiDoc

Michael R. Minogue, CEO, President & Chairman of the Board, Abiomed, Inc.

Scott Whitaker, President and CEO, AdvaMed

MEDTECH INNOVATOR

MEDTECH INNOVATOR

The MedTech Conference is excited to welcome MedTech Innovator back to the plenary stage on the afternoon of Tuesday, September 24. 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 2019!

MedTech Innovator is the industry's non-profit 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 2019, MedTech Innovator, with the support of its partners and sponsors, will give out $500,000 in cash prizes, scholarships and in-kind awards.

» **This session is open to all registrants.**

PROGRAMMING *First Look*

Our sessions are categorized into six Program Pillars that encompass all of our programming. These Pillars help define the types of content that will be featured throughout The MedTech Conference.

- **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 and Insights**
- **MedTech (R)evolution**
- **Global Health Innovations**
- **Patient Perspectives**

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.

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.

CMS Town Hall

This session will feature an open Q&A discussion amongst senior leaders from the Centers for Medicare & Medicaid Services (CMS). Topics covered will include developments pertaining to medical technologies including Medicare coverage, new payment models and patient access to new technologies.

Super Session

It Takes a Village: How the Health Care Community Is Working Together to Tackle Cybersecurity

Managing cybersecurity in the health care community is a shared responsibility; all participants must proactively do their part. This panel will explore the various ways in which the health care space is jointly tackling these issues, including perspectives from FDA, medical device manufacturers and health care providers.

Super Session

MDR/IVDR — What Now?

Implementation of the MDR/IVDR remains problematic. Relevant and necessary implementing acts remain in limbo, notified body capacity does not appear sufficient to be able to do the necessary reviews in advance of the deadlines and many additional technical questions remain unresolved. This panel will address the fundamental issues in implementing

PROGRAMMING

the regulations, as well as attempt to offer perspective on potential mechanisms that could be utilized to reduce the review backlog and ensure products can remain on the market in the EU. The panel will have a wide representation from industry, regulators, consultants and notified bodies. The session will provide a comprehensive update of the scenarios that are likely to unfold in the coming months and offer insight into how these may be addressed.

Super Session

The New World of 510(k)

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

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

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

Case for Quality

Case for Quality is a program developed under the auspices of the Medical Device Innovation Consortium (MDIC) where various stakeholders, including FDA and the Medtech industry, have partnered to identify practices that lead to higher device quality. The program has been underway for several years and includes the CDRH Case for Quality Voluntary Improvement Program (CFQ VIP), 18 companies and 51 facilities that undergo periodic assessment focused on practices that advance quality and safety and lead to better outcomes for patients.

Hear from leaders in the Case for Quality who will discuss current program activities as well as what the future holds for CfQ. Get an agency perspective, including the benefits to companies participating in the program. Topics include Qualifying to Participate in CfQ, Executive Engagement, the Voluntary Improvement Program, and others.

FDA's New Approaches to Software Regulation: Pre-Certification and Artificial Intelligence

Advances in software and data technologies have forced the FDA to reimagine its approach to regulating these products. This panel will explore the agency's current plan to restructure its software regulations through its pre-certification pilot program and the agency's proposal to regulate artificial intelligence. Panelists will offer insights into how companies developing medical software are positioning themselves to take advantage of these proposals and other regulatory challenges they face.

Articulating the Value of Diagnostics: Moving Toward Value-Based Approaches

The term "value" in health care has been difficult to define, yet stakeholders — from diagnostic test developers, to payers, to hospitals and health systems — are constantly seeking high-value products and services that improve health outcomes for patients in clinical and cost-effective ways. However, the ability to define value is critical, particularly as the health care world moves toward more value-based approaches to care delivery and reimbursement. This panel will present a range of perspectives on defining value, developing clinical evidence to support value claims and contemplating value-based approaches for diagnostics.

Evidence Needs of U.S. and European Payers: Can the Rubber Meet the Road?

Recognition continues to increase that generation of clinical and economic evidence supporting product value can be more challenging for medtech than for pharmaceuticals. Various reasons contribute to this situation, including challenges in conducting device randomized controlled trials (RCTs) due to pragmatic limitations in blinding investigators and subjects; the iterative nature of medtech innovation and associated operator learning curves; operator variation; and organizational changes often required to adopt a new medical technology. Although "real-world evidence" (RWE), such as data from electronic health records (EHRs), billing claims, registries, and patient-reported outcome measures (PROMs) grow in importance, many U.S. and European payers still cite Level I/II evidence as the most valuable for decision-making. This panel session will allow attendees to hear directly from seasoned representatives from the payor community, as well as industry health economics professionals, about what type of evidence is viewed as most informative to medtech coverage and reimbursement decision-making.

Global Regulatory Convergence — Emerging Trends and Future Opportunities

The complexity of the global medical device regulatory landscape continues to increase. This session will discuss recent information shared at the September International Medical Devices Regulatory Forum (IMDRF) meeting and will include panelist reflections on these timely updates. Focus will include IMDRF activities and a deep dive look at initiatives designed as building blocks for the development of a Medical Device Single Review Program (MDSRP) to ultimately enable a single regulatory pre-market review to satisfy multiple regulatory jurisdictions.

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Using Data and Analytics to Demonstrate the Value of Diagnostics

Applying sophisticated analytics to large clinical and claims databases can generate evidence demonstrating the value of diagnostics. This evidence can in turn be leveraged in market access, maximizing sales and marketing, manufacturing, research and clinical development. Building off of the AdvaMedDx Framework for Comprehensive Assessment of the Value of Diagnostic Tests to guide evidence development, this session will showcase two use cases — oncology and sepsis — generated through data analytics to reinforce the value of diagnostics for patient health and health care.

China NMPA (CFDA) Key Updates and Their Implications on Overseas Companies

Overview of NMPA Major Updates and Implementations in 2019 — Complete Product Life Cycle

- Beyond Traditional Pathway Approval in China: Innovation, Priority, HaiNan and Other Alternatives
- Recent Developments in China Medical and IVD Devices: Submission, Modifications, MAH, Legal Agents and the Implications
- Recent Developments in China Post Market Compliance: GSP, AE, Domestic, Overseas Audits and the Implications
- Clinical evidence requirements: clinical trial/evaluation, international clinical data, multi-center trial, etc.

China Reimbursement & Tender Systems — Era of Evolving Reform

- Key Commercial Success Factor: Role of Public Reimbursement System 2. China Reimbursement System 101
  - Basic framework and concepts: new product reimbursement and patient cash pay, Greenbook code role, private insurance etc. What are the different types of reimbursement systems in China?
- China market access 2 key steps overview: public tender platforms and charge codes in the context of reimbursements
  - Process for manufacturers to work with provincial authorities to support from a new patient charge code to reimbursement code
  - Relationship between patient charge code/reimbursement
- Step by step examples on how to obtain charge code and reimbursement for new products in China

Establishing the Value of Your Medtech Innovation — It's Never Too Early

Before even building the first prototype, medtech innovators should be thinking about how their invention will deliver value to health care customers. The panel will discuss how innovators can define, demonstrate, quantify and communicate the value of their technologies at each stage of development and through early commercialization and scaled growth.

Chasing Value: Understanding How to Work with GPOs to Introduce New Health Care Innovation in the Supply Chain

Come learn about how to successfully launch new and innovative technology with GPOs. Does a GPO work for your product and market implementation strategies? Hear from GPOs and suppliers who have worked with them on recent experience in medtech, industry trends, new innovation forums, diversity programs and value-based initiatives to foster optimal, high-quality health care. This is an excellent opportunity to learn from experts across the supply chain how they have successfully worked together and launched new innovations with group purchasing organizations. Successful partnership and best practices will be explored in this highly informative session.

GPO Meet-Up

Tuesday, September 24
10:30 AM – 12:30 PM

Want to learn more and talk to representatives from HealthTrust, Premier and Vizient directly? Join us for a meet-and-greet on Tuesday morning with GPO contracting, diversity and innovation program leaders. Come meet supply chain leaders who have been working with medtech innovators and learn about how your company can work with a GPO.

Efficiently Collect Real World Data: Industry, Policy, and Regulatory Perspectives

The demand for Real World Evidence (RWE) has increased dramatically, with the payers requiring more evidence to make their decisions and the global regulatory bodies looking to real world data for pre- and post-market decisions. Savvy medtech companies are using real world data sets to their competitive advantage. Historically a practice for disruptive products, today, RWE could be a critical component of successful go to market strategy. This session will look at how to make the collection of this data more efficient, accessible, and compliant. In a panel moderated by Seth Goldenberg, VP of Medical Device and Diagnostics for Veeva, the audience will hear the perspectives from Owen Faris, Clinical Trials Director — CDRH at US Food and Drug Administration, Rachel Rath, NESTcc Deputy Director, and Manish Bharara, Regulatory and Clinical Affairs, Siemens Healthineers, on the collection, application and challenges of RWE, ultimately resulting in better outcomes and safer and more efficient use of technology.

PROGRAMMING

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.

AdvaMed's New Code of Ethics: Is Your Company Prepared to Comply?

AdvaMed recently released its updated Code of Ethics on Interactions with Health Care Professionals, which will take effect on January 1, 2020. The updated Code introduces four new topics critical for medical technology companies: Jointly Conducted Education and Marketing Programs, Communicating for the Safe and Effective Use of Medical Technology, Consigned Products, and Company Representatives Providing Technical Support in the Clinical Setting.

Will your company need to adopt new policies to reflect the Code's new sections, notably those relating to communications, technical support and joint programs? Are your company's industry codes in compliance? This discussion will feature industry experts who will offer practical tips to get into compliance with only a quarter of the year left to prepare.

Going Viral: Best Practices in Social Media

Twitter. Facebook. Instagram. Social media platforms have transformed how individuals and corporations are communicating and sharing information. These and other burgeoning social media tools can provide medtech companies new opportunities to effectively interact with patients, physicians, employees and other stakeholders. However, as a highly regulated industry, medtech companies must consider new evolving media in the context of the regulatory environment and rules of the road amidst rapid change in today's communications in advertising and promoting their products.

In this session, participants will gain an overview of how FDA regulates medtech company communications in the age of social media. Attendees will also learn about AdvaMed's recently updated Direct-to-Consumer Advertising Industry Principles and how they can help companies establish processes in compliance with current regulations. Next, a leading communications consulting firm will outline social media best practices both for companies with an established online presence and for those just starting to explore the social media landscape. Finally, representatives from a large and a small medtech company will provide case studies on how they have successfully utilized these new communications platforms. A Q&A session with all panel participants will conclude the session.

Health Care Fraud: The Government View and the Compliance Perspective

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

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

Attendees will also hear the unique insights of former prosecutors who now handle compliance for health care organizations. They will discuss the issues keeping them up at night and how their organizations are responding, including providing practical advice that attendees can apply to their own compliance function.

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INDUSTRY OUTLOOK AND 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.

Super Session

Revolutionizing the Silver Economy

Aging has taken on a persona of its own. It is not just about people getting older, it represents a fundamental paradigm shift about how we live, work and achieve fulfilling lives. It also entails dramatic decreases in the size of the productive workforce, the number of qualified physicians and the availability of care givers across society. Whether it is called the "Silver Tsunami," the "Longevity Economy" or the "Silver Economy," the realities, opportunities and risks are ever more present. Longevity is an all-encompassing megatrend with social, political, economic and security implications that will impact governments, nations, companies and health care.

The percentage of the world's population over 60 years of age will jump from 12% to 22% between 2000 and 2050, and for those over 80 it will quadruple. In the U.S. alone, 15.6% of the population is now over 65 and by 2030 this will increase to 20.6%. Japan, with nearly 100,000 citizens who have reached the age of 100 or older, and Finland are two of the fastest "graying" and "super graying" populations, with Europe not too far behind.

Health care systems are watching, acting and learning. With aging comes geriatric diseases, comorbidities and loneliness. The need to diagnose these disease states faster and more accurately is critical. Digital technologies have proven to be valuable assets, though more computational horsepower is needed to optimize them and address anticipated future needs. Physicians are also relying on AI-based automation fueled by automatic tracking of biometric information for certain tasks. AI is also helping patients and their families understand diseases and treatment options. But is the key AI or IA, intelligence augmentation, where machines extend human capabilities instead of replacing them? Human versus machine is a tricky subject. People need to feel comfortable for the technology to work and deliver impact. Referred to as the "uncanny valley," the balance between man and robot interaction still needs work.

A recent Smithsonian article states, "The tension between what technology can now do and how much older people actually use it is at the heart of what's become known as 'connected aging.'" Experts in aging, healthcare, policy and technology from Japan, Finland, Australia, the U.K. and U.S. will discuss this exciting opportunity and how their countries are leveraging digital platforms, AI and other cutting-edge technologies for elderly care and economic benefit.

Super Session

Health 2040: Medtech's Role in a Transformed Future

Twenty years from now, the health care system we know today will look completely different. There will be a fundamental shift from "health care" to "health." And while disease will never be completely eliminated, through science, data, and technology, we will be able to identify it earlier, intervene proactively, and better understand its progression. Greater data connectivity and interoperability, open, secure platforms, and increasing consumer engagement will lead to a future focused on wellness and managed by companies that assume new roles to create value. Ten stakeholder archetypes — grouped into three distinct, but interconnected, categories — are likely to emerge and replace and redefine traditional industry roles.

No segment of today's health care ecosystem is immune. Whether it's just one or several of these archetypes, industry leaders need to make choices now about which role(s) they will want to play over the next 5, 10 and 20 years.

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

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Super Session

Lessons from a Legend

The recipient of this year's Lifetime Achievement Award had a long and distinguished career and made a significant impact on our industry and health care in general. Join her and several of her protégés for an hour-long fireside chat about the making of a truly legendary career and the lessons learned from it.

Super Session

Pulse of the Industry 2019

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

Small Companies Selling Big Ideas to Huge Corporations

What does it take for a start-up to sell to corporate giants? The panel will examine ways for small-sized companies to pitch big ideas to hardly accessible clients. As commerce becomes more virtual and distances shrink, what are the new ways for small enterprises from the medtech and digital health industries to perform for their larger peers. Through the analysis of success stories and failures, the panelists will discuss what it takes to make it big when you're small.

Diverse Perspectives on Developing and Deploying Digital Technologies

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

How Major New Players Are Challenging the Current Health Care Ecosystem

Major non–health care players such as Apple, Google, Best Buy, Amazon, Berkshire Hathaway and JPMorgan Chase are launching key initiatives in various health care segments, driving disruptive change. The insiders of the health care ecosystem are monitoring these new players' activities and trying to assess the impact on their product and service innovations. Some of these new players are already changing the way health care is managed and delivered, and they are bringing a fresh perspective to a segment that has historically been inward-focused.

This session will discuss the landscape and impact of these new players, and will discuss:

- What are these players hoping to achieve, and what strategies are they employing to meet their goals?
- As players in the health care ecosystem, should we embrace and welcome their new ideas?
- How can medtech players collaborate with these corporations and form new partnerships to disrupt the dynamics of the ecosystem further?
- Will these new entrants leverage the experience of life sciences–focused players?

The panel will feature speakers from major new entrants in the health care ecosystem.

International Digital Testbeds: Perspectives on Partnerships and Organic Investment Models

As monetization of big data and the trend away from the traditional unit sales model takes the medical device industry by storm, questions around digital strategy move from "if" to "how." In an outcomes-based market where data has quickly become a product's value driver, manufacturers inevitably come to a fork in the road: invest in-house or partner? The panel will offer perspectives on both routes, from efficiencies realized through partnered drug/device adherence programs to in-house digital R&D programs supporting enhanced patient experience, testing scalable models in international markets.

Transforming the World's Largest Integrated Health System

NHS England has a budget of over $160 billion and provides care for over 55 million people. By 2024, the NHS's budget will have increased to nearly $190 billion, new structural innovations (e.g., Integrated Care Systems and Digital Innovation Hubs) will have matured, and the terms of Brexit will have been agreed. Join us for a discussion with NHS England Chair Lord Prior on the U.K.'s plans, challenges and new opportunities to harness technology and data.

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The New World of Medtech M&A Valuation: Strategies to Adapt and Thrive

Continued strong sector fundamentals, improving end markets and new product launches and healthy pipelines has led to a significant run up in valuations of private and public medtech assets. As a result, organizations have been forced to adopt new and more advanced valuation techniques to appropriately evaluate acquisition targets.

Officials from some of the most successful medtech organizations will share insights and best practices for capturing and analyzing the most relevant aspects in designing a comprehensive valuation for M&A and what challenges remain, including the following:

- How are companies succeeding in competitive situations for attractive targets?
- What are the right analytical tools for evaluating complex economics globally, including payer dynamics and commercial risks?
- What levels of strategic and operational diligence are required to properly value deal targets?
- How is the capital markets environment — cheap credit, activist shareholders — affecting resource allocation for transformative M&A?

The Role of Diagnostics in Promoting the Health and Health Care of Women

Diagnostic testing is critical at every stage of a woman's life. From reproductive health to heart health, diagnostic tests give health care providers the ability and confidence to make appropriate health prevention, management and treatment decisions for women. This session will explore how diagnostic tests have enabled researchers to uncover the significant biological and physiological differences between men and women and the progress being made to address the range of conditions and diseases that exclusively, disproportionally or differently affect women.

What Do Hospital Administrators Really Want?

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

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

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

Medtech, Look to Marketing for the Solution

Ninety percent of hospital execs who responded to a recent ZS survey believe that medtech manufacturers can't succeed with product innovation alone. Customers are demanding something different. A more empowered marketing capability can help medtech companies bring more personalized value to patients, providers and health care systems — while improving the portfolio's relevance overall. In this panel, we will explore why the industry needs to evolve marketing's role, how to make it happen and what benefits leading companies, customers and patients can see as a result.

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 health technologies, 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.

Privacy, Ethics, and Value in Digital Health

Emerging and converging technologies are enabling wider-spread and more efficient collection and aggregation of familiar and novel data, and increasingly sophisticated analysis and use of data will supercharge the health care ecosystem. At the same time, privacy and ethical concerns are driving policymakers toward new constraints on the use of data that could inhibit the ability of technology developers and health care providers to improve patient care. Experts on the front lines discuss the political and business landscape and how medtech companies are navigating an uncertain environment.

New Diagnostic Technologies Are Transforming Testing

Emerging and innovative new technologies in diagnostics are advancing at a tremendous pace — transforming how providers and patients manage health. This session will examine and showcase new diagnostic technologies that are creating opportunities for clinical laboratories and physicians to make faster, more accurate diagnoses.

PROGRAMMING

Personalized Medicine: Changing the Way We Think About, Identify and Manage Health

Personalized medicine is the ability to tailor medical treatment to reduce side effects and improve outcomes based on understanding the genetic makeup of an individual patient. Advances in molecular diagnostics and other diagnostic technologies, including data analytics, are the drivers that allow individualizing treatments to become reality. This session will feature leaders from diagnostic companies and drug developers to discuss the advances, challenges and future of personalized medicine.

The Augmented Team: Successfully Implementing AI Technology

AI technology is coming to health care, moving quickly from promise to reality. In April 2018, the FDA cleared an autonomous AI system that diagnoses diabetic retinopathy, the first device to provide a diagnostic decision without the need for a clinician to interpret the results. What are barriers to successful implementation of this type of AI technology? What additional evidence development and data collection are required to support widespread adoption? We will also discuss how providers can create a different kind of augmented team and overcome clinician resistance to changing roles to reach AI's full potential.

GLOBAL HEALTH INNOVATIONS

SME Medtech Innovations That Are Transforming Health Care in the U.S. and Abroad

Given the complexities of payment, policy, and care delivery ecosystems in low- and middle-income countries, it should come as no surprise that change agents in these regions are developing innovations with the potential to transform health systems not only in their own communities but in countries of all sizes around the world. Fostering breakthroughs in health care delivery models, affordable technologies, and more, these organizations are creating new pathways to improving health care quality and access while challenging the paradigm of modern-day patient care.

PATIENT PERSPECTIVES

Developing a Framework for Patient Input in Medical Device Clinical Trials

Industry, FDA and patient groups recognize the importance and value of patient input in the ideation, design, testing and approval of new medical device technologies, but often struggle to elicit and incorporate patient input in a meaningful way. Patients can identify outcomes that are meaningful, risks that they would be willing to tolerate, and practices that can decrease the burden of participation in clinical trials. Attendees at this session will learn about an MDIC collaboration that includes medical device industry, patients and regulators, to develop a suite of tools to help medical device companies solicit input from patients and patient groups on clinical trial design elements that are aligned with patients' real-world priorities.

More Value for Patients and Society Through Data-Driven Health Care: U.S. and International Perspectives

Due to digitalization and datafication, there is an increasing amount of health data available to develop better care and solutions for patients and health professionals. In this session, the datafication in health care and the medtech industry will be discussed and explored, especially from the point of view of solutions and platforms, which can integrate health data from various sources. In addition, the session will cover the ethical points of how and under which conditions health data can be shared and utilized in order to protect individuals' data. Special focus will be paid to Finland as a case example of how various types of health data can be integrated and utilized to build a revolutionary win-win-win situation for patients, companies and government. This session serves as a forum for dialogue and collaboration between actors from around the society, from growth companies to global corporations and government to academia.

VISIT THEMEDTECHCONFERENCE.COM FOR MORE INFORMATION ON THE CONFERENCE PROGRAM.

CEOs Unplugged

Sponsored by TATA CONSULTANCY SERVICES

THE POPULAR CEOS UNPLUGGED SERIES RETURNS WITH SESSIONS FEATURING UNCENSORED COMMENTARY, INSIGHTS AND EXPERTISE FROM TOP MEDTECH INDUSTRY LEADERS AND INFLUENCERS.

Leadership Views on Diagnostics

CEOs of leading diagnostics companies from the AdvaMedDx Board of Directors share perspectives on the opportunities they see for future innovation and growth in the field and the policy and market changes that must be altered or embraced to ensure advancement.

How Data Will Transform Patient Outcomes, Medtech and Practice of Health, Why It Hasn't Happened

How can medtech firms take a cue from big tech companies that are tapping data to transform products, capabilities, business models and entire markets? Collected from sources like devices, EMRs and patient surveys, data can provide valuable feedback to improve surgical practice, speed regulatory approval, improve reimbursement and definitively prove value. It can improve medical technology, help patients avoid institutions, reduce medication dependence and improve safety. It can extend medtech's relationship with patients well outside the realm of one-time interventions. This panel will focus on how medtech uses data — the barriers, the success stories and the future to come.

Transformational Innovation: Delivering Outcomes, Fueling the Future

With the shift to outcomes-based models and advances in digital technology, many executives are taking a fresh look at their investment and innovation strategies.

Findings from Deloitte's R&D Survey found that to build differentiated products, many companies are shifting investments away from core products and line extensions toward transformational innovation: innovation that creates and delivers customer value through novel products, solutions and business models that address unmet market needs. Companies expect to increase the proportion of R&D budgets they spend on transformational innovation by five percentage points in the next two years.

Hear from CEOs who are leading the charge in transformational innovation. Learn how digital capabilities and the shift to value-based care have fueled their investment and innovation strategies, shifted priorities and set the stage for the future.

Advancing Inclusion and Diversity

CEOs serving on AdvaMed's inclusion and diversity board committee will discuss how inclusive and diverse corporate cultures link to competitive advantages in talent, innovation and investment. They will also discuss how the industry working together to advance inclusion and diversity will be the best outcome to attract and retain top talent as well as serve the evolving needs of the patients who benefit from our life-saving technology.

MEDTECH Exec Talks

Sponsored by Cognizant

HEAR FROM MEDTECH EXECUTIVES IN QUICKFIRE SESSIONS ON TOPICS RANGING FROM LEADERSHIP TO THE FUTURE OF THE INDUSTRY.

Digital Transformation of the Medical Technology Market — The Disruptor or Enabler?

The three main pillars of digital transformation of the Medical Technology industry are Care Delivery Digitization, Connected Devices and Connected Patients. The key questions this presentation will answer:

- What are the future trends of digital transformation in the industry?
- What is likely to be the shift in investments, R&D focus, partnerships and role of various stakeholders in the new digital ecosystem?
- What is the growth opportunity of the three pillars for the insiders and outsiders of the medtech industry?
- What are the predictions for the digital ecosystem in the medtech industry in 2020?

Innovation, Regulation and Adaptation: Emerging Legal Issues in Digital Health

Digital health — the convergence of digital and health care technologies to promote efficient health care and personalized medical treatment — is everywhere. Assistive technologies like robotics enable surgeons to perform less invasive surgeries while reducing the risk of human error; the same technologies also permit people with disabilities to live more independent lives. Virtual reality and video games supply new forms of patient rehabilitation and education. Artificial intelligence, other computational simulations and modeling aid decisions by clinicians, as well as the prospect of "precision medicine" — unique care designed for one individual — is on the horizon. Mobile health and telemedicine are making the provision of care more efficient, and are increasing the availability of care to limited mobility patients or those in remote locales.

As these advancements and breakthroughs continue to be adopted, the companies that make them possible will be subject to significant and evolving legal issues. The goal of this session will be to review the most pressing and current of those issues, including, without limitation:

- How the existing regulatory framework, from FDA and other governmental actors, will govern digital health technologies; and
- The legal risks to digital health companies, and the ways that courts are adapting with traditional defenses and doctrines.

The purpose of the session will be to alert stakeholder companies to the issues they need to address now in order to avoid legal threats later.

Connected Ecosystems for Smarter Decisions

The emergence of the Internet of Things (IoT) — where physical devices are instrumented to capture and transmit data covering everything from environmental conditions to usage patterns and user behaviors — is arguably the next wave of digital advancement. The "things" in IoT can refer to a wide variety of devices such as subcutaneous drug delivery units, continuous glucose monitors and vitals monitoring equipment. The expanded sensing and communication capabilities of these "things" is a harbinger of new business possibilities. Not surprisingly, IoT is making inroads in the medical devices industry. Medical devices and diagnostic companies are transforming themselves from not only devices/consumables providers but also disease/care management organizations to achieve better health outcomes. In the hospital, manufacturers are connecting devices to enable health care professionals to make the smarter decisions on care delivery and treatments. And with increasing outpatient and at-home treatment, connected devices enable remote patient monitoring to ensure safety, accuracy and timeliness of treatment.

IoT promises to transform how medical device companies operate — from product design and development, to manufacturing, sales, performance monitoring and service. The IoT's global network of sensors and touchpoints is already raising the bar across health care — allowing device manufacturers, labs, health care providers and patients to reap more benefits from the increasingly digital, closely connected and highly competitive medical device market.

This session will explore the latest on IoT and connected devices and how to realize the three key benefits of a differentiated user experience, streamlined operations and lower cost and instant feedback.

MEDTECH Exec Talks

Emerging Issues Regarding the HCPCS Coding Process for Medical Devices

In the midst of first-of-its kind litigation challenging a Healthcare Common Procedure Coding System (HCPCS) coding decision, the Centers for Medicare & Medicaid Services (CMS) recently announced a number of changes to the coding process for 2019. This session will address these changes, the litigation, and the implications of these recent developments for companies.

Everyone Knows Health Care Is DOJ's Favorite Target: What Does That Mean for Medtech Executives?

Unfortunately, it has become abundantly clear that health care has become DOJ's favorite target. Recent policy pronouncements and enforcement trends indicate an important shift to the ways in which companies, their management, and their board members need to handle investigations and compliance. This panel will explore very recent DOJ enforcement rulings, trends and policy pronouncements with the goal of providing valuable take-away lessons/information that addresses best practices for companies, executives and board member intent on avoiding, if not surviving, a DOJ investigation.

Bridging Commercial and Military Market Needs to Advance Medical Device Development

In any economy, R&D executives must maximize their resources in order to advance next-generation medical technologies and product lines. The U.S. Department of Defense (DoD) annually funds development of specialized medical technologies to meet specific military needs in particular use environments. These programs can provide medical device manufacturers non-dilutive resources to advance technologies that are planned or already in development, or that may be too expensive or too risky to self-fund. However, many companies do not take advantage of these opportunities because they perceive the government contracting process as daunting and resource-intensive, believe the military market is limited, and are unsure how to leverage these efforts into products for the civilian market to ensure productive revenue streams. This session will explore a business model that successfully bridges industry's need to develop commercially viable devices and desire to achieve this using augmented resources, with the DoD's need for dependable sources of innovative, military-ready medical technology.

Beyond Silos: Fusing Digital Across the Enterprise

Medical device and diagnostics companies are actively embracing digital initiatives to address evolving provider and consumer demand for convenience and outcomes validation. However, most digital initiatives are consumer/customer or "front office" facing with "back office" functions operating in more traditional forms. This dichotomy of a digital front office and traditional back office presents operational and financial risk as well as consumer/customer disappointment. While clinical differentiation is essential, commercial success will increasingly depend on a manufacturer's ability to create a cohesive and fused approach to digital transformation.

Recently, commission research by Cognizant, along with a survey of over 500 business and technology decision-makers in the U.S. and U.K., revealed significant benefits for companies that can seamlessly connect front- and back-office processes. Digital transformation is not about pilots or commercial launch of discrete apps, but transforming the enterprise to support agile management decision-making to consumer/customer demands for visibility, reliability and satisfaction. Cognizant research found:

- Digital transformation maturity is driven by four key areas: process, organization, technology and data insights.
- Less than 40% of companies have aligned internal teams to put the customer at the forefront of their activities.
- Back-end process teams (e.g., supply chain, finance) are the least likely to have a decision-making role in digital transformation.

However, companies with higher digital maturity are 2.5 times more likely to report double-digit revenue growth.

This session will share the findings of the research along with case studies and practical steps companies can take.

The Changing Payer/Provider Landscape: Opportunities for Medtech

Transitioning to value-based care models poses transformational and financial challenges for the medtech industry. One of the biggest shifts companies have to address is the development of relationships and creation of partnerships among the providers, health plans and life sciences companies. The session will address issues such as program structure, financial considerations, reporting and patient engagement in the context of developing these partnerships. Additionally, the session will discuss how, when done well, collaboration between these three parties can lead to a patient experience that is a competitive and strategic differentiator.

Participants in this session will hear presenters discuss:

- The value-based care "triangle" and inter-connections of payers, providers and life sciences companies
- Examples of value created from medical device and diagnostics partnerships
- Best practices in implementing value-based care processes

SOLUTIONS Showcase

LEADING COMPANIES WILL UNVEIL NEW PRODUCTS AND/OR PRESENT NEW DATA ON TUESDAY AND WEDNESDAY ON THE EXHIBIT HALL FLOOR IN OUR SOLUTIONS SHOWCASE.

Essentials of Regulatory Digital Transformations: How Leaders Can Drive Both Compliance and Growth

The increasing scope, complexity and integration needs of global regulatory requirements are placing new demands on regulatory leaders and organizations. Regulatory data, processes and systems are straining to evolve to meet these demands. Yet the digital transformation occurring in other areas has been relatively slow to take hold in regulatory affairs. Companies that are able to initiate and advance regulatory data digital strategies will enjoy significant advantages not only in compliance, but also in efficiency and growth. Business partners don't always understand the importance of the regulatory function in driving growth for medical device firms. It's not just about compliance. It's also about enabling growth, quality and efficiency. Regulatory leaders understand that a strategic approach can yield both compliance and reduced time-to-market, quality improvements in post-commercial market surveillance and cost efficiency for the regulatory function. Yet the fragmented nature of regulatory data and systems does not lend itself to driving these outcomes. In this session, we will discuss how to create, articulate, "market" to senior leadership, and execute a regulatory data digital strategy that will unlock the power of full life cycle, end-to-end data to meet emerging regulatory market needs and enable organizations to be more strategic and high-performing.

mareana Liquid Data. Deep Insights.

Christopher Knerr, CEO and Co-Founder, Mareana, Inc.

Phase Zero: How to Be Resource-Efficient with New Product Opportunities

New products can change the outlook for companies and the right product can create a new market segment. But even in the regulated device space, a comprehensive development process can be too burdensome for many early opportunities. Learn how to identify the need for a Phase Zero effort, rationalize the approach to collaborators and scope the necessary activities. Scott Thielman will share how a design firm thinks about targeted projects to reduce risk in the domains of technical functionality and product vision.

PRODUCT CREATION STUDIO

Scott Thielman, CTO and Co-Founder, Product Creation Studio

Mitigating Human Factors Risk: Implementing a UX-Centric Design Process to Develop the Most User Adoptable Medtech Product

Human Factor Risk is as crucial as clinical and cybersecurity risks. By not mitigating all risk, there remains a chance that the safety of patients, doctors, nurses and technicians can be jeopardized. All of the time and effort making sure a device works as intended could be lost if the device is not used as intended. Typically, improper use of a device is neither malicious nor is it intended. Improper use can stem from a device not being intuitive, being unpleasant to use or being bothersome, among other contributing factors. The lack of user adoption is one negative outcome from this situation. If the device is the only option for the task at hand, and non-use is not an option, a user may look for an easier way to use the device other than what has been prescribed; a "hack around." The result? Human Factor Risk is substantially increased. The focus needs to shift away from what a developer wants a technology to do and toward what the user and the patient need it to do. During this session learn what technical solutions are available to help implement a UX (User Experience)-centric design process to develop the most user adoptable medtech product.

Qt

Roger Mazzella, Senior Product Manager, The Qt Company

From Data to Data Science

Data generated from devices is becoming more useful for device manufacturers, patients and health care providers. At the same time, the deluge of data and the associated security and compliance requirements are daunting challenges. In this session, we will discuss how Virtusa assists medical device companies to capture this data, manage security and compliance, provide interoperability with EMR or claims systems and generate valuable insights. In addition, we would like to demonstrate how AI and ML models can provide predictive models for reliability of devices or instruments or forecasting sales and targeting geographies. Virtusa has created a data and innovation platform for our customers where, in a secure sandbox, we collaborate on device data model development, predictive analytics and visualizations.

virtusa Accelerating Business Outcomes

Santanu Sen, VP Life Sciences Global Industry Solutions & Consulting, Virtusa

Manu Swami, Vice President, Technology, Virtusa

SOLUTIONS Showcase

Preparing for Medical Device Cybersecurity in 2020

Over the last decade, technology has played a central role in advancing quality of care, creating new delivery mediums and changing access for patients, in large part due to the development of new medical devices. Device cybersecurity is a shared responsibility between device vendors, HDOs and others. Recent medical device regulatory guidance confirms the need to prepare for anticipated changes. This session will explore the evolution of cybersecurity as a HIPAA compliance mitigation into a patient safety enabler. It will delve into cybersecurity processes and functions that are expected to be performed and tools available to support.

medcrypt **Mike Kijewski,** CEO, MedCrypt

Evolving Commercial Models in the New Health Care Ecosystem

With the industry changing rapidly, it isn't about the device, prescription or IT system. It's about the health care ecosystem focusing on improving patient outcomes while reducing costs. The health care industry is now a seller-beware world of super-informed, highly connected and data-driven buyers. From precision medicine, connected platforms and apps to artificial intelligence, data and media, the future of health care is transforming, and commercial strategies must evolve to keep up. Join us for an in-depth look at top trends and key commercial strategies for managing these new types of buyers. We will be looking at the three drivers of change impacting commercial models: innovative technologies, changing job market and new buyer expectations. Audience takeaways include practical insights that can be applied within your own organization, frameworks and tools to uncover potential opportunities and gaps in your commercial model, and highlights from the latest research on commercial strategy and industry trends.

Alexander group **Craig Ackerman,** Principal, The Alexander Group

Device Connectivity Platform as a Service: Build vs. Buy, Accelerate Time to Market

Medical device connectivity: OEMs have different strategies to build their connected platform for their device. Some of the OEMs are currently building their platforms utilizing key components from partners such as PTC (Thingworx) or Microsoft, while some OEMs are building the whole platform grounds up. Another interesting trend is certain medical OEMs offering their connected platform as a service for other medical device companies, which helps speed up go-to-market strategy. The idea of the discussion is to analyze and debate the pros and cons of such strategies.

L&T Technology Services **Krishna Padmanabhan,** AVP & Territory Head — Medical, L&T Technology Services Limited

Global Markets: Where to Invest?

Tuesday, September 24
2:15 PM – 3:45 PM I Solutions Showcase Stage

Deciding where to invest regionally requires understanding a variety of factors, depending on the type of investment and new market opportunities you want to establish for your company. Regional markets all have competitive advantages that you might not know about.

During this program, you will hear a series of 15-minute power presentations outlining the investment incentives available in various regions of the world.

SPECIAL Programs

7th Annual Pediatric Device Innovation Symposium*

Sunday, September 22 | 8:00 AM – 5:00 PM

Pediatric Device Clinical Trials — Forging a Better Path

Join stakeholders from the industry, government, academia and patient groups for the nation's leading pediatric innovation symposium where we will focus on unique challenges and opportunities related to pediatric device trials. Now in its seventh year, the one-day symposium, hosted by Children's National Health System, brings together key leaders in the device space to stimulate pediatric device innovation and bring solutions to market faster for the benefit of children everywhere. Another highlight is the $200K "Make Your Medical Device Pitch for Kids" competition. It's a results-driven day that attendees at The MedTech Conference won't want to miss.

» **Learn more at pediatric-device-symposium.org.**

U.S. Market Access Seminar

Sunday, September 22 | 12:30 PM – 5:00 PM

The U.S. Market Access Seminar is a pre-program for international delegates attending The MedTech Conference. It will address key issues for non-U.S. medtech companies seeking to launch products in the U.S. market. Instructors will cover regulatory and reimbursement pathways, as well as perspectives about the changing landscapes in each of these areas in the U.S.

Sponsored by McDermott Will & Emery

AdvaMed Event

AdvaMed Accel Leadership Seminar

Monday, September 23 | 8:00 AM – 1:00 PM

AdvaMed Accel, the division of AdvaMed dedicated to the needs of smaller medical technology manufacturers, is pleased to present the Accel Leadership Seminar. This program is designed for executives of early and emerging growth companies and includes interactive discussions with successful medtech CEOs and their partners sharing lessons on managing innovation and preparing businesses for long-term growth and commercialization. The program also features a preview of the MedTech Innovator competition with start-up companies vying for the audience vote and the Virginia Shimer Rybski Memorial Award presented to the winning company during a networking lunch. This program is complimentary but is invitation-only; an invitation to attend may be requested during The MedTech Conference registration process.

Sponsored by AliraHealth

AdvaMed Event

Pediatric Devices: Update on a Framework for Pediatric Innovation

Monday, September 23 | 9:30 AM – 11:00 AM

Key pediatric device stakeholders including the FDA, device industry CEOs, industry trade groups, and clinicians and representatives from the FDA-sponsored Pediatric Device Consortia will provide an update on a proposed ecosystem to facilitate the development and approval of pediatric medical devices. Join this important session to share your ideas and perspectives and to help brainstorm on the key attributes that will be required to develop a successful innovation framework.

Medtech Insight Awards*

Monday, September 23 | 6:00 PM – 10:00 PM

Held in partnership with and during The MedTech Conference in Boston, the Medtech Insight Awards will honor and applaud those who, through their passion and unwavering commitment, are driven to cure, inform, minimize treatment burden, and make human lives better. Categories recognize achievements across the device and diagnostics industries, from technological innovations and partnerships, to emerging markets, to the more personal accomplishments of teams and individuals.

» **For more information, please visit pharmaintelligence.informa.com/events/awards/medtech-insight-awards-2019.**

AdvaMed Event

Networking Breakfast Hosted by MedTech Color*

Tuesday, September 24 | 7:30 AM – 9:00 AM

This event will bring together key stakeholders and medtech professionals of color from across the ecosystem to hear from thought leaders in the industry. The sponsor, MedTech Color, has three objectives: (1) build and support a community of stakeholders and medtech professionals; (2) increase professional and leadership opportunities for medtech professionals of color; and (3) add value to the medtech industry through thought leadership, programs, education and professional development.

Global Health Innovator Award

Tuesday, September 24 | 3:45 PM

TEAMFund was launched with the vision that the entire medtech sector might come together to find ways to connect the people most in need of care with the innovations and technologies that can save and transform their lives. This year's $50,000 award will be the

SPECIAL Programs

third that TEAMFund has sponsored and presented at The MedTech Conference in recognition of an early-stage medtech company that has a novel, appropriate and sustainable medical device for the world's low-resource and resource-constrained populations.

Looking ahead to 2020 and beyond, TEAMFund seeks to fulfill the essential work of:

- Research into disease burden and community-specific needs in low-resource settings;
- Provision of advisory support of medtech innovators attempting to serve low-resource communities;
- Development and implementation of impact measurement tools to assess the efficacy of medtech innovations;
- Programmatic research tied to innovation;
- Catalyze others to invest; and
- Provide grant support to foster a broader ecosystem of medtech innovations and private sector investment.
- **For more information, please visit teamfundhealth.org.**

Presented by TEAMFUND

AdvaMed Event

AdvaMed Advance Meet-Up Powered by Women's Executive Network

Tuesday, September 24 | 5:00 PM – 6:00 PM

Join us for a powerful networking experience in the AdvaMed Booth and learn more about our newest initiative, AdvaMed Advance – Advancing Inclusion and Diversity for the Medical Device Industry. Form valuable connections with leaders from national and regional initiatives highlighting women leaders including AdvaMed's Women's Executive Network, MedExec Women, MedTech Women and Medical Alley.

- **AdvaMed Women's Executive Network** WEN is an international organization that elevates women in medtech by amplifying and connecting regional organizations to benefit patients, employees and industry. WEN and its partner organizations will be on site to facilitate conversations that bring together diverse perspectives in pursuit of a better health care ecosystem.
- **To learn more about WEN and its partners, please visit advamed.org/WEN.**

BioTech Primer: MedDevice Development Course*

Wednesday, September 25 | 9:00 AM – 4:30 PM

Pre-registration required. The MedDevice Development Course is a one-day preparatory course designed for new medtech industry professionals seeking an introductory industry understanding. Instructed by Jim Macemon, a medical device expert, this course examines all aspects of medical device development. Starting with the regulatory environment, attendees compare how the FDA and EU classify devices by risk and the various approval pathways each class of device must undertake before receiving market approval. With an understanding of the regulatory considerations, the five phases of medical device development – market opportunity, evaluation, design, verification and manufacturing – are described in detail. The course concludes with a discussion of the medical device approval process and Q&A session. Participants will gain an enhanced understanding of the process required to bring a new medical device to market.

- **For more information, please visit biotechprimer.com.**

ICPD's Scientist Mentoring & Diversity Program

In conjunction with The MedTech Conference 2019, AdvaMed member companies will sponsor a training session for the Scientist Mentoring & Diversity Program for Medical Technology (SMDP MedTech), September 21–25, 2019, in Boston, MA. The year-long mentoring program benefits baccalaureate and graduate students from racial and ethnic groups underrepresented in the medtech industry, including Hispanic Americans, Pacific Islanders, African Americans and Native Americans. Attending students are interested in careers in the medical technology industry. Scholars are paired with industry mentors who are executives at medical device, medical technology and consumer health care companies. Scholars learn about career opportunities in industry and receive career development coaching and also attend The MedTech Conference.

- **For more information about SMDP MedTech, please contact Scott May at smay@icpdprograms.org or visit icpdprograms.org.**

MVPvets MVPvets

MVPvets will convene transitioning military veterans and industry mentors for an intensive workshop focused on critical recareering topics and networking opportunities at the conference. The mission of MVPvets is to assist, and prepare, transitioning military veterans for meaningful employment in life science companies. With new health applications, and innovative consumer products being discovered and created daily, opportunities to support the science, technology, engineering, mathematics or business functions of life science organizations are vast. MVPvets brings veterans, mentors and employers together, through job matching, one-on-one mentoring, online learning and on-the-ground career-building endeavors.

- **For more information, please visit mvpvets.org.**

**Separate registration required*

BUSINESS DEVELOPMENT *Opportunities*

Business development is a key focus of The MedTech Conference, providing attendees with abundant opportunities to network, learn and partner with decision-makers and other industry stakeholders. From business development and licensing professionals, to start-ups and emerging growth companies, to investors and technology transfer institutions, there is something for everyone at The MedTech Conference.

ADVAMED ACCEL AND MEDTECH INNOVATOR PARTNERING FORUM

Monday, September 23
2:00 PM – 4:00 PM
(Invite-only)

This forum will gather a limited group of start-ups, small and mid-size companies for presentations and networking with investors, strategics, accelerators and incubators, and other funders and subject-matter experts.

MEDTECH INNOVATOR

See 50 transformative early to mid-stage medtech companies present their innovations on a special stage in the Exhibit Hall. Vote for the winner during the MedTech Innovator Finals plenary session on Tuesday afternoon. See page 23 for details.

INNOVATION PAVILION

Tuesday, September 24, and Wednesday, September 25
Exhibit Hall

Interact with developers showcasing demos of the latest advancements in medtech product design and development in this area of the Exhibit Hall.

Sponsored by Johnson & Johnson

MEDTECH Connect

MEDTECH CONNECT

The MedTech Conference is pleased to offer MedTech Connect, a networking platform for scheduling one-on-one meetings, open to all Full Access attendees.

Featuring robust search capabilities, a comprehensive company profile and a unified company message center, MedTech Connect allows you to maximize your time at The MedTech Conference by helping you find key stakeholders to request meetings with. Once meetings have been accepted, MedTech Connect does the scheduling for you based on mutual availability.

Whether you're looking for new strategic partnerships, searching for companies with similar interests or meeting with potential clients, utilize MedTech Connect to secure the meetings you want at The MedTech Conference.

» **MedTech Connect will launch August 2019. Visit themedtechconference.com/medtech-connect for updates.**

2018 by the Numbers

17%	~1,700	900+	2,000+
INCREASE IN 2018 PARTNERING MEETINGS	SCHEDULED MEETINGS	COMPANIES IN THE SYSTEM	DELEGATES IN THE SYSTEM

ACADEMIC/ Technology Transfer

» **If you are sending more than one representative from your institution, contact Beth Perkins at bperkins@advamed.org to receive a discounted rate.**

Thank you to HOYA *for supporting The MedTech Conference's academic program and activities.*

In early June, AdvaMed launched the AdvaMed Accel University Technology Transfer Best Practices Guide, which aims to facilitate greater research and development interactions between academia and industry. In that same vein, The MedTech Conference provides an environment for these communities to come together to network and partner, as well as learn about upcoming trends and innovative technology.

Fifty academic and research institutions attended The MedTech Conference in 2018, including the Children's Hospital of Philadelphia, Johns Hopkins University, University of California Los Angeles, Mayo Clinic, University of Cape Town, Northwestern University, Princeton University, Stanford University and Vanderbilt University.

MEDTECH Innovator

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

MedTech Innovator is a 501(c)(3) non-profit organization dedicated to improving the lives of patients by accelerating the growth of companies transforming the health care system. Each year, outstanding early and mid-stage medical device, diagnostic and digital health companies are selected to participate in the program and compete for non-dilutive cash prizes. Since 2013, MedTech Innovator has awarded $1.9 million to past participants. Alumni have gone on to raise over $1 billion in follow-on equity funding.

This year's competition began in November 2018 with over 800 applications submitted. From March through April, the highest-scoring applicants from online reviews were invited to pitch at six events across the U.S. and internationally. Over 250 industry representatives, including investors, business development executives and subject matter experts, joined the MedTech Innovator team to meet with and evaluate the companies. From there, 50 outstanding companies were selected to participate in the MedTech Innovator Showcase at The MedTech Conference. Each company receives one Full Access registration as well as access to exclusive programming and networking opportunities. Twenty-five of the MedTech Innovator Showcase companies participate in a four-month virtual accelerator, which provides companies with the opportunity to receive customized, in-depth mentorship from industry stakeholders. Four finalists go on to compete for the title of MedTech Innovator 2019.

MedTech Innovator is supported by founding sponsors Johnson & Johnson and RCT Ventures. Industry sponsors include Amgen, Baxter, BTG, Fujikura Ltd., HOYA Corp., Maxim Integrated Products, NIPRO Medical Corp., Olympus Corporation of the Americas, and W. L. Gore & Associates, Inc. Additional support is provided by Alira Health, EdgeOne Medical, Experien Group, Greenlight Guru, Proxima Clinical Research, Westwood & Wilshire, and Ximedica.

» **To learn more, please visit medtechinnovator.org.**

800+ » **50** » **25** » **4** »

Early to mid-stage medtech companies submitted applications

Showcase Companies

Accelerator Companies

Finalists

GRAND PRIZE WINNER

AdvaMed Accel

MEDTECH INNOVATOR

THE INDUSTRY'S PREMIER GLOBAL COMPETITION AND ACCELERATOR

MEET THE 2019 MEDTECH INNOVATOR SHOWCASE COMPANIES

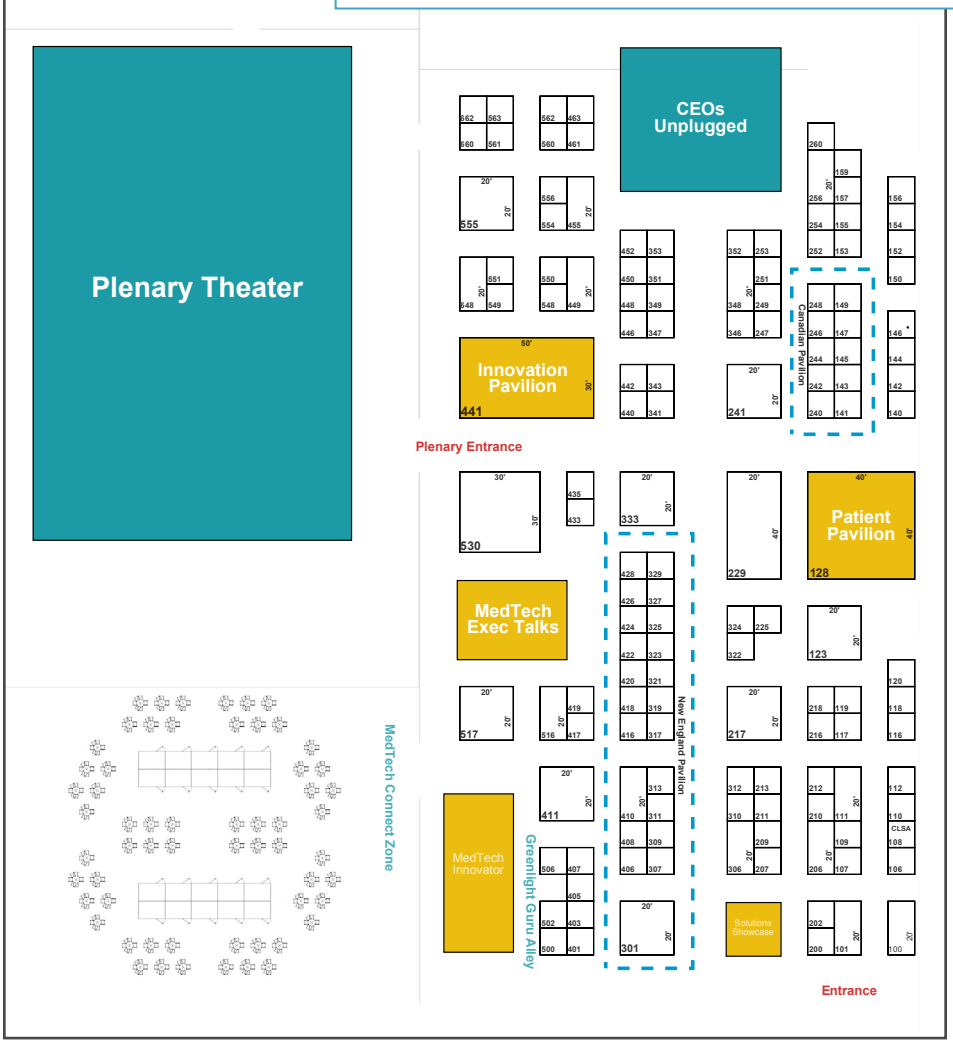
2019 MEDTECH INNOVATOR ACCELERATOR PARTICIPANTS

See these top 50 companies featured on the MedTech Innovator Stage in the Exhibit Hall.

EXHIBIT Hall

EXHIBITOR LISTING

» **INTERESTED IN EXHIBITING? Email sales@advamed.org to secure your space today.**



NETWORKING *Opportunities*

INTERNATIONAL RECEPTION

SUNDAY, SEPTEMBER 22
5:30 PM – 7:30 PM

Mix and mingle with attendees from across the globe as we welcome you to Boston! All attendees are encouraged to attend our pre-conference reception at Legal Harborside. Enjoy iconic Boston fare, beautiful harbor views and great conversation.

Sponsored by Québec

WELCOME RECEPTION

MONDAY, SEPTEMBER 23
5:00 PM – 6:30 PM

Join us in toasting to the first official day of the conference at the lively Welcome Reception, held right in the Exhibit Hall.

Sponsored by NYPRO A JABIL COMPANY

CHAIRMEN'S NETWORKING RECEPTION

TUESDAY, SEPTEMBER 24
5:00 PM – 6:30 PM

Whether you're enjoying a Guinness or a locally brewed craft beer, be sure to join us in the Exhibit Hall once again to check out the latest and greatest from our medtech exhibitors.

Sponsored by IDA Ireland

MTC Live!

TUESDAY, SEPTEMBER 24 I 8:30 PM – 10:00 PM

Make time to unwind at the best afterparty in town — MTC Live! Enjoy food, games and live music at the Lawn on D, a unique venue conveniently located just outside the Convention Center! Featuring Swing Time — an engaging set of solar-powered LED swings — the Lawn on D promises a relaxing and entertaining evening for all attendees.

Sponsored by AliraHealth BD novasyte health an IQVIA company

REGISTRATION

Sponsored by AliraHealth

REGISTRATION OPTIONS	FULL ACCESS		EXHIBIT PROGRAM PASS	
	Early Bird Rate by July 26	Standard Rate	Early Bird Rate by July 26	Standard Rate
Member Less Than $100M	$1,195	$1,395	$695	$795
Member Over $100M	$1,995	$2,195	$695	$795
Member Non-Manufacturer	$2,095	$2,295	$695	$795
Non-Member Less Than $100M	$1,495	$1,695	$695	$795
Non-Member Over $100M	$2,295	$2,495	$695	$795
Non-Member Non-Manufacturer	$2,395	$2,595	$695	$795
Government/Academic/Non-Profit/Hospital/ Investor	$1,195	$1,395	$695	$795
Three Plenary Sessions	✓		✗	
MedTech Connect Partnering	✓		✗	
Education Program — 80+ Sessions	✓		✗	
MedTech Innovator Showcase	✓		✓	
Exhibition Hall with six presentation stages, including CEOs Unplugged and MedTech Exec Talks	✓		✓	
7th Annual Pediatric Device Innovation Symposium	Large Manufacturer		$350	
	Early-Stage Manufacturer		$200	
	Academic/Non-Profit/Government/ Hospital/Healthcare Professional		$200	

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