

# Innovating for Value in Healthcare

March 19 - 21, 2017 | Loews Coronado Bay Resort, San Diego, CA



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

22nd Annual

## Medical Technologies:

A FROST & SULLIVAN EXECUTIVE MIND  CHANGE

[www.frost.com/medtech](http://www.frost.com/medtech)

#FrostMedTech

## WHY YOU MUST ATTEND

- 1. It's Time to Reinvent Your Business Model:** Risk sharing/outcomes; solution centric approaches; ecommerce; consumer engagement; open innovation; the entry of new players – the pace of change is dizzying. Come up with the right game plan to ensure you have the business model in place to remain relevant and positioned for future success.
- 2. Disruptive Technology is Here:** IoT, artificial intelligence, and analytics, among others, have ushered in a new era of medicine and radical changes in your business landscape. Keep pace with the advancements, know when to hit the trigger, and get ready for the disrupters still to come.
- 3. Connected Healthcare is Real:** The movement of care outside traditional settings is transforming medicine through connected health solutions. Develop a plan for partnering with providers, payers, device manufacturers, governments and telecom companies to establish connectivity ecosystems that can efficiently leverage data into actionable insights.
- 4. The Face of Your Customer is Changing:** As innovative therapies and interventions are developed, the addressable population increases. The ability to care for more customers and the changing decision making structure calls for rethinking traditional market approaches. Develop a roadmap for successfully engaging with the customer of the future.
- 5. Servitization of Healthcare is the Future:** Innovative PaaS & DaaS models will open new revenue streams driving future sustainability. Uncover and assess the opportunities to capitalize on this significant industry trend and transform your organization.

## AN INTERACTIVE EXPERIENCE LIKE NO OTHER...

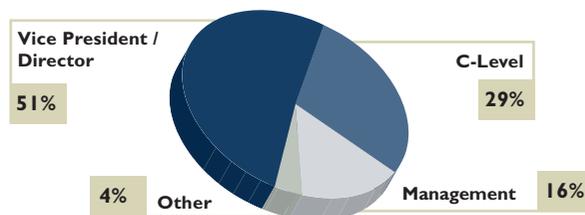
- Collaborate, Collaborate, Collaborate:** Engage in strategic conversations with medical and health technology executives to benchmark, ideate and execute!
- Chart Your Future:** Engage in custom Growth Strategy Dialogs with executives from Frost & Sullivan's Transformational Healthcare practice to assess and prioritize growth opportunities. The practice spans Visionary Health, Life Sciences, Advanced Medical Technologies and Connected Health.
- Relax, Have Fun and Make New Friends:** Keep your contact list building and engines at high rev, while enjoying unique networking events throughout the program!

## LOCATION, LOCATION, LOCATION



Perched on its own 15-acre peninsula, Loews Coronado Bay is a private oasis of tranquility. This Coronado hotel offers views of the shimmering bay waters and the San Diego skyline.

## EXECUTIVE PROFILE / WHO WILL PARTICIPATE



Join our growing community of medical devices, clinical diagnostics, medical imaging, and connected health 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
  - Product Development
  - Project Management
  - Quality Assurance and Regulatory Affairs
  - R&D
  - Sales
  - Strategic Planning
  - Supply Chain
  - Technology Assessment, Management and Commercialization

\*please note this profile is based on past Executive MindXchange events.

## 22ND ANNUAL MEDICAL TECHNOLOGIES EXECUTIVE MINDXCHANGE ADVISORY BOARD

An Event Shaped by a Community of Your Peers!

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.

**Ingrid E. Blair**  
Vice President, Business and Marketing  
Drug Delivery Systems Division  
3M

**Greg Caressi**  
Senior Vice President  
Transformational Health  
Frost & Sullivan

**Rich Cohen**  
Global Director, Marketing  
Boston Scientific

**Reenita Das**  
Partner, Senior Vice President,  
Transformational Health  
Frost & Sullivan

**Barry Keenan**  
Former Chief Technology Officer  
Alfred Mann Foundation

**Kristin King**  
Global Director,  
Business Development and  
Commercial Strategy  
Head, Research & Development  
Ansell Healthcare

**John J. Meduri**  
Head, Business Development  
Accelerate Diagnostics

**Linda Myrick**  
Program Director,  
Research & Technology Center  
Air Liquide

**Nnamdi Njoku**  
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**Birpal Sachdev**  
Leader of Commercialization  
Philips Respiration

**Theresa Scheuble**  
Director, Research & Development  
Janssen, a Johnson & Johnson Company

**Khan M. Siddiqui, MD**  
Chief Technology Officer  
Higi

**Hugo F. Villegas**  
President  
Medtronic Latin America

## MORE CONTENT THAN ONE PERSON CAN HANDLE

91% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and range of content being delivered.

# SCHEDULE-AT-A-GLANCE

*Schedule-at-a-glance is preliminary and will be updated as information becomes available.*

## CHOOSE BETWEEN THREE DIFFERENT COLLABORATION ZONES:

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. Connecting with Your Customer** | **Zone 2. Finding New Value and Growth Opportunities** | **Zone 3. Navigating the Digitalization of Health**

### SUNDAY, MARCH 19, 2017 | NETWORKING DAY

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

9:00am **Brunch on the Bay: Sip and Sail**

3:00pm **Sponsor Workshop**

4:30pm **Sponsor Registration & Orientation Reception**

5:30pm **Speaker & Thought Leader Orientation**

6:15pm **Participant Meet 'n' Greet**

This end-user/participant 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.

7:00pm **“Seas the Day” Networking Reception and Event Kickoff**

### MONDAY, MARCH 20, 2017 | GENERAL SESSION AND EXHIBITION

7:30am **Registration, Continental Breakfast, and Exhibition**

8:15am **Welcome and KEYNOTE** – Groundbreaking Business Models: Executing on Value Based Healthcare

9:15am **PROVIDER PERSPECTIVES** – Current Thinking on the Adoption of New Technology Under Value Based Care

10:00am **Networking, Refreshment, and Exhibition Break**

10:30am **CONCURRENT COLLABORATION ZONES – FIRESIDE CHATS**

*Fireside Chats are informal conversations that draw upon the experience and expertise of the featured executive and/or use case.*

Choose **one** of the following zones:

**Zone 1. Medtech Innovation: How Axonics Modulation Technologies Applies Best New Practices for Health Outcomes** (and Business!)

**Zone 2. Forging Strategic Partnerships and Alliances as an Innovation Engine**

**Zone 3. Smart Health: Harnessing Analytics for Improved Outcomes**

**Bonus Session: Regulatory Insight on Globalizing Your Business**

11:30am **Session to Session Travel Time**

11:35am **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 sponsors – both intense and fulfilling.

(OR)

**DISRUPTIVE INNOVATORS** – Spotlight on Companies to Action  
If you are looking for transformational growth strategy ideas...this is the session where you may find some! We've invited some companies who are amazing catalysts to detail the action they are looking to spark with you, whether investment, partnering, technology licensing, distribution, or other creative ways to ignite innovation.

12:35pm **Food for Thought Networking Luncheon**

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

1:35pm **Session to Session Travel Time**

1:40pm **CONCURRENT COLLABORATION ZONES - THINK TANKS**

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

Choose **one** of the following zones:

**Zone 1. Evolving the User Experience: Designing for New Customers and New Channels**

**Zone 2. Connecting with Customers: Aligning New Value Propositions to New Customer Segments**

**Zone 3. Creating the Connection: A Hands-On Approach to Creating Value in Connected Healthcare Ecosystems**

3:10pm **Networking, Refreshment, and Exhibition Break**

3:40pm **Medical Technologies 2017 Executive MindXchange Advisory Board and Member Recognition**

3:45pm **EXECUTIVE INSIGHT** – The Amazing Cognitive Revolution: How to Uncover Unprecedented Opportunities for Your Career and Business

4:15pm **ASK THE EXPERTS! Panel Discussion** – Implementing a New Growth Strategy: Analytics as a Service

5:15pm **Medical Technologies Olympics Networking Reception**

# SCHEDULE-AT-A-GLANCE

TUESDAY, MARCH 21, 2017 | GENERAL SESSION AND EXHIBITION

Feel free to come a stress-free day.

- 6:30am **Early Risers Run/Walk**
- 8:00am **Continental Breakfast and Exhibition**
- 8:30am **Ice Breaker and KEYNOTE** – Adapt or Die: Bringing the Right Product to the Right Person at the Right Time Through the Right Channel
- 9:15am **EXECUTIVE BULLETIN** – Changing Channels: Seizing Growth and Collaboration Opportunities in Retail Healthcare
- 9:45am **EXECUTIVE INSIGHT** – New Market Entrants: Exploiting the Gap in Customer Experience
- 10:15am **Networking, Refreshment, and Exhibition Break**
- 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.** Capitalizing on **Voice of the Customer** to Drive Product Insights

**Zone 2.** Creating New Value via **Iterative Innovation**

**Zone 3.** Capturing Meaningful Data: **Ensuring Relevancy and Engineering Elegance**

- 12:15pm **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.
- 1:15pm **Session to Session Travel Time**
- 1:20pm **NEW LENS** – From Sick Care to Healthcare to Health: Managing Health Beyond the Clinical Setting
- 1:50pm **ASK THE EXPERTS Panel:** Monetizing Innovation: Beyond Ideas, to Commercialization
- 2:30pm **Networking, Refreshment, and Exhibition Break**
- 3:00pm **SPOTLIGHT ON THE FUTURE** – Investment Strategies for the Innovation Frontier
- 3:45pm **CAPSTONE KEYNOTE AND INNOVATION AWARD**
- 4:15pm **FORWARD THINKING** – The New Administration: Prognosis for the Healthcare Economy
- 4:45pm **22nd Annual Medical Technologies: A Frost & Sullivan Executive MindXchange Concludes**

## SNAPSHOT OF COMPANIES REPRESENTED AT PREVIOUS MEDICAL TECHNOLOGIES EXECUTIVE MINDXCHANGE EVENTS



# NETWORKING ACTIVITIES

## Sunday, March 19, 2017

**Brunch on the Bay:  
Sip and Sail:  
9:00am**

Join us for a sophisticated sail around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran, The Aolani. Network with participants, take in the 360 degree views of the stunning San Diego skyline and enjoy brunch paired with some mouth-watering mimosas!  
**Participant Fee: \$50**



Hosted by:  **ximedica**  
Living Innovation

**Participant  
Meet 'n' Greet:  
6:15pm**



This end-user/practitioner 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.

**“Seas the Day”  
Networking  
Reception and  
Event Kickoff:  
7:00pm**

Meet your fellow peers and colleagues while enjoying some conversations and cocktails.



## Monday, March 20, 2017

**Medical Technologies  
Olympics Reception:  
5:15pm**



Gear up for a night of challenges that will put your mind and body to the test! We'll dine under the California sunset as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your 'A' game!

## Tuesday, March 21, 2017

**Early Risers  
Run/Walk:  
6:30am**

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!



# AGENDA

## CHOOSE BETWEEN THREE DIFFERENT COLLABORATION ZONES:

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

Zone 1. Connecting with Your Customer | Zone 2. Finding New Value and Growth Opportunities | Zone 3. Navigating the Digitalization of Health

ATTIRE RECOMMENDATIONS KEY:  Casual - Jeans, T-shirt, Comfortable Shoes  Outdoor, Evening, Cool Breeze Gear  Outdoor, Daytime, Light Sweater or Jacket, Sunglasses  Business Casual - Button-Down Shirt, Trousers, Dress  Athletic Gear - Workout Clothing, Sneakers

### SUNDAY, MARCH 19, 2017 | NETWORKING DAY

#### 9:00am Brunch on the Bay: Sip and Sail



Hosted by:



#### 3:00pm Sponsor Workshop

#### 4:30pm Sponsor Registration & Orientation Reception

#### 5:30pm 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.

#### 6:15pm Participant Meet 'n' Greet

This end-user/participant 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.

#### 7:00pm "Seas the Day" Networking Reception and Event Kickoff



Meet your fellow peers and colleagues while enjoying some conversations and cocktails.

### MONDAY, MARCH 20, 2017 | GENERAL SESSION AND EXHIBITION

#### 7:30am 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 KEYNOTE

#### 8:15am Groundbreaking Business Models: Executing on Value Based Healthcare

**Todd Smalley**

Vice President & General Manager, Orthopedic Solutions  
Medtronic

#### SESSION ABSTRACT:

Payors and providers are increasingly demanding value and partnership, not just products. Medical device companies that can offer payors and providers innovative solutions and shift business models to reflect the new realities of today's environment are more likely to succeed and grow. This session will describe Medtronic's emerging approach to and experience in Value Based Healthcare.

#### KEY TAKE-AWAYS:

- Frameworks for transforming to a Value Based Healthcare approach
- Examples of Value Based Healthcare models in practice
- Lessons learned in applying Value Based Healthcare principles to business strategy

## PROVIDER PERSPECTIVES

#### 9:15am Current Thinking on the Adoption of New Technology Under Value Based Care

**Lynn Witherspoon**

Senior Vice President, Chief Medical Information Officer  
Oschner Health System

#### SESSION ABSTRACT:

New thinking, new tools, technology, and information management are urgently required to support the evolution to value based care. While healthcare providers have long been trained and expected to provide episodic care, the nation is now striving for more meaningful patient involvement in their care, improved clinical outcomes at more affordable costs over time and across multiple care transitions, and ubiquitous access to information supporting the health of populations.

#### KEY TAKE-AWAYS:

- Insight on what's required beyond Electronic Health Record adoption to support providers' value based care delivery
- Key opportunities for innovation and new product development in the consumer space
- Fresh perspectives on why new information management— big data, data access, aggregation and curation, analytics, metrics, and visualization – is required to understand opportunity and deliver success

#### 10:00am Networking, Refreshment, and Exhibition Break

## AGENDA

**CONCURRENT COLLABORATION ZONES – FIRESIDE CHATS**

**10:30am** Fireside Chats are informal conversations that draw upon the experience and expertise of the featured executive and/or use case.

Choose **one** of the following zones:

**Zone 1: Medtech Innovation: How Axonics Modulation Technologies Applies Best New Practices for Health Outcomes (and Business!)**

**FIRESIDE CHAT WITH:**

**Raymond Cohen**

Chief Executive Officer

Axonics Modulation Technologies

**MODERATOR:**

**Stuart Karten**

Principal

Karten Design

**SESSION ABSTRACT:**

Creating competitive medical products in today's challenging market requires a deep understanding of user's needs and the ability to determine the best business model for your value segment. Adopting design and research-based strategies in addition to emphasizing speed-to-market models could drive better outcomes for users and business. Join us to discover powerful strategies for creating positive, user-centric experiences that help grow business and address new standards in health outcomes.

**KEY TAKE-AWAYS:**

- Best practices for leveraging design and behavioral research to create differentiated, positive experiences
- Tips for applying lean processes that emphasize speed and quality
- Action items/steps for aligning cross-functional team members to deliver on critical product development objectives
- Effective strategies to ensure a medical product's adoption and adherence in the marketplace

**Zone 2: Forging Strategic Partnerships and Alliances as an Innovation Engine**

**Zone 3: Smart Health: Harnessing Analytics for Improved Outcomes**

**Zone 4: Bonus Session: Regulatory Insight on Globalizing Your Business**

**11:30am** Session to Session Travel Time

**CONCURRENT SESSIONS**

**11:35am** 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 sponsors – both intense and fulfilling.

OR

**DISRUPTIVE INNOVATORS**

**Spotlight on Companies to Action**

If you are looking for transformational growth strategy ideas...this is the session where you may find some! We've invited some companies who are amazing catalysts to detail the action they are looking to spark with you, whether investment, partnering, technology licensing, distribution, or other creative ways to ignite innovation.

**Patrice Allibert**, President & Chief Executive Officer, GenePOC  
*Providing in less than one hour the right diagnostic results through Smart Microfluidic Solutions, sustainable and cost contained when and where patients benefit from.*

**Jeffrey Brewer**, President & Chief Executive Officer, Bigfoot Biomedical

*Using secure connected devices and machine learning technology to provide people with insulin-dependent diabetes a comprehensive automated insulin delivery solution delivered as a monthly service.*

**Colleen Gray**, President and Chief Executive Officer, Consensus Orthopedics

**Benjamin Hertzog**, President and Chief Executive Officer, Procyron

**Joni Kettunen**, Co-Founder & Chief Executive Officer, Firstbeat

**Naser Partovi**, Founder & Chief Executive Officer, Sanitas Inc.  
*Scaling connected care to enable clinical collaboration and engagement that activates patients to improve outcomes.*

**Rick Randall**, Chief Executive Officer, OMNI Life Sciences  
*Leading the clinical transformation to robotic assisted total knee replacement surgery.*

**12:35pm** **Food for Thought Networking Luncheon**



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

**1:35pm** Session to Session Travel Time

# AGENDA

## CONCURRENT COLLABORATION ZONES - THINKTANKS

**1:40pm** ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose **one** of the following concurrent sessions:

### Zone 1: Evolving the **User Experience**: Designing for New Customers and New Channels

**FACILITATOR:**

**Joseph Ullman**

*Design Manager*

*Stratos*

#### **SESSION ABSTRACT:**

As healthcare expands beyond traditional health systems, user experience is playing a critical role in adoption of new technologies. There is a tremendous opportunity to serve new customers and markets if you're willing to listen.

#### **KEY TAKE-AWAYS:**

- Overview of the human centered design process
- Techniques for understanding user needs
- Insight on developing products for consumers and developing countries

### Zone 2: Connecting with Customers: Aligning **New Value Propositions** to New Customers and Stakeholders

**FACILITATOR:**

**Jeffrey Champagne**

*Director of Business Development*

*MPR Product Development Group*

#### **SESSION ABSTRACT:**

The medical industry has changed considerably since the passing of the Affordable Care Act. With regulations pushing toward improving patient outcomes and reducing overall cost, companies are forced to reconsider the value each product provides. Established organizations are endeavoring to evolve existing business models to provide new types of value creation while the challenge for a startup is to create a great value proposition and business model from scratch.

#### **KEY TAKE-AWAYS:**

- Techniques companies can use to change their corporate mindset
- Insight on what it means to find an unmet medical need in the dynamic market space
- Best practices for solidifying the new value proposition of your product

### Zone 3: Creating the Connection: A Hands-On Approach to Creating **Value in Connected Healthcare Ecosystems**

**FACILITATOR:**

**Aidan Petrie**

*Chief Innovation Officer & Co-Founder*

*Ximedica*

#### **SESSION ABSTRACT:**

From virtual care, to consumer wellness, adherence and compliance to patient experience; digitally-enabled health is disrupting our lives. This high energy, hands-on ThinkTank will have participants break down an (assigned) problem and work to solve it. Participants will be taken through tried and true concept generation and evaluation processes aimed to shed light on areas where digital health technologies and their respective business models can be most disruptive providing value to all stakeholders.

#### **KEY TAKE-AWAYS:**

- Techniques to sharpen your skills in being able to recognize key opportunities and unmet user needs as they assess potential solutions for investment
- Insight into an understanding of health economics and how to apply today's equation: equivalence @ better cost > improving outcomes to generate your own profitable business model
- Best practices for collaborating and an understanding of the benefits of co-creation

**3:10pm** **Networking, Refreshment, and Exhibition Break**

**3:40pm** **Medical Technologies Executive MindXchange Advisory Board and Member Recognition**

# AGENDA

## EXECUTIVE INSIGHT

3:45pm **The Amazing Cognitive Revolution: How to Uncover Unprecedented Opportunities for Your Career and Business**

**AI Naqvi**

*Executive Director*

*Society of Artificial Intelligence for Medicine and Healthcare*

*President*

*American Institute of Artificial Intelligence*

### SESSION ABSTRACT:

The world is about to change with the most monumental force ever discovered by humankind: Intelligence. The third technology revolution has ended – giving way to the fourth, and what some consider as the final, revolution. Get a quick snapshot of the promise and the potential; discover what it means for your product; and learn how to create powerful market opportunities by developing/using the AI. The revolution has begun.

Artificial Intelligence is revolutionizing and redefining the human civilization as no other technology has ever done before – yet it remains mysterious, unreachable, and elusive for many business executives and researchers.

### KEY TAKE-AWAYS:

- Insight into what the artificial intelligence revolution is and how it is impacting you, your business, and the healthcare value chain
- Best practices for discovering opportunities and solving problems using artificial intelligence and to create incredible and unanticipated shareholder value
- A guide on how to integrate AI into product design from concept to market – and do it before competition takes you out

## ASK THE EXPERTS! PANEL DISCUSSION

4:15pm **Implementing a New Growth Strategy: Analytics as a Service**

**MODERATOR:**

**Marc Bachman**

*Chief Technologist, IoT Evangelist*

*California Institute for Telecommunications and Information Technology Irvine*

**PANELISTS INCLUDE:**

**Martin Entwistle**

*Executive Director, Center for Health Systems Innovation*

*Sutter Health*

5:15pm **Medical Technologies Olympics and Networking Reception**



Gear up for a night of innovative challenges that will put you to the test! We'll cookout under the California sunset as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your 'A' game!



## TUESDAY 6:30AM

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!



## AGENDA

## TUESDAY, MARCH 21, 2017 | GENERAL SESSION AND EXHIBITION

6:30am **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 & KEYNOTE**8:30am **Adapt or Die: Bringing the Right Product to the Right Person at the Right Time Through the Right Channel**

**Michelle Mosolgo**

*Chief Technology Officer*

Merck Healthcare Solutions and Services

**SESSION ABSTRACT:**

We live in a time of rapid and disorienting change. Moore's Law approximates that computing technology capability doubles every twenty-four months. The capability has doubled twenty-five times in the last 50 years. What's driving all this change? We are! Humans doing what humans do – competing by innovating. The technology available today means competition can come from anywhere in the world. The competition is fierce. Do you have what it takes to stay competitive?

**KEY TAKE-AWAYS:**

- Framework to help think about innovation and decide where to focus
- Examples on what is working today (or not)
- Insight on pitfalls to avoid and opportunities to exploit

**EXECUTIVE BULLETIN**9:15am **Changing Channels: Seizing Growth and Collaboration Opportunities in Retail Healthcare**

**Michael Jacobs**

*Senior Director, Health & Wellness*

Walmart

**SESSION ABSTRACT:**

American society is changing. Younger, and some older generations have come to the realization that "we" have the power to influence! The new paradigm in America is "if what you're offering does not fit into my lifestyle I will find an offering that does!" This applies to shopping, leisure activities, banking, work, and of course healthcare.

Addressing the stated needs of Americans, retailers and health care providers are expanding the breadth, complexity, service hours and sites of their offerings. This session will explore some of these changes, how Americans are reacting, and how providers are meeting their needs now and in the future.

**KEY TAKE-AWAYS:**

- Examples of the areas of healthcare the public is comfortable receiving in a retail setting
- Insight on how payers will become aware of the information received from their retail healthcare providers
- Key findings on generational influences of providing retail healthcare and what to be aware of

9:45am **New Market Entrants: Exploiting the Gap in Customer Experience**

**Greg Caressi**

*Senior Vice President, Transformational Health*

Frost & Sullivan

**SESSION ABSTRACT:**

With healthcare going through a number of transformations due to value based care, a focus on analytics and data sharing, and a shift to monitoring and care delivery outside of traditional care settings, the door is open to new market entrants with different capabilities. Innovative healthcare organizations and new companies targeting different value delivery in this shifting market are changing the competitive landscape. This session will introduce what Frost & Sullivan believes are gaps to be addressed and new approaches that are likely to succeed.

**KEY TAKE-AWAYS:**

- Insights into opportunities and new approaches in connected health, medtech and life sciences
- Examples of new entrants and the capabilities they bring
- Explore gaps in the customer experience that remain unaddressed

10:15am **Networking, Refreshment, and Exhibition Break**

# AGENDA

## COLLABORATION ZONES – ROUNDTABLES

**10:45am** 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: Capitalizing on Voice of the Customer to Drive Product Insights**

**Zone 2: Creating New Value via Iterative Innovation**

**Zone 3: Capturing Meaningful Data: Ensuring Relevancy and Engineering Elegance**

**FACILITATOR:**

**Alistair Fleming**

*Vice President, Medical*

Sagentia

### SESSION ABSTRACT:

Is data really the panacea for shrinking healthcare budgets and burgeoning demand? Without the right strategy, the exponential growth in data will achieve little. What's needed is relevant, timely information which can be applied to improve patient outcomes from precision medicine to home monitoring. Any digital health strategy requires careful consideration and planned implementation. If we get it right there is every chance that the associated service and platform-based innovation will redefine patient care.

### KEY TAKE-AWAYS:

- Best practices for building a framework for targeting the right data sources – what needs to be captured and why?
- Insight on overcoming the challenges that stand between source and signal (capture, transmission and processing)
- Thinking beyond the specific – how a holistic solution can open new opportunities

**12:15pm** **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.

**1:15pm** **Session to Session Travel Time**

## NEW LENS

**1:20pm** **From Sick Care to Healthcare to Health: Managing Health Beyond the Clinical Setting**

**Nigel Clarke**

*Vice President, Advanced Technology*

Quest Diagnostics

**1:50pm** **ASK THE EXPERTS Panel: Monetizing Innovation: Beyond Ideas, to Commercialization**

**MODERATOR:**

**Harry Leider**

*Chief Medical Officer & Corporate Vice President*

Walgreens

**PANELISTS INCLUDE:**

**Peter Burke**

*Senior Vice President, Chief Technology Officer*

Steris Corporation

**Adam Pellegrini**

*Vice President, Digital Health*

Fitbit

### SESSION ABSTRACT:

Much is written and codified about best practices to innovate new services, especially in the digital space - however, creating and commercializing new services in healthcare presents unique challenges. This session will explore these challenges as well as specific opportunities to innovate new healthcare services - that improve patient care and are financially sustainable.

### KEY TAKE-AWAYS:

- Insights into the unique barriers to innovation in healthcare (e.g., patient safety, regulatory issues, etc.)
- Exploration of "B2B and B2C" business models and their application with respect to healthcare services
- Specific examples of successful healthcare innovations, in the market today, that enhance quality of care and appear to have sustainable operational and business models

**2:30pm** **Networking, Refreshment, and Exhibition Break**

# AGENDA

## SPOTLIGHT ON THE FUTURE

3:00pm **Investment Strategies for the Innovation Frontier**

**MODERATOR:**

**Greg Caressi**

Senior Vice President, Transformational Health  
Frost & Sullivan

**PANELISTS INCLUDE:**

**Lucian Iancovici**

Senior Investment Manager, Qualcomm Life Fund  
Qualcomm Ventures

**Renee Ryan**

Vice President, Venture Investments  
Johnson & Johnson Innovation

**SESSION ABSTRACT:**

The transformation of the healthcare industry has shifted the funding landscape for digital health, medical device and life science companies. New opportunities exist for companies focused on technology and process innovation. This interactive panel delivers expert viewpoints and unique insights into the current and future pulse of the healthcare investment climate, from a variety of investment perspectives.

**KEY TAKE-AWAYS:**

- Explore what sectors are the most attractive to investors
- Examples of how are funding opportunities being evaluated now, and how is this different or the same as in the past
- Insight into what the most predictive qualities of a successful medtech start-up are
- Discussion on why M&A remains the most likely exit path or will IPOs increase in number? How does digital health fit in the sector, and what areas of digital health have the most investor interest

3:45pm **Capstone KEYNOTE & Innovation Award**

## FORWARD THINKING

4:15pm **The New Administration: Prognosis for the Healthcare Economy**

4:45pm **22nd Annual Medical Technologies: A Frost & Sullivan Executive MindXchange Concludes**

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