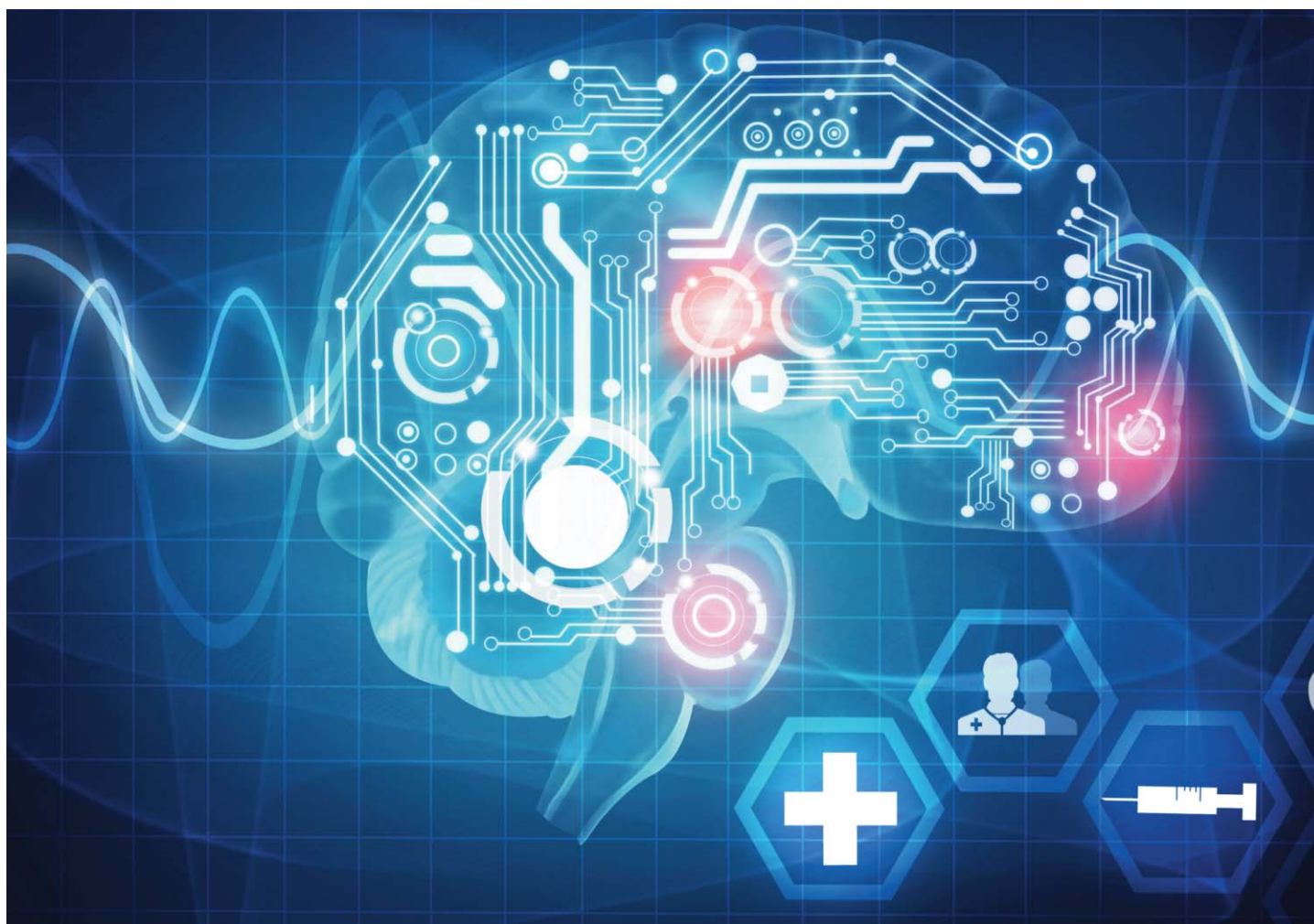


Navigating Healthcare Transformation: Value Based Care, the Patient and the Technology

March 4 - 7, 2018 | Hilton San Diego Resort and Spa, San Diego, California



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

23rd Annual

Medical Technologies:

A FROST & SULLIVAN EXECUTIVE MIND  CHANGE

www.frost.com/medtech

#FrostMedTech

WHY YOU MUST ATTEND

- 1. HEALTHCARE STAKEHOLDERS NEED TO BE ACTIVELY INVOLVED:** With the government policy on hold, it's imperative to know what technology, trends and partnerships are being forged in the industry. As deals are created, and money is made, don't be left behind to read the headlines.
- 2. THE PATIENT'S ROLE IS CHANGING:** Telehealth, big data, eCommerce and consumer care are about to be upended as patients take more control of their healthcare.
- 3. HOSPITAL SYSTEMS ARE FOCUSED ON A WIDER ECOSYSTEM AND NEW OFFERINGS:** Integrated medicine is pushing care beyond the Hospital to the Home, beyond acute care and sick care, to health.
- 4. TECHNOLOGY IS ACCELERATING EXPONENTIALLY:** Cybersecurity, Blockchain, AI, Machine Learning will be the key to your success in the connected health future. Is your company prepared?
- 5. HEALTHCARE ECOSYSTEM IS CHANGING:** New Players and New Business Models present new opportunities and threats to incumbents. Are you able to integrate your data with others to create value to your customers?

AN INTERACTIVE EXPERIENCE LIKE NO OTHER...

COLLABORATE, COLLABORATE, COLLABORATE: Engage in strategic conversations with key players in healthcare and information technology to benchmark, ideate and execute!

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!

FIND SOLUTIONS FAST: Be sure to sign up for a Frost & Sullivan Exclusive: SolutionsWheel! Collaborate speed date style with leading solution providers and discover who will help you address your business challenges – without a hard sales pitch.

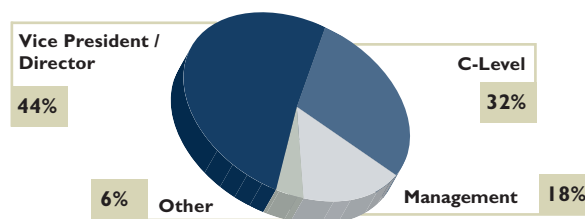
ACCELERATE YOUR INNOVATION AND TEST DRIVE THE LATEST TECHNOLOGY: Join us at the Johnson & Johnson JLABs tour where you'll learn about new creative ways JLABs is helping innovators and entrepreneurs unleash the potential of their early scientific discoveries.

LOCATION, LOCATION, LOCATION



With perfect palms and beautiful sandy beaches, the Hilton San Diego Resort & Spa has it all. This Mission Bay resort is dedicated to your comfort and convenience with world-class services and amenities. Visit, relax and rejuvenate in the bay breeze.

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.

23RD ANNUAL MEDICAL TECHNOLOGIES: A FROST & SULLIVAN 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.

Greg Caressi
Senior Vice President,
Transformational Health
Frost & Sullivan

Ilya Chorny
Associate Director,
Product Marketing
Illumina

Robert Clifton, CFA
Senior Director Business
Development & Strategy
Medtronic

Reenita Das
Partner & Senior Vice President Global,
Healthcare & Life Sciences
Frost & Sullivan

Rahul Dubey
Senior Vice President,
Innovation and Solutions
American Health Insurance
Plans (AHIP)

Scott Flacks
Chief Operating Officer
Ideal Life Inc.

Elisabeth George
Vice President, Global Government Affairs,
Standards & Regulations
Philips Healthcare

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

Michelle Mosolgo
Chief Technology Officer
Merck Healthcare Solutions
and Services

Aenor Sawyer
Associate Director, Strategic Relations
UCSF Center for Digital Health
Innovation

Joseph Smith
Chief Executive Officer
Reflexion Health

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. Executing for Excellence in Value Based Care | Zone 2. Driving ROI through Digital Excellence | Zone 3. Capitalizing on Consumer Centricity

SATURDAY, MARCH 3, 2018 | ARRIVAL DAY

7:00pm Suggested Arrival Time

Arrive Saturday to participate in Sunday's Networking Activity.

SUNDAY, MARCH 4, 2018 | 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

Join us as we sail around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran. Network with fellow participants, while we sip on mimosas and gallivant around the bay taking in the stunning San Diego skyline. Meet in the Hotel Lobby.

3:00pm Sponsor Workshop

4:30pm Sponsor Registration & Orientation Reception

5:30pm 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.

6:15pm 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 5, 2018 | GENERAL SESSION AND EXHIBITION

8:00am Registration, Continental Breakfast, and Exhibition

8:45am WELCOME AND KEYNOTE – Discharge with Dignity: Innovations Driving Care Transformation

9:45am FIRESIDE CHAT – Payer Perspective: Winning on Quality Outcomes

10:15am Networking, Refreshment, and Exhibition Break

10:45am CONCURRENT COLLABORATION ZONES – CASE HISTORIES

Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.

Choose one of the following zones:

Zone 1. Forging Strategic Partnerships and Alliances as an Innovation Engine

Zone 2. Beyond the Hype: Creating Value for Multiple Stakeholders with Digital Health Solutions

Zone 3. Designing for the Patient and a New Point of Care

11:45am Session to Session Travel Time

11:50am 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 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.

12:50pm Food for Thought Networking Luncheon – 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.

1:50pm Session to Session Travel Time

1:55pm ASK THE EXPERTS! Panel Discussion – Leveraging AI, VR, and Digital Assistants to Enhance Value

2:40pm 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. How to Survive in a Value Based Care World, When Everyone Wants You to Pay Less for Your Product

Zone 2. From Mind to Matter: A Hands-On Approach to Achieving World Class Solutions Through a User Centered Innovation Process

Zone 3. Keep Pace with Consumer Disruption: Upending Traditional Healthcare Delivery Models

3:55pm Session to Session Travel Time

4:00pm Networking, Refreshment, and Exhibition Break

4:30pm VISIONARY INSIGHT – B2B is No Longer: Why You Must Now Succeed in a New B2C Dynamic

5:00pm EXECUTIVE INSIGHT – Changing Healthcare Delivery through Human Centered Design

5:30pm Executive Insight Concludes

5:45pm Medical Technologies Casino Night: Networking Reception

You don't have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don't forget to bring your good luck charm!

SCHEDULE-AT-A-GLANCE

TUESDAY, MARCH 6, 2018 | GENERAL SESSION AND EXHIBITION

- 6:30am **Early Risers Run/Walk**
- 8:00am **Continental Breakfast and Exhibition**
- 8:45am **ICE BREAKER AND KEYNOTE** – The Rise of Behavioral Healthcare in Treating Chronic Disease
- 9:35am **EXECUTIVE INSIGHT** – Provider Perspective: Strategies for Success in a World of Value Based Reimbursement
- 10:05am **Briefing Sessions, Networking, Refreshment and Exhibition Break**
- 11:05am **CONCURRENT COLLABORATION ZONES – ROUNDTABLES**

Roundtable sessions 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. Aligning New Value Propositions with Consumers

Zone 2. Smart Health Analytics for Improved Outcomes

Zone 3. Delivering a Stellar Patient Experience

12:15pm **Food For Thought Networking Luncheon – 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.

1:15pm **Session to Session Travel Time**1:20pm **GAME CHANGER** – Can It Be Hacked? Answering the First Question the CIO Will Ask1:50pm **SUCCESS STORY** – Smart Hospitals, Smart Med Tech Devices2:25pm **LIGHTNING ROUNDS** – Join us for a burst of expert insight on:

- ★ Understanding the Emerging Opportunities as Cities Become Smart
- ★ FDA Today – MedTech and Healthcare IT Update
- ★ Nurturing a Culture Ready for the 4th Industrial Revolution
- ★ Monetizing Holistic Care

3:25pm **Networking, Refreshment, and Exhibition Break**3:55pm **POLITICAL LANDSCAPE** – Transforming American Medicine4:30pm **CAPSTONE KEYNOTE AND INNOVATION AWARD** – The Story of the Pacemaker and Beyond5:00pm **23rd Annual Medical Technologies: A Frost & Sullivan Executive MindXchange Concludes**

WEDNESDAY, MARCH 7, 2018 | INNOVATION LAB TOUR

*Please note participation incurs an additional fee for those other than Growth Innovation Leadership Council Members. See registration page for details.

8:30am **Networking Breakfast**9:15am **Shuttle to Site**9:45am **Innovation Center Immersion**12:00pm **Networking Luncheon**1:00pm **Executive Roundtable on a Critical Issue with a Focus on Medical Technologies**2:00pm **Executive Roundtable Concludes**2:30pm **Shuttle Returns to the Hilton San Diego Resort & Spa**

SNAPSHOT OF COMPANIES REPRESENTED AT PREVIOUS MEDICAL TECHNOLOGIES EXECUTIVE MINDXCHANGE EVENTS



KEYNOTES



Discharge with Dignity: Innovations Driving Care Transformation

Dr. Josh Luke, FACHE

Healthcare Futurist, Hospital Chief Executive Officer

Adjunct Faculty, University of Southern California Sol Price School of Public Policy

Josh Luke is a leading healthcare futurist, former hospital Chief Executive Officer, Amazon best-selling author and Adjunct Faculty for the University of Southern California's Sol Price School of Public Policy. He serves as Chief Scientific Officer/Senior Health Policy Analyst for Nelson Hardiman Law. Luke previously served as Chief Executive Officer of three acute hospitals, an acute rehab hospital, as Administrator for nursing homes and oversaw home health and hospice services as Vice President of Post Acute Services for a health system. Luke founded the National

Readmission Prevention Collaborative in 2013, and hosts an innovation contest annually recognizing services and products that are improving the continuum of care and transforming value based delivery.

The Rise of Behavioral Healthcare in Treating Chronic Disease

Jennifer Turgiss, DrPH

Vice President of Behavior Science & Advanced Analytics

Johnson & Johnson

As an applied scientist and practitioner in population health management, Jennifer Turgiss spent a decade creating, measuring and optimizing wearable technologies and digital solutions to improve health and wellbeing in the employer market. She holds two patents in this domain. As a business executive, Jennifer worked in several health-related start-ups across the U.S., the U.K., South Africa and Italy. She designed and implemented health and wellbeing programs, including fitness, sports performance, and weight-, stress-, hypertension- and arthritis-management. At Johnson and Johnson, Jennifer and her team of behavior scientists build digital health behavior change interventions targeted toward the individual user and the health care provider. Jennifer uses traditional statistical and advanced data science methods to evaluate and optimize the interventions to amplify health and wellbeing.



The Story of the Pacemaker and Beyond

Mir Imran

Chairman and Chief Executive Officer

InCube Labs

Mir Imran is an entrepreneur and venture capitalist. He is the recipient of the 2018 Innovation Award for his work creating the implantable cardio-defibrillator, also known as the Pacemaker. He is the Chairman and Chief Executive Officer of InCube Labs, a life sciences R&D lab focused on developing and commercializing breakthrough medical innovations. Mir has spent more than 35 years creating novel technologies that have the potential to positively impact the lives of millions of patients. Over the decades, Mir has become one of the leading inventors and entrepreneurs in

the field. He now holds more than 400 issued patents and is perhaps most well-known for his pioneering contributions to the first FDA-approved Automatic Implantable Cardioverter Defibrillator (ICD). In addition to his work with InCube Labs and InCube portfolio companies, Mir also runs a life sciences venture fund, InCube Ventures; VentureHealth, a healthcare crowd funding portal; and Modulus, a medical manufacturing company.

MASTER OF CEREMONIES

Brian Fitzpatrick

Partner, Senior Vice President & General Manager, Events

Frost & Sullivan

Brian Fitzpatrick is a Partner at Frost & Sullivan and the Senior Vice President & General Manager of the Events division. He is responsible for the Best Practice creation and execution of Frost & Sullivan Events globally. Prior to joining Frost & Sullivan in 2002, Brian leveraged his 20+ years of management and leadership experience to manage over 300 global events, within North America, South America and Europe. During his tenure, Brian has chaired more than five dozen events, provided both budgeting and financial management expertise to turn departments around from a loss to profit and successfully launch new business units, product lines and offices around the world. Brian holds an MBA in International Finance.



NETWORKING ACTIVITIES

Sunday, March 4, 2018

Brunch on the Bay Sip and Sail 9:00am

Join us as we sail around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran. Network with fellow participants, while we sip on mimosas and gallivant around the bay taking in the stunning San Diego skyline. *Meet in the Hotel Lobby.*

Participant Fee: \$50

Hosted by:  **ximedica**
Living Innovation



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

Bring plenty of business cards and be ready to relax, enjoy a little C&C, conversation & cocktails, and meet your fellow peers and colleagues as we get excited for the days ahead!



Monday, March 5, 2018

Food for Thought Networking Lunch 12:50pm



Dine and dish with industry experts. Industry leaders host a menu of luncheon discussions on pertinent industry issues. The list of discussion topics will be available on-site.

Casino Night Networking Reception 5:45pm

You don't have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don't forget to bring your good luck charm!



Tuesday, March 6, 2018

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!

AGENDA

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. Executing for Excellence in Value Based Care | Zone 2. Driving ROI through Digital Excellence | Zone 3. Capitalizing on Consumer Centricity

ATTIRE
RECOMMENDATIONS KEY:



Casual - Jeans, T-shirt,
Comfortable Shoes



Outdoor, Evening,
Cool Breeze Gear



Outdoor, Daytime, Light Sweater
or Jacket, Sunglasses



Business Casual - Button-Down
Shirt, Trousers, Dress



Athletic Gear - Workout
Clothing, Sneakers

SATURDAY, MARCH 3, 2018 | ARRIVAL DAY

7:00pm **Suggested Arrival Time**

Arrive Saturday to participate in Sunday's Networking Activities.

SUNDAY, MARCH 4, 2018 | 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**



Join us as we sail around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran. Network with fellow participants, while we sip on mimosas and gallivant around the bay taking in the stunning San Diego skyline. *Meet in the Hotel Lobby.*

Hosted by: **ximedica**
Living Innovation®

3:00pm **Sponsor Workshop**

4:30pm **Sponsor Registration & Orientation Reception**

5:30pm **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.

6:15pm **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**



Bring plenty of business cards and be ready to relax, enjoy a little C&C, conversation & cocktails, and meet your fellow peers and colleagues as we get excited for the days ahead!

MONDAY, MARCH 5, 2018 | GENERAL SESSION AND EXHIBITION

8:00am **Registration, Continental Breakfast and Exhibition**



WELCOME and KEYNOTE

8:45am **Discharge with Dignity: Innovations Driving Care Transformation**

Dr. Josh Luke, FACHE

Healthcare Futurist, Hospital Chief Executive Officer

Adjunct Faculty, University of Southern California Sol Price School of Public Policy

SESSION ABSTRACT:

With financial incentives and penalties designed to decrease inpatient census and revenue, health systems are already feeling the effects of operating with less capital. As a veteran hospital Chief Executive Officer and health system Vice President, Dr. Luke shares insight into how health systems can not only transform, but transform in ways that generate new revenue streams. The session showcases case studies from around the country of hospitals and health systems who are not only conforming to a value based model, but have developed alternative discharge options from the emergency department and home in the new model. The session will examine "alt Acute", non-traditional approaches helping health systems avoid unnecessary hospitalization.

KEY TAKE-AWAYS:

- Framework to utilize new service lines in post- acute, and the transitional care space, as well as partner with non-traditional post-acute providers
- Best practices to maintain and grow existing ACO and health plan membership as a result of new ambulatory-based service lines in post-acute and the transitional care that manage the patient in the home
- Insight on the characteristics of a financially viable based model that improves care, patient satisfaction and profitability

FIRESIDE CHAT

9:45am **Payer Perspective – Winning on Quality Outcomes**

INTERVIEW WITH:

Dr. Thomas Van Gilder

Chief Medical Officer and Vice President, Informatics and Analytics

Transcend Insights, a wholly owned subsidiary of Humana Inc.

MODERATOR:

Greg Caressi

Senior Vice President, Transformational Health

Frost & Sullivan

Payers are the drivers of value based care structures; and are taking on a more collaborative role in working with providers to drive a successful transition to Value Based Care. Come hear from Dr. Thomas Van Gilder and his take on how stakeholders can be successful in this industry transformation.



AGENDA

10:15am **Networking, Refreshment, and Exhibition Break**

CONCURRENT COLLABORATION ZONES – CASE HISTORIES

10:45am *Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.*

Choose **one** of the following zones:

Zone 1: Forging Strategic Partnerships and Alliances as an Innovation Engine

Zone 2: Creating and Proving Value in the World of Digital Health

CASE HISTORY WITH:

Chris Thierfelder

Director of Research & Development

Halyard Health

MODERATOR:

Stuart Karten

Chief Executive Officer

Karten Design

SESSION ABSTRACT:

Healthcare is a complex network of multiple stakeholders; it is essential to consider multiple entities in the ecosystem—patients, providers, suppliers, payers, policymakers—and their relationships to one another in order to create impactful solutions. Understanding the complexities between these parties, such as transfer of knowledge between stakeholders and converting data to actionable information, could drive better outcomes for your business. Join us to learn powerful strategies for unpacking the digital health ecosystem and discover how tools such as Patient Journey and Experience Mapping can focus on the true needs of all stakeholders.

KEY TAKE-AWAYS:

- Critical factors for creating lasting value with digital solutions
- Effective strategies for aligning key stakeholders to ensure future investments in innovative technologies
- Lessons learned in identifying opportunities for product development from a leading Digital Health expert

Zone 3: Designing for the Patients and a New Point of Care

11:45am **Session to Session Travel Time**

CONCURRENT SESSIONS

11:50am *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 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.

Scott Cote, Founder and Chief Executive Officer, Grr-ithm

Generating your digital Twin will unify, amplify and mimic all of your life's health events within one functional interactive system.

Akash Randhar, Chief Executive Officer, MedSolis

Personalizing interactions with healthcare consumers using smart, simple and sassy products that strive to kindle interest and inspire them to come back for more.

12:50pm **Food for Thought Networking Luncheon – 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.

Hosted by:

m a c a d a m i a n



AGENDA

ASK THE EXPERTS! Panel Discussion

1:50pm **Leveraging AI, VR and Digital Assistants to Enhance Value**

MODERATOR:

Elizabeth Boudreau
Executive Advisor
Amazon Web Services

PANELISTS INCLUDE:

Martin Adler
Chief Strategy Officer
Reflexion Health

Waqas Ali-Siddiq
Chief Executive Officer
Biotricity

Sanjay Shah
Director of Strategic Innovation
Dignity Health

José Morey
Medical Technology and Artificial
Intelligence Advisor
NasaiTech – National Institute of Aerospace
Senior Medical Scientist
IBM Watson Medical Sieve Project

Dr. Ali Tinazli
Senior Director - Global
Head of Healthcare & Life
Sciences Strategy
Chief Technology Office
HP

Dr. Thomas Van Gilder
Chief Medical Officer
and Vice President
Informatics and Analytics
Transcend Insights, a wholly owned
subsidiary of Humana Inc.

SESSION ABSTRACT:

While you may have heard of AI, VR, and Digital Assistants, can you determine how they will disrupt your organization to enhance your value proposition? There are many disrupted systems but which ones will take hold and be so common place they can't be ignored in your business? This panel of your peers will provide expert insights on the leveraging these technologies to enhance care, delivery, and enterprise operations.

KEY TAKE-AWAYS:

- Insights on which AI, VR, and Digital Assistants are on the market and ready for use by clinical organizations
- Critical factors in determining the implementation of these systems to enhance value and not simply for the cool factor
- Lessons learned from early innovators on strategies to move digital technologies mainstream

CONCURRENT COLLABORATION ZONES – THINKTANKS

2:40pm *ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.*

Choose one of the following concurrent sessions:

Zone 1: How to Survive in a Value Based Care World, When Everyone Wants to Pay Less for Your Product

Zone 2: From Mind to Matter: A Hands-On Approach to Achieving World Class Solutions Through a User Centered Innovation Process

FACILITATOR:

Joe Gordon
Vice President of Innovation
Ximeda

SESSION ABSTRACT:

An interactive session that will demonstrate user centered design tools to bring speed and efficiency to early phase medical device development. This will be a roll up your sleeves interactive session that will include generating, evaluating, promoting and establishing defensible solutions. Participants will experience the fun and exciting world of early phase innovation and will learn effective methods, tools and strategies.

KEY TAKE-AWAYS:

- Techniques to sharpen your skills in being able to identify and burn down risk
- Insights into how to establish and rank program specific evaluation criteria
- Best practices for collaborating and an understanding of the benefits of co-creation

Zone 3: Keep Pace with Consumer Disruption: Upending Traditional Healthcare Delivery Models

FACILITATOR:

Jayne Coates
Business Development
iO life science

SESSION ABSTRACT:

As healthcare shifts to accommodate millennials' need for being connected, how is your company changing its mindset to stay relevant? Join us to discuss critical changes driven by millennials and develop techniques for leveraging these opportunities.

KEY TAKE-AWAYS:

- Critical ways millennials are changing healthcare and how it affects your organization
- Key factors to evaluate if your organization is keeping pace with trending healthcare delivery models
- Insights into actionable methods your organization can adapt to keep your organization relevant in this rapidly evolving marketplace

3:55pm **Session to Session Travel Time**

4:00pm **Networking, Refreshment, and Exhibition Break**

Featured Demonstration Hosted By: **KARTEN:DESIGN**



AGENDA

VISIONARY INSIGHT

4:30pm **B2B is No Longer: Why You Must Now Succeed in a New B2C Dynamic****Greg Caressi***Senior Vice President, Transformational Health**Frost & Sullivan***SESSION ABSTRACT:****B2B is No Longer: Why You Must Now Succeed in a New B2C Dynamic**

With the shift to Value Based Care, Population Health and the focus on chronic condition management, payers, providers and medical technology vendors must address, interact with, motivate and engage individuals, both as members/patients and as consumers. Patient engagement is moving to individual empowerment, with a plethora of IoT data solutions providing insights to individuals and direct to consumer analytics becoming a reality. Add into this the activities of digital health start ups attempting to disrupt traditional healthcare delivery and payment models, and it is clear that healthcare stakeholders without a B2C strategy will fall behind other competitors.

KEY TAKE-AWAYS:

- Examples of consumer needs and how new market entrants create B2C opportunities
- Insight on the opportunities in the B2C market for traditional healthcare Stakeholders
- Pitfalls and benchmarks of the limits of the consumer as king in healthcare

EXECUTIVE INSIGHT

5:00pm **Changing Healthcare Delivery through Human Centered Design****Michelle Mosolgo***Chief Technology Officer**Merck Healthcare Solutions & Services***SESSION ABSTRACT:**

Humans are at the center of healthcare, however we don't always consider the whole person when designing care. What happens when you put the "human" in the center? What changes does this cause in the way you deliver care and measure outcome? In this session learn how putting the "human" in the center can help you change the way you think about the problem and produce the desired outcomes.

KEY TAKE-AWAYS:

- Practical practices for Human Centered Design and producing insights that matter
- Case studies to highlights successes and how healthcare delivery can change to improve outcomes
- Guide on how to get started - now

5:30pm **Executive Insight Concludes**5:45pm **Medical Technologies Casino Night Networking Reception**

You don't have to travel to Vegas to test your luck. Bring your poker face as we enjoy a night of networking, cocktails & gambling. Get ready to party and don't forget to bring your good luck charm!

TUESDAY, MARCH 6, 2018 | GENERAL SESSION AND EXHIBITION

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**

ICE BREAKER AND KEYNOTE

8:45am **The Rise of Behavioral Healthcare in Treating Chronic Disease****Jennifer Turgiss, DrPh***Vice President, Behavior Science & Advanced Analytics**Johnson & Johnson Health and Wellness Solutions***SESSION ABSTRACT:**

Life in the modern world presents unique challenges that impact health and wellbeing in ways never seen before in history. Health and wellbeing are inextricably linked. Our health impacts our wellbeing, and our wellbeing impacts our health. While this link is understood and accepted, our current model of delivering health solutions may not be effectively addressing wellbeing. It's therefore critical to master a cohesive understanding of the factors that influence wellbeing. By doing so, wellbeing in population health management strategies can be improved in measurable and sustainable ways. This session will identify the benefits that improvements in wellbeing bring not only to individuals living with chronic disease, but also demonstrate their impact on society at large.

KEY TAKE-AWAYS:

- Gain leverageable insight on the relationship between wellbeing and health and why it is important for everyone
- Identify the components and framework of an effective wellbeing intervention
- Learn key findings on how wellbeing impedes or facilitates healthy behaviors related to chronic disease self-management

EXECUTIVE INSIGHT

9:35am **Provider Perspective: Strategies for Success in a World of Value Based Reimbursement**10:05am **Briefing Sessions, Networking, Refreshment and Exhibition Break**



AGENDA

COLLABORATION ZONES – ROUNDTABLES

11:05am Roundtable sessions 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: Aligning New Value Propositions with Consumers

Zone 2: Smart Health Analytics for Improved Outcomes

CO-FACILITATORS:

Lorraine Chapman
Senior Director of Healthcare
Macadamian

Timon LeDain
Director IoT
Macadamian

SESSION ABSTRACT:

AI, predictive analytics, sensors, and devices - all of these individually and together are very powerful tools in healthcare. BUT how can we use this ecosystem of assets so they truly become "smart" health tools that show improved clinical and patient outcomes - while ensuring privacy and security?

KEY TAKE-AWAYS:

- Examples of 'meaningful' data that can help prove outcomes
- Framework to ensure the health data is accurate, while also easily consumed and understood by organizations (including your customers)
- Critical factors on security and privacy when gathering and using data
- Techniques to integrate third generation data with your patient data to drive behavioral change and improved patient outcomes

Zone 3: Delivering a Stellar Patient Experience

12:15pm **Food For Thought Luncheon**



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.

1:15pm **Session to Session Travel Time**

GAME CHANGER

1:20pm **Can it Be Hacked? Answering the First Question the CIO will Ask**

SUCCESS STORY

1:50pm **Smart Hospitals, Smart Med Tech Devices**

LIGHTNING ROUNDS

2:25pm **Join us for a burst of expert insight on:**

★ **Understanding the Emerging Opportunities as Cities Become Smart**

Jonathan Behnke
Chief Information Officer
City of San Diego

SESSION ABSTRACT:

The City of San Diego is a Smart City with local innovators, green practices, smart public planning, and an unparalleled quality of life. As innovation and technology evolve and improve, citizens' health will ultimately benefit and with more cities becoming Smart this will lead to more tangible benchmarks for healthcare overall.

KEY TAKE-AWAYS:

- Fresh perspective on the impact of Smart City Technology on Public Health
- Framework to lead by example as The City of San Diego's Climate Action Plan expands its use of renewable energy
- Examples of how Smart Streetlights help first responders during emergencies, track carbon emissions, and improve pedestrian and cyclist safety
- Insight into how successful collaboration with UC San Diego improves infrastructure, services, and other public sector priorities

★ **FDA Today – MedTech and Healthcare IT Update**

Bakul Patel
Associate Director of Digital Health
U.S. Food and Drug Administration

★ **Nurturing a Culture Ready for the 4th Industrial Revolution**

Todd Usen
President, Medical Systems Group
Olympus

★ **Monetizing Holistic Care**

Dennis Robbins, Ph.D M.P.H.
Tech and Innovation Board
American Heart Association

AGENDA

3:25pm **Networking, Refreshment, and Exhibition Break**

POLITICAL LANDSCAPE

3:55pm **The Social Transformation of American Medicine**

Nathan Tierney

*Director, Value Management
Office of Information & Technology
U.S. Department of Veterans Affairs*

SESSION ABSTRACT:

Is health care a privilege or a right? This is perhaps the most contentious question in the entire health care debate. Your answer, as part of a constituency, influences the political landscape as to whether or not expand Medicaid, repeal the Affordable Care Act, adopt Universal Healthcare or a Single Payer healthcare system. As the 2018 elections approach, healthcare will be the preeminent issue on the minds of voters. Yes, healthcare costs are escalating and consume 19.2% of GDP, and yes there are many shortcomings in the Affordable Care Act, but that is not the story that matters most to people. The authentic story that matters is based on the medical condition a parent, child, brother or sister achieved with the best health outcome relative to the cost of achieving those outcomes. Without a value-based approach toward achieving desired outcomes patients, clinicians and payers suffer the consequences of inefficient and poor quality of care, dissatisfaction and increased medical costs.

KEY TAKE-AWAYS:

- Fresh Perspective on the healthcare debate and proposed solutions
- Framework to improve organizational performance and clinical outcomes based on a value realization
- Action items for defining and measuring value

CAPSTONE KEYNOTE AND INNOVATION AWARD

4:30pm **The Story of the Pacemaker and Beyond**

Mir Imran

*Chairman and Chief Executive Officer
InCube Labs*

SESSION ABSTRACT:

After 35 years of creating and commercializing medical innovations, Mir Imran has founded more than 22 companies and has more than 500 patents to his name. But the numbers that matter most to Mir are the millions of patients positively affected by his breakthrough technologies. Mir will address how his passion for improving healthcare has fueled his innovative work over decades. From creating the first FDA-approved defibrillator and many other new standards of care to commercializing airport scanners and developing the real estate lock box, Mir has learned many lessons which have informed his work as an innovator, an entrepreneur and a business leader. Mir will share his perspective on innovation, and will also share some of the new developments coming out of InCube Labs, which could prove to be the most interesting work of his career.

5:00pm **23rd Annual Medical Technologies: A Frost & Sullivan Executive MindXchange Concludes**

WEDNESDAY, MARCH 7, 2018 | INNOVATION LAB TOUR

**Please note participation incurs an additional fee for those other than Growth Innovation Leadership Council Members. See registration page for details.*

8:30am **Networking Breakfast**

9:15am **Shuttle to Site**

9:45am **Innovation Center Immersion**

12:00pm **Networking Luncheon**

1:00pm **Executive Roundtable on a Critical Issue with a Focus on Medical Technologies**

2:00pm **Executive Roundtable Concludes**

2:30pm **Shuttle Returns to the Hilton San Diego Resort & Spa**

SPONSORS



Continuum is a global innovation design consultancy. We design products, services, and experiences that improve people's lives, in small and large ways, while taking our clients' businesses into the future.

www.continuuminnovation.com



iO life science is a full-service medical device development partner, trusted by established and start-up healthcare innovators. We exist to improve the lives of patients by transforming our clients' technologies into unique and attractive products with user needs at the core. We accelerate compliance with our agile and ISO 13485-approved QMS.

www.iolifescience.com



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.

www.kartendesign.com



Macadamian is a full service healthcare software design and development firm. From product ideation to market ready, we provide a complete range of user experience, design, connected health, and engineering services. From clinical and patient applications, medical devices, and telehealth; our solutions are founded in design that thinks of the user first while leveraging the cloud, Big Data, and Internet of Things to deliver context-aware and adaptive experiences.

www.macadamian.com



Ximedita 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.

www.ximedita.com

**For information on how to sponsor a Frost & Sullivan Executive MindXchange,
please contact Gary Robbins at grobbs@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

Included in Registration

Non-Participant Pricing:

\$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

23rd Annual

Medical Technologies:

A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

MARCH 4-7, 2018

HILTON SAN DIEGO RESORT & SPA,
SAN DIEGO, CARegister 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

 1775 East Mission Bay Drive
San Diego, CA 92109
Direct Line to Hotel: 619-276-4010
Please Note the Cut-Off Date:
February 12, 2018

Hotel Discounted Rate: \$209/night

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 3, 2018.

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

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models across 10 industries, 35 sectors, and 300 markets to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents.

Registration/Pricing Schedule

- ☐ **Event Registration – Complete Series** **\$3190**
(Includes General Session, Executive MindXchange Chronicles, Brunch on the Bay: Sip and Sail & Innovation Tour)
- ☐ **Event Registration – Executive Series** **\$3090**
(Includes General Session, Executive MindXchange Chronicles)

A-la-carte options:

- ☐ **Sunday Networking – Brunch on the Bay: Sip and Sail** **\$50**
- ☐ **Innovation Tour** **\$100**

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!

- ☐ **Participant** **Included in Registration**
- ☐ **Non-Participant** **\$ 695**



Group Discounts Available

Contact: 1.877.GO FROST for details

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

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