



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

FOR IMMEDIATE RELEASE

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***Final Day of The MedTech Conference Spotlights International
Medical Technology and Global Health***

Lifetime Achievement and Global Health Innovation Award Winners Also Recognized

SAN JOSE, CALIF. – The third day of [The MedTech Conference powered by AdvaMed](#) at the San Jose McEnery Convention Center features plenary sessions that spotlight industry leaders, medical technology’s impact on global health, and key U.S. regulatory agencies including the Food and Drug Administration (FDA) and the Centers for Medicare and Medicaid Services (CMS).

The morning plenary session is a CMS Town Hall featuring CMS Principal Deputy Administrator and Director of the Center for Medicare Demetrios Kouzoukas and other center leaders. The town hall format will allow attendees to ask questions about the latest CMS coverage reimbursement developments.

The lunch plenary session will spotlight the impact of medical technology on global health, ending with the presentation to one innovative company the \$50,000 Global Health Innovator Award courtesy of TEAMFund. AdvaMed will also honor former President and CEO of Beckman Coulter John (Jack) Wareham with the 2017 Lifetime Achievement Award in recognition of his contribution to the industry and improving patient care. The session will end with a talk and Q&A featuring NFL legend Joe Montana, who is also co-founder of early-stage investment company Liquid2 Ventures.

The annual CDRH Town Hall, spotlighting FDA’s Center for Devices and Radiological Health, will be held on Wednesday afternoon. This town hall, featuring CDRH Director Jeffrey E. Shuren, and other senior center leaders, is a key opportunity for medtech professionals to connect with their regulators.

Wednesday programming also includes several MedTech Innovator Showcase sessions, each of which features four or five early-stage companies presenting their technologies. The MedTech Innovator Finals, held on Tuesday afternoon, ended with Day Zero Diagnostics being selected as the winner of \$350,000 in prizes after a live audience vote.

The CEOs Unplugged series will end with a session focused on capitalizing digital health and the future of industry leadership. Other Wednesday sessions include an examination on the business impact on the Trump Administration’s policies, a panel



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on genomics and diagnostics, and a U.S. market access seminar designed for international medical technology companies.

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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