

# Getting Ahead of the Curve in Transformational Health



21st Annual  
**Medical Technologies 2016:**  
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

Where Global Medical Devices, Life Sciences, and Connected Health Leaders Meet

March 13 - 15, 2016  
Hilton San Diego Resort & Spa  
San Diego, CA

[www.frost.com/medtech](http://www.frost.com/medtech)  
#FrostMedTech

“Very thought provoking about issues that we're facing and possible ways to address them” – Director, ROYAL PHILIPS ELECTRONICS N.V. | “Excellent, very open-minded, and high-quality crowd” – Vice President, Sony DADC BioSciences | “Stimulating discussions and exceptional opportunities to discuss strategic future directions and gain new ideas.” – Director, ABBOTT LABORATORIES | “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 | “The relationships and networking were the highest value. The information and working sessions were a close second. The return is 3 fold: business segment leaders and subject matter experts to collaborate in the future for problem solving, new business relationships moving forward, and a validation of current process through information gathered in the sessions.” – COO, KICKSTAND BUSINESS CONCEPTS, INC.



## TOP 5 REASONS WHY YOU SHOULD ATTEND

- Compelling Content:** At Frost & Sullivan, we are uniquely focused on Visionary Innovation. Drawing upon that powerful expertise and the deep insight of an esteemed Advisory Board of healthcare industry professionals, we have created an event that addresses critical issues that surround an industry transforming faster than ever, including access, cost, and quality.
- Competitive Advantage:** This event will strengthen your ability to navigate through the maze as your company explores new solutions to offer a new healthcare experience throughout the globe, thereby creating a distinct competitive advantage.
- Great Minds:** You will be an integral part of a powerful assembly of decision-makers across the healthcare spectrum. All in one place, at one time. This is where medical technologies, life sciences, and connected health leaders meet and ideate.
- An Experience to Remember:** An environment and format uniquely designed to foster collaboration and innovative thinking among those great minds. You will walk away with concrete ideas, tools, techniques, and action items – a guaranteed Return On Investment.
- Non-stop Networking:** We make it easy for you to expand your network of professional contacts through informal and fun activities, including our very lively Participant Meet 'n' Greet, Brunch on the Bay, Bay Breezes Networking Reception and Event Kickoff, Inaugural Medical Technologies Olympics and Pot O' Gold Buffet, Networking Team Challenges, and more.

## WHO YOU WILL NETWORK WITH

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

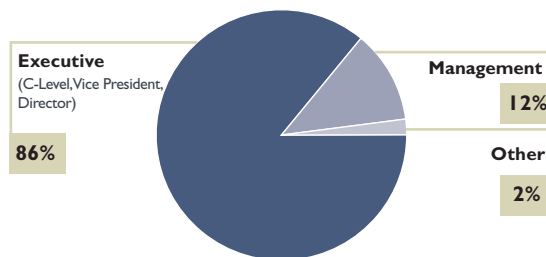
## MORE CONTENT THAN ONE PERSON CAN HANDLE!

**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 COMPANIES REPRESENTED AT OUR PREVIOUS MEDICAL TECHNOLOGIES EXECUTIVE MINDXCHANGES



## EXECUTIVE PROFILE



## MEDICAL TECHNOLOGIES 2016 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.*

**Greg Caressi**  
Senior Vice President,  
Transformational Health  
Frost & Sullivan

**Shawn Miller**  
Director, Market Analytics  
Philips Healthcare North America

**Karen Conway, CMRP**  
Executive Director,  
Industry Relations  
GHX

**Nnamdi Njoku**  
Senior Business Director,  
Gastro/Urology Minimally Invasive Therapies  
Medtronic

**Reenita Das**  
Partner and Senior Vice President,  
Transformational Health  
Frost & Sullivan

**Jennifer Rae**  
Senior Director, Regulatory Affairs  
Daval, Inc.

**Abhi Gholap**  
Founder and  
Chief Executive Officer  
Optra Technologies

**Theresa Scheuble**  
Associate Director,  
Research & Development  
Ethicon Inc. a Johnson & Johnson Company

**Geoff Hamilton**  
Head, Global Market Insights  
Illumina

**Graham Smith**  
Product Owner, Strategic Planning & Execution  
Cardinal Health

**Robert Hurtz**  
Head of DC Product Engineering  
Bayer Healthcare

**Paul Upham**  
Senior Director, Worldwide Strategic Marketing  
Becton Dickinson & Company

**Shadaab Kanwal**  
Executive Director Corporate Services and Digital Technologies  
Kaiser Permanente Information Technology

**John Meduri**  
Global Director, Business Development, Diagnostic Systems  
Becton Dickinson & Company



*Schedule-at-a-glance is preliminary and will be updated as information becomes available.*

### CHOOSE A COLLABORATION ZONE

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. Data-Driven Healthcare** | **Zone 2. Patient Centricity** | **Zone 3. New Product and Market Opportunities**

#### SATURDAY, MARCH 12, 2016

##### ARRIVAL DAY

**7:00pm Suggested Arrival Time**  
Arrive Saturday to participate in Sunday's Networking Activities.

#### SUNDAY, MARCH 13, 2016

##### NETWORKING DAY

*Bring plenty of business cards, relax, meet-and-greet during this fun-filled day devoted to making new contacts and new friends.*

**9:45am Brunch on the Bay: Sip and Sail**  
**3:30pm Sponsor Workshop**  
**5:00pm Sponsor Registration & Orientation Reception**  
**6:00pm Speaker & Thought Leader Orientation**  
**6:45pm 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 Bay Breezes Networking Reception and Event Kickoff**

#### MONDAY, MARCH 14, 2016

##### GENERAL SESSION AND EXHIBITION

**8:00am Registration, Continental Breakfast, and Exhibition**  
**8:45am Welcome and KEYNOTE** – The Future of Consumer Health: Changing the Landscape of Healthcare  
**9:40am NETWORKING** – Team Challenge #1  
**9:45am TRANSFORMATIONAL SHIFT** – New Business Models in Healthcare  
**10:15am Networking, Refreshment, and Exhibition Break**  
**10:45am VISIONARY INNOVATION THINKTANK** – Applying Innovative New Business Models to Lead the Future of the Industry  
**11:45am Medical Technologies 2016 Executive MindXchange Advisory Board and Member Recognition**  
**11:50am Session to Session Travel Time**  
**11:55am 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)  
**INTERACTIVE FORUM** – New Products and New Opportunities in Precision Health: Population Health Management and Personalized Care  
**12:55pm 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.  
**1:55pm Session to Session Travel Time**

**2:00pm CONCURRENT COLLABORATION ZONES – Mindshares / Fireside Chats**  
Mindshares are practitioner panels, and Fireside Chats are informal conversations with a practitioner. Both draw upon the experience and expertise of the featured executive(s).  
Choose **one** of the following zones:  
Zone 1. The Realities of Data Privacy, Protection and Cybersecurity: Today and Tomorrow  
Zone 2. Connecting with Consumers: Creating Health Solutions that Stick  
Zone 3. Future Market Opportunities in Predictive Modelling and Medicine

**3:00pm Session to Session Travel Time**  
**3:05pm NEW INNOVATION PARADIGMS** – The Budding Relationships between Payers, Providers, Medical Technology and Pharmaceutical Companies  
**4:00pm NETWORKING** – Team Challenge #2  
**4:05pm Networking, Refreshment, and Exhibition Break**

**4:35pm CONCURRENT COLLABORATION ZONES – ThinkTanks**  
ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.  
Choose **one** of the following zones:  
Zone 1. How to Prepare for and Utilize Big Data  
Zone 2. Technology Enablement: A New Paradigm for Patient Therapy Empowerment  
Zone 3. Timing the Transition into Formal Medical Device Development: Don't Throw Away Your Money!

**5:45pm Inaugural Medical Technologies Olympics and Pot O' Gold Reception!**

#### TUESDAY, MARCH 15, 2016

##### 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** – Success Story: Innovation in Platforms and Services  
**9:25am NETWORKING** – Team Challenge #3  
**9:30am EXECUTIVE INSIGHT** – Retail Healthcare: The Consumerization of Diagnostic Healthcare  
**10:00am Networking, Refreshment, and Exhibition Break**

**10:30am CONCURRENT COLLABORATION ZONES – Roundtables**  
Roundtables capture the power of all participants' voices, insights and experiences via group discussion and exploration of the issues at hand.  
Choose **one** of the following zones:  
Zone 1. The Internet of Health Things  
Zone 2. Social Media - Based Consumer Engagement Strategies  
Zone 3. Leveraging the Hidden Opportunities in Supply Chain

**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**  
**1:05pm EXECUTIVE BULLETIN** – Medicine at the Dawn of the Genomic Era  
**1:35pm ASK THE EXPERTS! Panel Discussion** – Wearables: We Can Measure, but Can We Monetize?  
**2:35pm NETWORKING** – Team Challenge #4  
**2:40pm Networking, Refreshment, and Exhibition Break**  
**3:10pm FRESH PERSPECTIVES** – Using Your Best Resource for Successful Patient Outcomes - The Patient!  
**3:40pm INVESTORS' SPOTLIGHT** – Perspectives from The Street and Sand Hill  
**4:30pm FAST FORWARD** – The Future of Healthcare Reform: Post-Election Prognosis  
**5:00pm Medical Technologies 2016: A Frost & Sullivan Executive MindXchange Concludes**



## 21<sup>st</sup> Annual Medical Technologies 2016:

A Frost & Sullivan Executive MindXchange

### KEYNOTES



**Peter Antall, M.D.**

*Chief Medical Officer*

American Well

Dr. Antall has developed innovative programs to measure and ensure quality in telehealth, has developed a national telehealth credentialing program, has played an active role in national efforts to modernize telehealth laws and regulations, and has developed tools to train, manage and mentor telehealth clinicians. Dr. Antall has a track record of disruptive innovation in the areas of care delivery, medical management, business development, technology and telehealth. He has built and managed medical practices, founded a hospitalist company, written software for mobile apps and for phone based triage, and has been actively building telehealth programs since 2009.



**Randy Hamlin**

*Vice President & Segment Leader*

Philips Healthcare

Philips Ultrasound

Randy joined Philips healthcare in 1988 and has held various roles at Philips in marketing and research & development. In 2014, he became the Business Segment Leader for the newly formed Ultra Mobile Ultrasound group. He has created an entrepreneurial team chartered to shape an emerging ultrasound space focused on solving the needs of a transforming global healthcare system. In this role, he nurtured feasibility projects with his team that represent disruptive impacts to healthcare.

### 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. Under his leadership Frost & Sullivan Events Business has experienced a growth of over 300%. Prior to joining Frost & Sullivan in 2002, Brian has over 25 years of management and leadership position experience and strategic, tactical and business planning and financial management. Prior to joining Frost & Sullivan, Brian had already managed over 300 global events, in North America, Europe and South America. He has turned business units around from a loss to profit and successfully launched new business units, product lines, and new offices. He has deployed best practices standardization, and provided budgeting and financial management expertise. Brian holds an MBA in International Finance.

**SUNDAY, MARCH 13, 2016****BRUNCH ON THE BAY: SIP AND SAIL**  
**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, take in the 360 degree views of the stunning San Diego skyline and enjoy a delectable brunch paired with some mouth-watering mimosas!

**Participant Fee:** \$50

**Location:** Meet in Hotel Lobby, 9:45am

**Hosted by:**  **ximedica**  
Living Innovation

**PARTICIPANT MEET 'N' GREET**  
**6:45pm**

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.

**BAY BREEZES NETWORKING  
RECEPTION AND EVENT KICKOFF**  
**7:30pm**

Join us for some bay breezes and casual conversation to kick off this truly unique event. Connect with your fellow peers and colleagues while you get ready for the days ahead.

**MONDAY, MARCH 14, 2016****INAUGURAL MEDICAL  
TECHNOLOGIES OLYMPICS  
AND POT O' GOLD RECEPTION**

**5:45pm**



Engage in a night of challenges that will put your brain and body to the test! Network and compete with and against your peers in Frost & Sullivan's fun and fast-paced version of the Olympic Games. Top teams will be draped in Gold, Silver & Bronze so make sure to bring your 'A' game Lads and Lassies! Plenty of cocktails and a St. Patrick's themed dinner will be available for consumption.

**TUESDAY, MARCH 15, 2016****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

**SATURDAY, MARCH 12, 2016****ARRIVAL DAY**

- 7:00pm Suggested Arrival Time**  
Arrive Saturday to participate in Sunday's Networking Activities.

**SUNDAY, MARCH 13, 2016****NETWORKING DAY**

*Bring plenty of business cards, relax, meet-and-greet during this day devoted to making new contacts and new friends.*

- 9:45am Brunch on the Bay: Sip and Sail**  
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, take in the 360 degree views of the stunning San Diego skyline and enjoy a delectable brunch paired with some mouth-watering mimosas!



- 3:30pm Sponsor 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 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 Bay Breezes Networking Reception and Event Kickoff**  
Join us for some bay breezes and casual conversation to kick off this truly unique event. Connect with your fellow peers and colleagues while you get ready for the days ahead.

**MONDAY, MARCH 14, 2016****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 The Future of Consumer Health: Changing the Landscape of Healthcare**

**Peter Antall, M.D.**  
Chief Medical Officer  
American Well

Telehealth is a well-established technology used to provide on-demand health care directly to a patient, wherever the patient is currently located. While these vendor-driven use-cases offer patients convenience, access and decreased cost, they generally are unable to address the larger issues of population health and coordinated care. The emergence of direct to consumer telehealth has not gone unnoticed by providers and hospital systems, who are now embracing telehealth as part of an overall strategy to become more consumer centric, to participate in the direct to consumer market and to cost-effectively care for their patient populations. Telehealth-enabled health systems offer the promise of high-quality, coordinated care that is convenient, consumer-centric and leverages the ability to bring to bear virtual care teams around patients and populations. Best practices have also emerged that combine the experience and quality systems that exist in hospital systems with the technology and consumer facing expertise that exists at the vendor level.

**Key Take-Aways:**

- Insight into why direct to consumer tele-health programs are growing and thriving
- Examples of hospitals and provider organizations are embracing tele-health and why it's good for patients
- Best practices and evidence-based guidelines for telehealth
- Challenges and barriers that still exist for providers

**NETWORKING**

- 9:40am Team Challenge #1**

**TRANSFORMATIONAL SHIFT**

- 9:45am New Business Models in Healthcare**

**Greg Caressi**  
Senior Vice President, Transformational Health  
Frost & Sullivan

This session will help you gain valuable insight into new marketplaces, implications across value chains, and examples of how transformation in healthcare can be leveraged to develop new business models. We will explore some of the best case studies globally and help you identify new channel partners, new customers, new convergence ideas and revenue streams across the entire ecosystem.

**Key Take-Aways:**

- An assessment of the future success potential of current and emerging business models in the B2B and B2C segments across industries
- Identification of new partner networks, future customer segments and valuable revenue streams for your company
- Analysis of new product positioning, new value proposition through creation of a business model canvas



**10:15am Networking, Refreshment, and Exhibition Break****VISIONARY INNOVATION THINKTANK****10:45am Designing Disruptive Solutions and New Business Models for Healthcare****Reenita Das***Partner & Vice President, Transformational Health  
Frost & Sullivan***Venkat Rajan***Global Research Director – Visionary Healthcare  
Frost & Sullivan*

This interactive exercise provides an opportunity to help you design a new business model for your industry. You will identify new customers, new partners in your ecosystem and define a unique value proposition for your company in the future.

**Key Take-Aways:**

- Analysis of Top 3 healthcare transformations most relevant to your industry
- Identification of the best business model for your company/ industry
- Creation of a unique value proposition
- Identification of new channels to market and potential ecosystem partners that will help your organization capture new revenue streams
- Initial discussion of the business model canvas

**11:45am Medical Technologies 2016 Executive MindXchange Advisory Board and Member Recognition****11:50am Session to Session Travel Time****TUESDAY, MARCH 15, 2016****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

**11:55am 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****INTERACTIVE FORUM****New Products and New Opportunities in Precision Health: Population Health Management and Personalized Care****MODERATOR:****Greg Caressi***Senior Vice President, Translational Health  
Frost & Sullivan***PANELISTS INCLUDE:****Bob Hurtz***Head of Diabetes Care Product & Engineering  
Bayer Healthcare***John E. Mattison***Chief Medical Information Officer,  
Assistant Medical Director  
Kaiser Permanente***Clint McClellan***President  
Indie Health***Cory Wiegert***Vice President  
Watson Health Product Offering***Jeff Zigler***Director  
St. Jude Medical*

Riding the hype wave, hundreds of companies are labeling their products as population health management solutions. Reaching population health goals, however, requires a focus on the individual, in terms of health data, analytics and individual intervention techniques, technology, motivation and interactions. Much has been written about personalized medicine in the pharmaceutical sector, but personalization also applies to many factors impacting health outside of the healthcare system, and a better grasp of ways to interact with each of us as consumers making choices of providers or payers, as customers making choices regarding diet, fitness, etc, and as members of a social group.

How can we expand our thinking about how we can interact with individuals to meet population health goals of better outcomes, lower costs, and better experience with the healthcare system and with our health. This panel will bring in views from across the healthcare ecosystem to provoke thought on new opportunities to interact with individuals to offer more personalized approaches to health and healthcare.

**Key Take-Aways:**

- Insight into the solutions applied today and what is in development
- Examples of where the gaps are and what still needs to be addressed
- A framework of how we can change the approach of our organizations to make personalized care and precision health the norm (or do we need to)?
- Critical factors and opportunities that will move the needle in applying personalization to meet health and healthcare goals



**12:55pm Food For Thought – Networking Roundtables  
Hosted by Industry Leaders****Hosted by:**  Cambridge Consultants

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.

**1:55pm Session to Session Travel Time****CONCURRENT COLLABORATION ZONES –  
MINDSHARES/FIRESIDE CHATS**

**2:05pm** Mindshares are practitioner panels, and Fireside Chats are informal conversations with a practitioner. Both draw upon the experience and expertise of the featured executive(s).

Choose one of the following zones:

**Zone 1: The Realities of Data Privacy, Protection and  
Cybersecurity: Today and Tomorrow****MODERATOR:****Anura Fernando**

Principal Engineer – Medical Software  
& Systems Interoperability  
UL

**PANELISTS INCLUDE:****Rolando Galvez**

Chief Privacy Officer  
St. Jude Medical

**Bakul Patel**

Associate Center Director for Digital Health  
FDA

**Nias Puthenveettil**

Director – Chief Technology Office  
Cerner Health Services

**Jeff Nadler**

Chief Technology Officer  
Teladoc, Inc.

Cybersecurity is a significant global economic and geopolitical problem. Retailers, financial institutions, individuals, and government agencies that have had data breaches have been broadly publicized in the media. A less well-recognized aspect of cybersecurity is the impact on public safety, as critical national infrastructure such as manufacturing, energy production, transportation, and also healthcare are being targeted in ways that compromise not only financial transactions but also safety-critical controls systems. This session brings together industry thought leaders to collectively discuss the challenges we face and ways to secure access to critical systems.

**Key Take-Aways:**

- Examples addressing the breadth of stakeholders impacted by cyber-attacks
- Best practices for addressing cybersecurity risk
- Tools to avoid common pitfalls and security vulnerabilities

**Zone 2: Connecting with Consumers: Creating Health  
Solutions that Stick****MODERATOR:****Ron Pierce**

Vice President/ Director, Design Strategy & Research  
Karten Design

**PANELISTS INCLUDE:****Scott Davie**

Senior Director of Research & Development,  
Patient Monitoring Product Development  
Medtronic

**Julia Hu**

Chief Executive Officer  
Lark Technologies

**Ken Persen**

Senior Director, Technical Development  
Strathspey Crown

**Dr. Khan Siddiqui**

Chief Technology Officer  
higi

Patient engagement is the name of the game, but many product developers are struggling to create health solutions that “stick.” Much of the problem lies in their approach: patients aren’t just patients—they are sophisticated consumers with distinct expectations for the products, services, and brands they choose. How can medical device and digital health solution providers deliver differentiated user experiences that will resonate with today’s informed consumers? What are some strategies for creating long-term engagement with health products?

**Key Take-Aways:**

- Framework for understanding how to connect with consumers
- Strategies for creating “sticky” health solutions that motivate and keep people engaged in the long-term
- Insights from solution providers who are putting these strategies into real-world practice

**Zone 3: Future Market Opportunities in Predictive  
Modelling and Medicine****FACILITATOR:****Jeffrey Champagne**

Director of Business Development  
MPR Associates, Inc.

**INTERVIEWER:****Brian Johnson**

Publisher, Co-Founder  
MassDevice.com

**INTERVIEWEES:****Dr. Angela Bakker Lee, Ph.D.**

Vice President  
IBM Watson Healthcare

**Marie Johnson**

Chief Executive Officer  
Aum Cardiovascular

In today’s healthcare system high tech/low cost sensors, massive sets of population data, sophisticated algorithms, and artificial intelligence are being leveraged to fundamentally disrupt the delivery of health care. The old standard of care is to treat the symptoms of a disease once it is an acute medical condition. Late diagnoses and emergency treatment is a leading factor in the rising cost of healthcare. But what if we had the technology to not only predict the likelihood that a patient will contract that disease, but also to provide information that could prevent the disease from taking hold? A predictive model is a mathematical algorithm that predicts an outcome from a number of variables.

**Key Take-Aways:**

- Insight on how to sense and diagnose disease before it becomes urgent
- The necessary steps in disrupting the standard of care
- Prime examples of predictive modeling being deployed today in medicine
- Guide to industries we can learn from to create and capture value in product innovation





3:00pm Session to Session Travel Time

**NEW INNOVATION PARADIGMS**3:05pm **The Budding Relationships between Payers, Providers, Medical Technology, and Pharmaceutical Companies****MODERATOR:****Lisa Rometty**

Vice President

Watson Health

**PANELISTS INCLUDE:****Rahul Dubey**

Senior Vice President, Innovation and Solutions

Practice Lead, AHIP Innovation Lab

American Health Insurance Plans

**Amar Kendale**

Senior Vice President, Business Development and Strategy

Livongo Health

**Roe Lazechnik, M.D., Ph. D.**

Vice President, Device Medical Organization

Hospira, a Pfizer Company

**Renee McLaughlin**

Senior Medical Director,

Delivery System Clinical Integration

CIGNA

**Aenor Sawyer**

Associate Director, Strategic Relations,

Center for Digital Health Innovation

UCSF

Director

UCSF Skeletal Health Service

The healthcare industry is in the midst of a transformation spurred by increasing costs, changing business models, and heightened expectations from patients. Advances in data, research, and technology provide an opportunity to address these challenges through insights-driven information. Cross-sector collaboration and information-sharing will be key to maximizing the impact of this information and creating better products and services for patients.

**Key Take-Aways:**

- Insights on the drivers of a more collaborative operating model, its benefits and challenges.
- Best practices for operating in a more collaborative and integrated environment.
- Tools for using this model to identify growth opportunities for your organization.

4:00pm **NETWORKING – Team Challenge #2**4:05pm **Networking, Refreshment, and Exhibition Break****CONCURRENT COLLABORATION ZONES – THINKTANKS**4:35pm *ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.*Choose **one** of the following zones:**Zone 1: How to Prepare for and Utilize Big Data****Zone 2: Technology Enablement: A New Paradigm for Patient Therapy Empowerment****FACILITATOR:****Simon Karger**

Associate Director, Surgical

Cambridge Consultants

As technology continues to advance at an exponential rate, everything from miniature sensors, ubiquitous connectivity, seemingly endless data storage, high resolution imaging, and paper thin batteries are within reach. The convergence of such technologies can facilitate new care pathways and vastly enhance patient experience. Better outcomes are bound to follow.

This interactive session will use oncology care as a framework to explore how key enabling technologies might come together to radically change the patient journey as well as improve care delivery and disease management, whether in the surgical suite, at the Point of Care, or at home.

**Key Take-Aways:**

- Examples of care delivery concepts that span diagnosis, treatment and on-going management
- Insights on the key technology pillars that might enable these concepts
- Challenges of technology and commercial gaps to consider

**Zone 3: Timing the Transition into Formal Medical Device Development: Don't Throw Away Your Money!****FACILITATOR:****Jason Machacek**

Business Development Director

Stratos

With the current pressures to find new business opportunities and be first to the market, many are tempted to move into product development at a rapid pace. This is a risky proposition, particularly in the medical technology space where development is heavily regulated and very expensive. Join this discussion on how to develop goals, reduce risk and set exit criteria for moving from technology development to formal medical device development.

**Key Take-Aways:**

- Best practices for assessing technology maturity
- Framework to identify readiness to transition to product development
- Case study that illustrates best practices for successful product development

5:45pm **Inaugural Medical Technologies Olympics and Pot O' Gold Reception!**

Engage in a night of challenges that will put your brain and body to the test! Network and compete with and against your peers in Frost & Sullivan's fun and fast-paced version of the Olympic Games. Top teams will be draped in Gold, Silver & Bronze so make sure to bring your 'A' game Lads and Lassies! Plenty of cocktails and a St. Patrick's themed dinner will be available for consumption.



**TUESDAY, MARCH 15, 2016****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**

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 Success Story: Innovation in Platforms and Services**

**Randy Hamlin**  
Vice President & Segment Leader  
Philips Healthcare  
Philips Ultrasound

The global mHealth market is growing at a lightning pace and is transforming healthcare through a multitude of apps and connected smart devices. Traditional medical device companies are not typically prepared to pivot fast enough to be relevant in these fast market dynamics. Survival can no longer rely on product innovation alone but requires new business models. This session will discuss how Philips is redefining ultrasound through a disruptive subscription model using clinician provided smart devices and an app on Google Play.

**Key Take-Aways:**

- Insights into the barriers of transitioning from products to solutions in ultrasound
- Case study: Lumify - an app-based, smart device ultrasound solution
- Lessons learned of change within the market and inside a large company

**9:25am NETWORKING – Team Challenge #3****EXECUTIVE INSIGHTS****9:30am Retail Healthcare: The Consumerization of Diagnostic Healthcare**

**Alex Hurd**  
Senior Director, Product Development,  
Growth and Payer Innovation – Health & Wellness  
Walmart

For today's consumer, access to quality healthcare can be expensive and cumbersome. In the retail sector, Walmart provides everything you need at an affordable price point. Why can't healthcare be that simple? This session will discuss how this world class brand has successfully created a sustainable healthcare model focused on the consumer.

**Key Take-Aways:**

- Best practices to improve access and quality, while reducing cost
- Examples of partnership opportunities
- Fresh perspectives of consumer centric healthcare delivery

**10:00am Networking, Refreshment, and Exhibition Break****COLLABORATION ZONES ROUNDTABLES**

**10:30am** 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. The Internet of Health Things****FACILITATOR:**

**Aidan Petrie**  
Chief Innovation Officer  
Ximeda

The internet of health things has created a froth of anticipation and promise, generating an impressive market of an estimated 72.1 MM device trackers shipped in 2016. But what comes next? How should these products evolve to bring meaningful and proactive clinical benefits beyond the “worried well” to the truly sick? What do healthcare patients, providers and payers need to embrace these new technologies as part of holistic healthcare ecosystems? What is missing today from the category that will be needed to make these products & systems truly meaningful in improving healthcare in the US?

In this interactive session we will shed light on the new technologies, clinical outcomes and forward-thinking opportunities in this fast evolving space.

**Key Take-Aways:**

- Best practices to think outside of/beyond the data
- Guide to understand how to approach the development and validation of connected health initiatives for your own organization
- Framework to recognize value versus hype

**Zone 2. Social Media - Based Consumer Engagement Strategies****FACILITATOR:**

**Greg Matthews**  
Managing Director, MDigitalLife  
W2O Group

The way we interact with health and healthcare has changed radically in the last ten years. We're all familiar with patients finding health information online, but what many don't realize is that the way doctors, reporters, caregivers and companies are interacting with those patients (and each other) is completely different. This represents unique challenges – and opportunities – to the healthcare companies that can leverage them in a way that's designed to be both *effective* and *safe*.

**Key Take-Aways:**

- Insight into how each stakeholder in the online health ecosystem (doctors, patients, reporters, caregivers, etc.) interact with each other
- Barriers to entry for healthcare companies – and how to overcome them
- Blueprint to purposefully create the online audience for your company that aligns most closely to your strategic goals
- Tools to measure the success of your online initiatives in terms of their actual impact on your business (e.g., going beyond metrics like “reach” or “page views”)

**Zone 3. Leveraging Hidden Opportunities in Supply Chain****FACILITATOR:**

**Bill Partridge**  
Vice President Business Development  
Flex

The changing dynamics of the healthcare industry has heightened the strategic imperative to leverage supply chain opportunities to help fuel bottom line growth. This interactive session will detail the challenges and opportunities in the healthcare supply chain and how to ignite and manage supply chain disruption.

**Key Take-Aways:**

- Best transformational practices for healthcare supply chains
- Case study of common pitfalls and solutions
- Critical factors for supply chain disruption



**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****EXECUTIVE BULLETIN****1:05pm Medicine at the Dawn of the Genomic Era**

**Daniel S. Grosu, M.D., MBA**

Senior Vice President & Chief Medical Officer  
Sequenom, Inc.

Getting ready for the era of genomic medicine: the revolution is already under way. Rapid technological progress in the field of sequencing over the past few years has created tremendous opportunities for novel clinical applications across many unrelated fields. Medicine at the dawn of the genomic era is witnessing spectacular advances in the areas of reproductive health and oncology in particular, which are poised to revolutionize patient care.

**Key Take-Aways:**

- The tools of genomic sequencing and bioinformatics are transforming certain areas of medicine at a rapid pace, with potentially disruptive effects
- Examples of reproductive health benefits from the widespread availability and continued innovation in comprehensive carrier screening and non-invasive prenatal testing
- Case studies on emerging “liquid biopsy” non-invasive approaches that are placing Oncology on the brink of a revolution in the detection, treatment, and monitoring of disease

**ASK THE EXPERTS! PANEL DISCUSSION****1:35pm Wearables: We Can Measure, But Can We Monetize?****MODERATOR:**

**Elisabeth George**

Vice President - Global Government Affairs,  
Standards & Regulations  
Philips Healthcare

**PANELISTS INCLUDE:**

**Julia Hu**

Chief Executive Officer  
Lark Technologies

**Maulik D. Majmudar, M.D.**

Associate Director, Healthcare Transformation Lab  
Massachusetts General

**Brian Markwalter**

Senior Vice President Research & Standards  
Consumer Technology Association

**Bakul Patel**

Associate Center Director for Digital Health  
FDA

**Jay Rajda, M.D., MBA, FACP**

Medical Director, Aetna Innovation Labs  
Aetna

Wearables are an integral part of consumers well-being. Consumers are captivated in the idea of wearables but do they hold longevity and how can the healthcare community benefit from this fascination for true success. This panel will discuss opportunities and understand the challenges of marketing, monetizing and their market saturation and overall value.

**Key Take-Aways:**

- A framework to identify what a wearable is and why it's needed in today's continuum of healthcare
- Insights on benefits and risks – consumers, economic and clinical outcomes
- Critical factors to sustainability of wearables and identify potential ways to solve

**2:35pm NETWORKING – Team Challenge #4****2:40pm Networking, Refreshment, and Exhibition Break****FRESH PERSPECTIVES****3:10pm Using Your Best Resource for Successful Patient Outcomes – The Patient!**

**Amy Dixon**

Sommelier, Para-Athlete  
Vice President, Glaucoma Eyes Organization

Your partner in Healthcare - the PERSON. Amy will discuss the tools she used and advises us to implement to achieve a partnership with your patients to improve patient outcomes, provide education and obtain performance-based health. Understanding the patient will not only cut costs through more accurate, tailored information but it will encourage patient compliance which leads to healthier patients and to more successful innovations.

**Key Take-Aways:**

- How to start the dialogue. Tools to engage the person. WHAT is their lifestyle? What is the end goal? Is it realistic?
- Getting the buy-in of your patient. A blueprint to change the dynamic from subservient to compliant to innovator
- Pushing the envelope of medicine. It's not just about health. It's about performance. It's about the BEST health for that person. A roadmap to changing outcomes beyond the operating room and the office

**INVESTORS' SPOTLIGHT****3:40pm Perspectives from The Street and Sand Hill****MODERATOR:**

**Jonathan Norris**

Managing Director, Healthcare Practice  
Silicon Valley Bank

**PANELISTS INCLUDE:**

**Sam Brasch**

Venture Partner  
New Leaf Venture Partners

**David Coats**

Managing Director  
Correlation Ventures

**Jed Cohen**

Managing Director  
Leerink Partners

**Ted Driscoll**

Partner, Digital Healthcare Lead  
Claremont Creek Ventures

**Michael Ragan**

Principal, Healthcare Investment Banking  
Piper Jaffray

**Michael Sifton**

Executive Director  
UCLA Venture Fund

The transformation of the healthcare industry will create new investment risks and opportunities. This panel delivers expert perspectives and unique insights into the current and future pulse of the healthcare investment climate. Where are the greatest investment opportunities in this sector?

**Key Take-Aways:**

- Critical factors in mergers & acquisitions
- Insight into what investments to consider
- A framework for valuation



**FAST FORWARD****4:20pm The Future of Healthcare Reform:  
Post-Election Prognosis****MODERATOR:****Chad Terhune**

Healthcare Reporter

Los Angeles Times

**PANELISTS INCLUDE:****Greg Caressi**

Senior Vice President, Transformational Health

Frost &amp; Sullivan

**Reenita Das**

Vice President &amp; Partner, Transformational Health

Frost &amp; Sullivan

With the White House and several key congressional seats up for grabs, the 2016 election portends series implications for on-going roll out of the 2010 Affordable Care Act (ACA) and future healthcare policy. In the Supreme Court with four Justices aged 77 years and older the next president also could be in a position to drastically reshape the political lean of a bench that currently comprises 5 Republican appointments and 4 Democrat appointees.

This session will look at both success and failures of ACA provisions that have already rolled out, as well as predictions for what elements of the bill could be repealed or amended. Consideration also will be given to the announced healthcare policy platforms of the leading presidential candidates in both parties, and provide perspectives on the feasibility of implementation should they be elected.

**5:00pm Medical Technologies 2016:  
A Frost & Sullivan Executive MindXchange Concludes****Get Your Hands on the  
Executive MindXchange Chronicles:**

A Real Golden Nugget that  
Continues to Add Value Post-Event

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- **Access to all notes;** let us do all of the note taking for you
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- **Huge savings** for these esteemed chronicles for event participants
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The all new **The Executive MindXchange Chronicles\*** are now available for purchase. Event participants will receive savings of over 50%. Additional savings apply when purchased prior to the event.

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**Non-Participant Pricing:**

\$695

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## 21st Annual Medical Technologies 2016:

A Frost & Sullivan Executive MindXchange

March 13 - 15, 2016 | Hilton San Diego Resort & Spa | San Diego, CA

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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](mailto:grobbs@frost.com).

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Hilton San Diego Resort & Spa  
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 12, 2015.

#### TO REGISTER:



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6. Preferred pricing for the Executive MindXchange Chronicles; a collection of notes on the entire Medical Technologies Executive MindXchange

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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.

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(\$150 Savings)  
(Includes General Session, Executive MindXchange Chronicles, Vino Voyage)
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(\$100 Savings)  
(Includes General Session, Executive MindXchange Chronicles)

#### A-la-carte options:

- ☐ **Event Registration - General Pass** **\$2795**
- ☐ **Sunday Networking - Brunch on the Bay** **\$50**
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A real Golden Nugget that continues to add value post-event! As a thorough and focused set of notes, the Medical Technologies 2016 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.

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