Embracing a New Healthcare Future

“Stimulating discussions and exceptional opportunities to discuss strategic future directions and gain new ideas.” – Director, ABBOTT LABORATORIES

“Great speakers. Exciting topics. New ideas” – Director, APICAL INSTRUMENTS

“Great opportunity to hear current thought leaders on stage in this dramatically changing industry and then imprint key learnings through small group interactions.” – Vice President, Commercial Innovation, GIVEN IMAGING INC.

“Excellent opportunity for networking with executives across various medical industry fields.” – Vice President & General Manager, BECKMAN COULTER, INC.

“Open dialogues with success-driven colleagues & technology drivers in a relaxed, non-threatening environment.” – Director – Quality and Regulatory, PHILIPS HEALTHCARE

“Great overview of where the Medical Industry is heading and the challenges and opportunities associated with that direction.” – Program Director, PHYSIOCONTROL

“Great place to learn, sharpen industry awareness and network.” – Vice President Research Circle Technology, GE IDEA WORKS

20th Anniversary Medical Technologies 2015: A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

Where Global Medical Devices, Life Sciences, and Connected Health Leaders Meet

March 8 - 10, 2015
Hilton San Diego Resort & Spa
San Diego, CA

www.frost.com/medtech
#FrostMedTech
**TOP 5 REASONS WHY YOU SHOULD ATTEND**

1. **Get Ready**: It’s a new healthcare landscape ushering in great change. Gear up to embrace a new future and drive the transformative innovation necessary to survive and prosper.

2. **Collaborate, Collaborate, Collaborate**: Engage in strategic conversations happening on-site. The open, candid discussions with fellow healthcare industry catalysts are exercises in creative thinking and great platforms for generating great ideas.

3. **Galvanize Your Company**: Ensure you have the strategy and processes in place to keep pace with, and stay ahead of, industry transformation and the acceleration of innovation in technology and business models.

4. **Build Your Action Plan**: Inspiration is great, but action is everything. This event features a closing session on implementation to help you build and execute a post-event plan to drive results and returns.

5. **Relax, Have Fun and Make New Friends**: Grow your professional contact list and keep your engines at high rev, while enjoying over a dozen unique networking events including our Exclusive! Participant Meet ‘n’ Greet, Vino Voyage around San Diego harbor, Roaring 20’s Casino Night, and more.

---

**WHO WILL PARTICIPATE**

Join our growing community of medical devices, imaging informatics, connected health, and life sciences (from diagnostics to genomics to pharma/biotech) industry executives, seeking and sharing new ideas and creative approaches to common challenges. Network with:

- **C-Suite**: Chief Executives Officers, Chief Technology Officers, Chief Science Officers
- **Vice Presidents and Directors of**:
  - Business Development
  - Government Affairs and Reimbursement
  - Innovation/Ideation
  - Intellectual Property
  - Global Healthcare Strategy
  - Global Operations
  - Marketing and Marketing Research
  - Medical Affairs
  - Project Management
  - Quality Assurance and Regulatory Affairs
  - R&D
  - Sales
  - Strategic Planning
  - Supply Chain
  - Technology Assessment, Management and Commercialization

---

**MORE CONTENT THAN ONE PERSON CAN HANDLE!**

82% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and the range of content being delivered.

---

**SNAPSHOT OF PAST PARTICIPANTS**

- **Past Participant Profile**

---

**Medical Technologies 2015 Advisory Board**

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support:

- **Eric Agepda**  
  Executive Director, Innovation  
  Hill-Rom Holdings

- **Juan Becerra**  
  Vice President, Research Circle Technology  
  GE Ventures

- **Christine Berard**  
  Vice President  
  Fresenius Medical Care

- **Greg Caressi**  
  Senior Vice President, Healthcare & Life Sciences  
  Frost & Sullivan

- **Dr. Michael Dahlweid**  
  Vice President & General Manager, Portfolio and Product Management  
  GE Healthcare

- **John Daley**  
  Vice President, Quality Assurance, Distribution & Supply Chain  
  Boston Scientific

- **Reenita Das**  
  Partner and Senior Vice President, Healthcare & Life Sciences  
  Frost & Sullivan

- **Shawn Miller**  
  Director, Strategic Market Intelligence NA  
  Philips Healthcare

- **Theresa Scheuble**  
  Associate Director  
  Research and Development  
  Ethicon Inc.

- **Elena Skvortsova**  
  Vice President and General Manager- BioSurgery  
  Baxter Healthcare

---

**Past Participant Profile**

- **Executive (C-Level, Vice President, Director)**  
  86%

- **Management**  
  12%

- **Other**  
  2%
### Schedule-at-a-Glance

Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point free, participant-driven discussions featuring creative thinking and idea generation.

#### Zone 1: An Eye on New Healthcare Vistas
- **9:45am** 4th Annual Vino Voyage Check-In: Meet in Hotel Lobby
  - Join us for a sophisticated jaunt around San Diego’s largest natural harbor on the 58 foot SUNCHASER American Catamaran, The Aolani. Network with participants while enjoying the 360 degree views of the stunning San Diego skyline, sipping wine in the sunshine, and enjoy a savory lunch.
- **3:30pm** Solution Provider Workshop
- **6:00pm** Speaker & Thought Leader Orientation
- **7:30pm** Island Luau Welcome Networking Reception, Event Kickoff & Pasta Bar
  - Kick off our 20th anniversary event in island style! Join us for rum punches, island breezes and casual conversation. Connect with your fellow peers and colleagues while you get ready for the days ahead.

#### Zone 2: Keeping Pace With Healthcare Consumers
- **9:30am** Payer Perspective
  - Pull into any leadership sessions designed to keep you on your toes.
  - Choose one:
    - Pit Stop 1. Who’s Funding Innovation?
    - Pit Stop 2. Assessing the Business Potential of Personalized Medicine
    - Pit Stop 3. How Logistics Companies are Disrupting Healthcare
    - Pit Stop 4. Assessing the Impact of Healthcare Policy on Your Company
- **11:00am** Collaboration – Exploring and Monetizing the Vortex of Healthcare Innovation Driving New Concepts, Products, and Service
  - Choose one:
    - Zone 1. Evolving Medical Landscape: How to Prepare For and Utilize Big Data
    - Zone 2. What’s the Point? Translating the Emerging Wellness Trend into Real Growth Opportunities
    - Zone 3. Applying Advanced Technology to Deliver Solutions

#### Zone 3: Sharpening Your Competitive Edge
- **1:00pm** Food For Thought – Networking Roundtables Hosted by Industry Leaders
  - Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.
  - Choose one:
    - Zone 1. Applying Technology to Engage Patients and Consumers in Their Healthcare
    - Zone 2. What’s the Point? Translating the Emerging Wellness Trend into Real Growth Opportunities
    - Zone 3. Early Warning Industry Convergence, New Market Entrants and Non-Traditional Competitors

### Saturday, March 7, 2015

#### Arrival Day
- **7:00pm** Suggested Arrival Time
  - Arrive Saturday to participate in Sunday’s Networking Activities.

### Sunday, March 8, 2015

#### Networking Day
- **8:00am** Registration, Continental Breakfast, and Exhibition

### Monday, March 9, 2015

#### General Session and Exhibition
- **8:00am** Registration, Continental Breakfast, and Exhibition
- **8:45am** Welcome and Visionary Keynote – Reinventing Business Models for the Future of Healthcare
- **9:55am** Medical Technologies 2015 Advisory Board & Member Recognition
  - Choose one:
    - Zone 1. Applying Technology to Engage Patients and Consumers in Their Healthcare
    - Zone 2. What’s the Point? Translating the Emerging Wellness Trend into Real Growth Opportunities
    - Zone 3. Early Warning Industry Convergence, New Market Entrants and Non-Traditional Competitors
- **10:45am** CONCURRENT COLLABORATION ZONES – ThinkTanks
  - ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.
  - Choose one of the following zones:
    - Zone 1. Evolving Medical Landscape: How to Prepare For and Utilize Big Data
    - Zone 2. What’s the Point? Translating the Emerging Wellness Trend into Real Growth Opportunities
    - Zone 3. Applying Advanced Technology to Deliver Solutions

### Tuesday, March 10, 2015

#### General Session and Exhibition
- **6:15am** Early Risers Run/Walk
  - Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!
- **8:00am** Continental Breakfast and Exhibition
- **8:30am** Ice Breaker and Keynote – Innovating Healthcare Delivery
- **9:30am** Payer Perspective – The Road to Population Health Management
- **10:10am** Making a Global Impact
- **10:20am** Networking, Refreshment, and Exhibition Break

#### 10:45am CONCURRENT COLLABORATION ZONES – Roundtables
  - Roundtables capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.
  - Choose one of the following zones:
    - Zone 1. Strategies for Supporting the Global Regulatory Environment
    - Zone 2. Innovating for mHealth
    - Zone 3. Utilizing Human Factors Engineering to Design to Win in the Competitive Global Market
- **12:00pm** Food For Thought – Networking Roundtables Hosted by Industry Leaders
  - Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.
  - Choose one:
    - Zone 1. Evolving Medical Landscape: How to Prepare For and Utilize Big Data
    - Zone 2. What’s the Point? Translating the Emerging Wellness Trend into Real Growth Opportunities
    - Zone 3. Early Warning Industry Convergence, New Market Entrants and Non-Traditional Competitors
- **1:00pm** Session to Session Travel Time
- **1:05pm** On the Cusp – A Futuristic View of Medicine
- **1:35pm** Collaboration – Getting the Value You Need From New Partnering Models
- **2:30pm** Networking, Refreshment, and Exhibition Break
- **3:00pm** Insight Centers – Weave your way through a series of brisk thought leadership sessions designed to keep you on your toes.
  - Pull into any of the following four revolving pit stops:
    - Pit Stop 1. Who’s Funding Innovation?
    - Pit Stop 2. Assessing the Business Potential of Personalized Medicine
    - Pit Stop 3. How Logistics Companies are Disrupting Healthcare
    - Pit Stop 4. Assessing the Impact of Healthcare Policy on Your Company
- **4:00pm** Interactive – Inspiration to Implementation: Developing Your Day to Day Action Plan
- **5:00pm** 20th Anniversary Medical Technologies 2015: A Frost & Sullivan Executive MindXchange Concludes
- **5:30pm** 2015 Excellence in Best Practices Awards Gala
  - Join us in celebrating innovation and leadership in healthcare and life sciences as Frost & Sullivan presents these prestigious awards recognized by industry leaders, the investment community and the media at our annual gala. Participation involves an additional fee and separate registration. See Registration Page for details.
SUNDAY, MARCH 8, 2015

4th ANNUAL VINO VOYAGE
9:45am

Join us for a sophisticated jaunt around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran, The Aolani. Network with participants all while enjoying the 360 degree views of the stunning San Diego skyline, sipping wine in the sunshine, and enjoy a savory lunch.

Participant Fee: $50
Location: Meet in Hotel Lobby, 9:45am

Hosted by:

PLEXUS
The Product Realization Company

UL

ISLAND LUAU WELCOME
NETWORKING RECEPTION, EVENT KICKOFF & PASTA BAR
7:30pm

Kick off our 20th anniversary event in "island style"! Join us for rum punches, island breezes and casual conversation. Connect with your fellow peers and colleagues while you get ready for the days ahead.

MONDAY, MARCH 9

ROARING 20'S CASINO NIGHT
& BUFFET DINNER
5:45pm

Celebrate our 20th anniversary by taking a trip back in time to the roaring 20's! Dust off your zoot suit, shake out your flapper dress and indulge in some swell cocktails and throwback casino games.
SATURDAY, MARCH 7, 2015
ARRIVAL DAY

7:00pm  Suggested Arrival Time
Arrive Saturday to participate in Sunday's Networking Activities.

SUNDAY, MARCH 8, 2015
NETWORKING DAY

Bring plenty of business cards, relax, meet-and-greet during this day devoted to making new contacts and new friends.

9:45am  4th Annual Vino Voyage Check-In: Meet in Hotel Lobby
Join us for a sophisticated jaunt around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran, The Aolani. Network with participants all while enjoying the 360 degree views of the stunning San Diego skyline, sipping wine in the sunshine, and enjoy a savory lunch.
Attire: We suggest that you be sure to bring a jacket as the weather on the bay can get windy and will be cooler on board than San Diego's seasonal temperatures in March (mid 60s).
Hosted by:  

3:30pm  Solution Provider Workshop

5:00pm  Solution Provider Registration & Orientation Reception

6:00pm  Speaker & Thought Leader Orientation
An essential meeting for speakers, facilitators and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.

6:45pm  Exclusive! Participant Meet 'n' Greet
This end-user/participant networking activity is your opportunity to identify –right out of the gate – those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

7:30pm  Island Luau Welcome Networking Reception and Event Kickoff
Kick off our 20th anniversary event in island style! Join us for rum punches, island breezes and casual conversation. Connect with your fellow peers and colleagues while you get ready for the days ahead.

MONDAY, MARCH 9, 2015
GENERAL SESSION AND EXHIBITION

8:00am  Registration, Continental Breakfast and Exhibition
Didn't get your badge at last night's reception? Make sure you're down in time for breakfast and registration to get your event materials now! Already have your badge? Make sure you pick up your event packet and start networking bright and early!

WELCOME AND VISIONARY KEYNOTE
8:45am  Reinventing Business Models for the Future of Healthcare

9:55am  Medical Technologies 2015 Advisory Board & Member Recognition

TECH VISION
10:05am  Welcome to the World of Game Changing Healthcare Technologies
Greg Caressi  
Senior Vice President, Healthcare & Life Sciences  
Frost & Sullivan
The healthcare industry is going through a process of disruption in care delivery, in products and solutions, and in new technologies and new market participants addressing stakeholders. Technologies, processes and competitors are all in motion in the current environment, and no one knows for sure what the ecosystem and structure will look like in 2025. This executive bulletin will share golden nuggets from Frost & Sullivan’s view of the future to highlight the top disruptive technologies with a powerful message around what you should do to get ahead of the threat.
Key Take-Aways:
- Identify key technologies impacting your business today and in the future
- Framework to track technologies & competitors in a converging world
- Insight into the multi-billion dollar opportunities arising out of the serendipitous tech convergence

10:30am  Networking, Refreshment, and Exhibition Break

COLLABORATION
11:00am  Exploring and Monetizing the Vortex of Healthcare Innovation Driving New Concepts, Products, and Service
Reenita Das  
Partner  
Frost & Sullivan
Knowing a cool technology is one thing, knowing what to do with it is another. It is easy for companies to get caught in a trap of the latest fad that never leads to business ROI. In this interactive session, we will be focusing on how we can identify and build new concepts for stronger stakeholder return.
Key Take-Aways:
- Identify the next waves of innovation and white space opportunities created by convergence of top technologies
- Collaborate with peers to evaluate and co-create potential convergence scenarios worth billions of dollars
- Energize your business ecosystem by collaborating with potential partners

11:55am  Session to Session Travel Time
Agenda

12:00pm CONCURRENT SESSIONS
Choose one of the following concurrent sessions:

INTERACTIVE
Solutions Wheel

Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading solution providers – both intense and fulfilling.

OR
EXECUTIVE INSIGHTS PANEL DISCUSSION
Navigating New Contract Models

MODERATOR:
Clint McClellan
President
IndieHealth

PANELISTS INCLUDE:
Jacob Drapkin
Executive Director, Global Market Access & Pricing
Johnson & Johnson Diabetes Solutions

Mary Lentz
Vice President Managed Care Contracts and Finance
Sharp Healthcare

Pieter Rijken
Director, International Provider contracting
GeoBlue

- Followed By -

12:30pm Retail Healthcare: The Consumerization of Preventative Diagnostic Care

1:00pm Food For Thought – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

2:00pm Session to Session Travel Time

2:05pm COLLABORATION ZONES – THINKTANKS

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose one of the following zones:

Zone 1: Evolving Medical Landscape: How to Prepare For and Utilize Big Data

FACILITATOR:
Bill Betten
Vice President
LogicPD

Big data offers breakthrough possibilities in healthcare from increased efficiencies and better outcomes to lower costs and more personalized care. But as connected applications provide us with more data than ever before, many organizations are struggling with what to do with this data to take full advantage of its potential. Participants of this interactive session will explore some common pitfalls of big data in the medical industry and discuss strategies to leverage this data to affect change and improve healthcare.

Key Take-Aways:
- Steps your organization can take to prepare for big data
- Best practices to avoid common roadblocks in collecting the “right” data
- Tips on how to maximize the value of your data and how to leverage insight and analytics to affect behavior change

Zone 2: What’s the Point? Translating the Emerging Wellness Trend into Real Growth Opportunities

FACILITATOR:
Sean Macleod
President
Stratos

The next wave of consumerized health and wellness technologies is on our doorstep. In the past couple of years, we have seen a proliferation of health, wellness and fitness devices as consumers have ubiquitous connectivity and mobile apps are now the status quo. Recently, however, the market has been saturated with devices offering a rather pedestrian set of capabilities. So, what’s the point? How do you translate this into real growth opportunities for your organization? How do organizations that are currently mainstream healthcare transition to this wellness model? And how do start-ups develop first-to-market solutions that can be successful?

Key Take-Aways:
- A framework to recognize opportunities in this emerging trend
- Tools for leveraging your company’s capabilities to realize these market opportunities
- A case study from the consumer health market segment

Zone 3: Applying Advanced Technology to Deliver Solutions

3:20pm Networking, Refreshment, and Exhibition Break

Join the Discussion: www.frost.com/linkedinMEDTECH
COLLABORATION ZONES - BEST PRACTICES

3:50pm  Best Practice sessions examine a real world use case, dissect the best practices employed, and explore how to apply them to your own initiative and company.

Choose one of the following zones:

Zone 1. Leveraging Emerging Markets in the Supply Chain

FACILITATOR:
Mark Kemp
Senior Vice President Medical Devices
Flextronics

Expansion into emerging markets is part of most medical device corporate strategies today. But there is little discussion about the risks involved and how to mitigate those risks by leveraging elements of supply chain strategy including design for local markets, tax and trade, supply chain design and planning for incremental FDA and local regulation compliance requirements.

Key Take-Aways:
- Guide to evaluate elements of the supply chain to maximize ROI and minimize risk
- Insight into how tax and trade regulations can be leveraged for supply chain planning
- Action items to articulate elements of design for local markets and plan for incremental compliance requirements

Zone 2. Applying Technology to Engage Patients and Consumers in their Healthcare

CO-FACILITATORS:
Dr. David Rhew
Chief Medical Officer & Vice President of Global Healthcare
Samsung
Stuart Karten
President
Karten Design

Patients’ and consumers’ engagement in their healthcare leads to improved outcomes and satisfaction with care. Despite efforts to foster engagement, most of today’s approaches for improving engagement are labor-intensive, and many solutions tend to be adopted only by patients and consumers who are relatively well. Sensor and mobile technologies, combined with strategies that incorporate behavioral science, have the potential to dramatically change the way that we approach patient and consumer engagement in healthcare.

Key Take-Aways:
- Insight into the role that family members and healthcare providers play in engagement strategies
- Examples of technologies and behavioral strategies that can promote engagement
- Framework for understanding how patient-generated data and analytics impact patient and consumer engagement

Zone 3. Early Warning Industry Convergence, New Market Entrants and Non-Traditional Competitors

4:50pm  Session to Session Travel Time

SPOTLIGHT ON

4:55pm Digital Health Innovation Panel

MODERATOR:
Gunnar Trommer, Ph.D.
Principal for Digital Health
BCG Digital Ventures

PANELISTS INCLUDE:
Janet Campbell
Software Developer
Epic
Dennis Robbins, Ph.D. MPH
Director, Translational Ethics & Policy
PEARL Practice-Based Translational Network
Chief Clinical and Business Intelligence Officer
KPN Health Analytics and KPN Mgt. Partners
Dr. David Rhew
Chief Medical Officer & Vice President Global Healthcare
Samsung
Dirk Schapeler
Director, Digital Health
Bayer HealthCare

5:45pm Roaring 20’s Casino Night & Buffet Dinner

Celebrate our 20th anniversary by taking a trip back in time to the roaring 20’s! Dust off your zoot suit and shake out your flapper dress and indulge in some swell cocktails and throwback casino games. Drinks and buffet dinner to be served.

EARLY RISERS
RUN/WALK

Tuesday - 6:15am

Jump start your day with a little exercise lead by a Frost & Sullivan representative, all while getting to know your fellow participants.

Attire Recommendations Key:
- Casual - Jeans, T-shirt, Comfortable Shoes
- Beach Chic - Cargo or Bermuda Shorts, Sundress, Flip-Flops
- Business Casual - Button down shirts, Trousers, Dress
- Formal - Suit & Tie, Formal Dress
- Athletic Gear - Workout Clothing, Sneakers
TUESDAY, MARCH 10, 2015

GENERAL SESSION AND EXHIBITION

6:15am  Early Risers Run/Walk
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It's the perfect start to a great day of content and networking!

8:00am  Continental Breakfast and Exhibition
Start the day on the right foot with some breakfast and networking before diving into the first keynote!

ICE BREAKER AND KEYNOTE
8:30am  Innovating Healthcare Delivery
Dr. Joseph M. Smith
Chief Medical Officer and Chief Science Officer
West Health

PAYER PERSPECTIVE
9:30am  The Road to Population Health Management
Dr. Eben Howard
Assistant Professor & Chairman
of Population Health Sciences Department
University of California San Francisco

10:10am  Making a Global Impact

10:20am  Networking, Refreshment, and Exhibition Break

COLLABORATION ZONES ROUNDTABLES
10:45am  COLLABORATION ZONES ROUNDTABLES
Roundtables capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.
Choose one of the following zones:

Zone 1.  Strategies for Supporting the Global Regulatory Environment
CO-FACILITATORS:
David Strandberg
Director, Engineering Solutions
Plexus
Scott Weber
Vice President Quality
Plexus

The global regulatory environment continues to change creating multiple challenges for companies that support the manufacturing of medical devices. Some of those changes include increased regulatory oversight from more countries, regulatory bodies expanding their focus to include outsourced suppliers, and the need to regulate consumer medical devices. This interactive session will provide awareness of the challenges and will focus on solutions that will help companies stay ahead of the changing regulatory environment.

Key Take-Aways:
- Insight into the exponentially changing level of global regulatory oversight. For instance, most foreign countries have or are establishing quality requirements for entry into their markets. This can become a major risk management decision process, so we will discuss strategies to manage this newer market dynamic.
- Strategies to stay ahead of the changing global regulatory environment. Companies will need to plan for increasing enforcement and costs of noncompliance. This planning could impact organizational design, contracts, and the viability of key business partners/suppliers.
- Best practices for ensuring regulatory compliance through successful interfaces between OEM and partner systems. A specific example is the European directive requiring companies to have their Notified Bodies perform unannounced inspections of key suppliers, which can create a drain on time and resources of those key suppliers undergoing audit.

Zone 2.  Innovating for mHealth

Zone 3.  Utilizing Human Factors Engineering to Design to Win in the Competitive Global Market
FACILITATOR:
Michael Wiklund
General Manager - Human Factors Engineering
UL

Many medical companies have hit a regulatory wall when seeking device clearances, told by FDA and other authorities that their submissions lacked the necessary HFE data. Good HFE offers more than a smooth path toward device clearance, it can also improve a product’s marketability owing to its enhanced usability.

Key Take-Aways:
- Insights on competitive advantages of implementing HFE into design practices
- Best practices in meeting regulatory submissions
- Lessons learned from other industries such as aviation, power generation, consumer electronics, and software

12:00pm  Food For Thought – Networking Roundtables
Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:00pm  Session to Session Travel Time

ON THE CUSP
1:05pm  A Futuristic View of Medicine
Stuart Williams
Chief Science Officer
Tissue Genesis
Director, Bioficial Organs Program
University of Louisville

COLLABORATION
1:35pm  Getting the Value You Need from New Partnering Models
Gary Fingerhut
Executive Director
Cleveland Clinic Innovations

Learn how Cleveland Clinic Innovations collaborates with an integrative team of Cleveland Clinic Caregivers, industry and investor advisors and Global Healthcare Innovations Alliance partners to accelerate the translation of invention to patient-focused innovation. Discover the opportunities, strategies and lessons associated with driving commercialization cooperation across the healthcare continuum.

Key Take-Aways:
- Best practices for building a network of interdependent experts to strengthen commercialization outcomes
- Examples of how to transform your process in order to stay relevant and scale with a perpetually evolving healthcare landscape
- Success factors for operating under an integrated model - delivering increased outcomes for all stakeholders

2:30pm  Networking, Refreshment, and Exhibition Break
3:00pm  
**Insight Centers**
Weave your way through a series of brisk thought leadership sessions designed to keep you on your toes. Pull into any three of the following four revolving pit stops:

**Pit Stop 1. Who's Funding Innovation?**

**Larry Gerrans**  
President & Chief Executive Officer  
Sanovas, Inc.

America is losing its leadership in Innovation and leaving breakthrough technologies and profitable companies on the sideline. Emerging markets and economies in India, China and South America, however, are booming with investment capital for Innovation. So, where are they getting the money to start up these new companies? We will describe Sanovas, Inc.'s newfound strategy that generated over $30 million in investment capital using non-traditional methods. We will discuss the tactics emerging enterprises must deploy to be successful in this new funding environment and the best practices deployed to meet the new paradigms driving start-up capital.

Key Take-Aways:
- Lessons learned from a struggling start up to a dynamic growth company
- Systems and methods you will need to implement to drive your funding initiatives
- Predictions about the future of innovation capital

**Pit Stop 2. Assessing the Business Potential of Personalized Medicine**

**Dennis Robbins, Ph.D. MPH**  
Director, Translational Ethics & Policy  
PEARL Practice-Based Translational Network  
Chief Clinical and Business Intelligence Officer  
KPN Health Analytics and KPN Mgt. Partners

This session will explore how we integrate and leverage health and business intelligence that allow us to take the next step beyond patient activation and engagement to personalized solutions people will embrace. By creating devices, technologies solutions, products and strategies that people buy, use and adopt, we can begin to bend the sickness curve, reduce costs and enhance the life of millions, while creating a profitable industry angle with numerous opportunities for global expansion.

Key Take-Aways:
- Statistics on dollar value savings of personalized care
- Insight into market potential on affordable and reliable solutions
- Examples of current successful solutions and the savings

**Pit Stop 3. How Logistics Companies are Disrupting Healthcare**

**Pit Stop 4. Assessing the Impact of Healthcare Policy on Your Company**

**Shawn Miller**  
Director, Strategy and Market Intelligence  
Philips Healthcare

Government activity via healthcare policy has a huge impact on the healthcare industry especially as a greater percentage of hospital revenue comes from Medicaid and Medicare. In addition, healthcare policy impacts commercial payors due to a spillover effect and impacts what hospitals can buy due to reimbursement policy. As marketers, how do we assess the impact that healthcare policy (ie, via ACA, CMS schedules, healthcare policy changes, etc.) has on your company? During this session, we'll discuss some techniques and share some examples.

Key Take-Aways:
- Insight on how to model Impact on your organization
- Examples of what to do with nebulous, ambiguous data
- Framework for when to be qualitative and when to be quantitative with your assessments

**INTERACTIVE**

4:00pm  
**Inspiration to Implementation: Developing Your Day to Day Action Plan**

**Michael Waldman**  
Director of Growth Implementation Solutions, U.S. East  
Frost & Sullivan

Whether acquiring companies, expanding geographically, or launching visionary new products, implementing innovative strategies is complex, risky, time consuming, and expensive. This is further complicated by limited internal resources and senior executive bandwidth, dedicated team member skill constraints, and aggressive project timelines. Join this interactive workshop to explore challenges and best practices associated with implementation planning.

Key Take-Aways:
- Share best practices for turning growth strategy into action
- Recognize obstacles and lead with plans to surmount them
- Structure organization and activities to achieve maximum impact

5:00pm  
**20th Anniversary Medical Technologies 2015: A Frost & Sullivan Executive MindXchange Concludes**

5:30pm  
**2015 Excellence in Best Practices Awards Gala**

Join us in celebrating innovation and leadership in healthcare and life sciences as Frost & Sullivan presents these prestigious awards recognized by industry leaders, the investment community and the media at our annual gala. Participation involves an additional fee and separate registration.

See Registration Page for details.
Flextronics Medical helps customers become more competitive by bringing innovative products to market faster and at lower cost through world-class integrated design, manufacturing, distribution and service. Our turnkey services offer medical customers a competitive advantage in a constantly evolving marketplace where quality, speed, innovation and agility are critical.

www.flextronics.com

Karten Design has partnered with medical device manufacturers to build their businesses through Product Innovation and Design. Driven by strategic market understanding and deep user empathy, we help companies seize new opportunities and create compelling products that resonate with end users, increasing adoption and enabling better patient outcomes.

www.kartendesign.com

Logic PD collaborates with clients to help them launch products that accelerate growth and capture the value of the Internet of Things (IoT). From system integration to embedded and connected device offerings, Logic PD helps at any stage in the product lifecycle by being the complete product innovation and product realization company.

www.logicpd.com

Plexus is a leader in delivering optimized Product Realization solutions to OEMs in the Healthcare/Life Sciences industry. Our unique customer focused service model features end-to-end comprehensive solutions to meet our customer’s individual needs. Plexus provides leading global engineering and manufacturing solutions through facilities that are certified to ISO 13485 and FDA standards.

www.plexus.com

Stratos: Delivering the Power of Possible. Since 1987, Stratos has been the trusted resource for science and technology innovators. Whether solving complex technical challenges or bringing market opportunities to fruition, our team can be counted on to deliver. Contact Stratos to take your next product idea from possibility to reality.

www.stratos.com

UL provides innovative solutions beyond safety testing to support medical manufacturers access global market. Services include ISO13485, Canada CMDCA, Europe CE Mark, Japan - PAL, Brazil - INMETRO, ISO14971, IEC60601, IEC61010, CB Scheme, China CFDA Application, CRO, Biocompatibility, Usability, Software, EMC, eHealth, 510(k) preparation, LMS and training.

www.ul.com/medical
**Online Events**

Interested in getting live and interactive high-quality content right from your desktop? If so, then Frost & Sullivan’s complimentary eBroadcasts are for you. By combining the immediacy of the web with the impact of streaming audio, these one-hour, topic-specific seminars, allow participants to exchange real-world experiences with senior-level executives and key industry analysts.

**onDemand eBroadcasts**

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Available Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation: The Key New Growth Opportunities in Manufacturing</td>
<td>Discover how manufacturers are approaching the enterprise innovation challenge, focusing on business processes such as customer service and product design.</td>
<td><a href="http://www.frost.com/idea">www.frost.com/idea</a></td>
</tr>
<tr>
<td>Translating Win/Loss Results Into Strategy</td>
<td>Learn the tools and techniques in which companies can link Win/Loss research results to strategy.</td>
<td><a href="http://www.frost.com/translate">www.frost.com/translate</a></td>
</tr>
<tr>
<td>Making Intelligence Relevant: Moving from Data Collection to Insight and Strategy</td>
<td>Learn how to sort critical information, the analysis tools needed to draw insight from the information collected, and how to leverage insights to influence company strategy.</td>
<td><a href="http://www.frost.com/collection">www.frost.com/collection</a></td>
</tr>
<tr>
<td>Advanced Materials and Manufacturing: Stimulating Growth Opportunities and Shaping Corporate Strategy</td>
<td>This is your chance to learn why new game-changing product applications and technologies are seeing radical developments.</td>
<td><a href="http://www.frost.com/materials">www.frost.com/materials</a></td>
</tr>
<tr>
<td>Better, Faster Collaboration with Enterprise Social Networking in Manufacturing</td>
<td>Join is for an educational eBroadcast that explores the extent manufacturers are embracing enterprise social networking and mobile technologies to increase the flexibility and velocity of their businesses.</td>
<td><a href="http://www.frost.com/future">www.frost.com/future</a></td>
</tr>
<tr>
<td>Doing More With Less: How Resource Visibility Can Solve Your Time to Market Problems</td>
<td>Product development organizations often struggle with a lack of resources and little visibility into their resource capacity. Join Frost &amp; Sullivan and Planview for a complimentary eBroadcast as we highlight the best practices for managing resources in product development.</td>
<td><a href="http://www.frost.com/more">www.frost.com/more</a></td>
</tr>
</tbody>
</table>

Additional eBroadcasts are being added on a regular basis. For Frost & Sullivan’s latest eBroadcast calendar, go to www.ebroadcast.frost.com
20th Anniversary Medical Technologies 2015:
A Frost & Sullivan Executive MindXchange

March 8 – 10, 2015 | Hilton San Diego Resort & Spa | San Diego, CA

Register online!  www.frost.com/medtech

Registration at Frost & Sullivan Executive MindXchange events is subject to review, and restricted to end user practitioners. Therefore, we reserve the right to decline attendance to any company deemed to be a vendor in the market. For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbins@frost.com.

VENUE INFORMATION
Hilton San Diego Resort & Spa
San Diego, California

Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event. We suggest you arrive on Saturday, March 7, 2015.

TO REGISTER:
ONLINE
www.frost.com/medtech
EMAIL
events.us@frost.com
PHONE
1.877.GO FROST (1.877.463.7678)

Participant Package Includes

1. Complete access to all keynotes, interactive workshops and non-stop networking
2. Subscription to our quarterly Medical Technologies eBulletin
3. Access to dozens of industry articles and white papers
4. Complete access to our onDemand library of recent industry eBroadcasts
5. Membership to our Medical Technologies LinkedIn Community
6. Preferred pricing for the Executive MindXchange Chronicles; a collection of notes on the entire Medical Technologies Executive MindXchange

For more details on these registration features, visit: www.frost.com/YourParticipation

Schedule a Complimentary One-on-One Growth Strategy Dialogue

A Growth Strategy Dialogue (GSD) is a customized session for Senior Executives facilitated by a Frost & Sullivan growth strategy consultant and a tenured industry analyst. Ask questions and brainstorm with experts to evaluate and enhance your growth strategy. These free on-site sessions are exclusive with a limited number of slots, and reservations will be confirmed on a first-come, first-served basis.

Please have a Frost & Sullivan associate contact me to secure my Growth Strategy Dialogue time slot.

PAYMENT PROCEDURES

Payment in full is required immediately upon registration and is non-refundable and also must be received by Frost & Sullivan prior to the event start date. If payment has not been received by Frost & Sullivan prior to the event start date you will not be able to attend the Executive MindXchange. If, for any reason, you are unable to attend the Executive MindXchange for which you are registered, and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXchange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one time fee of $500. The remaining balance can be applied to any Executive MindXchange up to one calendar year from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the control of Frost & Sullivan may occur. The program agenda will be updated biweekly and can be downloaded from www.frost.com/medtech

Registration/Pricing Schedule

- Event Registration - Complete Series $3140
  ($100 Savings) (Includes General Session, Executive MindXchange Chronicles, Vino Voyage)
- A-la-carte options:
  - Event Registration - General Pass $2795
  - Sunday Networking/Vino Voyage $50
  - Best Practices Awards Gala $2000
  - Executive MindXchange Chronicles $395

Medical Technologies 2015 Executive MindXchange Chronicles
A real Golden Nugget that continues to add value post-event!
As a thorough and focused set of notes, the Medical Technologies 2015 Executive MindXchange Chronicles ensures you don’t miss out on any sessions that run concurrently with those that you selected. If you are unable to sign up for this now, you may order post event.
Please note that post event purchases will be $495 so get your hands on these collections at the lower rate now!
- Non-Participant $695

Group Discounts Available
Contact: 1.877.GO FROST for details

More Content than One Person Can Handle!
82% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and the range of content being delivered.

Subscribe to the Medical Technologies eBulletin
A Quarterly eBulletin From the Organizers of the Medical Technologies Executive MindXchange Event
To Subscribe
Visit www.frost.com/medtech

FEATUERED SOLUTION PROVIDERS

For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbins@frost.com.