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THE MEDTECH CONFERENCE DAY TWO FEATURES STATE OF THE INDUSTRY ADDRESS

Plenary Session Features Presentation of the AdvaMed Lifetime Achievement Award

PHILADELPHIA, PA, September 25, 2018 - Day two of The MedTech Conference powered by AdvaMed features the presentation of the AdvaMed Lifetime Achievement Award to Vernon “Vern” Loucks; the State of the Industry Address; Q&A with 8-year old Ryan Steele and the announcement of the MedTech Innovator Awards.

The event will kick off with a Plenary Breakfast and presentation to Vernon “Vern” Loucks who rose through the ranks at Baxter and served for nearly 20 years at its helm as Chairman and CEO. During his tenure, Vern was known for successfully identifying and developing new markets – especially outside the US – and for attracting and mentoring great future leaders. He knew when to acquire companies, where to enter or expand markets, and when to spin-out businesses into successful new companies. Under his leadership, Baxter created exceptional shareholder value and annual sales increased to almost \$6 billion.

Following the breakfast and award presentation there will be a ribbon cutting to open the Exhibit Hall featuring Chris Molineaux, CEO of Life Sciences Pennsylvania, an AdvaMed Partner, who will serve as Master of Ceremonies and present John Nash, Co-founder, Kensey Nash Corp, with a new perpetual award in his honor which will be given annually to a top Pennsylvania MedTech Executive. Molineaux will also be joined by Congressman Brendan Boyle (D) of the United States House of Representatives, representing Pennsylvania's 13th congressional district, and other industry dignitaries. More than dozens of Pennsylvania- and New Jersey- based companies will be featured in a special exhibition, showcasing the state's strong medical technology and digital health community.

The lunch plenary session will provide a glimpse at what the future holds for medical technology, including a state of the industry address by AdvaMed President and CEO Scott Whitaker who will give an overview of the growing industry and insight on what's next. He will be joined by Ryan Steele, an 8-year-old who has Thoracic Insufficiency Syndrome, which is a condition that does not allow her chest cavity to support normal pulmonary functions. Ever since she was 18 months old, she has had surgery at Children's Hospital in Philadelphia every four to six months to expand what's called a Vertical Titanium Rib that separates her ribs and helps them stay on track. Ryan's titanium rib grows with her, and it allows her to breathe and move just like other kids. Ryan loves to play basketball, soccer, swim, dance, and is even a cheerleader, showcasing the miracle medical technology can play in patients' lives.

Late Tuesday afternoon will also serve as the finals for MedTech Innovator, a global competition and virtual accelerator program where four finalist companies from the MedTech Innovator competition will have the opportunity to present to a panel of industry-leading judges and compete for the audience vote to win \$500,000 in prizes. Paul Grand, CEO of MedTech Innovator, will host this session

showcasing the industry's most innovative medical device, digital health and diagnostic companies who are developing products to improve the lives of patients and transforming the health care system.

In addition to the plenary session, Tuesday's programming includes several CEOs Unplugged Sessions sponsored by Tata Consultancy Services. The popular CEOs Unplugged series features sessions of uncensored commentary, insights and expertise from top medtech industry leaders and influencers. Other panel sessions on Tuesday will cover: *FDA and Industry: Outside the Regulatory Box*; *Inspection Evolution: FDARA, Program Alignment and Beyond*; and *The Power of Value in Fundraising and Market Adoption*.

To learn more about The MedTech Conference and to register for the event, visit www.themedtechconference.com. Once registered, full access registrants will be able to download [MedTech Connect](#) – a desktop portal and mobile networking platform for scheduling one-on-one meetings, search for other attendees, request meetings based on mutually agreeable times and build a personalized conference schedule.

About The MedTech Conference

The MedTech Conference is the leading gathering in North America of global medtech executives with regulatory, reimbursement, business development, legal, IP, marketing, quality, compliance, HR and other key responsibilities. Along with industry leaders, the international conference attracts business development professionals, investors, policymakers, members of the media, legal experts, consultants, distributors, and other important stakeholders. More than 3,000 attendees will network, conduct business, gain access to capital and share insights in Philadelphia from September 24-26. The conference also features world class plenary speakers, networking, and business development opportunities. Visit www.themedtechconference.com, follow [@MedTechCon](#) on Twitter, or join The [MedTech Conference](#) LinkedIn group to learn more.

About AdvaMed

The Advanced Medical Technology Association (AdvaMed), producers of The MedTech Conference, is a trade association that leads the effort to advance medical technology in order to achieve healthier lives and healthier economies around the world. AdvaMed represents 80 percent of medical technology firms in the United States and acts as the common voice for companies producing medical devices, diagnostic products and health information systems. For more information, visit www.advamed.org.

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