



#MTC25

Maximize Your ROI Webinar

Partnering Insights & Event Updates

September 10, 2025



Today's Agenda

1. **AdvaMed Welcome & Introduction to #MTC25**
2. **Who You Can Meet at The MedTech Conference**
3. **What's New & Medtech Campus Highlights**
4. **Education & Networking Snapshot by Day**
5. **Registered Attendee List Preview**
6. **Introduction to MyMedTech and Partnering**
7. **Your MedTech Conference Checklist**
8. **Q&A**



Today's Speakers

*Maximize your ROI at #MTC25:
Partnering Insights & Key Event Updates*

Erin Lee
Vice President, Marketing
Strategy and Growth
AdvaMed



Cynthia Yee
Partner
Vensana Capital



Beth Perkins
Senior Director, Business
Development & Investor
Relations
AdvaMed



Dave Bialowski
SVP
Jujama
(myMedTech App)



October 5-8, 2025 | San Diego, California

The MedTech Conference

AdvaMed: The Medtech Association



Our Mission

Accelerating medical technologies to improve patient lives.

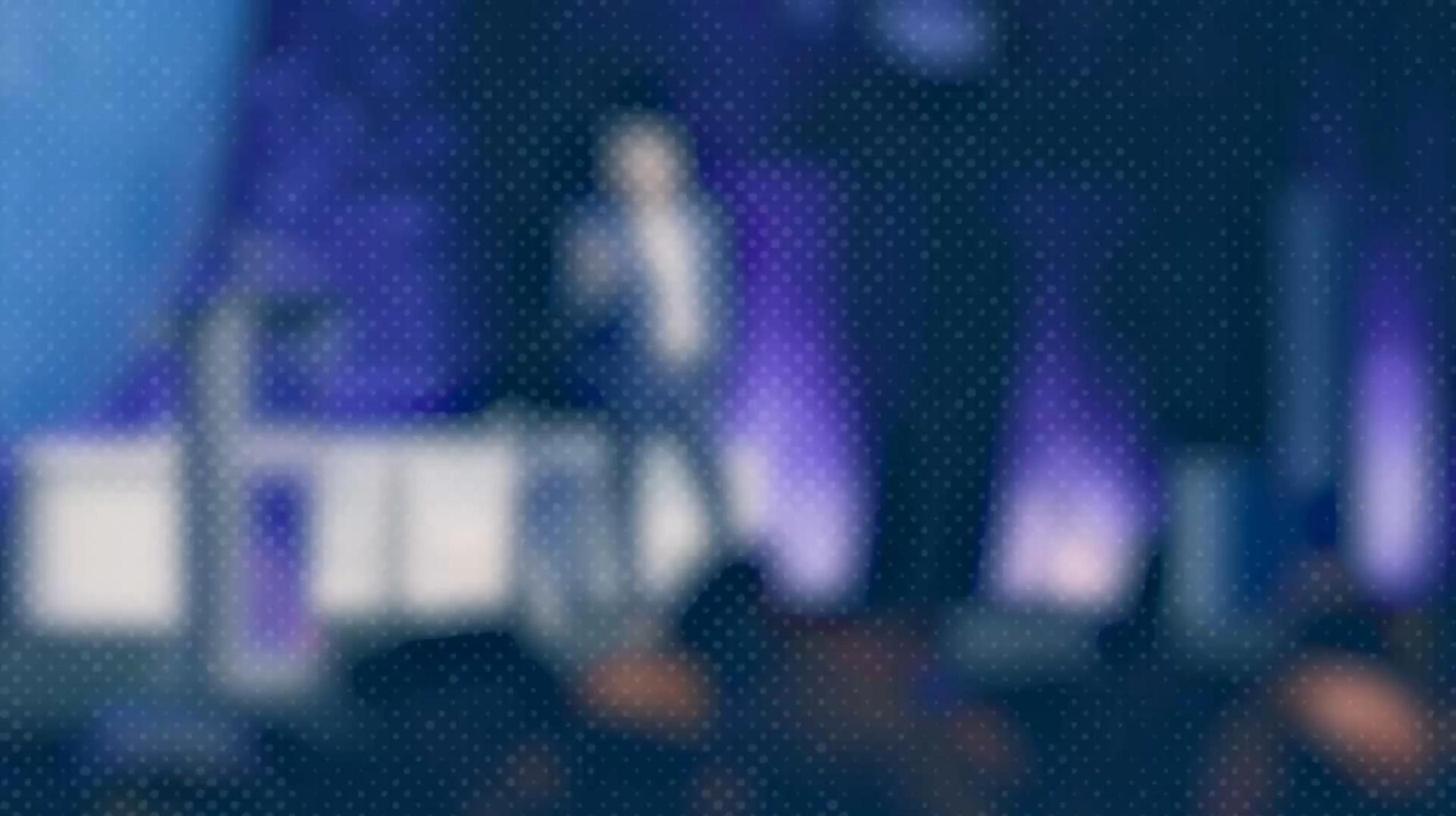
Our Vision

Shaping a world where access to medical technology improves the life of every patient, every time.

AdvaMed has over **600+ members** representing:

- Medical device manufacturers
- Diagnostic companies
- Digital health companies
- Medical imaging companies
- Health care service providers





#MTC25
Momentum

Regional Host Partners



Host Partners



Supporting Partners



Thank You to Our Sponsors



— PRESENTING —



— DISRUPTOR —





Who Will You Meet in San Diego?

Less than 27 Days Until #MTC25

October 5-8, 2025 | San Diego, California

The MedTech Conference



**Join 3,500+
medtech leaders for**



**Unparalleled Access
to the Medtech
Community**



**Medtech Education
& Company
Presentations**



**Medtech
Partnering,
Investor Forum &
Networking**



**Join 1,600
Innovative
Medtech
Companies**

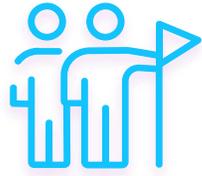
Why Attend The MedTech Conference?

- **Global Access & Medtech C-Suite**
- **Comprehensive Medtech Education**
- **Interactive Company Stages**
- **Valuable & Timely Regulatory Insights**
- **Investment Opportunities**
- **Patient-centric Solutions**
- **Research And Innovation**

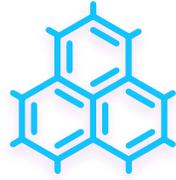




30+
countries



nearly **50%**
of attendees are executive
medtech leaders



25+
health and medtech
sectors represented

JOB FUNCTIONS

Business Development
Communications
Good Manufacturing
Practices
Government / Legislative
Affairs
Health Care Compliance /
Global Compliance

Human Resources / Human
Capital
Investment / Finance
IT
Legal
Management
Marketing
Media

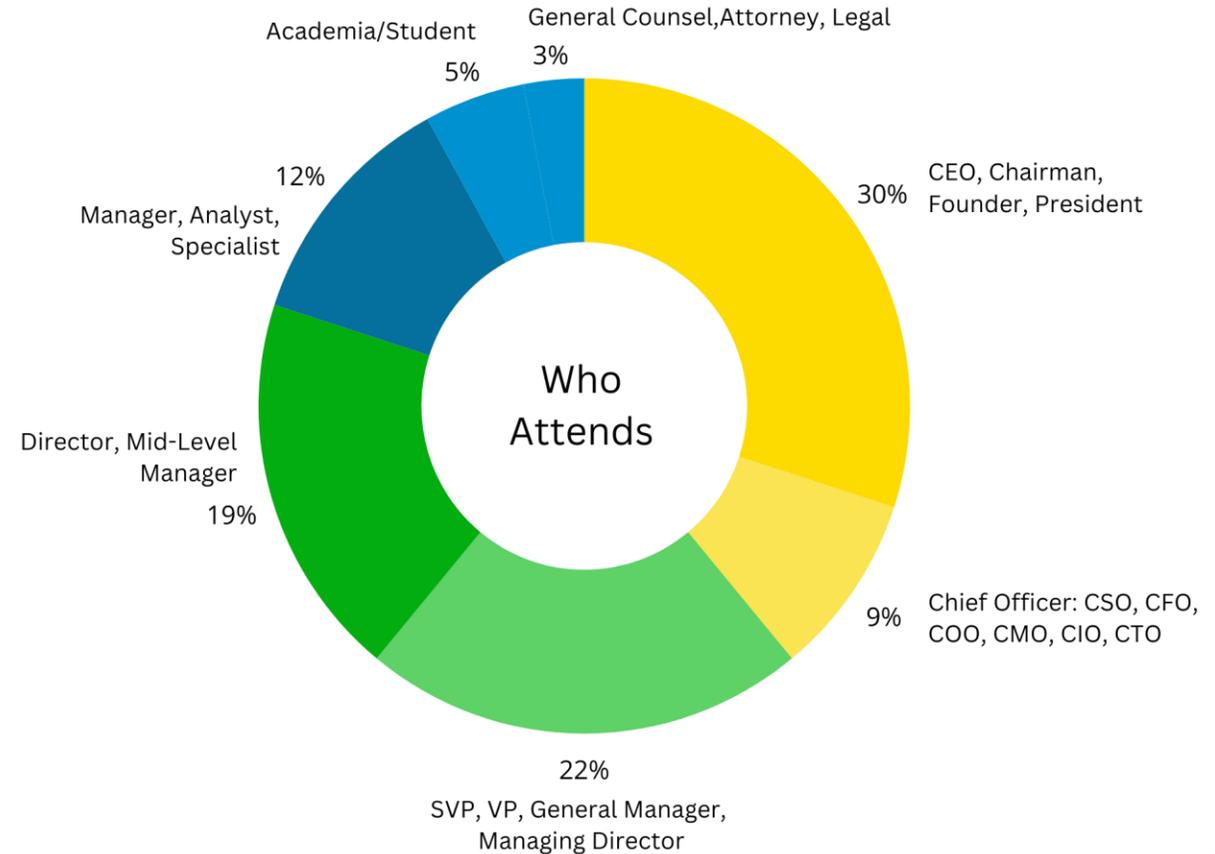
Medical / Scientific Affairs
Policy
Product Manufacturing
Regulatory
Reimbursement
Sales
Other

INDUSTRY SECTORS

Anesthesia & Respiratory
Blood
Cardiology
Contract Manufacturing
Dental
Diabetic Care
Diagnostic Imaging
Dialysis
Digital Health

Drug Delivery
Ear, Nose & Throat
Endoscopy
Gastroenterology
Hospital & Health Care Supply
In Vitro Diagnostics
Infectious Disease
Neurology
Ophthalmology
Orthopedic

Physical Medicine &
Rehabilitation
Patient Monitoring
Radiation Therapy
Surgical Devices
Urology
Wound Management
Women's Health



Who Attends #MTC25?



	Start-Ups & Early Stage	Service Providers & Suppliers	Hospital Buyers	Government & Global	Manufacturers	Investors & Strategics
Who	CEO / Co-Founder Business Development	Product Development Strategist Quality & Compliance	Chief Innovation Officer Hospital Procurement Officers	International Policy Strategy Government Affairs & Policy Economic Development Officer Policy Analyst / Regulatory Affairs Manager	Large Medtech CTO, AI/ML, Product Innovation	Venture Partner Principal / Partner Analyst
Why #MTC25	<ul style="list-style-type: none"> - Access to hundreds of investors - Visibility in front of medtech leaders - Forge growth partnerships 	<ul style="list-style-type: none"> - Opportunity to pitch products & services - Meet qualified prospects & secure new business 	<ul style="list-style-type: none"> - Align on industry public health priorities - Access to medtech leaders and new tech 	<ul style="list-style-type: none"> - Critical policy/regulatory education 	<ul style="list-style-type: none"> - Connect with thousands of medtech leaders - Reinforce leadership across strategic focus areas 	<ul style="list-style-type: none"> - Find emerging companies - Exposure to large medtech pipeline presentations & other investors - Peer to peer networking
Recommended Content	BD & Investment Strategy: What's Fueling the Next Wave of Medtech Deals and Investments?	Manufacturing Resilience & Quality: How Do We Set Our Sights on the Future?	Health Care Delivery & Payment Models: How is Hospital at Home Evolving?	Global Access & International Policy: What's the Latest Playbook for Navigating Tariffs?	Digital Health & AI Trends: What's in Store for the Future of Wearables?	Company Presentations Diagnostics & Imaging Innovation: What's the Future of Cancer Care?

Destination for Global Teams: Abbott & ResMed

- **Executive Vice President & Group President, Medical Devices**
 - Associate Director, Regulator Affairs
 - Director Global Quality Excellence
 - Director, Clinical Site Management
 - Director, Market Intelligence
 - Director, Public Relations
 - Director, Regulatory Affairs
 - Director, Talent Acquisition
 - Divisional Vice President
 - DVP, Diversity & Inclusion
 - DVP, Digital Solutions, Medical Devices
 - DVP, Federal Government Affairs
 - DVP, Regulatory Affairs, Core Diagnostic
 - DVP, Reimbursement
 - Manager, Regulatory Affairs
 - Risk Management
 - Senior Regulatory Affairs Specialist
 - Senior Scientist
 - Sr. , Federal Government Affairs
 - Sr. Director, State Government Affairs
 - Talent Acquisition Specialist
 - VP, Regulatory, Quality & Compliance
 - Divisional Vice President
 - Product and Program Management Director
- **Chairman and CEO**
 - Chief Compliance Officer
 - Chief Medical Officer
 - Director, Global Ethics and Compliance
 - Head of Global Government Affairs & Policy
 - Mgr. Policy Communications & Engagement
 - Senior Manager, External Communications
 - VP, Mergers & Acquisitions
 - Director - RWE Center
 - Global General Counsel and Secretary
 - Global Head of CSR & D&I
 - Global Inclusion & CSR Program Manager
 - Global Lead Early Careers
 - Head of Talent Management
 - Senior Manager, IT Security
 - Sr Manager, Government Affairs
 - Sr. Manager, Global Ethics & Compliance
 - Strategic Advisor

Snapshot of Participating Companies



GE Healthcare



IDA Ireland



MEDMARC
Treated Fairly

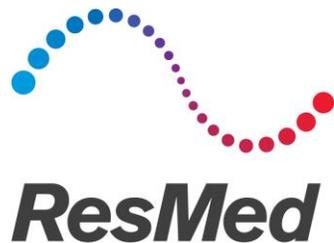
Medtronic



Microsoft

OLYMPUS

PHILIPS



stryker

TRUIST 



ZIMMER BIOMET

NEW Company List

See Who's Exhibiting, Sponsoring & Presenting at #MTC25



Companies

Search & Filter

COMPANY NAME:

Search Company Name



KEYWORD:

Search Keyword

PARTICIPATION TYPE:

All

COMPANY TYPE AND COMPANY SECTOR:

All

Search

Clear

Filter by:

- Company Name
- Keyword
- Participation Type
- Company Type/
Sector

VIEW TYPE

Grid View



4C Pharma Solutions LLC

New Jersey, United States

4C Pharma Solutions is established and operated by Physicians experienced in Clinical



Abbott

Illinois, United States



Actuated Medical, Inc.

Pennsylvania, United States

Founded in 2006, Actuated Medical develops MedTech integrated with motion to improve



Adaptyx Biosciences

CA, USA

AI-enabled sensor measuring electrolytes + cardiac biomarkers (NT-proBNP) for



Medtech Campus Preview & What's New

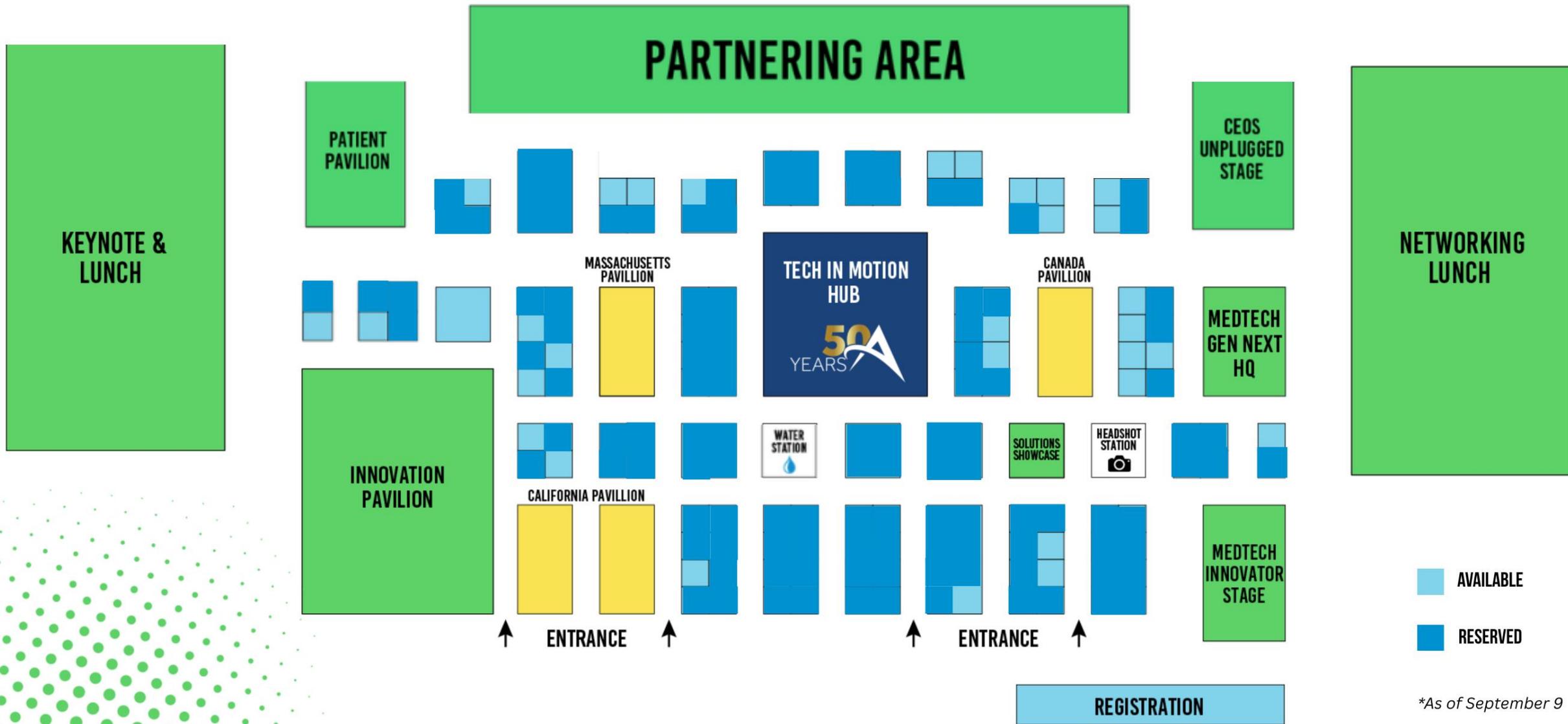


Schedule at a Glance

SCHEDULE AT A GLANCE	SUNDAY OCTOBER 5	MONDAY OCTOBER 6	TUESDAY OCTOBER 7	WEDNESDAY OCTOBER 8
Networking Events	✓	✓	✓	✓
Special Programs & International Spotlight	✓			
Panel Sessions & Corporate Reverse Pitches		✓	✓	✓
NEW Startup Pitch Competition	✓			
Keynotes		✓	✓	✓
1x1 Partnering Meetings		✓	✓	✓
Medtech Campus Exhibit Hall CEOs Unplugged Patient Pavilion Company Presentations Innovation Pavilion Solutions Showcase MedTech Innovator Showcase Tech in Motion Hub		✓	✓	✓
Investor Forum	✓	✓	✓	✓
NEW Open Night		✓		

MONDAY IS OPEN NIGHT
Suggest to host dinners!

THE MEDTECH CAMPUS



**As of September 9*

Tech in Motion Hub – Tech Spotlight

Top medical device and equipment manufacturers will lead product demos and showcase their technology in this high-energy and immersive area of the Medtech Campus.

2025 Participants



BD

dexcom[®]



Edwards



GE HealthCare

HOLOGIC[®]
The Science of Sure



solventum

stryker

TERUMO

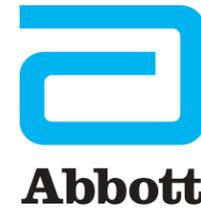


ZIMMER BIOMET
Moving You Forward.™



Patient Pavilion

See the human impact of medtech with inspiring stories from patients whose lives have been transformed by innovative technologies.



Edwards



ZIMMER BIOMET

MedTech Next Gen HQ

Designed for students, recent graduates, veterans, and early-career professionals, this space offers unique opportunities to connect with industry leaders, network with peers, and gain insights to launch and advance a career in medtech.

1. Biocom
2. Creighton University School of Medicine
3. Diversity by Doing Healthtech
4. Harvard Medical School MEDscience x Moonshot Program
5. Harvard Medical School, Department of Orthopaedic Surgery, BIDMC
6. McMaster University
7. MedTech Color
8. MedTech Vets
9. Milwaukee School of Engineering
10. Rice University
11. SMDP
12. Stanford, Mussallem Center for Biodesign
13. UC San Diego | Institute for the Global Entrepreneur
14. UCI Chief Executive Roundtable
15. UCLA Life Sciences, BioTech Connection Los Angeles (BCLA)
16. UMass Lowell, Veterans Reskilled in Innovative Solutions for Employment (Vets RISE)
17. University of California, Irvine, Graduate Professional Success for STEM PhDs and Postdocs
18. University of Toronto, Biomedical Engineering Students Association
19. YorkU

Innovation Pavilion

Engage with early-stage device, diagnostic, imaging, and digital health companies as they present solutions to investors, partners, and industry leaders.



100+ Presenting Companies



Company Presentations

Startups, early-stage, growth-stage and commercial-stage companies looking for partners and investors showcase their technologies during these 9-minute company presentations.

Corporate Reverse Pitch Presentations

These 15-minute presentations feature global business and corporate development executives presenting their companies' strategic priorities. Hear about the latest priorities in medtech, direct from the top companies in our industry.

NEW Start-Up Pitch Competition

15 selected start-ups will pitch live in front of investors, strategics, and other key decision-makers during a dynamic happy hour experience. Each company will have 8 minutes total (5-minute pitch, 3-minute Q&A) to make their case.

Winner receives a \$10,000 cash prize*, courtesy of MTEC.

Solutions Showcase (in the Innovation Pavilion)

Find your next partner! Hear from companies with unique solutions to a variety of challenges, from engineering and design to building and managing data infrastructure and beyond.

MedTech Innovator Showcase

Cohort of 65 medical device, diagnostic, and digital health early-stage companies presenting technologies and value propositions in sector-based sessions, moderated by leading corporate executives and investors.

Company Presentations

Explore Start-ups, small companies, and commercial-stage companies looking for partners and investors showcase their technologies during these company presentations.

Actuated Medical, Inc.	Juniper Biomedical
Acurion	Liberate Medical
Articulate Labs	Linshom Medical
Atmo Biosciences	Lungpacer Medical
Axena Health	Makani Science
AyrFlo Innovation Labs, Inc.	MolecuLight Inc
BioTissue	Murali Medical
BMI OrganBank	MV.Health
Bright Uro	Navigation Sciences, Inc.
Brinter Inc	Neurava
Canary Medical	NovaSonix Healthcare
Cannulight Technology	Osteoboost
Cerapedics	Precision NeuroMed
CorInnova, Inc.	Pretika MedTech Corporation
Curetec	Retia Medical
DeepSight Technology	RevBio Inc.
DermaSensor Inc.	Reveal Surgical
Eisana Health	Route 92 Medical
Evon Medics	Sentiré Medical Systems, Inc.
Fibra inc.	SpinePoint
Field Orthopaedics	The Shape Sensing Company
GuideStar Medical Devices	UNEEG Medical A/S
Hepatiq Inc.	Vital Connect
Insightec	

MedTech Innovator



MEDTECH INNOVATOR **MEDTECH INNOVATOR 2025 COHORT**

CARDIOVASCULAR & INTERVENTIONAL

- Adaptyx Biosciences
- Armor Medical Inc.
- ARTINESS
- CathVision
- CircuCare
- Conform Medical
- INTELYASE
- kelvin
- ai
- MedLumics
- ARWHAL MEDICAL
- ACTIN HEALTH
- PEERBRIDGE HEALTH
- POWERFUL MEDICAL
- STENTIT
- SummaCor
- toro
- VQ Biomedical

DIAGNOSTIC & MONITORING

- CRELY
- EpiWatchi
- Genalyte
- indigo
- LUMIA
- LUMINOAH
- MICROPLATE DX
- miwendo
- RIVANNA
- SONOROUS
- SynchNeuro

NEUROLOGY

- icometrix
- PRECISIS
- REACH NEURO
- Samphire Neuroscience
- SINAPTICA
- VERAVAS

REGENERATIVE MEDICINE & WOUND CARE

- altazeal
- ESOMIB
- BRIJ MEDICAL
- GelSana
- InSomaBio
- MEDCu
- ReGelTec
- regenyx
- TEMPO

SURGICAL & ORTHOPEDIC

- AXIA ORTHOPEDICS
- cohesys
- Connected Consumables
- CytexOrtho
- HAPPE
- Magsorbeo Biomedical
- RADIOCLASH
- WINTER INNOVATIONS

FEMTECH & UROLOGY

- kegg
- MCM DIAGNOSTICS
- Multi Medical
- MULTIPHZE
- RenewRx
- Starling
- leaf health
- FLUME

Solutions Showcase

Discover companies tackling common medtech challenges across engineering and design, data infrastructure, and beyond. Find the partners you need to accelerate your business.



Corporate Reverse Pitch Presentations

Hear the about the latest in medtech, direct from the top companies in our industry.

These 15-minute presentations feature global business and corporate development executives presenting their companies' strategic priorities.



2025 Participating Companies



**As of September 8, 2025*



#MTC25 Investor Preview

VCs • Angel Investors • Private Equity • Investment Bankers • Institutional Investors • Analysts • Family Offices



MedTech Angels	Revival Healthcare Capital	Truist
medtech innovation hub	Roundtable Healthcare Partners	Turner Ventures
MedTech Syndicates	Sante Ventures	US ANGELS and K2X Capital
MedTecX	Science Center	Vensana Capital Management, LLC
Morgan Stanley	Scientific Health Development Partners	Visionary Ventures
Mutual Capital Partners	SCOA US Healthcare Investments	VisionTech Angels
MVM Partners	Serial Stage Venture Partners	Vivo Capital
Nexus Neurotech Ventures	Sherif Capital	Water Street Healthcare Partners
Nimbus Synergies	Shorewind Capital	WaveFront Search Partners
Norn Ventures	SKL Discovery	Wavemaker Three-Sixty Health
Norwest Venture Partners	Solas BioVentures	Xcellerant Ventures
Opus8, Inc.	Tailwinds Venture	
Orlando Health Ventures	Taiwania Capital	
Oxford Angel / AngelsWay	Tampa Bay Wave	
Partners Group	TCA Venture Group	
Perella Weinberg	Tema (Investor)	
Pierpoint Capital	The Trendlines Group	
Playground Global	TiE Angels	
Plug and Play	Tramway Ventures	
RC Capital	Transformation Capital	

Qualified investors receive a complimentary registration

#MTC25 Investor Preview

VCs • Angel Investors • Private Equity • Investment Bankers • Institutional Investors • Analysts • Family Offices



1832 Asset Management	Connect and Maykr	HealthTech Strategies LLC
Advantary Capital Partners	Cortex Foundry	Heinz Ventures, LLC
Alliance of Angels	Corundum Neuroscience (CNS)	HIP Fund
Ally Bridge Group	Crescent Ridge VC	HUB Investment Group
Altaris Capital Partners	CRG	Hunniwell Lake Ventures
American Heart Association	Deerfield Management	IAG Capital Partners
Angel Investor - Sunset Sys	Del Mar Medical Devices	ID3 Ventures
Apex foundation and management	Denver Angels	INAYA Capital
Aquillius Ventures	Device of Tomorrow Capital	INDSENTEC Corporation
Arboretum Ventures	Dolma Ventures	Ingenious Global Venture Partners
Avestria Ventures	DW Healthcare Partners	IPD Capital
Band of Angels, LLC.	Ecphora Capital	JonesTrading Canada
BayMed Venture Partners	EDBI	KCK Medtech
Blackstone Life Sciences	EKS Ventures	Keiretsu Forum
BlueFern (LSA Member)	Elevage Medical	Kineo Finance
BNP Paribas	E-merge Capital Partners	Kyoto University Innovation Capital
Brinc.io	Features Capital	Landmark Angels/FO
Broadview Ventures	Gilde Healthcare	Life Science Angels
Capital One Healthcare	Gilmartin Capital LLC	Linden Capital Partners
Catalyst Health Ventures	HaloHealth	Logos Capital Partners
CerraCap Ventures	HealthQuest Capital	Medmountain Ventures
Chemical Angel Network	HealthTech Capital	MedTech Advantage Fund
Cincinnati Children's Hospital		

Q&A with Cynthia Yee

Partner
Vensana Capital





Education & Speaker Highlights

Critical and cross-cutting education to answer your most pressing questions



Education Overview



Panel Sessions & Company Presentations

400+ medtech experts and timely topics spanning AI, M&A, diagnostics, global access, reimbursement, and more.



Keynote Sessions

Latest insights and inspiration on patient experience, AI, and regulatory innovation.



Special Programming

Curated, timely, and in-depth programs for targeted medtech audiences and the broader medtech ecosystem.



Investor Forum

Where medtech innovators can connect with qualified members of the investment community to discuss their promising new ventures.

Cross-cutting Education Themes



MEDTECH M&A

GLOBAL REGULATOR PERSPECTIVES

GLOBAL MEDTECH STRATEGY

STRATEGIC INVESTMENT IN MEDTECH

**DIGITAL HEALTH REGULATORY
& REIMBURSEMENT STRATEGY**

TRENDS IN DIAGNOSTIC TESTING

HEALTH AT HOME & CONNECTED CARE

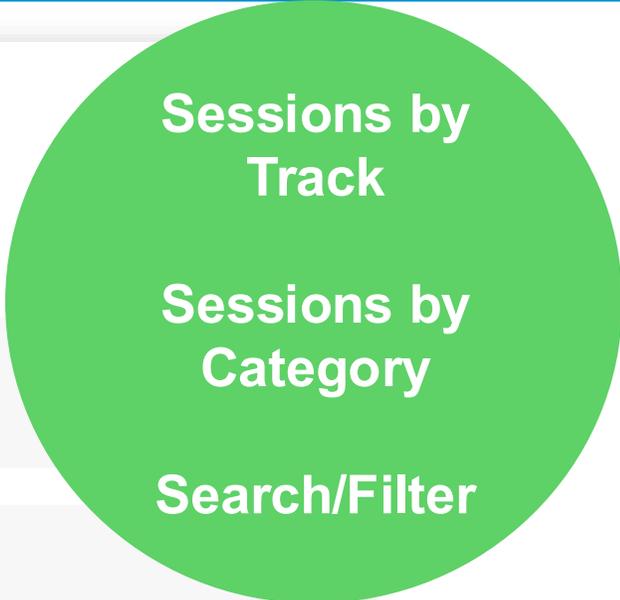
**DATA ACCESS, REGULATION
& REIMBURSEMENT OF
AI IN MEDICAL DEVICES**



Explore the Schedule Online



The screenshot shows a web interface for an event schedule. On the left is a dark blue sidebar with a green header labeled 'FILTERS'. Below the header is a search bar with a magnifying glass icon and the word 'Search'. Underneath is a 'TRACK' section with a blue location pin icon, followed by a list of track categories: Business Strategies and Finance, Digital Health Technologies, Health Equity, In Vitro Diagnostic Tests and Technologies, International, Legal and Health Care Compliance Best Practices, Market Access, Payment and Health Care Delivery, Regulatory, Quality and Good Manufacturing Practices, and Supply Chain. Below that is a 'TYPE' section with a blue location pin icon, followed by a list of session types: CEOs Unplugged, Doing Business Globally, General Show Item, Keynote, Networking, and Panel Session. The main content area has a white background and a green header with a dropdown arrow and the word 'FILTERS'. Below this are five date buttons: 'All', 'Oct 5', 'Oct 6', 'Oct 7', and 'Oct 8'. The 'All' button is selected. Below the date buttons is the text 'ALL SESSIONS'. The main content area displays a list of sessions for 'Sunday, October 5'. Each session entry includes the date, time, and category, followed by the session title. The first session is 'Registration Open' from 10:00 AM to 7:30 PM, categorized as 'GENERAL SHOW ITEM'. The second session is 'MedTech 2.0: Agentic Process Modernization Lunch & Program' from 11:00 AM to 4:00 PM, categorized as 'SPECIAL PROGRAM'. The third session is 'Doing Business Globally: U.S. Market Access Seminar: Key Considerations For Regulatory & Reimbursement Pathways' from 11:30 AM to 12:30 PM, categorized as 'DOING BUSINESS GLOBALLY'. The description for this session reads: 'The U.S. Market Access Seminar will address key issues for non-U.S. medtech companies seeking to launch products in the U.S. market. Presenters will give a high-level overview of regulatory and...'. The logo for 'McDermott+' is displayed below the description. The fourth session is partially visible at the bottom, showing the date, time, and category 'DOING BUSINESS GLOBALLY'.



Medtech Leaders to Speak at #MTC25



LISA EARNHARDT



RICKY BLOOMFIELD



DAVID NIEWOLNY



MICK FARRELL



ANTHONY TRAN



JOSH MAKOWER



ROBERT COHEN



ASHLEY MCEVOY



DON ABBEY



SHAYE MANDLE

Digital Health & AI @ MTC25

THE FUTURE OF HEALTHTECH AND WEARABLES IS HERE



RICKY BLOOMFIELD



VENK VARADAN



DON ABBEY



SHAYE MANDLE



NEW Sunday Special
Programming
Sponsored by



What's Next for Digital Health?

- **AI-Powered Health Care** – Unlocking smarter care through better data
- **Scaling GenAI in Medtech** – How top companies are transforming their R&D, clinical trials, and supply chain systems
- **Connected Care & Remote Monitoring** – Quality care wherever patients are
- **Big Tech + Health Tech Collaboration** – How Big Tech and Medtech are collaborating on innovative solutions
- **The Future of Wearables** – How sensors and smart devices will redefine the next 50 years of health innovation

Diagnostics @ MTC25



THE MEDTECH CONFERENCE
OCT 5-8 | SAN DIEGO

Presented by **AdvaMed**
The Diagnostics Association

ADVAMED IN ACTION

"AdvaMedDx has been hard at work curating a program that reflects the priorities of diagnostics companies and the broader IVD community — bringing together policymakers, patient advocates, and industry leaders to tackle the issues that matter most."

Zach Rothstein
Executive Director
AdvaMedDx
AdvaMed

What's next for In Vitro Diagnostics Leaders?

- **Stakeholder Collaboration** — Building coalitions among patient advocates, policymakers, payers, and innovators to advance the diagnostics agenda.
- **Diagnostic Innovation & Scientific Advances** — merging technologies and methodologies transforming test development and delivery.
- **Accelerating Access to Reliable and Accurate Testing** — Strategies to expedite the path from laboratory to patient care.
- **Policy & Regulatory Alignment for Diagnostics** — Frameworks supporting efficient approval pathways and appropriate reimbursement.
- **Clinical Integration & Adoption** — Optimizing diagnostic utilization to improve patient outcomes and demonstrate clinical value.

**AdvaMed in Action: Don't Miss the D.C. Download,
An AdvaMedDx Town Hall (Tuesday at 9:30 AM)**

Legal & Compliance @ MTC25



LEGAL AND HEALTH CARE COMPLIANCE SESSION SPOTLIGHT

SETTING STANDARDS FOR THE FUTURE

DIANE WURZBURGER RAC (GE HealthCare)
SCOTT COLBURN (FDA)
NICK DECKER (Roche Diagnostics)
SHAN JEGATHEESWARAN (Johnson & Johnson MedTech)
PETER WEEMS (AdvaMed)

THE MEDTECH CONFERENCE
OCT 5-8 | SAN DIEGO

What's Next for Legal & Compliance Leaders?

- **Data Privacy & Stewardship** — Proactive strategies to protect patient and device data while enabling innovation and AI adoption.
- **Enforcement & Compliance Issues** — Navigating evolving priorities that impact commercial practices and business operations.
- **Litigation Risk & Mass Torts** — Understanding the drivers of large-scale product liability lawsuits and how to mitigate exposure.
- **Compliance Leadership** — The C-suite role in aligning compliance with ethics, resilience, and sustainable growth.
- **Innovation & Legal Guardrails** — Balancing new technologies like AI and digital health with legal and ethical obligations.

AdvaMed in Action: Meet the AdvaMed Legal & Compliance Team at the AdvaMed Booth!

3 sessions offer CLE credits!

Business Strategy & Finance



BUSINESS STRATEGIES & FINANCE SESSION SPOTLIGHT

THE DOS AND DON'TS OF FUNDRAISING

JULIANA ELSTAD

TOM SHEHAB

GEOFF PARDO

JUSTIN KLEIN

ANDREW EL BARDISSI

THE MEDTECH CONFERENCE
OCT 5-8 | SAN DIEGO

What's Next for Small Companies? The Business Strategies & Finance track delivers practical insight across five high-impact themes:

- **M&A Trends & Insights** – See where the deal-making market is heading and how to position your company for success.
- **Fundraising Strategies** – Learn how to navigate today's investment climate and attract the right partners.
- **Public Market Outlook** – Get a clear view of investor sentiment and expectations shaping the market.
- **Needs-Based Innovation** – Design products rooted in real-world clinical and market needs to drive adoption.
- **Smart Reimbursement Strategies** – Discover how companies are aligning reimbursement with growth goals.

AdvaMed in Action: Don't Miss the AdvaMed Accel & Small Company Mixer, Tuesday @ 4:30 PM



Education Snapshot By Day



Sunday Education Preview



**Conference pre-program on October 5,
open to all registration types kicks off at 9 AM**

- Doing Business Globally Special Program
- Google Workshop: The Era of Agents: Transforming Medtech with AI
- Patient Engagement Workshop
- U.S. Market Access Seminar
- New Pitch and Pour Competition
- Plus, country presentations from
 - Canada, Germany, Singapore, India

Global Medtech Welcome Reception to follow!



Monday Education Preview



- 1. China From the General Manager Lens:** This session will delve into China's dynamic medtech market—its opportunities and challenges—with on-the-ground perspectives from general managers of leading medtechs.
- 2. MedTech M&A 2025: Navigating the Next Wave of Deal-Making:** This panel will explore the potential for a resurgence in MedTech M&A, including perspectives from large-cap manufacturers, private equity, small-cap companies seeking strategic opportunities, and the finance community. The discussion will cover current market trends in MedTech, including implications from geopolitical changes, portfolio management, and the integration of high-growth assets.
- 3. Empowering Innovation: Overcoming Market Access and Reimbursement Challenges:** This session explores the fast-evolving intersection of health innovation and market access, focusing on how traditional coding, coverage, and payment models can struggle to keep pace with digital health, AI, and other transformative technologies. A panel with CMS, AMA CPT, and DMPAG representatives will provide actionable insights on coding, reimbursement, and market access strategies to help innovators, providers, and patients fully leverage these emerging solutions.

#MTC25 KEYNOTE

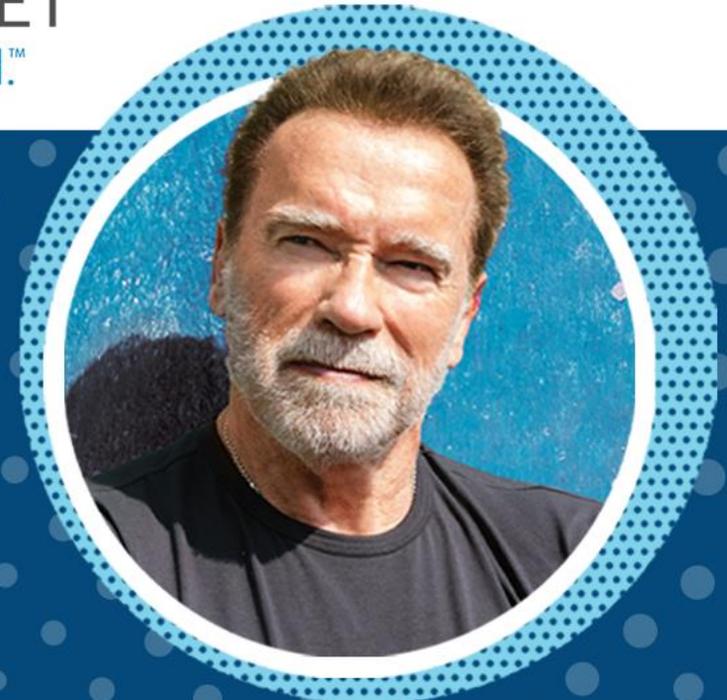
VISIONARIES REDEFINING THE FUTURE OF HEALTH CARE



ZIMMER BIOMET
Moving You Forward.™



Ivan Tornos
Chairman, President & CEO



Arnold Schwarzenegger
Chief Movement Officer

THE
MEDTECH
CONFERENCE
OCT 5-8 | SAN DIEGO



Hosted by
AdvaMed
The Medtech Association

Tuesday Education Preview



- 1. AdvaMed Accel Leadership Seminar: Decoding the Angel Investor Mindset in MedTech:** This dynamic session delves into the thought processes of angel investors in the medical technology sector. Experienced angel investors and successful MedTech entrepreneurs will unravel the key factors that drive investment decisions in this high-stakes industry.
- 2. Forecasting MedTech: Public Market Trends and Investor Outlook:** Gain insights from leading investors and industry executives as they analyze medtech's performance in the public markets and share how investor sentiment is shifting in today's more selective funding climate. With just three/four IPOs in medtech this year, the session will unpack what's behind the slowdown, where opportunities still exist, and what key indicators and risk factors investors are watching most closely across medical technology.
- 3. (CLE Credit) The Next Big Lawsuit - Understanding the Historical Risk Profile of Products Embroiled in Mass Tort Litigation:** This panel explores the drivers of mass tort and products liability litigation in the medical device industry, from pre-market risk factors like design, testing, and regulatory pathways to post-market practices such as marketing, surveillance, and stakeholder engagement. Senior in-house litigation attorneys will provide insights to help companies assess risk, mitigate exposure, and strengthen practices

AGENTS OF CHANGE: REDEFINING THE FUTURE OF HEALTH CARE THROUGH AI

Sponsored by:



Lisa Earnhardt



Mick Farrell



John Doyle



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Wednesday Preview



- 1. FDA CDRH and MHRA Leadership Fireside Chat:** Join Dr. Michelle Tarver (FDA CDRH) and Dr. Laurence Tallon (UK MHRA) for an exclusive fireside chat on the evolving landscape of medical device regulation and the critical role of international collaboration in advancing patient safety and innovation. They will discuss strategic policy priorities, US-UK regulatory initiatives, and approaches to driving global regulatory convergence.
- 2. Strengthening Industry-Academic Partnerships in a Shifting Funding Landscape:** With federal research funding under pressure, collaboration between academia and the medtech industry is more critical than ever. Tulane University School of Medicine, Chief Strategy Officer; UVA Engineering, Assistant Dean for Entrepreneurship and Innovation Partnerships; Becton Dickinson, Chief Scientific Officer; Histosonics, VP of R&D; Johns Hopkins CBID, Executive Director
- 3. The Role of International Markets Within a Global MedTech Strategy:** Emerging Markets offer huge potential and unique challenges for MedTech, from high disease burden and underrepresented revenue to shifting trade flows and supply chain strategies. This session highlights industry leaders driving growth, navigating international business, and sharing insights on how these dynamic regions are shaping the future of global MedTech.

#MTC25 KEYNOTE

FDA CDRH TOWN HALL



Janet Trunzo
Moderator



Michelle Tarver, MD, PhD



Jessica Paulsen



Melissa Torres



Owen Faris, PhD



Suzanne Schwartz, MD, MBA

MEDTECH NETWORKING ALL WEEK LONG



Sunday

New Pitch & Pour: Start-Up Competition & Happy Hour



Monday

New Medtech Campus Booth Crawl Featuring SMTA Reception



Tuesday

#MTC25 Fun Run



Wednesday

Boston Bound Networking Lunch



Sunday

Global Medtech Welcome Reception



Tuesday

Chairman's Cheers Reception



Tuesday

MTC Live! @ Eve

Discover new connections all week long with meetups, receptions and special events!



Registered Attendee List Preview

*Meet thousands of medtech leaders
in a few short weeks*



Who's Attending?

30+ Countries, 34 States, 1,600 Companies



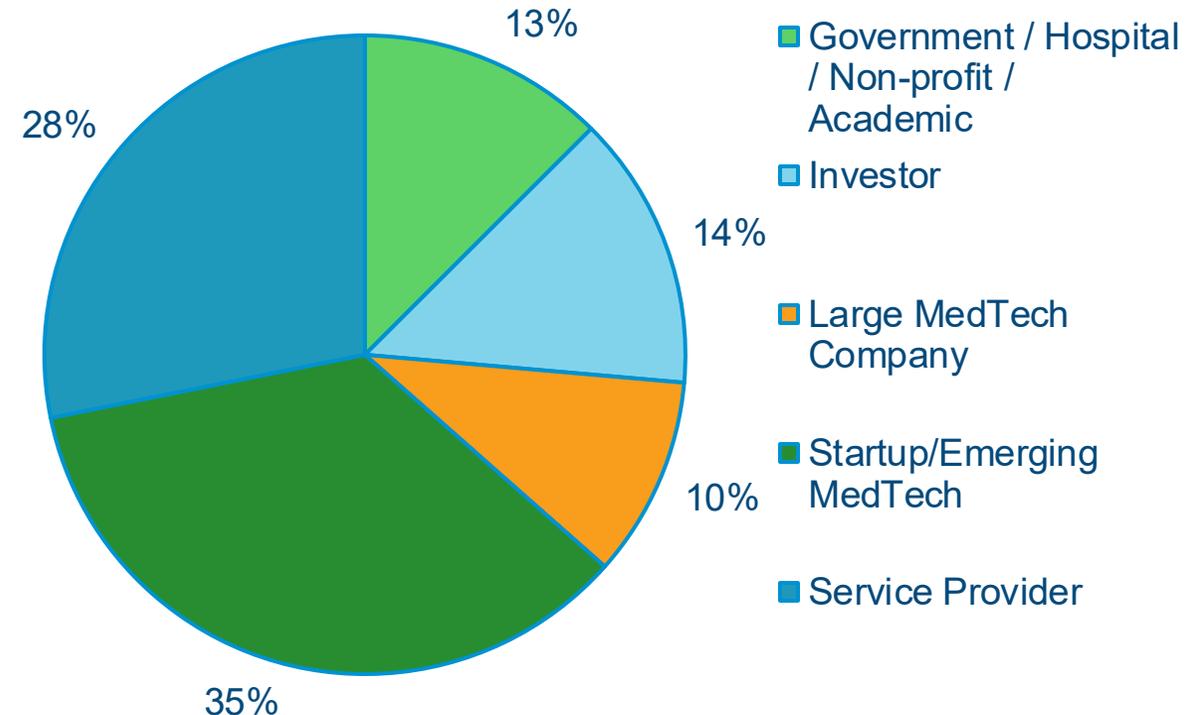
- Abbott, Executive Vice President & Group, President, Medical Devices
- Actuated Medical, Inc., President, CEO, & Co-Founder
- Alcon, Chief Executive Officer
- Amazon, Vice President, Devices & Services
- Apple, Medical Device Lead
- Biocom California, President & CEO
- Boston Scientific Corporation, Vice President, R&D
- CooperSurgical, Inc., President
- Deloitte, Vice President, Life Sciences
- DermaSensor Inc., CEO
- Dexcom, President & Chief Operating Officer
- Edwards Lifesciences, Corporate Vice President, General Counsel
- Fujifilm SonoSite, Inc., CEO
- GE HealthCare, President and CEO
- Google Health, Health AI, Regulatory Lead
- Gravitas Medical, Chair & CEO
- Hologic, Inc., President, Diagnostics
- IDA Ireland, Head of Medical Technologies
- Insulet Corporation, President & CEO
- Johnson & Johnson MedTech, VP, Regulatory Affairs Policy, MedTech
- Masimo Corporation, CEO
- Medtronic, Chairman and CEO
- Microsoft, Chief Technology Officer, Health & Life Sciences
- Nanowear, CEO
- NVIDIA, Global Head of Business Development, Healthcare and Medical
- ŌURA, Chief Medical Officer
- Philips, Chief Region Leader, North America
- ResMed, Chairman and CEO
- Revival Healthcare Capital, Partner
- Siemens Healthineers USA, VP, Research & Innovation, Collaboration Officer
- STERIS, President and CEO
- Stryker, Chief Executive Officer
- Terumo Neuro, President & CEO
- Truist, Managing Director, Head of MedTech IB
- Vibrato Medical, President & CEO
- Vensana Capital Management, Managing Partner
- Zimmer Biomet, VP, BD & Strategy

Medtech Partnering Overview

- Structured opportunities to connect and close deals for investors, customers, or partners— from curated 1x1 meetings to institutional investor forums
- Dedicated space and suites in the Medtech Campus
- Hosted more than 2,580 meetings in 2024
- 75%+ of attendees use the partnering system
- Start-up companies are the most engaged and have the most confirmed meetings



Participating Company Type





Introduction to MyMedTech and Partnering

Tips to get the most ROI possible in 4 days





Your #MTC25 Success Checklist



Official Hotels Just Steps Conference



Book Your Hotel With 3 Easy Clicks

- ✓ Lock in exclusive group rates and stay steps from the action.
- ✓ Book early to secure your preferred accommodations while availability lasts.

Hotel Options

1. Omni San Diego Hotel
2. Marriott Marquis San Diego Marina
3. Hard Rock Hotel
4. Hilton San Diego Gaslamp Quarter
5. Pendry Hotel
6. SOLD OUT Manchester Grand Hyatt

All hotels are walking distance to the SDCC, under .3 miles!



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the conversation



Event Updates:
Your one-stop shop
for event news



The MedTech Conference

Critical medtech education, networking, and innovation all in one place. Join us October 5-8 in San Diego.
Medical Equipment Manufacturing · Washington, District of Columbia · 10K followers · 51-200 employees

Beth works here

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DIGITAL HEALTH TECH & AI SESSION SPOTLIGHT

THE FUTURE OF HEALTHTECH AND WEARABLES IS HERE

Session Spotlight: The Future of Healthtech and Wearables

The Future of Healthtech and Wearables will explore how wearables are transforming how we monitor, manage, and predict health, from fitness trackers to clinical tools. This session explores the next frontier—where biosensors, real-time data, and patient-first design converge to deliver smarter, more connected care.

[Learn More](#)

Top Digital Health Headlines This Week from #MedTechCon

Only one week left to apply! Don't miss your chance to pitch, present, or exhibit at the MedTech Conference.

[Learn More](#)

July 24, 2025

DIGITAL HEALTH TECH & AI

Google

Google is coming to #MTC25

They're bringing big ideas and bold tech to reshape the future of medtech through AI, innovation, and smarter systems. Stay tuned for session details and speaker highlights.

[Learn More](#)

#MTC25 Checklist

Road to San Diego

Register Your Team

- Register using code FRIENDS10 for 10% off
- Housing Deadline September 22

Start Your Planning

- Review Schedule at a Glance
- “MyMedTech” Partnering Open – Request Meetings
- Browse the Attendee List

Spread the Word

- Follow us on LinkedIn
- Use our marketing toolkit to promote to your network



Still Haven't Registered?



Use Code
FRIENDS10 for
10% off an
All-Access
registration*.

October 5-8, 2025 | San Diego, California

**Cannot be combined or applied retroactively.*



Destination for Global Medtech Teams

Ideal For:

1. *AdvaMed Member Companies*
2. *Small and Large Medtechs*
3. *Service Providers & Suppliers*
4. *Emerging Professionals*
5. *Investors*
6. *International Delegations*
7. *Students & Universities*
8. *Hospital and Procurement*

Share These Links With Your Team

Register & Book Housing

- ❑ <https://themedtechconference.com/register/>
- ❑ <https://themedtechconference.com/travel-and-housing/>

Start Your Planning

- ❑ <https://themedtechconference.com/2025-schedule/>
- ❑ <https://themedtechconference.com/medtech-campus/>

Event Updates

- ❑ <https://themedtechconference.com/event-updates/>

LinkedIn

- ❑ <https://www.linkedin.com/company/the-medtech-conference/>

