



MEDTECH AMPLIFIED

CONFERENCE PROGRAM



SEPTEMBER 27-30, 2021
DC – MINNEAPOLIS – VIRTUAL



Reimagining the Future of Health Today

We are united by our purpose to profoundly change the trajectory of health for humanity. And, propelled by our promise to save lives and ignite all that's possible in every-body, we are Reimagining the Future of Health Today. Visit jnjmedicaldevices.com to learn more.

WELCOME FROM AdvaMed's Chairman

As Chairman of the AdvaMed Board and on behalf of the association, I'm honored and excited to welcome you to The MedTech Conference 2021!

Over the next few days you will have access to world-class speakers, educational sessions and networking opportunities through our virtual platform, as well as in-person forums in Washington, DC and Minneapolis.

Our conference theme this year – MedTech Amplified – recognizes the way our industry amplified our collaboration and impacted the global health care system from testing to treatment in order to help patients. We are united by our commitment to innovation, collaborating as an industry and most importantly, serving patients.

As we come away from a difficult year, this is a chance for us to look ahead at what's next. This year's program focuses on sessions covering topics such as MDR/IVDR, Breakthrough designation, MCIT and critical supply chain issues. You can also expect returning favorites like EY's Pulse of the Industry, CDRH Town Hall featuring Dr. Jeff Shuren, Patient Stories and MedTech Veterans Virtual Networking. As a reminder, all conference sessions will be available for viewing on demand through November 5th on our virtual platform, allowing you to enjoy our program at your own pace.

I want to thank our conference chairs, Caroll Neubauer and John Liddicoat, for their contributions and leadership this year. I also want to recognize the AdvaMed Board and its CEO, Scott Whitaker, for their commitment to the conference.

Thank you all for participating in The 2021 MedTech Conference, and once again, thank you for all you do for our customers and patients around the world.



A handwritten signature in black ink that reads "Michael Minogue".

Michael R. Minogue

Chairman, AdvaMed

Chairman, President and Chief Executive Officer

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2021 CONFERENCE CHAIRMEN

We sincerely thank our conference co-chairs,
Caroll Neubauer and **John Liddicoat**, for their
leadership and dedication over the past year.



Caroll H. Neubauer

Executive Advisor
Water Street Healthcare Partners



John Liddicoat, MD

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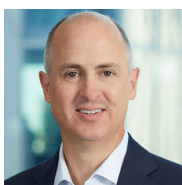
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NETWORKING EVENTS & ACTIVITIES

MONDAY, SEPTEMBER 27, 2021

8:00 am – 9:00 am ET

Networking Breakfast

Location: Washington, D.C. - Capital Hilton

Start off the day by mingling with policymakers, industry leaders and other attendees at our networking breakfast, held near the Exhibitor Marketplace.

11:45 am – 12:35 pm ET

Networking Lunch

Location: Washington, D.C. - Capital Hilton

Take a break between sessions to meet with your colleagues for a high-powered lunch break.

4:30 pm – 5:00 pm ET

State of Maryland VIP Cocktail Reception

(by invitation only)

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Washington, D.C. - Capital Hilton

5:00 pm – 6:00 pm ET

Networking Reception

Sponsored by  Maryland
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Location: Washington, D.C. - Capital Hilton

Toast to a successful first day of The MedTech Conference at our networking reception on Monday evening.

6:00 pm – 7:30 pm ET

AdvaMed PRIDE Leadership Network Reception

Sponsored by  Johnson & Johnson

Location: Goodwin Procter (1900 N St NW, Washington, DC 20036)

The newly formed AdvaMed PRIDE Leadership Network seeks to build community, enhance visibility, and elevate professionals in the LGBTQ community. Join us for the inaugural PRIDE Leadership Network reception on Monday, September 27th in Washington, DC. Meet peers from different sectors and diverse backgrounds as we work to engage and elevate a community of LGBTQ professionals and allies.

TUESDAY, SEPTEMBER 28, 2021

5:00 pm – 6:00 pm ET

MedTechVets Virtual Meetup

MedTechVets will convene industry mentors and veterans for a virtual meetup during The MedTech Conference. MedTechVets is a nonprofit organization connecting medtech and life science companies with talented veterans ready to serve a purpose, with a broad bandwidth of skills, and an extraordinary focus on achieving goals. For more information, visit medtechvets.org.

WEDNESDAY, SEPTEMBER 29, 2021

9:00 am – 10:00 am ET / 8:00 am – 9:00 am CT

Networking Breakfast

Location: Minneapolis, Minn. - Hyatt Regency

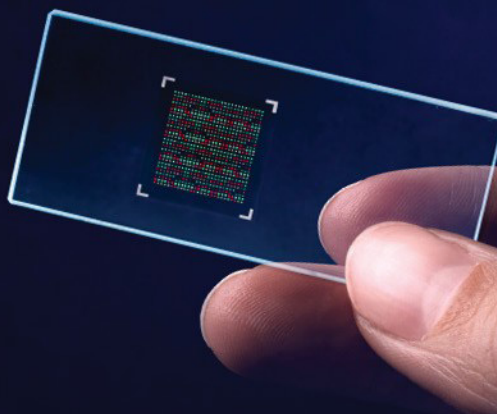
Reunite with old colleagues and meet future partners during our lively networking breakfast.

What will you discover when you
make innovation part of your DNA?

Innovation solutions to help you thrive in the Transformative Age.

#BetterQuestions

The better the question. The better the answer. The better the world works.



9:00 am – 10:00 am ET / 8:00 am – 9:00 am CT

Networking Breakfast Hosted by MedTech Color

(By Invitation Only)

Sponsored by  **ABIOMED**  **AVANOS**  **BD**
 **stryker**  **WATER STREET**  **ZIMMER BIOMET**

Location: Minneapolis, Minn. - Hyatt Regency

The Networking Breakfast hosted by MedTech Color will take place in Minneapolis, MN in conjunction with The MedTech Conference. Registrants can participate in-person or virtually. Do not miss this incredible opportunity to build community, create strategic relationships and discuss ways to increase diversity in medtech. For more information, visit medtechcolor.org/breakfast.

10:55 am – 11:10 am ET / 9:55 am – 10:10 am CT

Coffee Break

Sponsored by  **bakertilly**
now, for tomorrow

Fuel up for the rest of the day and mingle with other medtech professionals during Wednesday's coffee break.

1:00 pm – 1:45 pm ET / 12:00 pm – 12:45 pm CT

AdvaMed Women's Executive Network (WEN) Lunch

Sponsored by  **BD**  **Johnson & Johnson**  **WATER STREET**

Location: Minneapolis, Minn. - Hyatt Regency

Celebrate diversity and meet the members of AdvaMed's Women's Executive Network (WEN) during Wednesday's networking lunch.

6:15 pm – 7:15 pm ET / 5:15 pm – 6:15 pm CT

Networking Reception

Sponsored by  **Québec**

Location: Minneapolis, Minn. - Hyatt Regency

Share the day's highlights with industry leaders at our Wednesday networking reception.

THURSDAY, SEPTEMBER 30, 2021

9:00 am – 10:00 am ET / 8:00 am – 9:00 am CT

Networking Breakfast

Location: Minneapolis, Minn. - Hyatt Regency

Kick off the last day of the conference with a lively breakfast held within the Exhibitor Marketplace.

12:45 pm – 1:30 pm ET / 11:45 am – 12:30 pm CT

Networking Lunch

Sponsored by  **NAMSA**

Location: Minneapolis, Minn. - Hyatt Regency

Enjoy a break between sessions and take advantage of one of the final networking opportunities of the conference during Thursday's lunch.

4:00 pm – 5:00 pm ET / 3:00 pm – 4:00 pm CT

Closing Reception

Sponsored by  **EMPLOYMENT AND
ECONOMIC DEVELOPMENT**  **MEDICAL ALLEY**

Location: Minneapolis, Minn. - Hyatt Regency

That's a wrap! Take a final tour of the Exhibitor Marketplace, enjoy refreshments and meet with colleagues and friends during the closing reception.

LIFETIME ACHIEVEMENT AWARD

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AdvaMed is honored to present **Edward J. Ludwig**, former Chairman and CEO of BD, with the **2021 Lifetime Achievement Award**. The Lifetime Achievement Award will be presented on September 27 at 3:15 PM ET in Washington, DC and via our virtual platform. Please join us in recognizing Ed for his significant contributions to our industry.

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MEDTECH INNOVATOR

The MedTech Conference and AdvaMed Accel are proud to partner with MedTech Innovator for the seventh 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 nondilutive cash prizes. Since 2013, MedTech Innovator has awarded \$2.6 million to past participants. Alumni have gone on to raise over \$2.8 billion in equity funding. This year's competition began in November 2020 with over 1,100 applications submitted. From February through May, the highest-scoring applicants from online reviews were invited to 14 pitch events on MedTech Innovator's virtual road tour. Over 300

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, 55 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. Five finalists go on to compete for the title of MedTech Innovator 2021.

LEARN MORE



1,100+
Early to mid-stage
medtech companies
submitted applications



55
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companies



25
Accelerator
companies



5
Finalists




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MEDTECH INNOVATOR EXECUTION AWARD

Wednesday, September 22

A select group of MedTech Innovator cohort companies will compete for the audience vote and the MedTech Innovator 2021 Execution Award, presented to the company in the Accelerator Program that demonstrates the strongest execution plan and potential. These six company pitches will be part of the virtual AdvaMed Accel Leadership Seminar on Wednesday, September 22, 2:00 – 3:30 pm ET. The winner of the Execution Award will also receive the Virginia Shimer Rybski Memorial Award. As a scientist and serial entrepreneur, Virginia Shimer Rybski worked for and founded several companies before becoming the President and CEO of Regenesys Biomedical, Inc. In the spirit of this dynamic woman, this award was created by AdvaMed Accel in 2013 to encourage the enthusiastic pursuit of business excellence in the medical technology industry and recognize the potential of a promising entrepreneurial company.

MEDTECH INNOVATOR FINALS

Wednesday, September 29

Join us for the highly anticipated MedTech Innovator competition finals, which will be held Wednesday, September 29, in Minneapolis. The Finals will be livestreamed so that virtual attendees can view and participate, too. Five finalist companies will present their technologies and compete for \$500,000 in prizes and awards — all based on a live audience vote.

MEET THE 2021 MEDTECH INNOVATOR SHOWCASE COMPANIES



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2021 MEDTECH INNOVATOR PEDIATRIC PARTICIPANTS



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MEDTECH INNOVATOR SHOWCASE SESSIONS

The MedTech Innovator Showcase sessions will be available to watch on-demand in the virtual conference platform. Our platform also makes it easy to search for these companies and request meetings with them.

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Tympany Medical
XENOCOR

REPLACING DRUGS WITH DEVICES

PATH EX
Cooler Heads Care
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SESSION SCHEDULE

All times are in Eastern Daylight Time (ET)

TUESDAY, SEPTEMBER 21, 2021

8:00 am - 9:45 am ET

US Market Access Seminar (Virtual)

Sponsored by  McDermott
Will & Emery



12:30 pm - 1:15 pm ET

Innovation, Acceleration and Transformation:
How the Pandemic is Changing the
Medtech Industry (Virtual)

Sponsored by 



1:15 pm - 2:00 pm ET

Doing Business Globally

2:00 pm - 3:30 pm ET

AdvaMed Accel Leadership Seminar (Virtual)

Part I: Lessons In Leadership: Interview with
Leslie Trigg, CEO, Outset Medical

Part II: Here to Stay: How Hybrid Engagements Accelerate
Innovation for Med Affairs and Commercial Teams

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Treated Fairly

WEDNESDAY, SEPTEMBER 22, 2021

2:00 pm - 3:30 pm ET

AdvaMed Accel Leadership Seminar (Virtual)

Part III: MedTech Innovator Execution Award & Competition

Part IV: Alternative Funding Sources
Fueling Small Company Innovations

Sponsored by  AliraHealth  MEDMARC,
Treated Fairly



The NEW AdvaMed website features the latest industry updates and commentary from our expert department leaders, exclusive member-only resources, enhanced easy-to-use navigation and a responsive layout for all platforms.

Members also have access to an enhanced Member Center where you can update your profile, find working group details and browse resources tailored to your individual interests.

Visit [AdvaMed.org](https://www.advamед.org) to explore the full spectrum of news, resources and updates!

We are pleased to present AdvaMed members with the Membership Newsletter, a monthly publication designed to communicate relevant news, resources, events and policy updates.

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MONDAY, SEPTEMBER 27, 2021

8:00 am – 9:15 am ET

Networking Breakfast and Exhibitor Marketplace Open (In-Person Washington, DC Networking)

8:30 am – 12:00 pm ET

Partnering/One-on-One Meetings (Virtual and In-Person Washington, DC)

9:00 am - 10:00 am ET

Data: The Lever behind MedTech Transformation in the Evolving Digital Care Continuum (Virtual)

Sponsored by 

9:15 am - 10:00 am ET

Advancing Health Disparities and Access to Care in a Post-COVID World (Virtual and In-Person Washington, DC)

Sponsored by 

10:00 am - 11:00 am ET

The State of Global Investment in Diagnostics in the Era of COVID (Virtual)

10:05 am – 10:55 am ET

Preparing Your Company for Diagnostics Reform and the VALID Act: Key Issues and the Road Ahead (Virtual and In-Person Washington, DC)

10:55 am - 11:15 am ET

Networking Break and Exhibitor Marketplace Open (In-Person Washington, DC Networking)

11:00 am - 12:00 pm ET

Lessons Learned from COVID-19: Using Digital Health to Transform our Health Systems - A Global Perspective (Virtual)

Sponsored by  

11:15 am – 11:45 am ET

Fireside Chat with Dr. Lee Fleisher (CMS) (Virtual and In-Person Washington, DC)



12:15 pm – 12:20 pm ET

Patient Story: A story of AFib and how MedTech helped her get her life back (Virtual)

Sponsored by 



12:30 pm – 12:45 pm ET

Patient Story: BD Peripheral Intervention Patient Stories: Venovo™ Venous Stent System and WavelinQ™ EndoAVF System (Virtual)

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12:45 pm – 1:00 pm ET

Patient Story: Insights from an Electrophysiologist: Minimally Invasive Procedures and the Value of Early Ambulation and Same Day Discharge (Virtual)

Sponsored by 

11:45 am – 12:35 pm

Networking Lunch and Exhibitor Marketplace Open (In-Person Washington, DC Networking)

12:35 pm – 1:35pm ET

Keynote Session (Virtual and In-Person Washington, DC)

1:35 pm - 2:35 pm ET

Data Privacy and Policy in Brazil: implications for the Medical Equipment and Devices Sector (Virtual)



1:40 pm - 2:25 pm ET

You Got FDA Approval: Now What? (Virtual and In-Person Washington, DC)

2:00 pm – 4:30 pm ET

Partnering/One-on-One Meetings (Virtual and In-Person Washington, DC)



2:30 pm - 3:00 pm ET

Leadership, Talent Development and Team Building (Virtual and In-Person Washington, DC)

SESSION SCHEDULE

All times are in Eastern Daylight Time (ET)

2:45 pm - 3:45 pm ET

Connecting the Care Continuum: Data as the Red Thread for HCPs and Industry (Virtual)

3:00 pm - 3:15 pm ET

Networking Break and Exhibitor Marketplace Open (In-Person Washington, DC Networking)

3:15 pm - 3:55 pm ET

Keynote: Lifetime Achievement Award (Virtual and In-Person Washington, DC)

Edward J. Ludwig

Sponsored by 

4:00 pm - 5:00 pm ET

CDRH Town Hall (Virtual Panel and Live Audience Q&A from Capital Hilton)

4:30 pm - 5:00 pm ET

State of Maryland VIP Cocktail Reception (by invitation only)

Location: Washington, D.C. - Capital Hilton

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5:00 pm - 6:00 pm ET

Networking Reception and Exhibitor Marketplace Open (In-Person Washington, DC Networking)

Location: Washington, D.C. - Capital Hilton

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6:00 pm - 7:30 pm ET

AdvaMed PRIDE Leadership Network Reception (In-Person Washington, DC Networking)

Offsite Location: Goodwin Procter, 1900 N Street, NW, Washington DC

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TUESDAY, SEPTEMBER 28, 2021

8:00 am – 6:00 pm ET

Partnering/One-on-One Meetings (Virtual)



10:00 am - 11:00 am ET

The Value of Data in COVID Response (Virtual)

Sponsored by **BCG**

10:00 am - 11:30 am ET

MDR/IVDR: Are the Systems Ready? (Virtual)

11:15 am - 12:15 pm ET

NIH Rapid Acceleration of Diagnostics (RADxSM) Tech Initiative (Virtual)

11:30 am - 12:15 pm ET

UK Medtech Outlook: Innovations in Trade, Regulation and Pandemic Recovery

12:15 pm - 1:15 pm ET

FDA's Accreditation Scheme for Conformity Assessment (ASCA): Streamlining Conformity Assessment Review in Device Submissions (Virtual)

12:15 pm - 1:15 pm ET

How Group Purchasing Agencies Are Strengthening Health Care Systems Through Value Based Procurement (Virtual)

1:15 pm - 2:15 pm ET

Medical Device Supply Chains: What Have We Learned and How Can We Do Better? (Virtual)

1:30 pm - 2:30 pm ET

An Innovator's Guide for Integrating Business and Market Access Considerations in Successful Commercialization Strategy (Virtual)

2:20 pm - 3:20 pm ET

Pandemic Takeaways: Key Innovation and Intellectual Property Impacts and Insights (Virtual)

Sponsored by



2:45 pm - 4:00 pm ET

Emerging Approaches to Software-as-a-Medical-Device (SaMD) Regulation and Coverage: A US Perspective (Virtual)

Sponsored by



3:45 pm ET

TEAMFund Global Health Innovator Award (Virtual)

4:00 pm - 5:00 pm ET

Maximizing the Potential of Point-of-Care Tests (Virtual)

4:00 pm - 5:00 pm ET

The Importance of FDA Compliance Evidence During a Jury Trial (Virtual)

Sponsored by **DuaneMorris®**

5:00 pm - 6:00 pm ET

MedTechVets Virtual Meetup (Virtual)



SESSION SCHEDULE

All times are in Eastern Daylight Time (ET)

WEDNESDAY, SEPTEMBER 29, 2021

8:00 am - 9:00 am ET

Accelerating Value-based Contracts
in the New Normal (Virtual)

Sponsored by **Deloitte**

9:00 am - 10:00 am ET

Networking Breakfast and Exhibitor Marketplace
Open (In-Person Minneapolis, MN Networking)

9:00 am - 10:00 am ET

Networking Breakfast Hosted by MedTech Color
(In-Person Minneapolis, MN Networking)

(by invitation only)

Sponsored by  **ABIOMED**  **AVANOS**  **BD**

 **stryker**  **ZIMMER BIOMET**



9:30 am - 10:00 am ET

Translating Learnings into Leadership (Virtual)

Sponsored by **BCG**

10:00 am - 1:00 pm ET

Partnering/One-on-One Meetings (Virtual
and In-Person Minneapolis, MN)

10:00 am - 11:00 am ET

China Regulatory and Clinical Affairs Trends
and 2021 Major Updates (Virtual)

Sponsored by  **China Med Device**
RA-QA-CRO
www.ChinaMedDevice.com

10:00 am - 10:55 am ET

The New Normal: Rebuilding a Better, Smarter, Stronger
Health Care System (Virtual and In-Person Minneapolis, MN)

10:55 am - 11:10 am ET

Coffee Break and Exhibitor Marketplace Open
(In-Person Minneapolis, MN Networking)

Sponsored by  **bakertilly**
now, for tomorrow

11:00 am - 12:00 pm ET

Global Regulatory Convergence: Recovery,
Reliance, Recognition (Virtual)



11:10 am - 11:50 am ET

Current Investment Flow, M&A and Deal Structures
(Virtual and In-Person Minneapolis, MN)

Sponsored by  **THE ALEXANDER GROUP**

12:00 pm - 1:00 pm ET

Keynote: MedTech Innovator Finals (Virtual
and In-Person Minneapolis, MN)



1:00 pm - 1:15 pm ET

Patient Story: Advancements in Percutaneous
Coronary Intervention & The World's Smallest
Heart Pump, Impella ECP (Virtual)

Sponsored by  **ABIOMED**



1:15 pm - 1:30 pm ET

Patient Story: A Wake-Up Call for Stroke (Virtual)

Sponsored by **stryker**

1:00 pm - 1:45 pm ET

AdvaMed Women's Executive Network (WEN) Networking
Lunch (In-Person Minneapolis, MN Networking)

Sponsored by  **BD**  **WATER STREET**

1:45 pm - 2:30 pm ET

Keynote: (Virtual and In-Person Minneapolis, MN)

2:30 pm - 3:30 pm ET

Maximizing Cybersecurity at the Product
and Enterprise Level (Virtual)

2:30 pm - 6:00 pm ET

Partnering/One-on-One Meetings (Virtual
and In-Person Minneapolis, MN)



2:35 pm - 3:25 pm ET

Getting Serious about Patient Engagement in
Medtech (Virtual and In-Person Minneapolis, MN)

Sponsored by  **ZS**



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OLYMPUS

3:30 pm - 4:20 pm ET

Medtech Trends 2021+: Innovation Drivers, Trends and Roadblocks (Virtual and In-Person Minneapolis, MN)

Sponsored by **ximedica**

3:45 pm - 4:45 pm ET

Ensuring Continued Access to Breakthrough Devices through Evidence Generation (Virtual)

4:20 pm - 4:35 pm ET

Networking Break and Exhibitor Marketplace Open (In-Person Minneapolis, MN Networking)



4:35 pm - 5:10 pm ET

Innovating to Meet Patient Needs (Virtual and In-Person Minneapolis, MN)

Sponsored by **DASSAULT SYSTEMES**

4:45 pm - 5:30 pm ET

Outcomes Based Solutions: Enabling Smarter, Better Care (Livestream)

Sponsored by **Alcon**
SEE BRILLIANTLY

5:15 pm - 6:10 pm ET

Opportunities from the Crisis: Pulse of the Industry 2021 (Virtual and In-Person Minneapolis, MN)

Sponsored by **EY**
Building a better working world



5:30 pm - 6:10 pm ET

Artificial intelligence in MedTech: Getting out of R&D and into the Hands of Providers (Virtual)

Sponsored by **McKinsey & Company**

6:15 pm - 7:15 pm ET

Networking Reception and Exhibitor Marketplace Open (In-Person Minneapolis, MN Networking)

Sponsored by **Québec**

SESSION SCHEDULE

All times are in Eastern Daylight Time (ET)

THURSDAY, SEPTEMBER 30, 2021

9:00 am - 10:00 am ET

Networking Breakfast and Exhibitor Marketplace Open (In-Person Minneapolis, MN Networking)



10:00 am - 10:35 am ET

Early Stage Medtech and Going Public (Virtual and In-Person Minneapolis, MN)

10:00 am - 10:50 am ET

Expanding Use of and Access to Real World Evidence (Virtual)

10:00 am - 1:00 pm ET

Partnering/One-on-One Meetings (Virtual and In-Person Minneapolis, MN)

10:40 am - 11:25 am ET

The "Health" of Our Medtech Innovation Ecosystem as Seen Through the Lens of MedTech Innovator (Virtual and In-Person Minneapolis, MN)

11:05 am - 12:05 pm ET

Accelerating Open Innovation with the Growing Health Tech Ecosystem in Latin America (Virtual)

11:25 am - 11:35 am ET

Networking Break and Exhibitor Marketplace Open (In-Person Minneapolis, MN Networking)

11:35 am - 12:25 pm ET

Improving Customer Engagement Through an Omnichannel Go-To-Market Model (Virtual and In-Person Minneapolis, MN)

12:05 pm - 12:45 pm ET

How Patient Advocacy, Physicians and Industry Can Address Socioeconomic Disparities to Provide Better Access to Care (Virtual)

12:30 pm - 12:45 pm ET

Keynote (Virtual and In-Person Minneapolis, MN)

Sponsored by **ABIOMED**



12:45 pm - 1:00 pm ET

Patient Story: iTind: Reshaping Enlarged Prostate Treatment (Virtual)

Sponsored by **OLYMPUS**



1:00 pm - 1:15 pm ET

Patient Story: Life-changing Technologies: Helping People Live Healthier, Fuller Lives (Virtual)

Sponsored by **Abbott**



1:15 pm - 1:30 pm ET

Patient Story: City of Toronto (Virtual)

Sponsored by **TORONTO**

12:45 pm - 1:30 pm ET

Networking Lunch and Exhibitor Marketplace Open (In-Person Minneapolis, MN Networking)

Sponsored by **NAMSA**

1:30 pm - 2:25 pm ET

Keynote: The Future of Health Care (Virtual and In-Person Minneapolis, MN)

2:25 pm - 3:25 pm ET

Strategies to Adapt and Succeed with Medtech M&A Valuations (Virtual)

Sponsored by **EY** Building a better working world

2:30 pm - 6:00 pm ET

Partnering/One-on-One Meetings (Virtual and In-Person Minneapolis, MN)



2:40 pm - 3:20 pm ET

Medtech Meets Big Data (Virtual and In-Person Minneapolis, MN)

Sponsored by **salesforce**

3:10 pm - 4:10 pm ET

Evolving Role of Digital Health Technology in Supporting Home and Community Based Care and Equity (Virtual)

A Strategic Investor in Medical Technology Companies

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Building market leaders
in healthcare

3:20 pm ET – 3:50 pm ET

Closing Fireside Chat with Dr. Mark L. J. Wright (Federal Reserve Bank of Minneapolis) (Virtual and In-Person Minneapolis, MN)

4:00 pm ET – 4:30 pm ET

Implications of the HHS OIG's Guidance on MedTech Speaker Programs (Virtual)

4:00 pm – 5:00 pm ET

Closing Reception and Exhibitor Marketplace Open (In-Person Minneapolis, MN Networking)

Sponsored by  EMPLOYMENT AND ECONOMIC DEVELOPMENT  **MEDICAL ALLEY**

4:10 pm - 5:10 pm ET

COVID Momentum? Driving Value and Outcomes Based Pricing in In Vitro Diagnostics (Virtual)

Sponsored by  **IQVIA** 

MONDAY, OCTOBER 4, 2021

8:00 am – 6:00 pm ET

Partnering/One-on-One Meetings (Virtual)

TUESDAY, OCTOBER 5, 2021

8:00 am – 6:00 pm ET

Partnering/One-on-One Meetings (Virtual)

WEDNESDAY, OCTOBER 6, 2021

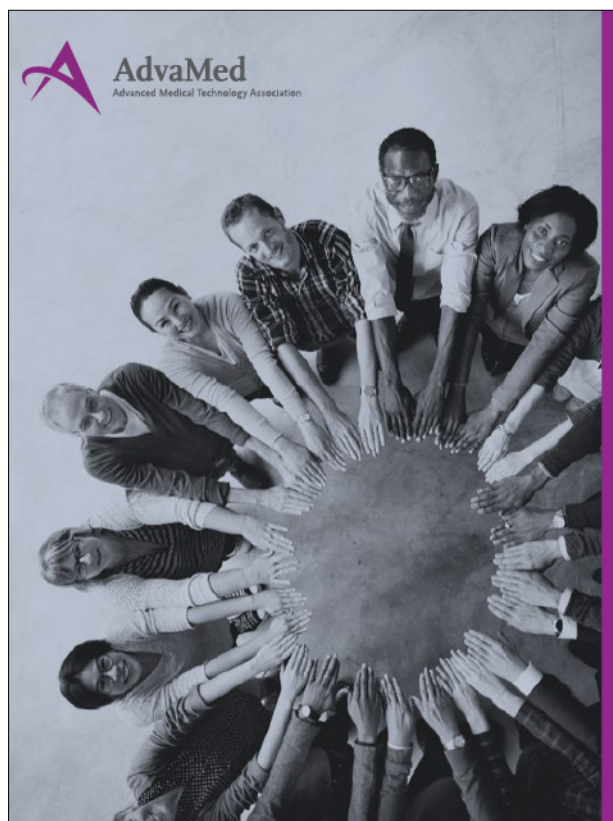
8:00 am – 6:00 pm ET

Partnering/One-on-One Meetings (Virtual)

THURSDAY, OCTOBER 7, 2021

8:00 am – 6:00 pm ET




Partnering/One-on-One Meetings (Virtual)



It starts with **US**

AdvaMed members can now access the AdvaMed Advance Inclusion & Diversity Playbook! Based on a comprehensive study assessing the current state of inclusion and diversity in the medtech industry, the Playbook contains recommendations and additional resources on key areas of focus for member companies to promote a culture of inclusion and diversity across the industry.

The Inclusion & Diversity Playbook:

-  Offers takeaways and key findings from the MedTech I&D study
-  Provides digestible, easy-to-understand material to facilitate their I&D learning
-  Serves as a guide for AdvaMed member companies as they advance and accelerate their I&D journeys and take action

Take the next step towards building a more inclusive and diverse industry.

[DOWNLOAD THE PLAYBOOK](#)

INNOVATION PAVILION

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Meet a select group of early-stage, innovative companies showcasing their technologies and prototypes in the Innovation Pavilion section of the virtual Exhibitor Marketplace. These companies are from AdvaMed Accel, the 2020 MedTech Innovator cohort and the NIH SEED program. Find these companies in the Exhibitor Marketplace and request a meeting!

INNOVATION PAVILION PARTICIPANTS:





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PATIENT PAVILION

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Discover breakthrough live-saving technologies and hear stories from patients and senior medtech executives.

PRESENTATION SCHEDULE:

MONDAY, SEPTEMBER 27

12:15 pm – 12:20 pm ET

Patient Story: A story of AFib and how MedTech helped her get her life back (Virtual)



12:30 pm – 12:45 pm ET

Patient Story: BD Peripheral Intervention Patient Stories: Venovo™ Venous Stent System and WavelinQ™ EndoAVF System (Virtual)



12:45 pm – 1:00 pm ET

Patient Story: Insights from an Electrophysiologist: Minimally Invasive Procedures and the Value of Early Ambulation and Same Day Discharge (Virtual)



WEDNESDAY, SEPTEMBER 29

1:00 pm – 1:15 pm ET

Patient Story: Advancements in Percutaneous Coronary Intervention & The World's Smallest Heart Pump, Impella ECP (Virtual)



1:15 pm – 1:30 pm ET

Patient Story: A Wake-Up Call for Stroke (Virtual)



THURSDAY, SEPTEMBER 30

12:45 pm – 1:00 pm ET

Patient Story: iTind: Reshaping Enlarged Prostate Treatment (Virtual)



1:00 pm – 1:15 pm ET

Patient Story: Life-changing Technologies: Helping People Live Healthier, Fuller Lives (Virtual)



1:15 pm – 1:30 pm ET

Patient Story: Flying Through the Air on Replacement Joints (Virtual)



Protected PCI

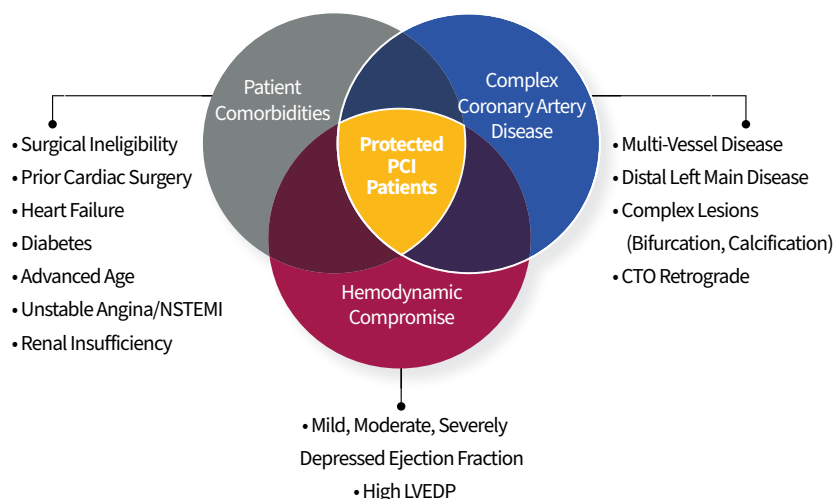
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Impella® heart pumps provide safe and effective hemodynamic support in elective and urgent high-risk PCI for a broad range of patients with complex coronary artery disease, hemodynamic compromise and comorbidities.

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- Enable more complete revascularization¹
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- Improve LVEF¹
- Reduce number of days in the hospital^{3,4}
- Reduce readmissions due to fewer repeat procedures^{3,4}

Growing Population Appropriate for Protected PCI



To learn more visit, www.heartrecovery.com

1. Buzotta, et al. JIC, 2019 2. O'Neill W, et al. Circulation 2012 Oct 2; 126(14): 1717-27

3. Gregory D, et al. Am Health Drug Benefits. (2013); 6(2): 88-99 4. Mani, et al. (2014) Expert Rev. Pharmacoecon. Outcomes Res, 14(3), 403-16

All cardiovascular procedures have risk. Potential adverse events associated with the use of Impella include: acute renal dysfunction, aortic valve injury, bleeding, cardiogenic shock, stroke, hemolysis, limb ischemia, myocardial infarction, renal failure, thrombocytopenia, vascular injury and death.

To learn more about the Impella platform of heart pumps, including important risk and safety information associated with the use of the devices, please visit: www.abiomed.com/important-safety-information

SPECIAL PROGRAMS

U.S. MARKET ACCESS SEMINAR

Sponsored by  **McDermott
Will & Emery**

VIRTUAL

Tuesday, September 21, 2021, 8:00 am - 9:45 am ET

This seminar is a pre-program for international delegates attending The MedTech Conference. It will address key issues for overseas companies seeking to launch products in the US. Among other topics, instructors will cover regulatory and reimbursement pathways as well as perspectives about the changing landscapes in each of these areas. For details on speakers, visit our [online agenda](#).

ADVAMED ACCEL LEADERSHIP SEMINAR

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VIRTUAL

**Tuesday, September 21 and Wednesday
September 22, 2021, 2:00 pm - 3:30 pm ET**

The Advamed Accel Leadership Seminar is a program designed for executives of early and emerging growth companies and includes interactive discussions with successful medtech executives and their partners. This year, the Accel Leadership Seminar sessions will be a virtual pre-conference program. For details on the sessions and speakers, visit our [online agenda](#).

Schedule the meetings you need through our virtual conference platform, available to both virtual and in-person attendees! Our platform makes it easy to search for attendees, send messages and request meetings.

ONE-ON-ONE MEETING SCHEDULE:

IN-PERSON AND VIRTUAL:

September 27 – 8:30 am – 12:00 pm
and 2:00 pm – 4:30 pm (ET)

September 29 – 9:00 am – 12:00 pm
and 1:30 pm – 5:00 pm (CT)

September 30 – 9:00 am – 12:00 pm
and 1:30 pm – 5:00 pm (CT)

VIRTUAL:

September 28 – 8:00 am – 6:00 pm (ET)
October 4 – October 7
(following The MedTech Conference) –
8:00 am – 6:00 pm (ET)



About Medmarc

Created in 1979 by 31 members of AdvaMed, Medmarc is selected as AdvaMed's exclusive provider for preferred insurance and risk management solutions. We support the development, testing, and delivery of medical products that save lives and improve the quality of life. Contact us to discuss the cost of insurance coverage and what coverages are needed for your business plan. **(703) 652-1360 | medmarc.com/contact**



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THE FIRST TRUE END-TO-END SOLUTION

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AdvaMed Code of Ethics Online Training Course

Ensure that members of your organization are trained with the latest guidance on ethical interactions and relationships with Health Care Professionals by taking the AdvaMed Code of Ethics online training course powered by HealthStream.



In partnership with
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"Integrity, and common standards, are essential for sustainable business success. The revised AdvaMed Code of Ethics provides practical guidance for the medtech industry in their interactions with health care professionals."

—Kevin Lobo, Chair and Chief Executive Officer,
Stryker Corporation

The **AdvaMed Code of Ethics** provides medical technology companies with guidance on ethical interactions and relationships with health care professionals, based on the cornerstone values of innovation, education, integrity, respect, responsibility, and transparency.

Compliance Made Easy

This course is the only AdvaMed-approved Code of Ethics training available. Purchase at the enterprise level to efficiently deliver Code of Ethics training to your organization's representatives. Give your team the confidence, credentials and skills to handle any situation with HCPs. Take advantage of our limited time discount available to conference attendees.

[Click below to enquire about enterprise pricing or contact membership@advamed.org](#)

LEARN MORE →

AdvaMed Purchasing Group: Empowering Members with Cost-Saving Benefits

The AdvaMed Purchasing Group (APG) negotiates significant, volume-based discounts and favorable terms on products and services frequently used in the medtech industry. The resulting savings portfolio provides members, regardless of size, with crucial bottom-line savings. **We are member-focused, member-vetted and member-driven.**

Supplier Suites:

The AdvaMed Purchasing Group is currently offering members a breadth of industry-leading solutions through pre-negotiated contracts with leading suppliers of commonly used business solutions in the areas of laboratory services; facilities management and office supplies; and HR and finance. APG's current supplier suites and partners include:

LABORATORY SERVICES

Airgas
BioSurplus
Charles River
Fisher Scientific
UniFirst /UniClean Services

FACILITIES

FedEx
Office Depot
Veolia Environmental Services

HR & FINANCE

Beyond Benefits

Take advantage of the discounts available to AdvaMed members. Connect with the Membership team to start saving today.

START SAVING →



AdvaMed
Advanced Medical Technology Association



MedTechColor

MedTech Color aims to build a cohesive community of leaders of color in medtech, increase the number of underrepresented executives who enter and stay in the industry and drive thought leadership.

Join us – virtually or in person in Minneapolis – for the Networking Breakfast hosted by MedTech Color at The MedTech Conference, September 29th from 9:00 am - 10:00 am ET / 8:00 am - 9:00 am CT.

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Further, Together.**

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