

# 10x™ THE MEDICAL DEVICE CONFERENCE™

*fun and*

The cross-functional event where the entire ecosystem convenes to grow your skills, network and profit.

Relax Learn  
Laugh Think  
Enjoy Network



A Medical Devices Group and  
Institute for Process Excellence joint venture!  
MedicalDeviceEvents.com • IpXhq.com

May 15-16, 2019  
San Diego, California

# Welcome!



## JOE HAGE

Leader, Medical Devices Group  
Founder, 10x Medical Device Conference  
[JHage@MedicalDeviceEvents.com](mailto:JHage@MedicalDeviceEvents.com)



To you, our medical device community, we present our ninth 10x Medical Device Conference. The event is tried and tested, now with hundreds of satisfied alumni, many of whom return each year.

### Why do they return?

Because we invite experts from every functional area to convene and discuss ways we, as an industry, can be better/faster/cheaper than we could on our own.

We're relaxed, inclusive, approachable, and fun. 10x events reliably provide:

#### What you need...

- ✓ Relevant presentations
- ✓ Timely, comprehensive workshops
- ✓ Networking over food and drinks
- ✓ Productivity-boosting exhibitions

#### ... with touches like these:

- ✓ An invitation (*requirement?*) to wear jeans
- ✓ Movie clips, music between sessions
- ✓ Introductions to people you want to meet
- ✓ Our famous make-your-own sundae bar

Alumni gush about their experience with us. Ask them! They'll tell you 10x is unlike anything they've attended before or since.

Your attendance says you trust us to bring you knowledge and opportunity, a responsibility we don't take lightly. Alumni recognize 10x is not a two-day event. 10x is our two-day off-site, an in-person celebration and reunion of friends.

So check out the agenda, speakers, and plan to join us in San Diego, May 15-16, 2019.

I look forward to meeting you personally and serving you. Thanks for reading!



## JOSEPH ANDERSON

Vice President  
The Institute for Process Excellence  
[Joseph@IpXhq.com](mailto:Joseph@IpXhq.com)



Why do I 10x? Because, in the words of Alfred Tennyson,  
*I am a part of all that I have met.*

I have met some extraordinary people in the medical device industry and I'm eager to introduce them to you. That's why we host 10x events: To foster meaningful relationships between you and global leaders in the medical device ecosystem.

You see, a lot of things have to go right for you to have a successful medical device business. Joe Hage and I are connectors. We know the experts in each of the disciplines your organization needs to thrive. They'll be at our event.

So if I had to pick one word to describe 10x, I'd pick "useful." We unite experts to help you do your best work, with the smartest resources, and a group of people who genuinely care about relationships and doing good work together.

And, hey, who doesn't enjoy a little fun, ice cream, videos, music, and camaraderie? So join us, make connections, and thrive. See you in May!

## Keynote



**BRIAN MESHKIN**  
Former CEO  
Proove Biosciences

*On: What on Earth Happened  
at Proove Biosciences?!*

## Featured Speakers

INCLUDING:



**Michael Dale**  
Abbott Structural Heart



**Mahesh Mulumudi**  
Providence



**Sarah Wright**  
Resmed



**Emmanuel Fombu**  
Novartis



**Nersi Nazari**  
Vital Connect



**Alex Gerwer**  
Watson / Anthem



**Beth Brooks**  
Reimbursement Expert



**Vik Malik**  
IQVIA



**Paula Rutledge**  
Legacy MedSearch



**Tor Alden**  
HS Design



**Jon Speer**  
Greenlight Guru



**Mike Sperduti**  
Emerge Sales

# Who Should Attend?

**You! If you work in medical  
devices in any capacity:**

- + Business Development
- + Commercialization
- + Design & Development
- + Digital Health, AI, IoT
- + Engineering
- + Health Economics
- + Industry Consultant
- + Innovation
- + Manufacturing
- + Marketing
- + Operations
- + Quality & Regulatory
- + Sales & Distribution

## Highlights

- + 20+ speakers
- + 17 presentations
- + 4 half-day workshops
- + 1 helluva lotta fun

**WANT TO SPONSOR OR EXHIBIT? ASK US!**

PLATINUM SPONSOR



Contact Joe Anderson at [Joseph@lpXhq.com](mailto:Joseph@lpXhq.com) to learn about  
sponsorships and exhibitor booth opportunities.




# Schedule-At-A-Glance

Workshop Day: **Tuesday, May 14, 2019**

**7:30AM** Registration for Workshop Day

**8:15AM** 3-HOUR WORKSHOPS.

CHOOSE BETWEEN:

- A  **Health Economics and Reimbursement**  
**Beth Brooks**  
Reimbursement Expert
-  **Nic Anderson**  
Medtech Analyst
- B  **Medical Device Marketing**  
**Joe Hage**  
10x

**12:00PM** Lunch

**1:15PM** 3-HOUR WORKSHOP.

- C  **Medical Device Sales**  
**Mike Sperduti**  
Emerge Sales

## KEYNOTE PRESENTATION



**5:30PM** **What on Earth Happened at Proove Biosciences?**  
**Brian Meshkin**

“Proove sold dubious DNA tests to predict addiction risk...” read the August 2017 Stat News headline. The article was filled with false allegations, says our keynote speaker, but the damage had already been done. Brian will answer publicly the question he gets so often and share his experience, so you don’t fall victim to the kind of “fake news” that ruined his promising business.

## WELCOME RECEPTION



- 6:15PM** **2-Hour Welcome Reception**
- 2-hour reception and networking with our sponsors, exhibitors, and guests
  - Two drink tickets, light food included

## EVERYONE IS WELCOME!

Can't make the whole event but want to meet our tight-knit community?

No problem, you can join us Tuesday night only for our keynote and reception.

We'd love to see you!

# Schedule-At-A-Glance

Day 1: Wednesday, May 15, 2019

7:45AM  Breakfast

9:00AM  **Conference Opens**  
Joe Hage  
10x

9:10AM  **What Will Cardiovascular Look Like in the 20s?**  
Michael Dale  
Abbott Structural Heart

9:40AM  **What You Need to Understand Before You Sell That Device to My Cardiologists**  
Mahesh Mulumudi MD  
Providence Regional Medical Center  
 Joe Hage  
10x

10:10AM **10x** **Meet 5 Companies that Can Help You Right Away, Part 1**  
FAST ROUND  
10x

10:30AM  Break

11:00AM  **The Medical Device Industry Job Outlook**  
Paula Rutledge  
Legacy MedSearch

11:30AM  **Leveraging Customer Support to Understand User Needs**  
Sarah Wright  
ResMed

12:00PM  Lunch



1:00PM  **Is “Operational Excellence” a Buzzword or Your Next Strategic Imperative?**  
Joseph Anderson  
Institute for Process Excellence (IpX)

1:30PM  **TBD**  
You?  
Your Company?

2:00PM **10x** **Meet 5 Companies that Can Help You Right Away, Part 2**  
FAST ROUND  
10x

2:30PM  **TBD**  
You?  
Your Company?

2:50PM  **Ice Cream (very important!)**

3:30PM  **Pre-launch, Launch, Post-Launch: How IQVIA Does It**  
Chris Reiling  
IQVIA  
 Vik Malik  
IQVIA

4:00PM  **How are Social Robots Solving Major Healthcare Challenges?**  
Cory Kidd  
Catalia Health

4:30PM  **Playtime!**  
Go outside, enjoy the warm weather, and cement new friendships.

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

# Schedule-At-A-Glance

Day 3: Thursday, May 16, 2019

7:45AM  Breakfast

9:00AM  **Conference Resumes**  
Joe Hage  
10x

9:10AM  **The Future of Healthcare:  
Humans and Machines  
Partnering for Better  
Outcomes**  
Emmanuel Fombu  
Novartis

9:40AM  **Biotechnology and the  
Drive to Home Care**  
Nersi Nazari  
Vital Connect

10:10AM **10x**  
FAST ROUND **Meet 5 Companies that Can  
Help You Right Away, Part 3**  
10x


10:30AM  Break

11:00AM  **Quality or Regulatory  
Topic TBD**  
Jon Speer  
Greenlight Guru

11:30AM  **Design & Development  
Topic TBD**  
Tor Alden  
HS Design

12:00PM  Lunch

1:00PM  **The Marketing of IoT  
into Primary Care**  
Alex Gerwer  
Watson / Anthem


1:30PM  **Enterprise Value  
Topic TBD**  
Deborah Douglas  
The Douglas Group

2:00PM **10x**  
FAST ROUND **Meet 5 Companies that Can  
Help You Right Away, Part 4**  
10x

2:20PM  Break

2:45PM  **Clinical Research in  
Neurology Topic TBD**  
Irina Kulinets  
MicroVention

3:15PM  **Not So Fast: Just When You  
Thought You Handled UDI**  
Gary Saner  
Reed Tech Life Sciences

3:45PM  **Closing Thoughts**  
Joe Hage  
10x

4:00PM  Event Concludes

# Registration options

All packages include food and beverage, coffee, snacks, two drinks at the reception (Tuesday) and our famous ice cream sundae social (Wednesday).

Wednesday and Thursday  
May 15-16, 2019

Register NOW at:  
[MedicalDeviceEvents.com](http://MedicalDeviceEvents.com)

## Packages include:

	EARLIEST <i>(before Nov 22)</i>	EARLY <i>(Dec 31)</i>	STANDARD <i>(thru May 13)</i>	ONSITE <i>(May 14)</i>
<b>THE WORKS</b> (Full Conference, Workshops, Keynote, and Reception) <i>17 presentations with 20+ speakers focusing on everything medical device from original concept to hospital adoption.</i>	\$2195	\$2495	\$2695	\$2895
<b>FULL ACCESS</b> (Full Conference, Keynote, and Reception)	\$1495	\$1795	\$1995	\$2195
<b>LIMITED ACCESS</b> (One-day pass: Wednesday or Thursday)	\$1095	\$1295	\$1495	\$1695
<b>WORKSHOPS ONLY</b> (2 Workshops, Keynote, and Reception)	\$ 895	\$ 895	\$ 895	\$ 895
<b>KEYNOTE AND RECEPTION ONLY</b> (Tuesday evening)	\$ 95	\$ 120	\$ 120	\$ 145



## A beautiful spa resort

We're staying at the luxurious (and surprisingly affordable) **Hyatt Regency Mission Bay Spa and Marina** in San Diego, CA.

If you can afford the time, stay the weekend and treat yourself to a nice, long weekend in the sun. Bring your sunglasses!

Visit [medgroup.biz/May-Hyatt](http://medgroup.biz/May-Hyatt) before our group block is gone!

## Got a group?

For a limited time, buy two registrations and get the third completely **free!**

We offer **discounts** to students and the unemployed because, hey, *we've been there.*

**Can't make it this time?** Then ask about our future events in a city near you!

## 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 POLICY

- + We'll give you a **full refund** if you cancel by Valentine's Day (Feb 14). No transaction fees – just 100 percent of your money back. It's risk free!
- + Cancellations between 2/15 - 4/16 will be refunded at 50% or transfer your registration to a colleague at no charge to either of you.
- + Cancellations after 4/16/19 will not be eligible for refund. You may transfer your registration or ask for it to be applied a future 10x event.
- + The conference organizers cannot be responsible for any travel cancellation fees you may incur associated with this event.



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10x



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