



September 25-27, 2017
San Jose McEnery Convention Center | San Jose, CA

FOR IMMEDIATE RELEASE

SEPTEMBER 25, 2017

The MedTech Conference Day Two: Spotlight on FDA Priorities and Silicon Valley Innovation

Plenary Sessions Include FDA Commissioner Gottlieb and MedTech Innovator Finals

SAN JOSE, CALIF. – Day two of [The MedTech Conference powered by AdvaMed](#) features industry leaders who will cover a number of hot topics in the medical technology industry, from device inspections to cybersecurity to the early stage investment landscape.

The morning plenary session will share the story of Ian Burkhart, who has used a chip implanted in his brain to regain control of his hand after a swimming accident that left him paralyzed. This session also features Scott Gottlieb M.D., Commissioner of the Food and Drug Administration (FDA), who will provide an update on agency priorities and participate in a Q&A interview with AdvaMed President and CEO Scott Whitaker.

The lunch plenary session will provide a glimpse at what the future holds for medical technology, including a state of the industry address by Whitaker; remarks on Silicon Valley's contribution to health care from Joshua Newman, M.D., chief medical officer, Salesforce; and a discussion on health care IT from David Brailer, managing partner and CEO of Health Evolution Partners.

Tuesday afternoon's plenary session will begin with keynote remarks on innovation in medical technology from Regina E. Dugan, vice president of engineering, Facebook. This session will also serve as the finals for MedTech Innovator, a global competition and virtual accelerator program for early-stage medtech companies. Four finalist companies will present and compete for the audience's vote and more than \$500,000 in total prizes.

In addition to the plenary session, Tuesday's programming includes seven CEOs Unplugged Sessions addressing topics including: medtech legislation and the medical device tax; current investment flow; challenges and opportunities for multinational corporations; globalization and fundraising across the country. Other panel sessions on Tuesday will cover: early-stage investment; wearable and in vivo diagnostics; the medtech industry in China; the impact of Big Data and more.



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Tuesday's agenda also features a ribbon cutting in the Exhibit Hall's California Pavilion aisle featuring California legislators and AdvaMed leaders. More than 10 California-based companies will be featured in this special section, showcasing the state's strong medical technology and digital health community.

To learn more or register for The MedTech Conference, please visit www.themedtechconference.com.

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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, policy-makers, members of the media, legal experts, consultants, distributors, and other important stakeholders. More than 2,500 attendees will network, conduct business, gain access to capital and share insights in San Jose from September 25-27. The conference also features world-class plenary speakers, networking, and business development opportunities. Visit www.themedtechconference.com, follow [@MedTechCon](https://twitter.com/MedTechCon) on Twitter, or join [The MedTech Conference](#) LinkedIn group to learn more.

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