

AGENDA

Wednesday, April 26, 2017

- 3:00 pm - 5:00 pm* **Pre-Registration** *Columbia A-B*
Attendees are encouraged to come and pick up their meeting booklet, nametag and other information prior to the opening reception.
- 5:30 pm - 7:00 pm* **Opening Reception** *Thornton Room - 11th Floor*
Enjoy networking with medical technology executives and other industry leaders while hearing from a leading policy maker on the state of play in Congress.
- **Congressman Erik Paulsen** - MN - 3rd District

Thursday, April 27, 2017

- 7:15 am - 7:40 am* **Networking Continental Breakfast** *Columbia A-B*
- 7:40 am - 7:50 am* **Welcome Address** *Columbia A-B*
MDMA's Chairman of the Board and MDMA's President and CEO will provide a review of Administration and Congressional activities, as well as the ongoing work with regulatory agencies to protect America's global leadership position in medical technology innovation.
- **Paul LaViolette**, Chairman, MDMA Board of Directors, Executive Chairman, CardioFocus
 - **Mark Leahey**, President & CEO, MDMA
- 7:50 am - 8:00 am* **Opening Technology/Patient Address** *Columbia A-B*
- **Eric Major**, President & CEO, K2M, Inc.
 - **Catherine Ross**, Quality Control Manager, K2M, Inc.
- 8:00 am - 8:30 am* **Keynote Address** *Columbia A-B*
- **Congressman Greg Walden** - OR - 2nd District
Chairman of the House Energy and Commerce Committee
- 8:30 am - 8:50 am* **Keynote Address** *Columbia A-B*
- **Senator Amy Klobuchar** (MN)

Thursday, April 27, 2017 (continued)

8:50 am – 9:35 am

Future of Medical Technology Innovation *Columbia A-B*

Advancements in technology continue to shift rapidly, and more integrated health care and delivery systems are presenting opportunities for innovators to grow. Hear from some of the top executives in the device industry how they are preparing for the future, and what you can do to take advantage of the changes in our ecosystem.

- **Andrew Cleeland**, Chief Executive Officer, Fogarty Institute for Innovation
- **Mir Imran**, Chairman, InCube Labs

9:35 am – 10:00 am

Networking Break

10:00 am – 11:00 am

CDRH Town Hall *Columbia A-B*

MDMA's popular interactive session will host the CDRH Director to answer your questions and share his insights on the evolving MDUFA IV agreement, the latest reforms at the agency, and what changes we can expect with a new FDA Commissioner and leadership.

- **Jeffrey Shuren**, MD, Director, CDRH, FDA

11:00 am – 11:45 am

Medical Device Industry – Giving Back *Columbia A-B*

Med tech innovators have a proud history of not only transforming health care, but also of addressing unmet challenges that impact patient populations and demographics throughout the world. Learn from several CEOs what they are doing to play their role in this tradition of giving back, and how each of join in this important work.

- **Senator Tom Harkin**, Harkin Institute for Public Policy & Citizen Engagement, Drake University
- **Kristina Kaufmann**, Executive Director, Code of Support Foundation
- **Joe Kiani**, Chairman & Chief Executive Officer, Masimo Corporation
- **Eric Major**, President & CEO, K2M, Inc.
- **Dan Moore**, Chairman, LivaNova

11:45 am – 12:00 pm

NETWORKING BREAK – Ballroom to be cleared for lunch

Thursday, April 27, 2017 *(continued)*

- 12:00 pm – 1:15 pm* **25 Years of MDMA – Luncheon Address** *Columbia A-B*
Hear from some of MDMA's previous Chairs of the Board of Directors about the evolution of our industry's involvement with policy makers and tradition of passionate advocacy, and how these collective efforts over the years improved the med tech ecosystem.
- **Paul LaViolette**, Chairman, MDMA Board of Directors, Executive Chairman, CardioFocus
 - **Mark Leahey**, President & CEO, MDMA (moderator)
 - **Dan Moore**, Chairman, LivaNova
 - **Paul Touhey**, former President & CEO, Fujirebio
- 1:15 pm – 2:00 pm* **Building the Right Culture & Team to Lead Your Organization** *Columbia A-B*
As your teams take on more responsibilities and face novel challenges in the business world – both in the United States and abroad – a leading med tech CEO will share proven approaches to building value for your investors while strengthening your teams and optimizing growth.
- **Benson Smith**, Chairman, President & CEO, Teleflex, Inc.
- 2:00 pm – 5:30 pm* **Congressional Fly-In**
Congressional Fly-In Meeting participants will attend Hill meetings with their respective Senators and Representatives to discuss issues affecting the medical technology industry.
- 5:30 pm – 7:00 pm* **Chairman's Reception** *Thornton Room – 11th Floor*
Enjoy networking with medical technology executives, government officials and other industry leaders while honoring Members of Congress who have been strong voices to restore predictability and transparency in the regulatory process, improve the reimbursement landscape and repeal the medical device tax.
- **Congresswoman Stefanik** – NY – 21st District
 - **Congresswoman Walters** – CA – 45th District
 - **Senator Todd Young** – (IN)

Friday, April 28, 2017

7:30 am – 8:15 am **Networking Continental Breakfast**

8:15 am – 8:20 am **Day Two Welcome** *Columbia A-B*

- **Mark Leahey**, President & CEO, MDMA

8:20 am – 8:45 am **Medtech Industry Update** *Columbia A-B*

- **James Boylan**, President, Head of Investment Banking, Leerink Partners, LLC

8:45 am – 9:30 am **Accelerating Patient Access to Technology** *Columbia A-B*

A panel of government officials and med tech executives will discuss the best strategies to help ensure that patients are able to benefit from the cures and therapies being developed by our industry. This discussion will highlight various approaches innovators can take to expedite the process to secure fair and adequate reimbursement.

- **Elizabeth Halpern**, Partner, Hogan Lovells (moderator)
- **Louis Jacques**, Senior Vice President & Chief Clinical Officer, ADVI
- **Tamara Syrek Jensen**, Director, Coverage and Analysis Group, CMS
- **Bob Stern**, President, Vascular Dynamics, Inc.

9:30 am – 10:15 am **The Evolving Healthcare Ecosystem: How to Demonstrate Value & Improve Patient Outcomes** *Columbia A-B*

As patient-centered health care and value-based models continue to evolve, it is becoming increasingly less clear what data and evidence med tech innovators should be looking to collect and provide. Representatives from the insurer, innovator and patient communities will share their perspectives, and discuss the best approaches to the new environment.

- **Lindsey McCandless**, Director, ADVI
- **Paul Martino**, Co-Founder & CSO, VillageMD
- **Michael Singer**, Chief Executive Officer, BrainScope

10:15 am – 10:30 am **Network Break**

Friday, April 28, 2017 (continued)**10:30 am – 11:15 am** **When the Subpoena Arrives: Will your Compliance Program Measure Up?**
Columbia A-B

How effective is your compliance program? The ultimate test is a government investigation. In this role-playing exercise, a hypothetical medical device company with US and overseas sales will receive and react to a subpoena based on real-life investigations of alleged misconduct. Leading US and European legal experts will share key insights to the government's perspective on company reactions with health care professionals, compliance program operations, and the personal responsibility born by company executives and board members.

- **Carolyn Bruguera**, Vice President & General Counsel, MDMA
- **Peter Dieners**, Partner, Clifford Chance
- **John Manthei**, Partner, Latham & Watkins
- **Barry Sabin**, Partner, Latham & Watkins

11:15 am – 12:00 pm **International Markets in Today's Environment** *Columbia A-B*

The global marketplace for medical technologies continues to shift; with various events taking place throughout the world that are impacting the access to medical technology innovation. From shifting political winds, trade negotiations, new Asian regulations and pricing pressures, and the EU's latest regulations, hear from a panel of leading experts about how your team can adjust to this climate and maximize OUS growth.

- **Ames Gross**, President, Pacific Bridge Medical
- **Ed Rozynski**, Senior International Advisor, MDMA

12:00 pm **Box Lunch/Departure**