

# THE 10x MEDICAL DEVICE CONFERENCE

May 1-3, 2017 | Courtyard Marriott San Diego at Liberty Station



 MEDICAL  
DEVICES

The 5<sup>th</sup> Annual Meeting of the  
World's Largest Medical Device Community



# Hello!

Hi, I'm Joe Hage, the leader of the 340,000-member Medical Devices Group, the world's largest medical device community.

Leading the group is a joy – and never more so than when we unite for our annual meeting, the 10x Medical Device Conference.

Now in its 5<sup>th</sup> year, 10x covers timely subjects affecting the entire medical device industry – not just your piece of it – and introduces you to people with the complementary skills you need to grow your business.

For many, the conference is about new ideas.

For others, it's about new business.

Ours is an intimate event (I limit participation to 250 guests) so I can help each guest connect with the vast resources of our group. Alumni credit the event for new jobs, answers to their toughest questions – even new clients!

Join us: I'll personally make it worth your while.



Joe Hage

## Who Should Attend?

Our guests tend to be medical device company CEOs, presidents, vice presidents, directors, and senior managers, as well as business development executives from medical device consultancies.

Email me at [JHage@MedicalDeviceEvents.com](mailto:JHage@MedicalDeviceEvents.com) for our confirmed guest list.

**YES** Join us if you want to:

- Discuss a range of timely subjects
- Meet people outside your discipline
- Make significant, lasting connections
- Help others

**NO** Stay home if you want to:

- Focus narrowly on your area
- Meet people who do the same things you do
- Hand out a lot of business cards
- Collect “leads” so you can “justify your ROI”

This year, we'll host the event in beautiful San Diego at the Courtyard Marriott San Diego at Liberty Station (near the airport; free ground transportation).

Come early and treat yourself to a weekend vacation before the event!

Ask for the 10x guest rate of only \$169 per night (add \$15 for a bayside view). Free Internet and free parking too! Call 619-221-1900 to reserve your room with code “TXM.”



# 32 SCHEDULED SPEAKERS

- Including -



**Mick Farrell**  
Keynote Speaker

Mick, the CEO of \$9-billion ResMed, will give our keynote this year



**Francisco Miguel Trigueiros**

**Siemens Healthineers**  
Global Marketing Director for 15 ultrasound devices



**Gemma Moore**

**VP, Edwards Lifesciences**  
Edwards' Vice President of International Regulatory Affairs



**Dr. Joseph Gulfo**

**Author, Bio/Medtech CEO**  
"Innovation Breakdown" author and former MELA Sciences' CEO



**Jeffrey Kraws**

**CEO, Crystal Research**  
Top stock analyst, TopHat Capital co-founder, Synthetic Biologics chair



**Teresa Gonzalo**

**Managing Dir, VERTESS**  
Specialty advisory services to healthcare companies in transition



**Rick Baron**

**Fmr CFO, Globus Medical**  
Under Rick's leadership, Globus was 1 of only 4 medtech IPOs in 2012



**Gunter Wessels**

**Principal, TIGI**  
Dr. Wessels specializes in selling through PPACA, ACO, and related issues



**Brian Meshkin**

**CEO, Proove BioSciences**  
Professional Goal: To realize the promise of personalized medicine



**John Crombie**

**UpStart Product Dev.**  
Product & portfolio developer for surgical, diagnostic, therapeutic



**Jon Speer**

**Founder, greenlight.guru**  
Quality management software exclusively for medical device companies



**Mike Sperduti**

**Principal, Emerge Sales**  
Sales generation programs for complex medical device sales



8:30 AM Registration



9:00 AM **Workshop 1: How to Prepare for an FDA Pre-Submission**

A hands-on workshop reviewing what a pre-submission is and how this can be useful for your new medical device product development efforts. Learn about the types of pre-sub and the requirements for pre-sub contents.

Learn how to use this as a meaningful tool to help predict how FDA will evaluate your new product.



1:00 PM **Workshop 3: How to Prepare a CE Marking Submission**

If the new MDR reclassifies your software as Class IIa, how long before you need CE certification?

We'll also share copies of the new regulations (i.e., MDR and IVDR) and electronic technical file templates to help you update your own technical files for compliance with the new EU regulations.



9:00 AM **Workshop 2: Health Economics and Reimbursement**

Companies that focus on getting FDA clearance run the risk of underestimating the next big challenge: the payer system.

What's more, reimbursement rules are continually changing, and your established value proposition has to be updated and re-proven to adapt to the changing market environment. This, even if your product has a history of successful market access and utilization.



1:00 PM **Workshop 4: Neuro Sales and Marketing Mastery**

Get a private lesson from one of the world's best marketers in healthcare.

The 7-Step Sales Program is for new and veteran sales representatives alike. This course teaches effective and straight-forward strategies for every step of the sales process. Students will develop the foundations for a predictable and repeatable sales process that will enable them to close an abundance of new business and build long-lasting relationships.

## KEYNOTE PRESENTATION



5:30 PM **Keynote Presentation**

**Mick Farrell**

Mick Farrell, the CEO of \$9-billion ResMed, will give our keynote entitled, "The Path to Patient Adherence and Engagement is Digital Connected Care."

Mick's aspiration is the holy grail of healthcare: Improving patient outcomes, slowing the progression of chronic disease, and lowering overall healthcare system costs.

## WELCOME RECEPTION



6:30 PM **2-Hour Reception and Showcase**

- 2-hour reception and networking with guests from around the world
- Two drink tickets, light food included

## MANUFACTURERS SHOWCASE

Innovative device makers will show their products (see inside back page if you want to demo) and guests will cast votes. The winner gets to present on stage on Day 3.

**7:15 AM Breakfast**

**8:15 AM Conference Opens**



9

**8:20 AM Medical Devices Under Trump?**

What now?

Highly sought-after speaker Gunter Wessels will share his insights about how the medical devices industry will be affected by a Trump presidency.



10

**9:10 AM Returning to Safety and Effectiveness to FDA**

Fearing adverse outcomes, FDA has substituted risk for safety; outcomes for effectiveness.

**10:00 AM Break**



**10:30 AM 10 Introductions in 30 Minutes**

Meet 10 guests in quick succession; ask Joe for a 3-minute speaking opportunity in this session.



10

**11:00 AM Out-marketing the Ultrasound Competition**

How Siemens Healthineer out-marketed the ultrasound competition for its launch.



11

**11:30 AM Fast Round: The Medical Intelligence Cloud**

The emergence of medical and wearable devices will create a data tsunami.



12

**11:40 AM Fast Round: Reputation Building and Your Bottom Line**

Laura will discuss how leveraging your most valuable asset – your reputation – can help you succeed in the medical business.



13

**11:50 AM Fast Round: Assessing ADHD**

His FDA-cleared ADHD assessment device created a new device category.

**12:00 PM Lunch**



14



15



16

**1:30 PM Medical Device Financing Panel**

Our experts will discuss various ways to get the funding or the exit you seek.



17

**2:15 PM The Magic of Medical Device Product Development**

Experience how an understanding of the creation of magic illusions can be used to stimulate novel approaches to new product development.

**3:00 PM Ice Cream Social (Very Important!)**



**4:00 PM 20 Introductions in 60 Minutes**

Meet 20 more guests.

**5:00 PM Playtime!**

We'll go outside, enjoy the warm weather, and cement new friendships.



**6:00 PM Dinner (On Your Own – Or Join Us)**

1: Karen Anderson, 10x; 2: David Amor, MedEngineering; 3: Jon Speer, Greenlight Guru; 4: Beth Brooks, Decision Drivers; 5: Nicholas Anderson, Intermountain Health; 6: Rob Packard, Medical Device Academy; 7: Mike Spurduti, Principal, Emerge Sales; 8: Gunter Wessels PhD, TIGI; 9: Dr. Joseph Gulfo, Bio/Medtech; CEO; 10: Francisco Miguel Trigueiros, Siemens Healthineer; 11: Spyro Mousses, Systems Imagination; 12: Laura Nobles, Nobles Global; 13: Howard Merry, NEBA Health; 14: Rick Baron, formerly Globus Medical; 15: Dave Sheppard, MedWorld Advisors; 16: Teresa Gonzalo, VERTESS; 17: John Crombie, UpStart Product Development

**7:15 AM Breakfast**

**8:15 AM Conference Resumes**



**8:20 AM What Does It Mean To Be Human?**  
If, upon your death, we were able to download all your thoughts and memories and upload them into a new organism, would you be “human?”



**9:10 AM How to Gain Faster International Market Access**  
Do you believe you'll get to market faster outside the US? Is that true of all countries outside the US?

**10:00 AM Break**



**10:20 AM Why Haven't Medical Devices Embraced Lean and Agile?**  
Multiple industries use lean and agile methods to speed their product development while improving quality and cutting costs. Not typically so in med device. Why and how?



**11:00 AM Realizing Personalized Medicine for Pain Management**  
How Proove BioSciences plans to bring customized medicine to millions of pain sufferers.



**11:30 AM Fast Round: Human Factors**  
Learn the smartest way to approach human factors testing for medical devices.



**11:40 AM Our Most Innovative Manufacturer**  
The manufacturer with the most innovative medical device at our showcase as voted on by attendees.

**12:00 PM Lunch**



**12:50 PM TBD**  
Suggestions welcome



**1:30 PM Fast Round: TBD**  
Suggestions welcome



**1:40 PM How CustomerLove™ is Applied to Medical Devices**  
How do you really stand out? The best path to market differentiation in med tech is through customer relationships, which we extend into the radical idea of CustomerLove™.

**2:00 PM Break**



**2:15 PM Fast Round: Raising Capital**  
Top analyst Jeffrey Kraws has some advice



**2:30 PM Pitching Your Devices (with Real-Time Feedback)**  
Entrepreneurs will pitch their innovations and get immediate feedback from the audience.



**3:30 PM Close and Real-Time Feedback**  
What did you love? What can we improve?

18: Cairn Idun, Alcor Life Extension; 19: Gemma Moore, Edwards Lifesciences; 20: Aaron Joseph, Joseph Consulting; 21: Maren Nelson, M Nelson Consulting; 22: Kelly Weyrauch, Agile Quality Systems; 23: Brian Meshkin, Proove BioSciences; 24: Joely Gardner PhD, Human Factors Research; 25: You? 26: You? 27: Moshe Engelberg, ResearchWorks; 28: Jeffrey Kraws, Crystal Research; 29: Geeta Singh, MAG Optics; 30: You? 31: You? 32: Joe Hage, 10x

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## Pricing

See MedicalDeviceEvents.com for current pricing.

**Monday Workshops:**

\$325 each

**Monday Keynote + Reception:**

\$110

**Tuesday + Wednesday Conference:**

\$1,795-2,195

**Tuesday Only:**

\$1,095

**Wednesday Only:**

\$995

**Manufacturers Showcase (as Presenter):**

\$300

## Substitutions

- We'll make every effort to deliver the scheduled speakers and agenda. These may change without notice as "life happens."
- We'll accommodate any dietary restrictions you have. Contact us in advance.

## Cancellation/Refund Policy

We'll give you a full refund if you cancel by February 14, 2017. No transaction fees – just 100 percent of your money back. It's risk free!

Cancellations between March 1 and April 16, 2017 will be refunded 50 percent of your registration fee. Or transfer your registration to another individual at no charge to either of you.

Cancellations after April 16 will not be eligible for refund. You may transfer your registration to another individual at no charge to either of you. Alternatively, you can ask for your registration to be applied to our 2017 event.

The conference organizers cannot be responsible for any travel cancellation fees you may incur associated with this event.

## Manufacturers Invited: Demo at the Showcase

Do you have something to demo? Start a conversation with guests when you display your product at our reception.

Each guest can "vote" for the best medical device. The winner gets to present on stage on Day 3 and gets a professionally edited video of the session.

## Discounts

Discounts are available for groups of 3+ and a few seats are reserved for students and the unemployed. Email us for details.

## Sponsors



Contact us to learn about 10x sponsorship levels and opportunities.



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