

AdvaMed



SUMMIT AGENDA

ACCELERATE MEDTECH SUMMIT: *INSIGHTS FOR GROWTH*

March 17 – 18, 2020
Newport Beach Marriott Hotel
Newport Beach, CA



AdvaMed

Advanced Medical Technology Association

Tuesday, March 17, 2020**6:30 pm – 7:30 pm****CEO Summit Closing Reception**

Pelican Hill Resort – Pacific Terrace

7:30 pm – 9:30 pm**CEO Summit Closing Networking Dinner**

Pelican Hill Resort – Mar Vista Event Lawn

Wednesday, March 18, 2020**6:45 am – 9:15 am****Breakfast**

Newport Beach Marriott Hotel – Atrium

7:00 am – 8:45 am**AdvaMed Accel Board Meeting**

Newport Beach Marriott Hotel – Laguna & Sunset

7:00 am – 7:45 am

Executive Session

7:45 am – 8:45 am

*Policy Roundtable***9:00 am – 9:15 am****2020 MedTech Industry Outlook – A Near “Perfect Storm”?**

Newport Beach Marriott Hotel – Baycliff

In 2019, the value of device exits reached a new high, driven by private M&A, IPO values, and public market performance. Combined with policy changes that create an environment more conducive to innovation, we are observing increased investment in medtech. One of the industry’s leading equity analysts, will share his views on what 2020 will hold, followed by a discussion with top industry executives.

- Moderator: David Lewis, Managing Director, Medical Device Analyst, Morgan Stanley

9:15 am – 10:15 am**Corporate CEO Spotlight Panel**

Newport Beach Marriott Hotel – Baycliff

- Moderator: David Lewis, Managing Director, Medical Device Analyst, Morgan Stanley
- Lisa D. Earnhardt, Executive Vice President, Medical Devices, Abbott
- Michael F. Mahoney, Chairman and Chief Executive Officer, Boston Scientific (Invited)
- Vince Forlenza, Chairman of the Board, BD
- Erica J. Rogers, President & CEO, Silk Road Medical (Invited)

10:15 am – 11:15 am**Unleashing Innovation – How Insurers are Working to Improve Patient Access****Newport Beach Marriott Hotel – Baycliff**

Insurers are seeking to remove the barriers that limit innovation and improve patient access to new and better treatments, which are essential for a healthcare system where providers and health plans compete to deliver better care at lower costs. One patient's story will illustrate the tremendous impact of innovative medtech, providing a backdrop for examining how insurers are driving the uptake of new technologies.

- Moderator: Frank Fischer, Chairman, NeuroPace
- Kathleen Rivas, NeuroPace Patient Ambassador
- Carol Blackford, Director, Director, Hospital and Ambulatory Payment Group, Centers for Medicare and Medicaid Services (Invited)
- Mariya Filipova, VP of Innovation, Anthem (Invited)
- Jo Carol Hiatt, MD, MBA, FACS, Chair, National Product Council, Kaiser Permanente
- Dr. Willard Harms, Vice President, Medical Affairs, BlueCross BlueShield of South Carolina (Invited)

11:15 am – 11:30 am**Networking Break****Newport Beach Marriott Hotel – Atrium****11:30 am – 12:30 pm****Provider Adoption of Innovative Medical Technologies****Newport Beach Marriott Hotel – Baycliff**

While provider adoption of innovation can be challenging to achieve, there are several hospital systems vying to be first to offer novel solutions to their patient populations – even before such technologies have secured stable reimbursement and achieved other efficiencies that come for late adopters. Hear from the forward-thinkers in healthcare delivery that are blazing the trail and improving patient outcomes by doing so.

- Moderator: Venk Varadan, Co-Founder and CEO, Nanowear
- Anthony D. Caffarelli, M.D., Newkirk Family Endowed Chair in Aortic Care, Director of Elaine & Robert Matranga Aortic Center, and Director of Cardiac Surgery, Hoag Health (Invited)
- Jessica Chao, Director, Clinical Innovation Center, UCSF Innovation Ventures
- Dr. Karl Poterack, Medical Director, Applied Clinical Informatics, Mayo Clinic
- Dr. Sharief Taraman, Chief of Neurology, Children's Hospital of Orange County

12:30 pm – 1:30 pm**Lunch Keynote: The Patient Impact of FDA’s Breakthrough Pathway: The Barostim Therapy™ Story**[Newport Beach Marriott Hotel – Baycliff](#)

- Moderator: Stephen Levin, Co-Editor-in-Chief and Managing Partner, MedTech Strategist and Market Pathways
- William Maisel, MD, MPH, Chief Medical Officer and Director, Office of Product Evaluation and Quality, Center for Devices and Radiological Health, FDA
- Nadim Yared, President and CEO, CVRx

1:45 pm – 2:45 pm**MedTech Investing Today – The Next Challenge in the Innovation Capital Continuum**[Newport Beach Marriott Hotel – Baycliff](#)

Over the past two years, several new medtech funds have closed, driven in part by a series of healthy exits. While available capital has increased overall, some investors are feeling the effects of the Series A drought of years past. Join this discussion that will explore where medtech investments are heading – and how the ecosystem can work together to fill existing innovation gaps.

- Moderator: Michael White, Head of Business Development, Managing Director, Life Sciences & Healthcare
- Greg Madden, Partner, SV Health Investors
- Gilan Megeed, Analyst, Deerfield
- Todd Pope, Operating Partner, Revival Healthcare Capital
- Valeska Schroeder, KCK Group
- Cynthia Yee, Principal, Vensana Capital

2:45 pm – 3:00 pm**Networking Break**[Newport Beach Marriott Hotel – Atrium](#)**3:00 pm – 3:45 pm****Developing an Exit Strategy – The Importance of Demonstrating Value**[Newport Beach Marriott Hotel – Baycliff](#)

In medtech, we’re focused on delivering “value.” Value for the patient, value for the healthcare system, etc. For many small companies, the journey ultimately ends in exit value. In this session, learn how Clinical Innovations strategically worked to achieve the organization’s full potential, resulting in a successful exit – much earlier than planned.

- Moderator: Delphine Zurkiya, Partner, McKinsey & Company
- Ken Reali, President and CEO, Clinical Innovations

3:45 pm – 4:00 pm**Networking Break**

Newport Beach Marriott Hotel – Atrium

4:00 pm – 4:30 pm**CEO Fireside Chat**

Newport Beach Marriott Hotel – Baycliff

- Moderator: David Uffer, Senior Partner, VP of MedTech, Alira Health
- Martha Shadan, President and CEO, Miach Orthopaedics and Chairwoman, AdvaMed Accel
- Renee Ryan, CEO, Cala Health

4:30 pm – 5:30 pm**Partnering Roundtables – Worst Practices in MedTech Partnering (Real-World Mistakes to Avoid)**

Newport Beach Marriott Hotel – Baycliff

Facilitated discussions in small groups about the worst/best practices in fundraising (and other topics). Attendees will have the opportunity to rotate between tables with investors and other industry stakeholders sharing the mistakes they WILL NOT make again and how to build effective relationships with funding and strategic partners.

5:30 pm – 7:00 pm**Networking Reception**

Newport Beach Marriott Hotel – Atrium