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, PHYSIO-CONTROL | “Great place to learn, sharpen industry awareness and network.” – Vice President Research Circle Technology, GE IDEA WORKS
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
  - Product Development
  - 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 Agdeppa**
  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, MD, Ph.D.**
  Vice President, General Manager 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 of Marketing Analytics
  Philips Healthcare
- **Theresa Scheuble**
  Associate Director Research and Development
  Ethicon Inc.
- **Elena Skvortsova**
  Vice President and General Manager BioSurgery
  Baxter Healthcare

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

- **Management** 12%
- **Other** 2%

86%
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 enjoying a savory lunch.

3:30pm Sponsor ROI Workshop
5:00pm Sponsor Registration & Orientation Reception
6:00pm Speaker & Thought Leader Orientation
6:45pm Exclusive! 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.

7:30pm 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.

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
10:00am TECHVISION – Welcome to the World of Game Changing Healthcare Technologies
10:30am Networking, Refreshment, and Exhibition Break
11:00am COLLABORATION – Exploring and Monetizing the Vortex of Healthcare Innovation Driving New Concepts, Products, and Service
11:55am Session to Session Travel Time
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.

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 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 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 Markets’ Entrants and non-Traditional Competitors

3:20pm Networking, Refreshment, and Exhibition Break

3:50pm CONCURRENT COLLABORATION ZONES – Best Practices
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
Zone 2. Applying Technology to Engage Patients and Consumers in their Healthcare
Zone 3. Building with Big Data: Using Evidence - Based Research and Market Data to Maximize Business

4:50pm Session to Session Travel Time
4:55pm SPOTLIGHT ON – Digital Health Innovation Panel
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.

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
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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 three 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 VISIONARY INSIGHT – Empathy - The Hidden Key to Engaging Patients in the Digital World
4:20pm 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

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.
20th Anniversary Medical Technologies 2015:
A Frost & Sullivan Executive MindXchange

KEYNOTES

Reinventing Business Models for the Future of Healthcare
Monday, March 9, 2015 at 8:45am

Dr. Michael Dahlweid, MD, Ph.D.
Vice President, General Manager Product Management
GE Healthcare

GE Healthcare IT supports health care organizations by delivering innovative and customer focused information technology solutions that improve efficiency and enhance patient care. In this role, Michael partners with teams across our business, including Product and Solutions Management, Marketing, Technology and Business Development, to translate strategic objectives into comprehensive product and development roadmaps. As the leader of GE Healthcare IT’s Product Management function, he is responsible for driving strong product management competencies and process excellence across the function, and ensuring a successful and innovative solutions and portfolio strategy across the HCIT business. With a background as a registered nurse, a practicing physician, chief medical officer, strategy leader, CIO, teaching professor, and product manager in the healthcare and healthcare IT arenas—Michael brings very broad and deep healthcare and technology domain expertise to the GE Healthcare IT leadership team.

Innovating Healthcare Delivery
Tuesday, March 10, 2015 at 8:30am

Dr. Joseph M. Smith
Chief Medical Officer and Chief Science Officer
West Health

In his role as chief medical and science officer of West Health, Dr. Joseph M. Smith brings strategic, engineering and clinical expertise to advance the unique, one-of-a-kind initiative’s mission to lower health care costs through the West Health Institute, West Health Policy Center, West Health Investment Fund and West Health Incubator. All of these entities focus on lowering costs by creating innovative, patient-centered solutions that deliver the right care at the right place at the right time. Dr. Smith’s role encompasses directing the West Health Institute’s medical and clinical research, managing the West Health Investment Fund and leading the policy efforts of the West Health Policy Center.

MASTER OF CEREMONIES

Brian Fitzpatrick
Partner, Senior Vice President & General Manager, Events
Frost & Sullivan

Brian Fitzpatrick is a Partner in Frost & Sullivan and is the Senior Vice President & General Manager of Events, Frost & Sullivan. He is responsible for the Best Practice creation and execution of Frost & Sullivan Events Globally. Prior to joining Frost & Sullivan in 2002, Brian leveraged his over 20 years of management and leadership experience to manage over 300 global events, in North America, Europe and South America. During this tenure, Brian had chaired more than five dozen of events and provided budgeting and financial management expertise to turn departments around from a loss to profit and successfully launch new business units, product lines and offices. Brian holds an MBA in International Finance.
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

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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).

3:30pm Sponsor ROI Workshop

5:00pm Sponsor 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.

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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
Dr. Michael Dahlweid, MD, Ph.D.
Vice President, General Manager Product Management
GE Healthcare

Despite continued cost growth, healthcare has achieved no productivity gains over the last 20 years. Unfortunately, high healthcare costs, aren’t correlated with improved quality. In an ecosystem determined by ageing population, shortfall of physicians and caregivers, uncoordinated care delivery and waste, and a tsunami of chronic conditions, societies can’t shy away anymore to make drastic changes.

Key Take-Aways:
- Examples of elements that will be table stakes in different societies.
- Insight into how providers will continue to take on risk and patients will become more empowered and more accountable.
- Guide to how payers are getting into the business of enabling risk-bearing entities through technology and service offerings.

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

TECH VISION
10:00am 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

Key Take-Aways:
- Examples of elements that will be table stakes in different societies.
- Insight into how providers will continue to take on risk and patients will become more empowered and more accountable.
- Guide to how payers are getting into the business of enabling risk-bearing entities through technology and service offerings.

11:55am Session to Session Travel Time

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

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**COLLABORATION ZONES**

Design a program structure to meet your individual needs. Stay within a zone or bounce from one to another. Register Now – events.us@frost.com • tel: 1.877.GO FROST (1.877.463.7678) • fax: 1.888.674.3329 • www.frost.com/medtech

**Zone 1: An Eye on New Healthcare Vistas**
- Keep an eye on the future of healthcare and the latest trends.
- Discover emerging technologies and how they will impact the industry.

**Zone 2: Keeping Pace with Healthcare Consumers**
- Understand consumer needs and preferences in healthcare.
- Explore how to meet the demands of today's health-conscious population.

**Zone 3: Sharpening Your Competitive Edge**
- Enhance your competitive positioning in the healthcare market.
- Learn strategies to differentiate your organization and drive success.

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**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:**
- Dianna Chautil
  - Vice President, Provider Relations
  - United Healthcare
- Jacob Drapkin
  - Executive Director, Global Market Access & Pricing
  - Johnson & Johnson
- Pieter Rijken
  - Director, International Provider Contracting
  - GeoBlue
- Mary Lentz
  - Vice President, Managed Care Contracts and Finance
  - Sharp Healthcare

As healthcare transitions from price based care to value based care has created a revolution of contracts and one must examine the effects on the hospital systems and medical systems. Standardization of medical technology, pharmaceuticals, diagnostics and other healthcare industries must be created. What effect will this have on the risk sharing contracts between vendors and solution providers. Will this affect the driver of innovation and growth?

Key Take-Aways:
- Examples of the challenges and best practices to successfully transition to a value based care system
- Insight into where value based pricing is considered with ACOs and bundled payments
- Framework for contract restructuring between payers/providers/medical device companies

-**Followed By:**

**VISIONARY INSIGHT**

**ROMI: Return on Medication Investment - Advancing Drug Spend Scrutiny Beyond Adherence**

**Rohan Coelho**
- Chief Executive Officer
- Rexanto

Drug spend is under increased scrutiny. The Centers for Medicare and Medicaid Services (CMS) has emphasized Medication Therapy Management (MTM) programs and Drug Adherence measures to drive increased focus on appropriate use of medications. While, current programs are primarily at Point-Of-Sale and have limited influence on actual medication use, they are indicators of CMS’s directions and are predictive of further requirements. Med spend is an investment for better health. This presentation advances the conversation beyond adherence to medication effectiveness, and return on medication investment (ROMI).

Key Take-Aways:
- Strategies to drive Return on Medication Investment
- CMS sponsored practices transferable to individual or employer sponsored populations
- Predictions on next generation of CMS requirements

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**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**

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**COLLABORATION ZONES – THINKTANKS**

**2:05pm 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
  - Logic PD

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

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**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**

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Zone 3: Early Warning: Industry Convergence New Markets’ Entrants and non-Traditional Competitors

FACILITATOR:
John A. Swanson
Partner
Proactive Worldwide, Inc.

What images come to mind when you read “Industry Convergence”? Is it the demise of venerable companies and iconic brands? Or the rapid growth of new products and services that creates new sources of value and in otherwise well-defined value chains or static markets? Whether viewed as a threat or an opportunity, industry convergence is very real – just ask Nokia, AOL Time Warner, Blockbuster and Tower Records. Alternatively, ask Skype, Netflix, Microsoft and Apple. It is no secret in healthcare markets that Theranos is entering the laboratory testing market with new technologies that threaten large players like Quest and Laboratory Corp. Business executives frequently express frustration that their firm’s capabilities to warn and help them think about the threats new market entrants pose is woefully inadequate. This think tank is designed to inform leadership about how to assess their early warning requirements and lead their strategy, market- and competitive-intelligence teams to provide insights and analysis they understand and can act on.

Key Take-Aways:
- Frameworks to assess and evaluate industry convergence versus disruption
- Facilitated debate and a process for thinking about and considering industry convergence, new market entrants and relative opportunities versus threats
- Insight into how companies overinvest in short-term market- and competitive-intelligence and underinvest in mid- and long-term opportunities and threats
- Guidelines to prioritize and focus intelligence collection and analysis based on scenarios to get leadership’s attention and effectively frame opportunities or threats to facilitate action

3:20pm Networking, Refreshment, and Exhibition Break

COLLABORATION ZONES - BEST PRACTICES

Zone 1. Leveraging Emerging Markets in the Supply Chain

CO- FACILITATORS:
Jackie Sauers
Senior Director Network Strategy
Johnson & Johnson

Mark Kemp
President of Flextronics Medical
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. Building with Big Data: Using Evidence-Based Research and Market Data to Maximize Business

CO-FACILITATORS:
Kevin Smith, M.D.
Chief Medical Officer
IPG

Vladimir N. Cadet, MPH
Manager, Healthcare Insights & Analytics
ECRI Institute

Industry pundits are still figuring out how big data can improve patient outcomes, increase cost effectiveness, and enhance provider efficiencies. The data manufacturers use will make a difference in developing a value proposition for customers and knowing how to sell against competition. Finding the right data source(s) is critical to maximizing business.

Key Take-Aways:
- Insight on key market analytics that can help you leverage “big data”
- Tools available to help synthesize big data to provide meaningful, actionable information
- Examples from experts how evidence-based resources and reliable market analytics resources can increase credibility with your clients

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 of Global Healthcare
Samsung
Dirk Schapeler
Director, Digital Health
Bayer HealthCare
Chris Talbot
Senior Director of Business Development
Qualcomm Life

Discuss the current state of innovation and real-world adoption of Digital Health, and learn how to avoid pitfalls when launching Digital Health solutions. Examples to discuss challenges as well as provide expert guidance span from wellness/prevention to chronic and acute healthcare applications.

Key Take-Aways:
- Insight on the elements of Digital Health solutions and services: From acquisition (wearables, sensors), to aggregation (cloud-based architectures), to analysis (big data, dashboards, predictive algorithms), to action (services, intervention)
- Learn to think “beyond technology”: The importance of business models, incentives, and other “non-technology” factors
- Best Practices in partnership: How providers, payers, technology and service companies need to partner to lead Digital Health to success

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

The United States spends almost $3 trillion a year on healthcare. While nearly 75 percent of that spending is for the treatment and management of chronic diseases and their complications, our healthcare “system” has focused its activity and resources on acute care in a medical setting. As a result, we have become more expert in the episodic resuscitation and recovery of the sick than in the continuous monitoring and iterative intervention required for the maintenance of health. There is an enormous opportunity, if not a frank obligation, to redesign our healthcare system around a more continuous, more responsive, “automated, connected and coordinated” model of healthcare delivery, one specifically tailored to manage individuals struggling with the burden of chronic diseases.

Key Take-Aways:
- Pitfalls of the overflow in information created by progress in medical and clinical research
- Best Practices of creating seamless interoperability among and between EHRs and devices
- Framework necessary to redesign our healthcare system from a provider-centered model toward a patient-centered model of care.
- Insight into the factors limiting innovative healthcare delivery

PAYER PERSPECTIVE
9:30am The Road to Population Health Management
Steven Merahn, M.D.
Chief Medical Officer
US Medical Management, a Subsidiary of Centene

Population health management is associated with evolutionary trends in payment, However, affecting and sustaining health status improvements in a diverse population requires a new operating model for care delivery. Population health management is a form of systems-based practice that requires a new infrastructure and competencies to manage interactions between people, places and things against a different set of benchmarks for healthcare success.

Key Take-Aways:
- Insight into the functional requirements of a population health infrastructure
- Identifying THREE essential elements that create value in healthcare
- Case Study of the model for organizational mastery of population health

10:10am Making a Global Impact

10:20am Networking, Refreshment, and Exhibition Break
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. 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 these 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

FACILITATOR:
Vaishali Kamat
Head of Connected Health
Cambridge Consultants

What does mHealth mean for your business? Are you in danger of being left behind in today’s world of ‘connected’ medical systems? The healthcare industry is changing rapidly as connectivity becomes ubiquitous, ‘health’ data is gathered from consumer devices, and use of mobile platforms grows for monitoring as well as care delivery. Several non-traditional players are entering this space with Apple and Samsung leading the charge to establish ecosystems on their own terms. Will your business be able to keep up with the fast-moving consumer electronics industry? Does it need to? Join this interactive session to debate the merits and pitfalls of mHealth, understand how to grapple with the technology and explore how your business must innovate in order to extract maximum value from mHealth solutions.

Key Take-Aways:
- Impact of mHealth solutions - today and tomorrow
- Tips for navigating the rapidly changing technology landscape
- Avenues for extracting commercial value from mHealth solutions

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

The field of Regenerative and Restorative Medicine (RRM) continues to have an increased impact on the delivery of healthcare. At first considered only the delivery of stem cells for end stage diseases, RRM now encompasses multiple modalities of treatment; pre-natal through geriatric, holistic to allopathic, preventative through post injury healing. The hurdles that exist for new RRM therapies to gain acceptance and reimbursement will be discussed.

Key Take-Aways:
- Lessons learned from other industries such as aviation, power generation, and consumer electronics
- Insights on competitive advantages of implementing HFE into design practices
- Framework on how to regulate these therapies
- Predictions about the disruptive innovations that will emerge in regenerative medicine

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 employ 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
Venkat Rajan
Industry Manager - Medical Devices
Frost & Sullivan

Charlie Whelan
Director of Consulting, Healthcare & Life Sciences
Frost & Sullivan

As the healthcare industry becomes increasingly challenging, logistics companies are helping medical technology companies to create competitive advantages through their supply chain. This discussion will focus on how medical technology companies and the logistics companies that support them are working to meet and exceed customer expectations.

Key Take-Aways:
- Examples of success in supply chain demands
- Insight into the future of the healthcare supply chain
- Best practices for implementing new technology for success

Pit Stop 4. Assessing the Impact of Healthcare Policy on Your Company
Shawn Miller
Director of Marketing Analytics
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

VISIONARY INSIGHT
4:00pm Empathy - The Hidden Key to Engaging Patients in the Digital World
Ramin Bastani
Founder and Chief Executive Officer
Healthvana, Inc.

A new day is coming in healthcare and unlocking the power of the patients role will be critical. So how do you engage patients in their health in a way that aligns with your organization? What role does technology play?

Key Take-Aways:
- A framework of how to think about engaging patients in their health in the digital world
- Discussion of pitfalls that have historically caused low numbers of patients to participate in their health online
- Lessons learned from a six month pilot of engaging HIV, STD and sexual patients in their health online

INTERACTIVE
4:20pm 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.

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