



ON DEMAND AND PARTNERING
SEPT. 8 – OCT. 23, 2020
LIVESTREAM
OCTOBER 5 – 7, 2020

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UNITED BY
PURPOSE
— UNITED BY MEDTECH —

PROGRAM SPOTLIGHT

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A NOTE FROM OUR TEAM

In the face of so much uncertainty, we are resilient and flexible as we continue to develop the world-class program that makes The MedTech Conference so valuable to our community. We know how important our annual conference is and that it can play a very special role for our industry this year, yet we also recognize that the evolving health care crisis around COVID-19 makes travel plans over the next few months uncertain. **Therefore, Advamed is introducing an all-virtual conference experience for 2020 — The Virtual MedTech Conference.**

Quite frankly, the show must go on, and we are making this change to ensure we all have the ability to connect, learn and engage with our peers, regulators, investors, partners and all other stakeholders. Our new virtual model removes time and geography as a barrier for participating in the conference while still allowing you to message and schedule meetings with other attendees using MedTech Connect.

As the largest gathering of our industry's leaders, we believe our educational program and networking opportunities will shed light on how medtech companies have faced this challenge head-on, the lessons learned and how the industry and the world will look moving forward. Public-private partnerships and industry collaborations have perhaps never been so valuable.

Amid concerns over the coronavirus pandemic, it is important to remember how interconnected we are. Now more than ever, it is a time for collaboration, and The MedTech Conference will continue to be the uniting force for our industry. Stay tuned to our website for ongoing conference updates. We hope you'll join us (virtually) this fall! In the meantime, please take care and stay safe.



WARM REGARDS,
THE ADVAMED EVENTS TEAM

INTRODUCING THE VIRTUAL MEDTECH CONFERENCE

AdvaMed is proud to introduce an experiential virtual event format for 2020 – The Virtual MedTech Conference. This new model offers the same great programming and partnering found at The MedTech Conference, without time or geography as a barrier for participation. The Virtual MedTech Conference will feature a mix of live and on-demand content available to all registrants, making it easier than ever to participate in the leading event for medtech professionals.

KEY DATES

AUGUST

EARLY BIRD REGISTRATION DEADLINE

Register by August 28 to save \$100 on your pass!

VIRTUAL PLATFORM HOW-TO

Learn more about our event platform and how to take advantage of features like partnering through our how-to webinars and other helpful resources.

SEPTEMBER

THE VIRTUAL MEDTECH CONFERENCE LAUNCHES

The virtual conference platform becomes available to registered attendees.

ON-DEMAND ACCESS AND PARTNERING AVAILABLE

On-demand sessions become available in early September, with new sessions released every week through October 7. Participants can also view and connect with other users through the partnering system.

OCTOBER

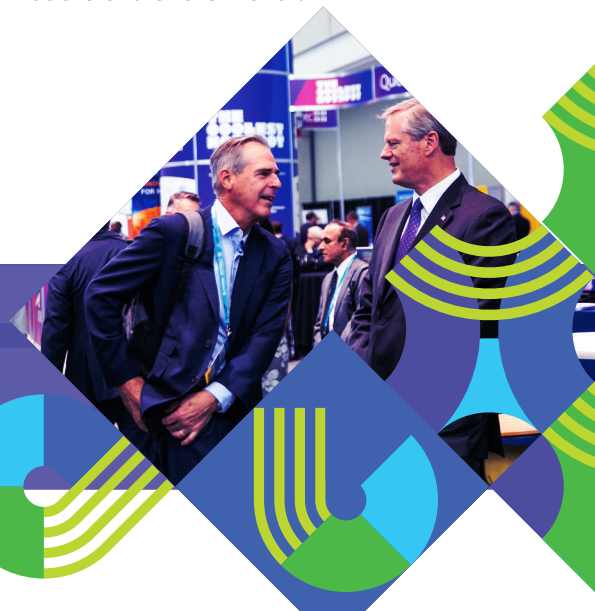
LIVE CONFERENCE EVENTS

The week of October 5, livestream select sessions, access a library of on-demand sessions and hold virtual partnering meetings using MedTech Connect.

THE VIRTUAL MEDTECH CONFERENCE CONCLUDES

The virtual conference platform closes at the end of the month.

For more information on The Virtual MedTech Conference and what you can expect this year, visit themedtechconference.com/virtual.



THIS IS YOUR COMMUNITY

"What better place do you have to meet the top CEOs of very large companies, small start-ups and everything in between?"

— Kevin Lobo,
Chairman and CEO, Stryker

The Virtual MedTech Conference attendees represent a wide range of industry sectors and job functions. No other medical device event offers the same access to top executives and industry leaders.

JOB FUNCTIONS

NEARLY 60%

OF OUR ATTENDEES ARE
EXECUTIVE LEADERS

"The MedTech Conference was three full days of on-point and relevant material, which, even as a small privately held company, had an immediate impact on my business. Won't miss it again!"

—Lori Chmura, CEO, Dune Medical Devices

40

COUNTRIES



INDUSTRY SECTORS

SURGICAL NEUROLOGICAL Dental **PPE** OPHTHALMIC

SOFTWARE Radiation Therapy IMAGING Metabolic Disease/Obesity

Capital Equipment **DIABETES** **CARDIOVASCULAR**

VASCULAR **ORTHOPEDIC** Blood **WOMEN'S HEALTH**

DIAGNOSTICS WOUND HEALING **DIGITAL HEALTH**

PULMONARY **INFECTIOUS DISEASES** **CANCER/ONCOLOGY**

ACCESS EXCLUSIVE EDUCATION

The Virtual MedTech Conference program offers cross-cutting access to insights from the industry's leading minds. Sessions will become available on demand in September 2020, with select sessions livestreamed from October 5-7. Unique to the program this year, we'll also come together to discuss updates and lessons learned in the wake of the COVID-19 pandemic.

TOPICS COVERED

Business Strategies
Digital Technologies
Emerging Trends
Global Health
International

In Vitro Diagnostics Tests
& Technologies
Legal and Health Care Compliance
Market Access, Payment &
Health Care Delivery

Patient Perspectives
Public Affairs/Communications
Regulatory, Quality and
Good Manufacturing Practices



For now, we're sharing just a few of our sessions to give you a sneak peek of some of the important topics and trends we'll cover in the fall.

Pulse of the Industry: Medical Technology Report 2020

More than 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 14th 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 medtechs can best seize the opportunities and avoid the dangers ahead.

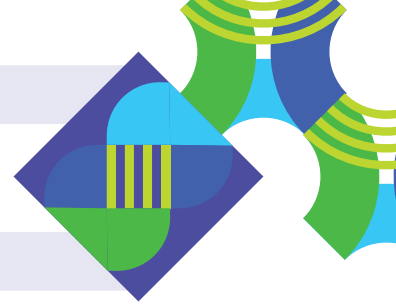
Is IVD Reform Coming Soon? What It Means for You

The rapidly changing diagnostics market creates a challenge for regulatory oversight to keep pace. As the need for diagnostics reform and harmonization of clinical laboratory tests is intensely debated among various stakeholders that represent manufacturers, practitioners, patients and regulators, industry leaders and those entering the market continue to monitor the developments in this space.

Medtech & the Next Pandemic

The COVID-19 experience has exposed strengths and weakness of government and industry responses to this global health care crisis. Supply chains that have been taken for granted were initially fractured, in part because of the rapid and overwhelming surge in demand for specific COVID-related products but also because of restrictive government policies. Safeguarding the health of both populations and economies requires action from the highest levels of government to ensure life-saving technologies reach patients. Industry has a role in ramping up capacity and quickly making innovative products — whether it's developing diagnostic tests or non-traditional manufacturers retooling their production lines. During this session, government officials will discuss their lessons learned, the role of industry and initiatives to ensure a rapid and efficient response to health crises in the future.





Crisis Management in the Era of COVID Brings New Demands, Success and Shortcomings

There was no perfect “playbook” to follow to manage crisis when COVID hit, but the organizations that had a foundation of crisis management in place before the pandemic are seeing greater success when it comes to protecting their people and their brand.

The current COVID environment has brought effective crisis management to the forefront in the medical device world. Lessons learned today will help support your organization for years to come.

This interactive session will bring industry crisis experts to the room to share the good, the bad and the ugly of how industries are performing. Participants will learn real-life examples and tools to help understand the best practices for protecting a brand and the people who are the heart and soul of any organization. As part of the presentation, attendees will also learn best practices for developing a crisis team, and examples of effective messaging and leadership.



Cybersecurity Threats: Premarket & Postmarket Strategies to Transform Medical Devices from Brittle to Resilient

Rapidly evolving technology in the last decade revolutionized the medtech space. Novel, advanced, interconnected medical devices now play a central role in advancing quality of health care. On the other hand, these innovations can also increase cybersecurity risks. It is a shared responsibility across the ecosystem to ensure the cybersecurity of devices, diagnostics and related services and platforms, thereby protecting the patients. Manufacturers and HDOs are now working both independently and in joint force in pre-competitive spaces to address cybersecurity vulnerabilities and threats. Recent medical device regulatory guidance from the FDA and its global counterparts confirms the need to tackle cybersecurity concerns with multipronged approaches. This session will address pre-market and post-market strategies relevant to cybersecurity risk management, with interactive discussion on

- Updates and perspectives from the FDA
- An overview of new tools and frameworks being collaboratively developed by the community
- Cybersecurity communication to patients — lessons learned
- Global regulatory landscape on medical device cybersecurity and harmonization efforts

Decoding Digital: Navigating Your Journey from Medical Devices to Digital Health Solutions

Medtech companies are under increasing pressure to improve efficiency, reduce costs and demonstrate value from health care providers, patients and payers. These pressures have a direct impact on medtech companies’ margins and profitability, with Deloitte reporting that the ROCE (return on capital employed) for medical device companies almost halved (from 14% to 6%) between 2008 and 2016.

In parallel, medtech executives are being bombarded by the promise and threat of digital in equal measure. The association with digital as the primary driver of innovation, lure of generating large volumes of real-world evidence (RWE), connectivity heralding the dawn of IoMT and services that lead to new revenue streams has resulted in an urge to invest in “developing digital.”

This was true 9 months ago. Since then, the demand for digital has shot up due to the COVID-19 global pandemic, with increased adoption of telemedicine, remote patient monitoring and connected medical devices to support the full spectrum of conditions, not just for COVID-19.

This session will “Decode Digital” for senior executives and directors of medtech companies. It will provide practical advice on mapping the spectrum of opportunities available to medtech companies when looking to realize the benefits of investment in digital technology. Leaders from medtech will demonstrate how to navigate related complexities, including enhancing medical device capability, creating operational efficiencies, improving patient outcomes and creating valuable services around devices. Experts will give specific examples of how digital health solutions have been developed to address COVID-19.



Updates from Health Canada's Medical Devices Directorate

In this interactive session, senior leadership within Health Canada's Medical Devices Directorate will discuss the department's key priorities, including COVID-19-related activities, and share insights on Health Canada's dynamic approach to establish a flexible regulatory system that does not compromise on safety and is responsive to the needs of patients, industry and the health care system. Some areas of discussion include:

- Setting up a new organizational structure based on the life-cycle oversight of medical devices
- Regulating medical devices during the COVID-19 pandemic
- Regulating new technologies, such as continuously learning AI, in the pre and postmarket phases
- Developing regulations that facilitate more Canadian research on novel medical devices by enabling health care professional-led studies and increased protection of patients participating in clinical trials, along with more access to information about the trial
- Considering the classification of devices to ensure that all devices are subject to requirements commensurate to the level of risk they pose to the health of Canadians
- Supporting efficient and effective use of devices throughout their life cycle to improve patient outcomes

Market Access Seminar

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

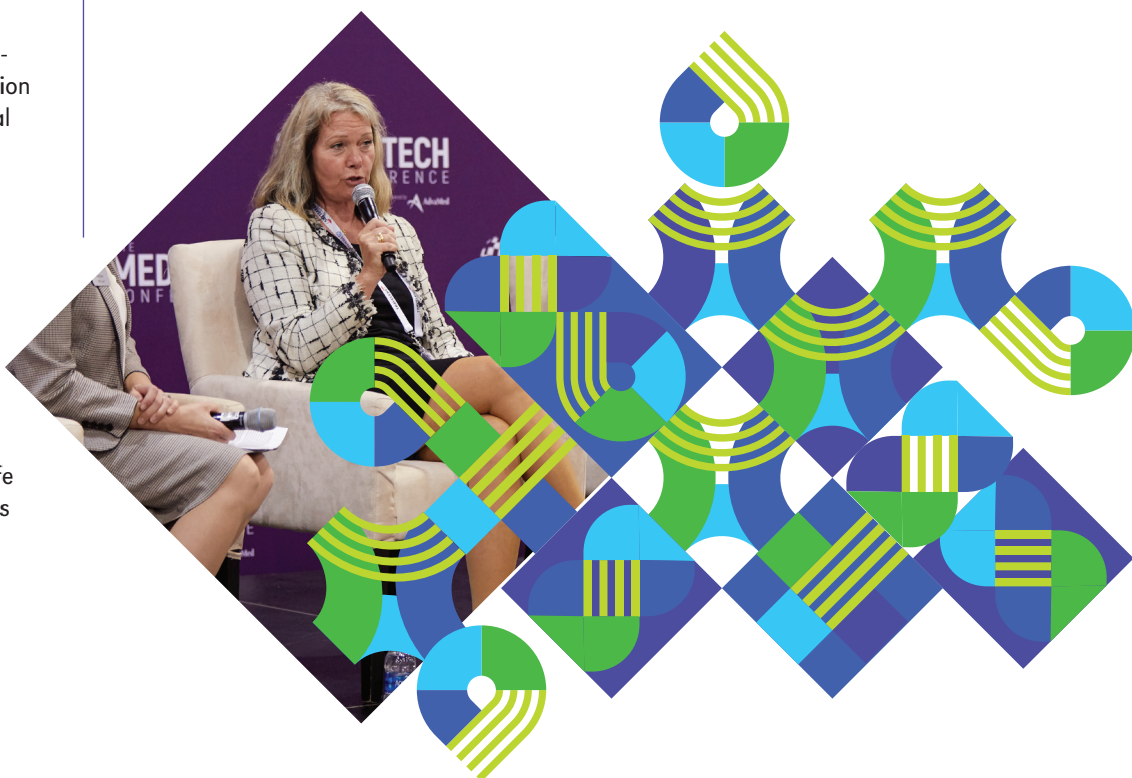
The Road from Expediated Access to Marketing – Bumpy or Smooth?

Many COVID-19-related products and technologies distributed via special authorization will make the transition to marketed products in the coming months. How will regulatory agencies cope with the workload? How can industry prepare? A panel of industry and regulators will discuss the transition and provide advice on ensuring a smooth road.



The Selfie Vote

The 2020 U.S. presidential election will be the most data-intensive political operation in American history as both parties attempt to grapple with an overwhelmingly digitized society that has also become increasingly demographically diverse. Pollster Kristen Soltis Anderson will take the audience through the substantial shifts in American politics that have occurred in the twenty-first century caused by demographic trends, generational replacement and changing cultural attitudes.



MAKE THE RIGHT CONNECTIONS

MedTech Connect is the conference's networking platform for scheduling one-on-one meetings, enhanced this year so that meetings can take place virtually. We understand the importance of helping you develop and maintain relationships now more than ever in this virtual environment.



MEDTECH CONNECT

2019 BY THE NUMBERS

34%

increase over 2018
partnering meetings

2,250

scheduled partnering meetings

1,000+

companies in the system

2,300+

delegates in the system

Featuring search functionality, a comprehensive profile and messaging capabilities, MedTech Connect is an excellent tool to find and connect with other attendees during the event. Whether you're looking for new strategic partnerships, searching for attendees with similar interests or meeting with prospective clients, use MedTech Connect to take the guesswork out of partnering.

Meet organizations like

- 1315 Capital
- B. Braun
- Baxter
- Covance
- Deloitte Consulting
- HealthQuest Capital
- HOYA Corporation
- IQVIA
- Johns Hopkins University
- Mayo Clinic
- Medtronic
- MVM Partners
- National Institutes of Health
- Olympus
- Quidel
- Stryker
- Smith & Nephew
- Terumo
- University of Pittsburgh
- W.L. Gore & Associates

MEDTECH CONNECT

OPENS SEPTEMBER 2020.

Visit themedtechconference.com/medtech-connect for more information.



MedTech Innovator is the industry's nonprofit global competition and accelerator for medical device, digital health and diagnostic companies. AdvaMed is proud to partner with them for the sixth consecutive year. Join us during the conference to meet the top 50 companies from the 2020 MedTech Innovator program.

Visit themedtechconference.com/medtech-innovator for more information.

REGISTRATION



**REGISTER BY AUGUST 28 AND
SAVE \$100 ON YOUR PASS!**



NEW IN 2020

**It's now easier than
ever to participate in
The MedTech Conference!**

	FULL ACCESS VIRTUAL	
	Early Bird Rate (before August 28)	Standard Rate (after August 28)
Member Less Than \$100M	\$595	\$695
Member Over \$100M	\$995	\$1,095
Member Non-Manufacturer	\$1,045	\$1,145
Non-Member Less Than \$100M	\$795	\$895
Non-Member Over \$100M	\$1,145	\$1,245
Non-Member Non-Manufacturer	\$1,195	\$1,295
Government/Academic/Nonprofit/Hospital/Investor	\$595	\$695
Plenary Sessions		✓
MedTech Connect Partnering		✓
80+ On-Demand and Livestreamed Sessions		✓
MedTech Innovator Program		✓
Exhibitor Marketplace		✓



HAVE QUESTIONS? WE'RE HERE TO HELP!

We are committed to making sure that The Virtual MedTech Conference experience is beneficial for you and your business. Contact us at conferenceinfo@advamed.org with any questions.

**For more registration information and current policies,
visit themedtechconference.com/register.**

SPONSORSHIP & ADVERTISING **OPPORTUNITIES**

Enhance your brand visibility, showcase your thought leadership and make a lasting impression through digital event sponsorship and advertising opportunities. The Virtual MedTech Conference offers a variety of sponsorship options to meet your evolving needs.



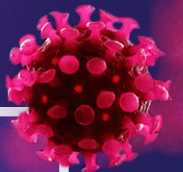
Contact sales@advamed.org to learn more.



AdvaMed
Advanced Medical Technology Association

COVID-19

MEDTECH RESOURCE CENTER



With our member companies on the front lines of the fight against the COVID-19 pandemic, AdvaMed is working diligently to address the medtech industry's needs and provide resources that support you and your businesses during this challenging time. To better support you, we have launched a COVID-19 Resource Center to provide important information to companies about the federal response to COVID-19, best practices and other valuable resources.

GET THE RESOURCES YOU NEED TO STAY CURRENT.
Visit medtechresponds.com today.

AMAZING THINGS HAPPEN
WHEN WE COME TOGETHER.



THE VIRTUAL
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