

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 *X* CHANGE

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...

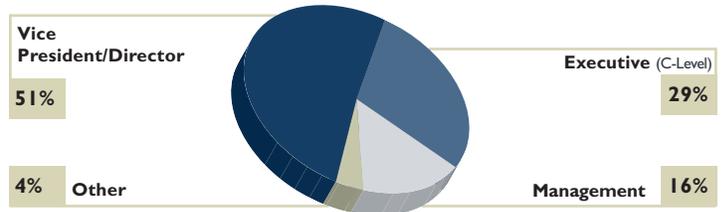
- Collaborate, Collaborate, Collaborate:** Engage in strategic conversations with medical and health technology executives to benchmark, ideate and execute!
- Chart Your Future:** Engage in custom Growth Strategy Dialogs with executives from Frost & Sullivan's Transformational Healthcare practice to 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.

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 Drug Delivery Systems Division
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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 Bulletin – Artificial Intelligence: Assessing Market Maturity and Seizing Opportunities to Increase the Value of Your Solution

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

5:00pm Medical Technologies Olympics Networking Reception

SCHEDULE-AT-A-GLANCE

TUESDAY, MARCH 21, 2017 | GENERAL SESSION AND EXHIBITION | TRAVEL READY TUESDAY

Feel free to come down in your most comfortable travel wear so you can check out early, store your bags and ensure a stress-free day.

- 6:30am **Early Risers Run/Walk**
- 8:00am **Continental Breakfast and Exhibition**
- 8:30am **Ice Breaker and Keynote** – New Market Entrants: Exploiting the Gap in Customer Experience
- 9:15am **MOVER & SHAKER** – Adapt or Die: Bringing the Right Product to the Right Person at the Right Time Through the Right Channel
- 10:15am **Executive Bulletin** – Changing Channels: Seizing Growth and Collaboration Opportunities in Retail Healthcare
- 10:45am **Networking, Refreshment, and Exhibition Break**
- 11:15am **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:

<p>Zone 1. Capitalizing on Voice of the Customer to Drive Product Insights</p>	<p>Zone 2. Creating New Value via Iterative Innovation</p>	<p>Zone 3. Capturing Meaningful Data: Ensuring Relevancy and Engineering Elegance</p>
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- 12:45pm **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.
- 1:45pm **Session to Session Travel Time**
- 1:50pm **NEW LENS** – From Sick Care to Healthcare to Health: Managing Health Beyond the Clinical Setting
- 2:20pm **ASK THE EXPERTS Panel:** Monetizing Innovation: Beyond Ideas, to Commercialization
- 3:00pm **Networking, Refreshment, and Exhibition Break**
- 3:30pm **SPOTLIGHT ON THE FUTURE** – Investment Strategies for the Innovation Frontier
- 4:15pm **Capstone Keynote and Innovation Award**
- 4:45pm **FORWARD THINKING** – The New Administration: Prognosis for the Healthcare Economy
- 5:15pm **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

**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:
5:00pm**



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!



SPONSORS

KARTEN:DESIGN Since 1984, 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.
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sagentia At Sagentia, we help our clients transform possibilities into successful products, combining expertise in science and technology with our love of invention and problem solving. It's a constant challenge – and one we relish. We work across the boundaries of the patient care continuum, identifying and developing innovative surgical, diagnostic, patient care and connected health devices and systems. For more information visit
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ximedica Living Innovation® Ximedica is a product development firm exclusively focused on bringing medical technologies from first concept to market launch. Both ISO 13485 certified and FDA registered, our Quality System ensures consistent execution of breakthrough designs and intellectual property that improve outcomes and enhance lives.
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For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbsins@frost.com.

GROUP PACKAGES

91% of surveyed participants recommended sending 2 or MORE executives!

Contact us today to learn about the savings and benefits you can receive and be sure to ask about our

Team Experience Program.



For more information, please contact:

Matthew McSweegan at 516-255-3812, or email him at Matthew.McSweegan@frost.com

UPDATE YOUR BUSINESS PLAYBOOK WITH EXECUTIVE MINDXCHANGE CHRONICLES

THE BENEFITS OF THIS DIGITAL EBOOK ARE NUMEROUS:

- ✓ **BENEFIT FROM ALL SESSION SUMMARIES** These are not transcripts, but actual summaries focused on key observations and take-aways, featuring tactics and strategies for immediate implementation.
- ✓ **VIDEO ACCESS TO THE EVENT KEYNOTES** Watch and learn from the lessons shared by event keynote speakers—these industry experts present case studies, lessons learned and provide invaluable thought leadership and inspiration for senior executives.
- ✓ **TAKE THE EVENT HOME** to your colleagues who were unable to attend—and you'll have key questions and answers, best practices, tactics and strategies that worked—and those that didn't—right at your fingertips!
- ✓ **THE ENTIRE EVENT** is catalogued and searchable so you can find what you are looking for fast. Why waste valuable time looking when you could be learning?
- ✓ **STAY CONNECTED** Take advantage of the ability to review all those great ideas you want to implement after the event and get info about expert presenters to follow up with. Grow your professional network and guarantee your own ROI for years to come.
- ✓ **CAPTURE THE HIDDEN AGENDA** Gauge where you are among your peers through on site surveys that identify industry benchmarks and question and answer sessions that go outside the pre-planned content.
- ✓ **SAVINGS** As an event participant, you'll save up to \$300.

PRICING:

The **Executive MindXchange Chronicles** are now available for purchase. Additional savings apply when purchased prior to or on-site at the event.

Participant Pricing:

Pre-event: \$395 | Post-event: \$495

Non-Participant Pricing:

Post-event: \$695



RESERVE YOUR CHRONICLES TODAY: Matthew McSweegan @ 516.255.3812 or email: matthew.mcsweegan@frost.com

NOTE: Frost & Sullivan makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.

REGISTRATION

22nd Annual
Medical Technologies:
 A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

MARCH 19-21, 2017
 LOEWS CORONADO BAY RESORT,
 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 grobbs@frost.com.

VENUE INFORMATION
 Loews Coronado Bay Resort
 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 18, 2017.*

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

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** **\$3115**
 (\$150 Savings)
(Includes General Session, Executive MindXchange Chronicles, Brunch on the Bay: Sip and Sail)
- Event Registration - Executive Series** **\$3090**
 (\$100 Savings)
(Includes General Session, Executive MindXchange Chronicles)
- A-la-carte options:**
- Event Registration - General Pass** **\$2795**
- Sunday Networking - Brunch on the Bay: Sip and Sail** **\$50**
- Executive MindXchange Chronicles** **\$395**

Medical Technologies 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 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!
 91% 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

