### DAY ONE – WEDNESDAY, NOVEMBER 4

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:30</td>
<td>Registration and Refreshments</td>
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<tr>
<td>9:00-9:45</td>
<td><strong>Morning Keynote:</strong> Leaning out the Procedure: Medical Innovation in Today's Healthcare Marketplace</td>
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<tr>
<td>10:00-11:45</td>
<td>Design Innovation for 21st Century Medtech Businesses</td>
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<td></td>
<td>What’s Next in Medical Reimbursement: Strategizing for Successful Payment</td>
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<td>Insight PD: Design Innovation Workshop</td>
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<tr>
<td>11:45-1:00</td>
<td>Lunch &amp; Networking Time</td>
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<tr>
<td>1:00-2:00</td>
<td>Keynote: Healthcare's New Patient Value Proposition And The Role Of Technology</td>
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<tr>
<td>2:00-2:15</td>
<td>Coffee and Networking Time</td>
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<tr>
<td>2:15-4:00</td>
<td>Advanced Applications and Ground-Breaking Examples of Design Innovation</td>
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<td>Improving Your Line of Attack for Improved Medical Reimbursement</td>
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<tr>
<td>4:00</td>
<td>Pub Crawls/Drinks Reception</td>
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### DAY TWO – THURSDAY, NOVEMBER 5

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<td>10:00-11:45</td>
<td>Digital Health and the Medical IoT: Building Blocks for Success</td>
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<td>Medical Innovation: Transforming Patient-Centered Technology into a Usable Business Case</td>
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<td>Innovations in 3D Printing Conference</td>
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<td>11:45-1:00</td>
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<td>Data is the New Black: Comfortable, Stylish and Ready for Your Imagination</td>
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| 9:00 - 9:45| **DAY ONE MORNING KEYNOTE** Market Access and Product Innovation - The New Healthcare Value Proposition  
*Speaker: Stacy Enxing Seng, Independent Director Hill-Rom, Sonova, Solace Tx, Spirex* |
| 10:00 - 11:30 | **Design Innovation for 21st Century Medtech Businesses**  
- **10:00**  
  - Examine the move away from traditional design/manufacturing silos to new shared approaches that improve the end game: better product quality and cost reduction  
  - Learn effective ways to draft design specifications that enable high quality, high volume, cost-effective manufacturing  
  - Devise prototyping and iteration strategies for true customer feedback  
  - Discuss tactics for simplifying procedures, eliminating unnecessary testing, and increasing safety  
  *Dan Foster, R&D Fellow, Boston Scientific*  
- **10:45**  
  Speed, Quality and Cost – Pick Two! Commercializing Your Design for Better Market Development While Keeping All Three Factors in Mind  
  - Examine how to design for high quality manufacturability  
  - Analyze your current processes to see how you can incorporate speed, quality and cost, while maintaining profitability  
  - Balance safety, reliability and consistency for maximum customer appreciation  
  - Review a case study  
  *Art Foster, Senior Fellow, Boston Scientific*  
| 10:00       | **What’s Next in Medical Reimbursement:**  
  Strategizing for Successful Payment  
  - Setting the Stage for Success: Evidence Generation Plans to Efficiently Support Regulatory and Reimbursement Objectives  
  - Discuss the importance of setting reimbursement and regulatory goals simultaneously to enable the efficient use of research dollars  
  - Review key differences between FDA and CMS in evidence assessment  
  - Explore best practices in development of clinical trial strategies to address reviews from multiple stakeholders  
  - Leverage the value and maximize the credibility of outcomes data in driving market access and adoption  
  - Understand key differences and elements of OUS evidence generation plans, regulatory requirements and reimbursement pathways  
  *Moderator: Lisa W. Heine, President and Principal Consultant, deARCA Strategic Solutions, llc*  
  *Speakers: Chris Lyle, Principal, JD Lymon Group, Mark Gardner, MBA, JD, Attorney, DuVal & Associates; Elizabeth Brooks, PhD, President & Founder, Decision Driver Analytics, Inc.; Carla Monacelli, Vice President, Government Affairs and Market Access, AqueSys, Inc.*  
| 10:40       | What’s Next for the FDA-CMS Parallel Review Pilot?  
  - Hear one company’s experience with this Pilot project  
  - Recognize how FDA might approve device classes  
  - Discuss how CMS’s activities will affect medical device innovation  
  *Speakers: Yarmela Pavlovick, Esq, Hogan Lovells*  
| 11:00       | **Competitive Strategies for CPT Code Use and Acquisition**  
  - Discuss strategies for utilizing a current CPT code vs. acquisition of a new code  
  - Evaluate how the time line and process for a new CPT code application will affect device development  
  - Recognize how CPT code acquisition can be combined with other regulatory pathways to bring innovative combination products to market  
  *Speakers: Jolayne Devers, Principal, JD Lymon Group*  

Questions about the conference? Call: 310-445-4235
11:30-1:00  Networking Lunch

1:00 – 2:00  Keynote: Healthcare’s New Patient Value Proposition And The Role Of Technology
Speaker: John Abele, Co-Founder, Boston Scientific; Randy Schiestl, Vice President, Global R&D Operations; Shaye Mandle, Chief Executive Officer and President, LifeScience Alley (Moderator)

2:00 – 2:15  Coffee Break and Networking Time

Chair

Diane Elliott, Senior Key Account Specialist and Engineering Sales Representative, Ellsworth Adhesives

Bill Betten, Director of Business Solutions, Devicix

2:15 – 4:00

Advanced Applications and Ground-Breaking Examples of Design Innovation

2:15
Case Study: From Drawing Board-to-Market in Short Order
- See how this manufacturer used a simple process for a faster design-to-scale-up strategy
- Listen to helpful hints on ways to keep costs down while making design tweaks
- Explore how you can apply these principles to your design process for a faster, cheaper and a more innovative device
Speakers: Phil Deschamps, Chief Executive Officer, Helius Medical; Jeff Wallace, Program Manager, Ximedica

2:45
Innovating with Materials During the Design Phase: What’s New and Who Can You Trust
- Explore design challenges and opportunities for the use of new materials
- Assess availability, durability and longevity concerns from current and new suppliers
- Hear the latest in the role of cost on device design and material selection
Speaker: Nikhil Murdeshwar, Principle Design Engineer, Olympus

3:00
Planning Ahead for the Changing Reimbursement Landscape: What’s YOUR Market Access Strategy?
- Planning for private payor and CMS coverage with a new medical technology
- U.S. versus OUS reimbursement considerations
- Use of outcomes and HE data to show value to hospitals and payers while quantifying cost reductions in the continuum of care
- Discuss helpful hints for medical device manufacturers to make the most of current resources to accelerate your go-to-market strategy (models for reimbursement support, large versus small company, etc.)
Moderator: Bill Betten, Director of Business Solutions, Devicix
Speakers: Michael Ferguson, PhD, Senior Director Health Economics and Outcomes Research, Atricure; Ed Hedbloom, Director, Clinical Research, 3M; Mark Domyahn, Senior Director, Public Health Plans and Reimbursement, St. Jude Medical, Inc.; Robert Buehler, Chief Commercial Officer, Respitrace

3:30
Applications of Nanotechnology Materials in Medical Device Design
- Explore the opportunities for design innovation through nanotechnology
- Understand how the intersection of different technologies can come together to benefit drug delivery systems
- Take a look at applications of nanotech materials for wearables, implantables, energy harvesting and the like
Speaker: James Marti, Associate Program Director and Senior Scientist, UMN Nanofabrication Center

4:00  Pub Crawl/Drinks Reception

Questions about the conference? Call: 310-445-4235
Day Two – Thursday, November 5

8:30
Registration and Refreshments

9:00 – 9:45
DAY TWO MORNING KEYNOTE
Market Access And Patient Engagement - Perspectives From Health Care Leaders On The Adoption Of New Technologies

Brett Edelson, Vice President, United Healthcare; Kelly Macken-Marble, President, Population Health & Ambulatory Services, North Memorial Health Care; Shawn Carlson, U.S. Director of Market Access-Respiratory Care, Hill-Rom (Moderator)

Chair
Michael Nowak, Principal RF Electrical Engineer, Medtronic Neuromodulation

Lars Oddsson, Adjunct Faculty, UMN Technical Leadership Institute

10:00 – 11:30
Digital Health and the Medical IoT: Building Blocks for Success

10:00
Moving the Needle on Cost, Efficiency and Patient Engagement
- Analyze medical and marketplace issues driving innovation in digital health technology
- Discuss the wearables and implant-to-mHealth business models and how these can be monetized
- Understand future applications in remote patient monitoring
- Prepare for the impact of IoT, mHealth, and quantified self on your business

Speaker: Bill Saltzstein, Code Blue Consulting

10:45
Case Study: Successful Patient Engagement with Health IT
- Discuss why patient engagement is a necessary component for a value-based system
- Have a look at the pros and cons of one example of success
- Leave with helpful hints on ways to make the most of your patient engagement efforts

Speakers: Tom Wicks, Co-Founder and CEO Novu (Confirmed), Steve Hiser, Lead Associate, Booz Allen Hamilton Strategic Innovation Group (Confirmed); Kevin Ronneberg, MD, Vice President and Associate Medical Director, Health Initiatives, HealthPartners

10:00
Panel of Physician Experts: Emerging Medical Technologies Every Medical Device Company Should Know About
- Discover what physicians feel will be the next areas of unmet need for medical device companies
- A look at technologies for specialty areas as well as new advances in biocompatibility, sterilization and reprocessing of reusable devices
- Discuss how medtech can take advantage of developing technologies medical breakthroughs in the next 2-5 years.

Moderator: Lars Oddsson, Adjunct Faculty, UMN Technical Leadership Institute

Speakers: Robert S Schwartz, MD, FAACC, FAHA, Senior Cardiologist, Minneapolis Heart Institute and Foundation; Robert Gans, MD, Chief of Gastroenterology, Abbott Northwestern Hospital; Gwenyth Fischer, MD, Founder and Director, Pediatric Device Innovation Consortium and Pediatric Critical Care Physician, University of Minnesota Children’s Hospital

10:45
Emerging Models Of Business Services Integrated With Medical Device Products
- A look at groundbreaking mobile and interactive engagement strategies
- Evaluate the likely risks and economic impact of different business models to find the one that works best
- Understanding lessons learned from other industries
- Discuss how medtech companies can grow in emerging markets

Speaker: David Amor, Medical Device Consultant, MEDengineering

11:45 – 1:00
Networking Lunch

1:00 – 2:00
Keynote: Avoiding the 10 Innovation Buzzkills
Speaker: Ted Harro, Founder and President, Noonday Ventures

2:00 – 2:15
Coffee Break and Networking Time
### Patient Engagement Technology: Next Generation Hardware for Innovative Medical Devices

**2:15**
**MEMS Sensors for High-Value/Low-Volume Medical Device Applications**
- Examine state of the art MEMS sensors for medical device applications
- Discuss mismatch issues between semiconductor product and biomedical volume requirements
- Explore how semi-custom MEMS sensors can address scale-up issues and reduce development time and cost

*Speaker: Charles Chung, PhD, MEMS Design, Test, and System Integration, AMFitzgerald*

**2:30**
**The Next Generation of Sensors and Flexible Electronics for Medical Devices**
- Review the latest advances in mechanics and performance of sensors employed in flexible electronics
- Explore system level applications for use in medical devices
- Discuss ways these new advances bridge the gap between electronics systems and biology

*Speakers: Roozbeh Ghaffari, PhD, Co-Founder, Vice President of Technology, MC10*

**3:00**
**Sensor Case Study: Conformable Sensors**
- Review of cutting edge, soft, stretchable sensors in medical devices, surgical robotics, soft robotics and beyond.
- Assess the capabilities of the 7-Sigmas conformable sensor technology, a stretchable membrane that can resolve position and force of contact arbitrary on a 2D curved surface
- Discuss novel potential transformative application areas for medical device design
- Experience a live demo of this cutting edge technology

*Speaker: Jason Lu, Research and Development Engineer, 7-SIGMA, Inc.*

**3:25**
**Integrating Sensors Into Your Design for Cutting Edge Devices**
- Evaluate advances in sensors to maximize your ability to use them in product innovation
- Assess design modeling and performance issues for sensors
- Explore sensor calibration, wireless communication and monitoring for control functions
- Discuss practical issues behind building multiple sensors into medical devices

*Speaker: Dan Bartnik, Chief Technology Officer and Vice President Operations, Vasamed*

### Data is the New Black: Comfortable, Stylish and Ready for Your Imagination

**2:15**
**Expert Industry Case Study: Optimizing Data Collection, Analysis and Feedback for Better Medical Innovation and Patient Outcomes**
- Recognize the movements and forces creating a shift in data strategy and tactics and how this is driving innovation
- Interpret how big data analytics can help to improve device design, adoption and patient outcomes
- Discuss the integration of data with innovation for digital health
- Provide a sample use case highlighting how leveraging Big Data (variety/volume/velocity/veracity) can provide personalized actionable insights at the point of impact

*Speakers: Huzefa Neemuchwala, PhD MBA, Sr. Director & Chief Engineer – Informatics Innovation, Medtronic Diabetes; Kathleen McGroddy Goetz, Ph.D., Vice President, Partnerships & Solutions, IBM Watson Health*

**3:00**
**Roundtable Discussion: How Information Gathering, Sharing and Ownership Will Affect the Future of Connected Health**
- Who owns the patient’s medical data?
- Explore the future of interconnectivity and how the industry can protect itself through cyber security safety protocols that help device manufacturers safeguard patients, hospitals and physicians
- Explore how the marketplace will drive models for data sharing and ownership
- Discuss how data gathering and usage will impact the future of health data privacy and security

*Moderator: Daniel Parrish, Esq., Brinks, Gilson and Lione*

*Speakers: Ali Youssef, PMP, CPHIMS, CWNE #133, Senior Clinical Mobile Solutions Architect, Henry Ford Health System; Ken Fuchs, Executive Vice President, Interoperability R&D, Center for Medical Interoperability; and John Hitt, MD, Chief Medical Quality Officer, Hennepin Health System*

4:00
Conference Adjourns