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

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

23rd Annual Medical Technologies: A Frost & Sullivan Executive MindXchange

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: Solutions Wheel! 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:** We’ll be visiting the Johnson & Johnson Innovation: JLABS San Diego. Join us to test drive the latest technology created by entrepreneurs and innovators who are working to accelerate the delivery of life-saving, life-enhancing health and wellness solutions.

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

*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

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  American Health Insurance Plans (AHIP)

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- **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.

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### 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

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### Saturday, March 3, 2018 | Arrival Day

- **7:00pm** Suggested Arrival Time

**Arrive Saturday to participate in Sunday’s Networking Activity.**

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### 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** “A Night at the Oscars” Networking Reception and Event Kickoff

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### 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

- **9:30am** 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.** Creating and Proving Value in the World of Digital Health
    - **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.
    - **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 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!

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## Schedule-at-a-Glance

**Tuesday, March 6, 2018 | General Session and Exhibition**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>6:30am</td>
<td>Early Risers Run/Walk</td>
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<tr>
<td>8:00am</td>
<td>Continental Breakfast and Exhibition</td>
</tr>
<tr>
<td>8:45am</td>
<td>Ice Breaker and Keynote – The Rise of Behavioral Healthcare in Treating Chronic Disease</td>
</tr>
<tr>
<td>9:40am</td>
<td>Executive Insight – Provider Perspective: Strategies for Success in a World of Value Based Reimbursement</td>
</tr>
<tr>
<td>10:10am</td>
<td>Briefing Sessions, Networking, Refreshment and Exhibition Break</td>
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<tr>
<td>11:05am</td>
<td><strong>Concurrent Collaboration Zones – Roundtables</strong></td>
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<tr>
<td></td>
<td>Zone 1. Aligning New Value Propositions with Consumers</td>
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<td></td>
<td>Zone 2. Smart Health Analytics for Improved Outcomes</td>
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<td></td>
<td>Zone 3. Designing the Patient Experience in the New Healthcare Landscape</td>
</tr>
<tr>
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<td>Food For Thought Networking Luncheon – Networking Roundtables Hosted by Industry Leaders</td>
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<tr>
<td>1:20pm</td>
<td>Mission Possible – A CISO Journey to Build a Culture of Confidentiality</td>
</tr>
<tr>
<td>1:50pm</td>
<td>Executive Insight – Smart Hospitals, Smart Med Tech Devices</td>
</tr>
<tr>
<td>2:25pm</td>
<td>Lightning Rounds – Join us for a burst of expert insight on:</td>
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<tr>
<td></td>
<td>- Understanding the Emerging Opportunities as Cities Become Smart</td>
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<td></td>
<td>- FDA Today – MedTech and Healthcare IT Update</td>
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<tr>
<td></td>
<td>- Adding Years to Our Life and Life to Our Years</td>
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<tr>
<td>3:55pm</td>
<td>Political Landscape – The Social Transformation of American Medicine</td>
</tr>
<tr>
<td>4:30pm</td>
<td>Capstone Keynote and Innovation Award – The Story of the Pacemaker and Beyond</td>
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<td>5:00pm</td>
<td>23rd Annual Medical Technologies: A Frost &amp; Sullivan Executive MindXchange Concludes</td>
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**Wednesday, March 7, 2018 | Innovation Lab Immersion – Johnson & Johnson Innovation: JLABS: San Diego**

Johnson & Johnson Innovation, JLABS (JLABS) is a global network of open innovation ecosystems, enabling and empowering innovators to create and accelerate the delivery of life-saving, life-enhancing health and wellness solutions to patients around the world. We value great ideas and are passionate about removing “obstacles to success” to help innovators unleash the potential of their early scientific discoveries. JLABS’ no-strings-attached model means entrepreneurs are free to develop their science while retaining their intellectual property. JLABS is open to entrepreneurs across a broad healthcare spectrum including pharmaceutical, medical device, consumer and digital health sectors. The JLABS flagship opened in 2012 in San Diego at Janssen’s West Coast Research Center, and since then has grown to eight locations including the Bay Area, Boston & Lowell, MA, Houston, Toronto and a ninth location, New York City, launching in 2018.

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

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<td>3:00pm</td>
<td>Shuttle Returns to the Hilton San Diego Resort &amp; Spa</td>
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## Snapshot of Companies Represented at Previous Medical Technologies Executive MindXchange Events

![Company Logos Grid]

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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.

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**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.

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**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.

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**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

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<thead>
<tr>
<th>Brunch on the Bay Sip and Sail 9:00am</th>
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</tr>
<tr>
<td><strong>Participant Fee:</strong> $50</td>
</tr>
<tr>
<td><strong>Hosted by:</strong> <a href="http://ximedica.com">Ximedica</a></td>
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<th>Participant Meet ‘n’ Greet 6:15pm</th>
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AGENDA

RECOMMENDATIONS KEY:

Athletic Gear - Workout Clothing, Sneakers
Outdoor, Daytime, Light Sweater or Jacket, Sunglasses
Outdoor, Evening, Cool Breeze Gear
Business Casual - Button-Down Shirt, Trousers, Dress
Casual - Jeans, T-shirt, Comfortable Shoes

SATURDAY, MARCH 3, 2018 | ARRIVAL DAY
7:00pm   Suggested Arrival Time
Arrive Saturday to participate in Sunday's Networking Activities.

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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:
Tariq Dastagir, MD
Lead Medical Director
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. Tariq Dastagir 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**

**Case History With:**
Jeff R. Anderson, Ph.D.
Project & Technology Development Manager
Mayo Clinic

**Facilitator:**
Bill Betten
President
Betten System Solutions

**Session Abstract:**
In today’s developing world with value based care requirements, organizations are encouraged to do more with less yet do it faster. In the medical environment, innovation includes not only technologies, products, and processes, but must account for regulatory impacts, and the various constituencies of providers, payers, and patients as well as their caregivers. As the outsourcing of short-term activities has become standard practice, particularly for commodity items, where does that leave us? How are we working to meet value based care requirements? How do we create an effective, efficient, and sustainable infrastructure to develop strategic, innovative, and effective medical products and treatments?

**Key Take-Aways:**
- Benchmarking innovation in the medical context
- Insight on innovation approaches in the medical field (internal development, external, acquisition, etc.)
- Framework to incorporate lessons and capabilities from other industries
- Best practices for selecting, creating, and maintaining constructive relationships for long-term development

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

**Case History With:**
Chris Thierfelder
Director of Research & Development
Halyard Health

**Facilitator:**
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**

**Case History With:**
Kate Sharadin
Chief Commercial Officer & Co-Founder
eQuility

**Facilitator:**
Scott Thielman
Chief Technology Officer
Product Creation Studio

**Session Abstract:**
Medical technology is going consumer. Both patients and care givers hold an increasing expectation that the devices they use to manage care will operate with the same ease and usability as the digital products they use every day to manage their lives. As healthcare moves to a home setting, patients require design elements that make the technology easier to use, more intuitive, and more accessible. Join us for this interactive session where we will uncover the essential considerations for the at-home healthcare experience.

**Key Take-Aways:**
- Success factors for designing a device that users will adopt
- Insight on the future opportunities to bring diagnostics and therapies onto and into our bodies
- Fresh perspective from a wearable company seeking to integrate a novel therapy into our everyday lives

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

**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.

---

**Asad Zaidi, President & Chief Executive Officer, Epinex Diagnostics**

*Shifting the diabetes testing paradigm: Once a month test for diagnosis, screening, and monitoring diabetes using glycated albumin.*

**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.*

**Mark Goettling, Co-Founder & Chief Executive Officer, BodiMetrics**

*Capturing non-invasive vital signs and patented health index anytime, anywhere for remote patient monitoring to improve care while reducing readmissions and ER visits.*

**Danielle Forsgren, Director, AVACEN Medical**

*Creating wellness by warming people from the inside, head to toe, through the palm of the hand.*

**Daniel Levitt, Co-Founder & Chief Executive Officer, Bioz**

*Advancing drug discovery and scientific research with objective evidence-based AI software.*

**Jason Deutsch, Co-Chief Executive Officer, Cell Science Systems, Corp.**

*Providing scientifically validated, lab based diagnostics to personalize eating.*

**Jennifer Fried, Co-Founder & Chief Executive Officer, ExplORer Surgical**

*Bringing the OR into the 21st century with the first real-time digital playbook for surgery.*

**Julia Hu, Co-Founder and Chief Executive Officer, Lark Technologies**

*Providing every patient struggling with chronic disease with a fully medically reimbursed personal 24/7 A.I. nurse.*

**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.*

**Frederic Chanay, Co-Founder and Chief Executive Officer, OMsignal**

*Managing, predicting and eventually preventing critical cardio pulmonary problems through biosensing clothing that capture medical grade biometrics and send them live to the Cloud.*

---

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:**

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1:50pm  **ASK THE EXPERTS! Panel Discussion**

**Leveraging AI, VR and Digital Assistants to Enhance Value**

**MODERATOR:**

Elizabeth Boudreau
Executive Advisor
Amazon Web Services

**PANELISTS INCLUDE:**

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<tr>
<th>Martin Adler</th>
<th>Waqaas Al-Siddiq</th>
<th>Tariq Dastagir, MD</th>
<th>Luca Foschini</th>
<th>Arvind Thiagarajan</th>
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<td>Chief Strategy Officer</td>
<td>Chief Executive Officer</td>
<td>Lead Medical Director</td>
<td>Co-Founder &amp; Chief Data Scientist</td>
<td>Founder &amp; Chief Executive Officer</td>
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**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

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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

FACILITATOR:
David Berkowitz
Vice President, Healthcare Insights & Analytics
ECRI Institute

SESSION ABSTRACT:
Every aspect of healthcare is changing; providers and payers have enormous pressure to balance the Triple Aim of reducing costs, while improving quality and patient satisfaction. We are challenged to live in the current environment, figure out what the long game is and manage the middle. Are manufacturers at risk? Is the only option to drop prices? Well thought out products, value propositions and strategies are critical to short and long term success.

Key Take-Aways:
- Insight on the chaos in healthcare. Who is driving what for whom?
- Examples of what your colleagues are doing
- Best practices for Value analysis, value dossiers, ROIs

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
Ximedica

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:
Jayme Coates
Partner
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

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:
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.

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!

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

CASINO NIGHT NETWORKING RECEPTION
MONDAY 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!

EARLY RISERS RUN/WALK
TUESDAY 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!

REMINDER
SET YOUR ALARM!
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:
- Key findings on the relationship between wellbeing and health; and why its important for everyone
- Framework of an effective wellbeing intervention
- Examples on how well being impedes or facilitates healthy behaviors related to chronic disease self management

EXECUTIVE INSIGHT
9:40am Provider Perspective: Strategies for Success in a World of Value Based Reimbursement
Matthew Jenusaitis
Chief of Staff
Chief of Innovation and Transformation
University of California San Diego Health

SESSION ABSTRACT:
Significant changes in the dynamics of provider value based healthcare are radically impacting the thought processes and perspectives of clinicians and administrators. These changes are shifting the equilibrium between medical businesses, technology and device manufacturers, providers, and payors. Your response to the new equilibrium will determine your future success or failure in managing your healthcare, device, or service business.

KEY TAKE-AWAYS:
- Clear blueprint of the changes in value based reimbursement and what healthcare providers are doing in preparation for the future
- Roadmap for business success in dealing with the new equilibrium of value based healthcare
- Insight on what drives the financial success of healthcare providers and specific strategies for success for technology manufacturers

COLLABORATION ZONES – ROUNDTABLES
10:10am Briefing Sessions, Networking, Refreshment and Exhibition Break

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
FACILITATOR:
Jeff Champagne
Director of Business Development
MPR Product Development Group

SESSION ABSTRACT:
Today’s healthcare market is up for grabs. With recent announcements that Amazon, JPM and Berkshire Hathaway will take on rising healthcare cost in a collaboration, it is inevitable that tomorrow’s healthcare environment will be something entirely new. How do we create a healthcare system that speaks to the needs of consumers on their terms? In this roundtable discussion we will collaboratively discuss delivering value propositions directly to a new key stakeholder, consumers. How do you design value propositions that address the unmet needs facing patients being sent home to treat themselves? Join us to learn from key opinion leaders and innovators, to discuss best practices in creating an ecosystem for value based care while driving bottom line growth.

KEY TAKE-AWAYS:
- Examples of providing value for less. What is the most efficient way to look at patients as individuals
- Insight into what is segmenting and how do you segment consumers with comorbidities
- Framework to design for value in a consumer centric business model
- Best practices to cut costs while delivering exceptional patient experiences
AGENDA

Zone 2: Smart Health Analytics for Improved Outcomes
Co-Facilitators:
Lorraine Chapman
Senior Director, Healthcare Services
Macadamian
Tim 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 TAKEAWAYS:
- 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: Designing the Patient Experience in the New Healthcare Landscape
Facilitator:
Mike Dunkley
Senior Vice President, Medical Continuum Innovation

SESSION ABSTRACT:
As you transform and expand your company’s business in the new healthcare landscape you will interact with patients in new ways. Your success demands a consistent and compelling delivery experience across all patient touchpoints. Join us to discuss proven tools and methodologies you can use to identify opportunities and validate offerings.

KEY TAKEAWAYS:
- An innovation framework that uses the ideal patient experience to reframe your business and drive strategy, development, and organizational alignment
- Journey mapping as a tool for uncovering new opportunities and highlighting key patient touchpoints
- Methodology of resonance testing as a key methodology for early validation of the desired patient experience before committing to substantial development resources

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

MISSION POSSIBLE
1:20pm A CISO Journey to Build a Culture of Confidentiality
Meredith Harper
Chief Privacy & Information Security Officer
Henry Ford Health System

SESSION ABSTRACT:
The journey towards creating a culture of confidentiality is one built on continuous quality improvement and team collaboration. In addition, a CISO must see their mission as one that is possible in this age of competing priorities, lean budgets and emerging technologies. This session unpacks the journey of one CISO who garnered success despite a few failures and provides a window into how breaches have led to dramatic process improvement, and how people, process, and technology were put in place to continuously develop a culture of confidentiality at Henry Ford Health System.

KEY TAKEAWAYS:
- Best practices for mastering the operational journey of building a culture of confidentiality
- Blueprint for crafting a strong solid risk based program in light on emerging technologies
- Case studies of successful security programs balancing people, process & technology

EXECUTIVE INSIGHT
1:50pm Smart Hospitals, Smart Med Tech Devices
Todd Czartoski, MD
Chief Executive Telehealth, Chief Medical Technology Officer
Providence St. Joseph Health

SESSION ABSTRACT:
As technology shifts to focus on patient responsibility delivery models are focused on how to maximize use with successful outcomes. What does that mean for Hospitals? As new regulations become enforced, breakthroughs in healthcare technology and health care system consolidation has provided new opportunities to scale clinical services across geographies. In this session hear how Providence St Joseph Health has leveraged this dynamic to deliver care directly to patients across the continuum.

KEY TAKEAWAYS:
- Case study for defining and demonstrating the value proposition
- Examples of the operational components required for spread
- Best practices for provider and patient engagement at scale
AGENDA

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.

★ FDA Today – MedTech and Healthcare IT Update
Bakul Patel
Associate Director of Digital Health
U.S. Food and Drug Administration

SESSION ABSTRACT:
The FDA has embraced the new challenges that technology has brought and made steps to promote public health. How do the new approaches affect the FDA PreCert help with the Agency’s mission? Hear the outcomes from the recent public meetings on FDA PreCert and understand how this will affect your business.

★ Adding Years to Our Life and Life to Our Years
Dennis Robbins, Ph.D., MPH
Tech and Innovation Board
American Heart Association

SESSION ABSTRACT:
Our healthcare and payment systems pivot on managing exacerbations of disease and “UNHEALTH.” We need to focus our efforts on what it means to live and stay well by creating a culture of health.

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

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- Insight into how successful collaboration with UC San Diego improves infrastructure, services, and other public sector priorities

SESSION ABSTRACT:
- Framework to shift the healthcare paradigm to focus on prevention and engagement to make it about life and health
- Insight into the benefits of focusing on prevention and engagement
- Fresh perspectives on monetizing whole life practices

3:25pm Networking, Refreshment, and Exhibition Break

POLITICAL LANDSCAPE
3:55pm The Social Transformation of American Medicine
Mahek A. Shah, MD
Senior Researcher and Senior Project Director
Harvard Business School

SESSION ABSTRACT:
When you go to see your doctor, the hospital, or the emergency room, what kind of care do you expect? How does the value of that care differ from what you expected? How about from what you paid? These questions are at the center of the American health care debate. They shape the debate over everything from the repeal of the Affordable Care Act to the adoption of universal healthcare models and every policy in between, and will continue to be a point of major contention in the approaching 2018 elections and beyond. Every choice matters when health care costs are 19.2% of GDP and rising, but what matters most to people is getting value out of their health care when we put so much into it. There is a sea change of reorganizing around the patient, their medical conditions, to achieve the best health outcome relative to cost. 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 marrying organizational performance, outcomes, and value
- Path forward for defining and measuring value
AGENDA

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 IMMERSION – JOHNSON & JOHNSON INNOVATION: JLABS SAN DIEGO

Johnson & Johnson Innovation, JLABS (JLABS) is a global network of open innovation ecosystems, enabling and empowering innovators to create and accelerate the delivery of life-saving, life-enhancing health and wellness solutions to patients around the world. We value great ideas and are passionate about removing “obstacles to success” to help innovators unleash the potential of their early scientific discoveries. JLABS’ no-strings-attached model means entrepreneurs are free to develop their science while retaining their intellectual property. JLABS is open to entrepreneurs across a broad healthcare spectrum including pharmaceutical, medical device, consumer and digital health sectors. The JLABS flagship opened in 2012 in San Diego at Janssen’s West Coast Research Center, and since then has grown to eight locations including the Bay Area, Boston & Lowell, MA, Houston, Toronto and a ninth location, New York City, launching in 2018.

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

10:15am    Check-In
10:30am    Executive Roundtable on Aligning Growth Vision and Innovation Strategy
11:30am    Networking Brunch
12:30pm    Depart Hotel for Johnson & Johnson Innovation: JLABS San Diego Innovation Lab
1:00pm     Check-In and Welcome
1:15pm     Innovation Center Immersion
1:45pm     Spotlight on Johnson and Johnson Innovation Strategy: A Conversation with Kara Bortone, Head of JLABS San Diego
2:30pm     Beverages and Hors d’oeuvres
3:00pm     Shuttle Returns to the Hilton San Diego Resort & Spa
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For 50 years, ECRI Institute has been separating fact from fiction in healthcare. As an independent nonprofit, our unbiased, evidence-based research, information, and guidance can help you enhance patient safety, quality, and risk management challenges, procure cost-effective technology, and align capital investments with strategic technology needs.

www.ecri.org

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 ISO13485-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

Ximedica 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.ximedica.com

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FROST & SULLIVAN

23rd Annual
Medical Technologies:
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

REGISTRATION

Register online! www.frost.com/medtech

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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.

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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

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Registration/Pricing Schedule

<table>
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<tr>
<th>Event Type</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Event Registration – Complete Series</td>
<td>$3190</td>
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<tr>
<td>(Includes General Session, Executive MindXchange Chronicles, Brunch on the Bay: Sip and Sail &amp; Innovation Tour)</td>
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<tr>
<td>Event Registration – Executive Series</td>
<td>$3090</td>
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<tr>
<td>(Includes General Session, Executive MindXchange Chronicles)</td>
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</tbody>
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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 $695
- Non-Participant $695

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