

SECURE THE
 MEETINGS
YOU WANT WITH **MEDTECH
CONNECT**

WHY USE MEDTECH CONNECT?

It's now easier than ever to schedule the meetings you want with MedTech Connect.

Looking for investment or business development opportunities? Exploring future partnerships or strengthening existing relationships? Use MedTech Connect, The MedTech Conference's premier desktop meeting tool, to:

- ▶ Build a company profile
- ▶ Search for attendees
- ▶ Request and schedule meetings at mutually available times
- ▶ Organize your company's meeting requests- all in one place

WHAT'S NEW IN MEDTECH CONNECT?



Company to company requests

Experience increased company transparency with the new MedTech Connect. All full-access registrants will be able to see attending delegates from your company and select and respond to meeting requests accordingly.



New look and feel

Our desktop experience is new and improved. With increased search filters, the ability to create a more robust company profile, and the new message/meeting center, MedTech Connect will help you stay organized and maximize your time at the conference.



Auto-scheduled meetings

Tired of back and forth emails trying to find the best time to meet? MedTech Connect's auto-scheduler does the hard work for you. Just be sure to mark your availability and MedTech Connect will schedule meetings at the times you'll be free to meet.

COMPANY TO COMPANY OUTREACH



Increase your meetings.

You want to maximize your time at the conference...MedTech Connect helps you and your organization do that with company to company meeting requests. This approach makes sure the right contact from your organization is meeting with the right people and is the best way to ensure meeting requests get answered.

Q&A will be held at the end of the webinar



Use the “Questions” panel on your GoToWebinar toolbar to submit questions to the speakers

The background features a dark purple field with a fine, light purple grid pattern. Large, overlapping geometric shapes in orange and light blue are positioned on the left side. A dark blue, rounded shape overlaps the orange and blue areas, serving as a backdrop for the text.

LET'S TAKE A TOUR...



MedTech Connect: Home Page

Home Page



Search for companies and start sending requests [More >](#)



Wendy Siminski, welcome to 2018 MedTech Connect for MedTech Conference



95%

Your company profile is visible [Update](#)

Have your team fill out their delegate profiles, including headshots and job titles.



4

able timeslots [Update](#)

scheduling on 10, 2018

[View in Calendar](#)

[Get your Calendar >](#)

Set up frequently-run searches



0

Requests sent

REQUE

Or use the search ab
comp

Customer service info & tutorials

HELP & TUTORIALS

MedTech Connect Help

Customer Service
Mon - Fri, 9 AM - 5 PM ET
[Email our support team](#)
866.356.5155 (US) | +1.202.962.6666 (Int'l)

[Video tutorials](#) | [PDF Tutorial](#)

4 Steps for Success

1. Please update your company profile. Click PROFILE on the Menu.
2. Set your availability to take meetings. Click CALENDAR on the Menu.
3. Search for potential partners and request meetings with them. Click SEARCH on the Menu, and take advantage of the Advanced Search button for more powerful filtering tools.
4. Manage your meeting requests & send new requests. Click MESSAGE CENTER on the Menu.

Colleague with 0 open timeslots? Won't be able to add them to a meeting.

Your Delegates profiles

Me
4 timeslots [Update](#)

Ray Briscuso
0 timeslots 45% [Update](#)

Ralph Ives
0 timeslots [Update](#)

Erin Leahy
0 timeslots 30% [Update](#)

Don May
0 timeslots 20% [Update](#)

Notification Preferences



Edit your personal profile

Switch conference

Notification preferences

Logout



Search for companies and start sending requests

More >

Search

SPONSORED BY



Edit email notification settings here

Wendy Siminski, welcome to 2018 MedTech Connect for MedTech Conference



95%

Your company profile is visible

[Update](#)



4

Available timeslots

[Update](#)



0

Requests sent

[REQUEST A MEETING](#)

Or use the search above to search for interesting companies to meet.

First scheduling on
Sep 10, 2018

[View in Calendar](#)

[Get your Calendar >](#)

Your Delegates profiles



Me

4 timeslots

30%

[Update](#)



Ray Briscuso

0 timeslots

45%

[Update](#)



Ralph Ives

0 timeslots

30%

[Update](#)



Erin Leahy

0 timeslots

30%

[Update](#)



Don May

30%

MedTech Connect Help

Customer Service

Mon - Fri, 9 AM - 5 PM ET

[Email our support team](#)

866.356.5155 (US) | +1.202.962.6666 (Int'l)

[Video tutorials](#) | [PDF Tutorial](#)

4 Steps for Success

1. Please update your company profile. Click PROFILE on the Menu.
2. Set your availability to take meetings. Click CALENDAR on the Menu.
3. Search for potential partners and request meetings with them. Click SEARCH on the Menu, and take advantage of the Advanced Search button for more powerful filtering tools.
4. Manage your meeting requests & send new requests. Click MESSAGE CENTER on the Menu.

Notification Preferences



Please choose which notifications you would like to receive by email

Notification recipients

Emails:

Receive at this address: wsiminski@advamed.org



Receive emails at another email address



Alternative email address or delegate

Notification preferences

Email

All meeting requests

New request received



Request accepted



Request declined



Request canceled



Meetings in which you are a participant

Meeting scheduled



Meeting canceled



Meeting messages



iCalendar updates (.ics)



Your company's meetings

Meeting scheduled



Meeting canceled



Meeting messages



Manage InApp alerts

InApp alerts are pop-up notifications that you see in the application. If you dismiss an alert by clicking "don't show again", that alert will not be displayed ever again. If you'd like to see these alerts again, you must "reset all alerts".

[Reset all alerts](#)

We HIGHLY recommend leaving "iCalendar updates (.ics)" enabled – scheduled meetings push to Outlook for your convenience



MedTech Connect: Company Profile

Company Profile



Upload company logo
(not delegate headshot)

Your profile is PUBLISHED [Unpublish](#)

Description

Company type [Digital health](#) [Medical device or technology](#) [CMO, CRO](#)

Keywords
medical technology, medical device, IVD, Diagnostics, digital, imaging, advanced wound management, orthopedic, surgical, spine, dental, cardiovascular, diabetes,

Brief description
AdvaMed's annual industry conference is the world's premier medical technology partnering conference (device, diagnostic & digital) w/access to and networking with the global leaders (CEOs, biz dev, investors, regulators, media and more).

Description
AdvaMed's member companies include 22 of the world's 25 largest device and 14 of the 15 largest diagnostic manufacturers. These companies produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures and more effective treatment. AdvaMed members range from the largest to the newest medical technology innovators and companies. Our annual industry conference is the world's premier partnering conference for the medical technology industry and also offers access and networking with the global leading companies and executives, as well as educational content addressing regulatory, payment, finance and other critical and timely issues.

Our Mission:
AdvaMed advocates for a legal, regulatory and economic environment that advances global health care by assuring worldwide patient access to the benefits of medical technology. We promote policies that foster the highest ethical standards, rapid product approvals, appropriate reimbursement, and access to international markets.

To achieve this, AdvaMed promotes:
Speedier product approvals by industry regulators worldwide;
More timely coverage and payment determinations globally;

Assets

[Manage assets](#)

Services

[Manage services](#)

Market Products

[Manage market products](#)

Management

[Edit](#)

Delegates

Kim Pittinger

Wendy Siminski

Content

[Upload file](#)



Create a detailed and compelling description of your company

Add as much information as possible to be more searchable in the system

Add documents, pitch decks, presentations, YouTube videos, and more!



MedTech Connect: Search

Search: Key Functions

The screenshot shows a search interface with a dark blue header containing navigation links: HOME, PROFILE, SEARCH, CALENDAR, MESSAGE CENTER, and a 'New request' button. On the right, there are 'BOOKMARKS' and a user profile picture. Below the header is a search bar with the placeholder 'Type text here to search the directory' and buttons for 'Search', 'Advanced search', and 'A-Z'. To the right of the search bar are links for 'Search tips', 'Saved searches', 'Search history', and 'Export'. Below the search bar is a 'Filters (0)' section with tabs for 'Companies (120)', 'Delegates (15)', 'Assets (23)', 'Market Products (5)', and 'Services (47)'. The main content area displays a list of search results for various companies, including AVISA PHARMA INC., AXIOM RESEARCH, AXON LAW, B. BRAUN MEDICAL, BAUSCH HEALTH COMPANIES, INC., BAXTER INTERNATIONAL INC, BAYER HEALTHCARE LLC, BECTON DICKINSON, and BERKELEY RESEARCH GROUP. Each result includes a company logo, name, notes, description, location, and a 'view website' link. On the right side of each result, there are buttons for 'NEW REQUEST' and 'Make a note'. Three callout boxes highlight specific features: 'Access your saved searches' points to the 'Saved searches' link; 'Grab tabs: Can search for Companies, Delegates, Assets, Market Products, Services' points to the filter tabs; and 'Starts with filter' points to the 'Start with' dropdown menu. A fourth callout box, 'Secure discussions within your company', points to the 'Make a note' button on the Baxter International Inc. result.

HOME PROFILE SEARCH CALENDAR MESSAGE CENTER New request

BOOKMARKS

Search tips Saved searches Search history Export

Type text here to search the directory Search Advanced search A-Z

Filters (0)

Companies (120) Delegates (15) Assets (23) Market Products (5) Services (47)

1 / 4 >>> Start with

Access your saved searches

Grab tabs: Can search for Companies, Delegates, Assets, Market Products, Services

"Starts with" filter

Secure discussions within your company

Company	Notes	Description	Location	Website	Actions
AVISA PHARMA INC.	0 notes	Medical device or technology. The Avisa BreathTest enables antibiotic stewardship to combat the overuse of antibiotics which costs the U.S. healthcare system over \$20 billion yr.	United States	view website	NEW REQUEST, Make a note
AXIOM RESEARCH	0 notes	Health, Other products or services. Axiom delivers solutions and services focused around your study needs and with cost effective pricing.	Canada	PRIVATE	NEW REQUEST, Make a note
AXON LAW	0 notes				NEW REQUEST, Make a note
B. BRAUN MEDICAL	0 notes				NEW REQUEST, Make a note
BAUSCH HEALTH COMPANIES, INC.	0 notes				NEW REQUEST, Make a note
BAXTER INTERNATIONAL INC	0 notes	Digital health, Medical device or technology, ... Our mission to save and sustain lives inspires our work and our commitment to expanding access to care, providing cost-effective healthcare solutions, delivering quality products and advancing innovations for the world.	United States		NEW REQUEST, Make a note
BAYER HEALTHCARE LLC	0 notes	Biotech or pharma, therapeutic R&D, Biotech or pharma, animal health. Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. With annual sales of nearly Euro 14 bn, our division Bayer Pharmaceuticals is one of the major specialty pharmaceutical companies in the world.	Germany	PUBLIC: BAYN	NEW REQUEST, Make a note
BECTON DICKINSON	0 notes				NEW REQUEST, Make a note
BERKELEY RESEARCH GROUP	0 notes				NEW REQUEST, Make a note

Advanced Search

The screenshot shows the ONE Advanced Search interface. At the top, there is a navigation bar with links for HOME, PROFILE, SEARCH, CALENDAR, MESSAGE CENTER, and a New request button. A user profile picture and BOOKMARKS are also visible. Below the navigation bar is a search input field with the placeholder text "Type text here to search the directory". Underneath the search field are filter counts: Companies (120), Delegates (15), Assets (23), Market Products (5), and Services (47). The main content area displays a list of search results for companies, including AVISA PHARMA INC., AXIOM REAL-TIME METRICS INC., AXON LAWYERS, B. BRAUN MEDICAL, BAUSCH HEALTH COMPANIES, INC., BAXTER INTERNATIONAL INC, BAYER HEALTHCARE LLC, BECTON DICKINSON, and BERKELEY RESEARCH GROUP. Each result includes the company name, a brief description, and the location. A callout box points to the search input field with the text "Combine company & asset searches across tabs". Another callout box points to the "Market Products" tab in the search filter section, listing various product types: "-Delivery devices", "-Diagnostic", "-Hospital hardware", "-Medical device", "-Regenerative medicine", and "...and more!". The "Market Products" tab is highlighted with an orange box. The search filter section includes fields for Company name, Company types, Previously met by any, Licensing objectives, Primary therapeutic areas (with a Select button), Secondary therapeutic areas (with a Select button), and Ownership (with radio buttons for Private and Public).

Combine company & asset searches across tabs

Market Products tab lets you search by product type:

- Delivery devices
- Diagnostic
- Hospital hardware
- Medical device
- Regenerative medicine
- ...and more!



MedTech Connect: Message Center

Message Center

Dashboard

All requests
Requests you are tagged in
Enter searched text

- Unread
- Unread messages only
- Requests type
- Incoming requests
 - Outgoing requests
- Status
- All
 - Requested
 - Scheduled
 - Pending Reschedule
 - Accepted
 - No mutual availability
 - To be scheduled
 - Canceled
 - Declined

Advanced filters (e.g. filter requests by company type)

2 Items

Last change

From ZZZ MedTech
last update 20 minutes ago
Medical device or technology
Test Meeting Request **REQUESTED**

To B. Braun Medical
last update 24 minutes ago
Meeting at MedTech Conference **REQUESTED**

No more results

TAGS AND TAGGED DELEGATES [Edit Tags](#)

ZZZ MedTech Medical device or technology **REQUESTED**

Incoming

Reply only **Accept request** **Decline request**

Use tags to segment request by person, keyword, or both

ZZZ MedTech Participants **AdvaMed Participants** **Edit**


No one added yet

ZZZ MedTech linked resources **AdvaMed linked resources** **Edit**

No linked resources added yet

Test Meeting Request **Reply only**

ZZZ MedTech
8/7/18 4:21 pm **REQUESTED**

 New meeting requested
Nicholas Zuccaro wrote on behalf of Janice Smith:
Hello AdvaMed,

This is a test meeting request.

Have a good day!

Message Center

SEARCH CALENDAR MESSAGE CENTER New request

1 / 32 > >> 1579 Items Last change

last update 10 months ago Biotechnology Innovation Organization to ZZZ BIO Test Company (BF) test request	ACCEPTED
last update 10 months ago ZZZ BIO Test Company (BF) to ZZZ Biotechnology Company Test msg	ACCEPTED
last update a year ago Shenzhen Foncoo Pharmaceutical Co.,Ltd to Adamas Pharmaceuticals, Inc Interest in CNS products on the market or at late stage	ACCEPTED No mutual availability
last update a year ago Riboxx Pharmaceuticals to Genentech, Inc RIBOXXON: The new ADC strategy to increase value of your mAb development program	ACCEPTED No mutual availability

Solution: Open more calendar availability or contact the company via "Reply Only"

Then both parties should update their Calendars

Exclamation mark = meeting can't be scheduled

Message Center: Rescheduling

The screenshot shows the Message Center interface with a meeting request for Dyadic International, Inc. The request is in a 'PENDING RESCHEDULE' state. A blue callout box is overlaid on the interface, providing tips for having a meeting rescheduled. The callout box contains the following text:

Tips for having a meeting rescheduled:

- Use “Request Reschedule” button
- Write in a preferred date & time – the scheduling team uses this to find the best time
 - Helps avoid needing to reschedule 5 times!
- Please ensure the time you want is marked as available in your calendar

The interface also shows a list of participants for the meeting, including Jacqueline Hawkins, Steve Keeler, Mark Emalfarb, and Matthew Jones. The meeting status is shown as 'PENDING RESCHEDULE' with a yellow bar. The 'Request Reschedule' button is highlighted in red. The interface also shows a list of requests with various status indicators like 'DECLINED', 'SCHEDULED', and 'ACCEPTED'.

MUTUAL AVAILABILITY: TIPS & TRICKS



No mutual availability for a meeting?

- ▶ “No Mutual Availability” icon...your delegates & other company’s delegates need overlapping availability
- ▶ Your current availability must be reflected in your partnering calendar
- ▶ Fewer delegates = fewer calendars to calculate, easier to schedule meeting

Would you want to open an email whose subject line is "Email?"

No. Meeting requests are the same way – customize your subject line

TIME FOR
A POLL!

Meeting Request Best Practices

Polish your **profile**

Add as much information as possible to help other companies find you.

Start **requesting meetings** early

Begin four or more weeks before the MedTech Conference.

Get to the **subject** of the matter

Make it a concise, tailored and specific statement of purpose.

Target your meeting request

Provide targeted benefits of partnering with your company.




Follow up

Getting close to the conference but no response? Write a “reply only” message to the company.

Case Studies

Company	Number of Requests	Start Date	Unique Subject Lines	Unique Messages	Scheduled Meetings
Private Company 1	60	4 weeks before	60	60	32
Private Company 2	15	1 week before	1	1	6
Public Company 1	50	3 weeks before	50	50	35
Public Company 2	10	1 week before	2	2	5

Participants can secure 5-7x more meetings by:

-  Logging in early and checking frequently for new companies
-  Tailoring the subject line and message body of each meeting request
-  Following up on non-responses 10 days and 3 days before the MedTech Conference

PREPARE FOR MEDTECH CONNECT TO LAUNCH

If you haven't registered yet, do so today to ensure you can access MedTech when it goes live on August 13. After registering, please allow 3 days to get log-in credentials.

Supply a company email account (if you registered with a personal email account, please email kim@medtechconference.org and provide her with an email consistent with your company's domain).

KEY DATES



- ▶ **August 13** – MedTech Connect goes live – if you have already registered you will receive a login email to create your company profile, search companies and begin sending meeting requests
- ▶ **Late August** – Review the program agenda and block times that you would prefer to be in sessions or on the exhibit floor
- ▶ **September 10** – Accepted meetings will be scheduled based on mutual availability (if you have no open time slots, meetings cannot be scheduled)

Mark your calendars!

Maximize your networking experience.

Create a robust company profile

Update your calendar availability regularly

Send company specific messages

If there is a specific person you wish to meet with at a company, include that in your meeting request

Respond to incoming meeting requests

Post-event follow up with companies

STEPS FOR SUCCESS



Now it's time for Q&A!



Use the “Questions” panel on your GoToWebinar toolbar to submit questions to the speakers



THANK YOU!
MedTech Connect goes live August 13.

www.themedtechconference.com