

# AMERICAN MEDICAL DEVICE SUMIT 2021

October 26–28, 2021 amdsummit.com

### **TOMORROW'S CONNECTION TODAY**

Designing a new future for manufacturing, quality and supply chain leaders

## PROGRAM

### **PROGRAM · DAY 1**

OCTOBER 26<sup>th</sup>, 2021

### 10:00 am - 10:30 am EST

LOG-IN AND WELCOME

10:35 am - 10:45 am EST

### **CHAIR'S OPENING REMARKS**



AMI SIMUNOVICH EVP and Chief Regulatory Officer Becton Dickinson

### 10:45 am - 11:20 am EST

### **OPENING KEYNOTE**

Johnson «Johnson

ELIZABETH BLACKWOOD

Chief Quality Officer, Medical Devices Johnson & Johnson

### OPTIMIZING PATIENT CARE, QUALITY AND COMPLIANCE WITH EVOLVING REGULATORY LANDSCAPE

- Highlighting Johnson & Johnson's Quality Standards
- Updates to the ever-changing regulatory landscape (EU MDR compliance, Brexit's role on compliance, APAC, and more)
- Practicing Protectionism: What we learned over the last year while serving the world critical medical supplies (PPE, ventilators) to suit evolving regulations
- Why quality extends beyond device design and into the optimization of patient care

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### 11:25 am - 12:00 pm EST

### **PLENARY**



AMIT PHADNIS Chief Digital Officer GE Healthcare

### INVESTING IN ARTIFICIAL INTELLIGENCE AND PAVING THE WAY FOR HEALTHCARE TRANSFORMATION

- Calling attention to the rising need for AI both in healthcare and outside of the operating room
- Moving beyond ambitious plans for AI and into actionable execution
- Why an agile organization is the vital foundation for digital transformation success
- Case study: Organizational adoption of innovations in Al and success stories

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12:05 pm - 1:05 pm EST

**PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING** 

### **LUNCH & LEARN ROUNDTABLE DISCUSSIONS**

Benefit from additional learning by joining a moderated roundtable discussion on pressing issues in the industry. Registration is required, and attendance is limited. Choose from:



MONITORING

FRED LITTLE Business Development (Technology Evangelist) Providence Enterprise

HOW WORKING WITH A FULLY INTEGRATED

CM CAN HELP MANAGE THE EXPLOSION IN

ERIK HILLIARD

STREAMLINING THE ENGINEERING PROCESS

TO SPEED REGULATORY APPROVAL OF

USE CASES FOR REMOTE PATIENT

TEMPO

RYAN SAUL Senior Director, Sales Engineering Tempo Automation

**KEYS TO ACCELERATING MEDICAL DEVICE** PCBA NPI IN 2021



CHIP GETTINGER VP, Global Solutions Consulting RWS Life Sciences

THE EVOLUTION OF GLOBAL CONTENT STRATEGIES FOR MEDICAL DEVICES: DIGITAL INNOVATION AND EXPERIENCE FROM LEADING PHARMACEUTICALS



PETER MATTHEWSON Head, Electronic Engineering Team Consulting

FUTURE PROOFING YOUR SMART MEDICAL DEVICE





JAMES RICHTER Managing Partner Compliance Architects LLC

**RISK-PRIORITIZING AND ADDRESSING OUALITY AND COMPLIANCE** GAPS/OPPORTUNITIES: A PROPRIETARY, ANALYTICAL APPROACH FOR MEDICAL **DEVICE COMPANIES** 



EUGENE AGRESTA VP and Global Sector Head, Medical Technology and Healthcare

Director, Business Development Sterling Medical Devices

CYIENT

Cyient AI SOLUTIONS FOR RESTRICTED SUBSTANCES LIST (RSL) COMPLIANCE

### WORKSHOPS

### DESIGN



ANDY RICHARDSON

SVP, Sales Xcentric

3D PRINTING AND INJECTION MOLDING: SAME TEAM, DIFFERENT ROLES

- 3D Printing and Injection Molding work well together to prove out new products, reduce costs, and accelerate time to market
- Efficient, effective manufacturing depends on choosing the right process for the right step
- Understanding how 3D Printing and Injection Molding can be used optimally at different points of development and production leads to a more successful product development process
- The trend of promoting 3D Printing in place of Injection Molding can have a devastating impact on project success
- Learning how and when to use each process will optimize your product development

### **PRODUCT DEVELOPMENT**

AmerisourceBergen

SHIRLEY FURESZ, PH.D., RAC

omar Strategies

Director, Regulatory Affairs Medical Devices

### STRATEGIC CONSIDERATIONS FOR US AND CANADIAN MEDICAL DEVICE REGISTRATIONS

- A look at the similarities and differences between jurisdictions
- Agency Interface meetings Q meetings vs pre-submission meetings
- Device Classification substantial equivalence vs risk based
- Regulatory Pathways including timelines, cost, and QMS requirements
- Special Options/Designations; Small Business Designation and Breakthrough Designation

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### **QUALITY AND REGULATORY**



VERA EDGEWORTH Medical Director Cactus Life Sciences



### RONAK DUNUNG

Manager, Risk Management COOK Medical

### DATA-DRIVEN QMS ALIGNMENT

- Defining and understanding the similarities and differences between various types of QMS data
- Impact of EU MDR on the type, quality, and quantity of post-market data
- Recycling data and aligning key QMS processes via Risk Management

Within3

**INNOVATION** 

#### ISAAC GORNICHEC Manager, Business Development, Medical Device Within3



KIM HALE VP and Team Lead, Medical Device Within3

### ENGAGING KEY MEDICAL DEVICE STAKEHOLDERS VIA COMPLIANT VIRTUAL TECHNOLOGY

- Top Medical Device trends that will shape how virtual engagement is used postpandemic
- The various methods of virtual interaction: real-time, anytime, and hybrid model
- Real-world case studies of successful virtual work in action
- What the pace of innovation in virtual interaction means for Medical Device teams in the future

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2:35 pm - 3:35 pm EST

**PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING** 

### SESSIONS

### DESIGN

### LIANE TEPLITSKY

ZIMMER BIOMET VP and GM, Worldwide Robotics Zimmer Biomet

### SURGICAL ROBOTICS: CREATING TANGIBLE VALUE FOR THE FUTURE OF MEDICAL DEVICES

- Designing turnaround strategies for mission-critical businesses
- Discussing the manufacturability of global surgical robotics and steps to design implementation
- Exploring how to make medical interventions smarter, less invasive and more personalized
- Case study: How Zimmer Biomet is changing the standard of care for now and for the future

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### **QUALITY AND REGULATORY**

Hillrom.

Hillrom.

ILANA SHULMAN

Chief Compliance Officer Hillrom

JOANNE THOMPSON Director, Compliance

Hillrom

### DIRECTING AN AGILE COMPLIANCE ORGANIZATION

- Best practices for reshaping your company's compliance strategy to adhere to regulatory and compliance changes
- Overcoming increasing complexities of the material supply chain and manufacturing operations
- Addressing new FDA quality and regulatory guidelines
- Leveraging innovation as a cornerstone to achieving a compliant program

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### 4:20 pm - 5:20 pm EST

### **MIXOLOGY & MINGLE**

Join our hosts for a short mixology class followed by a networking discussion covering hot industry topics.

### **PRODUCT DEVELOPMENT**



TODD BRINTON, M.D., F.A.C.C, CVP, Advanced Technology and Chief Scientific Officer Edwards Lifesciences

### INNOVATIONS AND ADVANCEMENTS IN MEDICAL DEVICE ENGINEERING

- Allowing design intention to be clearly communicated and showcasing the overall form of a concept
- Best practices for developing and prototyping devices
- Assessing risk of new technology implementation in the engineering process
- Discussing customization in medical device creation: Providing part consolidation and topology optimization for custom medical devices



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### INNOVATION



ILENE BUSCH-VISHNIAC Chief Innovation Officer Sonavi Labs

### USING AI TO MAKE A DIFFERENCE IN CLINICAL RESEARCH, WORKFLOW AND TELEMEDICINE

- Discussing the value of AI when it's applied to auscultation: The Story of Sonavi Labs
- Strategies for automating in the respiratory diseases and infections space
- Leveraging people + talent combined with data + analytics for optimal outcomes
- Highlighting the increasing importance to create technology that is affordable, userfriendly and accessible for all levels of education and socio-economic status



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### **PROGRAM · DAY 2**

OCTOBER 27<sup>th</sup>, 2021

### 9:45 am - 9:55 am EST

LOG-IN AND WELCOME

### 10:00 am - 10:50 am EST

### **EMPOWER HOUR**



### REGINALD PORTER

PAMELA ABNER

ALSAC

Officer



Icahn School of Medicine at

Mount Sinai

### SVP, CSR and Chief Diversity Officer

St. Jude Children's Research Hospital-

VP and Chief Diversity Operations

Mount Sinai Health System

🔁 Abbott

nanoString

MICHAEL JOHNSON DVP, Diversity and Inclusion Abbott

MIRNA DIPANO

VP, Regulatory Affairs

NanoString Technologies, Inc.

Medtronic

SALLY SABA Chief Inclusion and Diversity Officer Medtronic

ZIMMER BIOMET Inclusion Zimmer Biomet

JAMES CHENG Global Head, Diversity, Equity, and

### DIVERSITY AND INCLUSION ROUNDTABLE

We invite attendees to network at the Diversity and Inclusion Roundtable with discussions from inspirational leaders in design, product development, quality, regulatory, technology and more.

### **BREAKFAST BRIEFS**

**FREUDENBERG** 

Technical Market Manager North

EBERHARD LINK

America, Global Business Division Healthcare Freudenberg Performance Materials

INNOVATIVE MATERIALS FOR THE HIGHEST DEMANDS; OFTEN INVISIBLE, BUT **INDISPENSABLE** 



MAX KELLEHER COO Generis CARA Life Sciences

BREAKING THE CYCLE OF IT INVESTMENT; HOW TO REINVENT DIGITAL TRANSFORMATION AT YOUR BUSINESS



KEN WRIGHT President AddUp

**REDUCE COSTS, IMPROVE MARGIN AND INCREASE PRODUCTIVITY BY BRINGING** YOUR METAL 3D PRINTING IN-HOUSE

10:55 am - 11:05 am EST

### **CHAIR'S OPENING REMARKS**



AMI SIMUNOVICH EVP and Chief Regulatory Officer Becton Dickinson

### **OPENING KEYNOTES**

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	Abbott

LISA EARNHARDT EVP, Medical Devices

Abbott

### SHAPING THE FUTURE OF HEALTHCARE CALLS FOR NEW APPROACHES TO INNOVATION

- The world faces immense health threats and major issues in confronting them. For healthcare innovators, "business as usual" won't get it done; cutting-edge innovation alone is not enough
- The best healthcare solution is the one that can reach the most people who need it one that is accessible and affordable, transforms care, breaks down barriers to access
- How Abbott is designing access and affordability into every aspect of product development to create more impact for more people in more places and shaping the future of healthcare
- Case studies/examples: FreeStyle Libre, BinaxNOW COVID-19 Rapid Test, Ultreon OCT system, NeuroSphere Virtual Clinic



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### 11:45 am - 12:20 pm EST

### **PLENARY**

TERUMO BLOOD AND CELL

#### MANI VENKATESH

VP, Global Software Development Terumo Blood and Cell Technologies

### THE FUTURE OF MEDICAL TECHNOLOGY AND DEVICES FOR PATIENT OUTCOMES

- Advancing medical technologies to help unlock the potential of blood and cells to serve patient's unmet needs
- Why it's important to build infrastructure in growth geographies and expand beyond devices into patient data
- Case study: How Terumo Blood and Cell Technologies diversifies its portfolio to fund continued innovation in a cost-conscious healthcare environment

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12:25 pm - 1:25 pm EST

**PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING** 

### **LUNCH & LEARN ROUNDTABLE DISCUSSIONS**

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JASON GOODEN Executive Director Anthesis

BEYOND REACH AND ROHS: REGULATORY DISCLOSURE AND CIRCULARITY METRICS FOR MORE SUSTAINABLE PRODUCTS



ED WALSH VP Global Sales Sigmetrix

UNDERSTANDING SYSTEM VARIATION TO DEVELOP MORE INNOVATIVE PRODUCTS AND ADHERE TO FDA 21 CFR 820.30 AND 501(K) REQUIREMENTS



PHILLIP SIMULIS CEO Simtelligent

DIGITAL ROADMAP FROM SMART DEVICES TO MACHINE LEARNING

JACKIE LESLIE Category Specialist Life Sciences Esko | Brand Solutions

E2E LABELING AND PACKAGING ARTWORK **BEST PRACTICES IN MEDICAL DEVICE** 



Director, Quality Qualio

UNITING YOUR TEAMS, PROCESS, AND DATA USING EQMS



MILTON YARBERRY Director, Medical Programs Integrated Computer Solutions (ICS)

THE VALUE PROPOSITION OF MACHINE LEARNING IN MEDICAL DEVICES

Celegence

JOSEPH-RICHARDSON LARBI Consultant, Medical Device Regulatory Affairs Celegence

THE POST BREXIT LANDSCAPE FOR MEDICAL **DEVICE COMPLIANCE** 

### **WORKSHOPS**

EMERGO

### DESIGN

### EVANGELINE LOH, PH.D., RAC.,

Global Manager, Regulatory Affairs Emergo by UL

### UPDATING YOUR CLINICAL EVALUATION REPORT FOR MDR

- Highlighting how the EU's Medical Device Regulations (MDR) 2017/745 imposes greater regulatory requirements to the Clinical Evaluation Report (CER) (than previously required by the Medical Devices Directive(MDD))
- Discussing the CER and how it's is a key element of CE Marking and should be approached as a stand-alone document that will require on-going updates
- Why manufacturers will need to understand and implement these changes in order to possess a CER which is compliant to the MDR
- Roadmapping these requirements and helping manufacturers understand the key changes, with some practical guidance on how to transition a MDD drafted CER for compliance to the MDR

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### **QUALITY AND REGULATORY**

#### MARTY SMYTH

MasterControl

SVP, Go-To-Market Strategy MasterControl

### DEBUNKING THE MYTH THAT DIGITIZATION IS COSTLY AND TIME-CONSUMING

- While paperless plant initiatives have been commonplace for years, many manufacturers still haven't digitized production processes due to the cost and complexity of traditional solutions
- Expensive, complex MES isn't necessarily the path to automating the shop floor, when new technologies provide smarter, faster, and affordable paperless manufacturing opportunities
- Modern SaaS applications available today allow you to digitize and manage all your production records, training documents, SOPs, and more on a single platform that is fast to implement, simple to configure, easy to use, and able to deliver results today – not a year from now
- As organizations look to increase production capacity, efficiency, and profitability coming out of the latest disruption cycle, leaders in manufacturing operations, technology, and quality should be asking themselves if they can really afford not to finally eliminate paper-based processes from their shop floors – especially when doing so is faster and cheaper than ever before

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### **PRODUCT DEVELOPMENT**



#### TONY BRENNAN Director, Commercial CSA Group

### MEDICAL DEVICE TESTING, INSPECTIONS, AND CERTIFICATION

- Types of medical device certifications
- Certification and testing process
- Certification maintenance



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### **INNOVATION**

TATA ELXSI

Senior Regulatory Compliance Consultant and Strategist Tata Elxsi

### ARE WE THINKING GLOBAL? - REGULATORY COMPLIANCE BEYOND EU

Understand how much compliance is enough and where to draw the line

AJAY ZINAGE

- Learn about the need for a holistic global compliance strategy for OEMs focused only on European compliance
- Understand the impact of your 'EU regulatory compliance' beyond EU countries
- How to optimize compliance efforts for additional geographies without bearing the cost of compliance all over again?
- Planning and solutions for uninterrupted global sales and supply chain



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### PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

### 4:00 pm - 4:35 pm EST

### **SESSIONS**

### DESIGN

Scientific

### RANDY SCHIESTL VP, R&D and Global Technology Boston Scientific Corporation



### KEVIN FU

Acting Director, Medical Device Cybersecurity FDA Center for Devices and Radiological Health



### PAMELA GOLDBERG

President and CEO Medical Device Innovation Consortium (MDIC)

### STRATEGIES TO ENHANCE YOUR DIGITAL HEALTH, DATA AND CYBERSECURITY JOURNEY

- Reviewing the importance of data in the medical field to enhance digital health and patient experience
- How to have a world-class cybersecurity program in the medical device industry
- Designing safety risk management programs for device design and development
- Reframing device vulnerabilities and enabling resources to protect patients from security risks
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### **QUALITY AND REGULATORY**



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JACKIE KUNZLER Chief Quality and Regulatory Officer Baxter

### BALANCING QUALITY AND SPEED-TO-COMMERCIALIZATION ACROSS THE PORTFOLIO

- Balancing complexities of today's speed-tocommercialization needs with global quality and EU MDR requirements
- New, actionable strategies to manage speed-tocommercialization across the portfolio
- Achieving cross-functional organizational alignment for standardized quality and results
- Highlighting innovative technologies to maximize quality without compromising on efficiency

### INNOVATION

Medtronic

JORIE SOSKIN VP and General Manager, Procedure Innovations *Medtronic* 

### LEVERAGING INNOVATIVE MODELS FOR VALUE-BASED HEALTHCARE

- Exploring the current state of the industry: Where are we and where do we need to go?
- Examining industry drivers and trends, and their impact on operations: Evolution of technology, capacity and complexity, cost pressures, etc.

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### 4:40 pm – 5:40 pm EST

### **PEER-TO-PEER NETWORKING**

Meet other delegates at the summit during this 1-2-1 networking period. You'll be matched to meet with different attendees for 5 minutes each to discuss leading industry topics. Get to know your peers and make new connections!

### **PROGRAM · DAY 3**

OCTOBER 28th, 2021

9:45 am - 10:00 am EST

### LOG-IN AND WELCOME

### 10:00 am - 10:50 am EST

### **EMPOWER HOUR**

ZIMMER BIOMET Chief S

RACHEL ELLINGSON Chief Strategy Officer Zimmer Biomet

Safety and Trust (QRST)

Senior Leader, Quality, Regulatory,

TANYA KLASLO

Google Health



Johnson & Johnson

VALERIE OBENCHAIN Founder and CEO Advanced Interactive Response Systems (AIRS)

CELINE MARTIN Global President, Digital Surgery Johnson & Johnson

>{ smith&nephew

Mectronic SVP an and Ac

NINA GOODHEART SVP and President, Structural Heart and Aortic *Medtronic* 

SVP, Global Medical Education

CYNTHIA WALKER

Smith & Nephew

### WOMEN IN LEADERSHIP ROUNDTABLE

We invite our attendees to network at a Women in Leadership Roundtable with discussion from inspirational leaders in design, product development, quality, regulatory, technology and more.

### **BREAKFAST BRIEFS**

∲ team

Goodle

JULIAN DIXON Director, Human Factors Consultant Team Consulting

SAVE MONEY AND STRESS BY INTRODUCING HUMAN FACTORS EARLY

**≧EXEEVO**<sup>™</sup>

AYANENDU KABASI Director, Rapid Transformation Solutions Exeevo

THE LATEST TRENDS IN OMNICHANNEL FOR SUPERIOR CUSTOMER EXPERIENCES



PAUL PEARCE, PH.D. Specialist in Microbiology (SM/ASCP) Nova Biologics

IMPROVING THE SAFETY AND EFFECTIVENESS OF MEDICAL DEVICES THROUGH RIGOROUS MICROBIAL TESTING: USP STERILITY TESTING AND VALIDATION

HAK-JOON SUNG Founder TMD LAB

LEARNING SHAPE MEMORY MEDICAL POLYMER AND EXTERNAL VASCULAR WARP TECHNOLOGY

10:50 am - 11:00 am EST

### **CHAIR'S OPENING REMARKS**



AMI SIMUNOVICH EVP and Chief Regulatory Officer Becton Dickinson

### OPENING KEYNOTE

Scientific

JODI EDDY SVP and and Chief Information and Digital Officer Boston Scientific

### MAXIMIZING YOUR DIGITAL INNOVATION BY LEVERAGING ITS ROLE THROUGHOUT OPERATIONS

- What are the necessary steps required to lead design, product development and quality operations in your organization?
- Addressing obstacles when integrating emerging tools and technologies across the enterprise
- Leading teams through process optimization how Boston Scientific standardizes and ensures quality in design and product development
- Establishing systems to ensure the workforce is trained to successfully implement new technologies into the product development process

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11:45 am - 12:45 pm EST

### PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

12:50 pm - 1:25 pm EST

### SESSIONS

### DESIGN

DANAIL STOYANOV **Medtronic** 

Head Scientist, Digital Surgery Medtronic

### **DIGITIZING SURGERY USING DATA & AI: TRANSFORMING THE OPERATING ROOM**

- How can a digital operating room bring value into a complex hospital setting?
- Digitizing surgical workflows and operations using artificial intelligence driven surgical
- planning, personalized spinal implants, and robotic assisted surgical delivery How the digitization of medical devices continues to shape and reshape the operating
- room Streamlining device and information usage and enrich clinical data before, during and after surgery
- Advancing your toolset to improve documentation, communication, integration, and ultimately patient outcomes

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stryker

### **QUALITY AND REGULATORY**

JODY POWELL

VP, Regulatory, Quality, Clinical Stryker

### HOW DATA AND ACCESS TO DATA IS CHANGING THE RA/QA FUNCTION

- Exploring the current state of the industry: Where are we in the data journey and where do we need to go?
- Examining industry drivers and trends, and their impact on operations: Evolution of medical device RA/QA automation and how data is changing the game
- How data visualization and understanding can increase speed-to-market

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### **PRODUCT DEVELOPMENT**

	BRIAN MILLER
INTUITIVE	Chief Digital Off

tal Officer Intuitive Surgical

### SUPPORTING CONTINUOUS IMPROVEMENT IN PRODUCT DEVELOPMENT AND PROCESSES

- What continuous improvement initiatives can be implemented to support and sustain product development?
- Ensuring transparency across design and manufacturing to ensure top quality
- н. Tips and tricks for launching new robotic systems, vision systems, instruments and accessories
- Case study: Discussing the movement from a start-up to becoming a global leader in surgical robotics

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### **INNOVATION**



### NATHAN CARRINGTON

Head, Digital Health and Innovation, Global Regulatory Policy and Intelligence Roche Diagnostics

### EVOLVING AND INNOVATIVE APPROACHES IN THE GLOBAL **REGULATION OF SAMD**

- Reviewing the importance of SaMD in the healthcare community
- н. Describe approaches for determining when software is a medical device
- Software classification and clinical evidence requirements
- Regulatory approaches to software with multiple functions
- Approaches to the regulation of artificial intelligence-based SaMD
- n. Assessing what regulators are doing to evolve regulatory frameworks for software products



PABLO BARIOLA

Design

Glooko

USING DESIGN AS A CORNERSTONE TO

ACHIEVE REMOTE PATIENT MONITORING

Head, Design and Director, Product

alooko

### **LUNCH & LEARN ROUNDTABLE DISCUSSIONS**

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Optos<sup>®</sup>

DEREK SWAN Chief Technology Officer Optos

**OPTIMIZING R&D PERFORMANCE IN MEDICAL** DEVICES

Scientific

MAC MCKEEN Fellow, Regulatory Science Boston Scientific Corp

ETHYLENE OXIDE STERILIZATION OF **MEDICAL DEVICES - THE JOURNEY TO REDUCE ETO LEVELS: IS YOUR COMPANY READY?** 



JEFF MARKSBERRY Chief Medical Officer Oska Wellness

STIMULATING INNOVATION: DEVELOPING AND IMPLEMENTING PORTABLE DEVICES



JUDY FONG Associate Director, Medical Device and Combination Product Quality Merck

LET'S TALK DESIGN TRANSFER AND POST-MARKET DESIGN CHANGES

2:15 pm - 2:50 pm EST

### **CLOSING KEYNOTE**

Thermo Fisher

GIANI UCA PETTITI SVP and President, Specialty Diagnostics Thermo Fisher Scientific

### PROCESS AND PEOPLE: BALANCING PERSPECTIVES ON A CHANGING CULTURE IN MEDICINE AND DEVICES

- Managing a large portfolio of projects on a national and international scale
- Empowering teams to focus on excellence and innovation
- Driving a high performance culture that is agile and thrives off of innovation
- Highlighting available and implementable processes that help with managing a changing culture

available: 🔳 Video

### 2:55 pm - 3:35 pm EST

### PANEL DISCUSSION



BRADLEY LEIBOVICH. M.D., Medical Director, Mayo Clinic Center for Digital Health Mayo Clinic



PABLO BARIOLA Head, Design and Director, Product Design Glooko



BD

VP. R&D Medical Segment Becton Dickinson

JOHN ZACHARIA Senior Director, Product, Digital Health Quidel

### BRINGING HUMAN CENTERED DESIGN TO MEDICAL DEVICE DEVELOPMENT

- Discussing the value of telemedicine and reshaping rules and regulations to offer more flexibility and access to information
- How human-centric design can help medical device manufacturers reduce risks and development costs and maximize market acceptance
- Understanding the factors that drive medical device adoption among modern healthcare providers
- Exploring how to make medical interventions smarter, less invasive and more personalized
- Case study: Changing the standard of care for now and for the future

3:40 pm - 3:45 pm EST

**CLOSING REMARKS & PRIZE ANNOUNCEMENTS** 





ANDREW ARMSTRONG Executive Director Anthesis

TERRY TALBOT SVP, Digital Health Siemens Healthineers



### **PEER-TO-PEER NETWORKING**

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