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**FINAL DAY OF THE MEDTECH CONFERENCE FEATURES FDA'S CENTER FOR DEVICES  
AND RADIOLOGICAL HEALTH TOWN HALL**

*Plenary Sessions Include Discussion on "Building a Championship Team"*

**PHILADELPHIA, PA, SEPTEMBER 26, 2018** – The third day of The MedTech Conference powered by AdvaMed at the Pennsylvania Convention Center features plenary sessions that spotlight industry leaders and key U.S. regulatory agencies, including the FDA's Center for Devices and Radiological Health, plus several special feature areas in the exhibit hall.

The lunch plenary will feature a panel discussion on "Building a Championship Team" with ESPN's Maria Taylor, who will interview Villanova Head Coach Jay Wright and University of Kentucky Head Coach John Calipari. Together, the coaches will reveal what business leaders can learn from their strategies for building championship teams. In his 17 years as a head coach, Wright has taken his teams to the NCAA Tournament 13 times and brought home the championship for Villanova in 2016 and 2018. Calipari, a Naismith Memorial Basketball Hall of Famer, has guided six teams to the Final Four, led the University of Kentucky to a national championship, and helped 46 players earn selection in the NBA Draft during his 26-year college coaching career.

On Wednesday afternoon at 2:15 pm the Closing Plenary: CDRH Town Hall will offer an exclusive peek into FDA's Center for Devices and Radiological Health (CDRH). Attendees will have a rare opportunity to interact directly with CDRH Director Jeff Shuren and Tim Stenzel, Director, Office of In Vitro Diagnostics and Radiological Health. Dr. Shuren will provide an update on CDRH priorities, and panelists will answer specific questions from the audience. The session will be moderated by Janet Trunzo, Senior Advisor to the President and Senior Executive Vice President, Technology & Regulatory Affairs, AdvaMed.

Highlights on the show floor include: **The Innovation Pavilion**, sponsored by Johnson & Johnson, featuring early-stage, innovative companies showcasing their technologies and prototypes; **MedTech Innovator Showcase**, featuring the industry's top device, diagnostic and digital health companies; **CEOs Unplugged**, sponsored by Tata Consultancy Services, featuring sessions of uncensored commentary, insights and expertise from top medtech industry leaders and influencers; **MedTech Exec Talks**, sponsored by Cognizant, featuring medtech executives in 30-minute quickfire sessions on topics ranging from leadership to the future of the industry; **Solutions Showcase**, where leading companies will unveil new products and/or present new data in 20-minute increments throughout the day; and the **Patient Pavilion**, offering educational sessions focused on how to activate patients into care, keep them engaged throughout treatment, and create brand advocates.

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, policy-makers, members of the media, legal experts, consultants, distributors, and other important stakeholders.

To learn more about The MedTech Conference, visit [www.themedtechconference.com](http://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.

More than 3,000 attendees will network, conduct business, gain access to capital and share insights in Philadelphia September 24-26. The conference also features world-class plenary speakers, networking, and business development opportunities. Visit [www.themedtechconference.com](http://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](http://www.advamed.org).

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