



Medical Technology Innovation Forum

an OCTANe Signature Event

OCTOBER 30 - 31, 2017 NEWPORT BEACH MARRIOTT HOTEL & SPA ORANGE COUNTY, CA



KEYNOTE SPEAKER:
MEDTRONIC CEO,
OMAR ISHRAK



SOUTHERN CALIFORNIA IS A **MEDTECH POWERHOUSE**

OCTANe’s Medical Technology Innovation Forum (MTIF) is the largest conference in Southern California focused on high-growth medtech innovation and investment. With over 850 attendees, ranging from entrepreneurs, industry executives, strategic partners, qualified investors, and academicians, MTIF brings the entire medtech ecosystem together for a two-day, content-rich forum. Participants will leave the conference with actionable takeaways they can directly apply to their business to increase efficiency, performance, scalability and growth.

Attendees	CEOs	Senior Management	Entrepreneurs	Companies	Exhibitors	Speakers
850+	150+	350+	300+	400+	70+	75+

MTIF2017.com

7.27.17



AGENDA - DAY ONE

Monday, October 30, 2017

- 7:30 - 9:00 am Registration, Breakfast & Exhibits (Exhibits will be open for the entire conference & will feature:)
- + **Innovation Showcase:**
30+ exhibitors will showcase their technologies, provide demos, & be available for Q&A
 - + **LaunchPad SBDC Showcase:**
OCTANe's Accelerator, LaunchPad, will highlight its 8 presenting companies & top medtech alumni
 - + **Edwards Lifesciences Health Pavilion:**
Complimentary flu vaccinations, health screening & education
 - + **International Pavilion:**
Organizations to help accelerate innovation on a global scale
 - + **Young Innovators Showcase:**
The next generation of medtech talent will showcase their technologies
- 9:00 - 9:15 **The MedTech Powerhouse: Southern California Closes the Gap as a Leading Innovation Ecosystem**
- **Bill Carpou**, CEO, OCTANe
- 9:15 - 10:00 **Keynote: Value Based Healthcare**
The CEO of Medtronic, Omar Ishrak, will provide a keynote on value based healthcare, followed by an interview with the Senior Vice President & President of Brain Therapies at Medtronic, Brett Wall.
- **Omar Ishrak**, CEO, Medtronic
- **Brett Wall**, Senior Vice President & President - Brain Therapies, Medtronic
- 10:00 - 10:30 **Keynote: Staying Ahead of the Curve - Update from the Hill**
Jeffrey J. Kimbell, a leading representative to top companies in the life science community regarding legislative and policy remedies, and Congresswoman Mimi Walters, will provide an election update and the latest news from capitol hill and the State of California.
- **Jeffrey J. Kimbell**, President, Jeffrey J. Kimbell & Associates
- **Congresswoman Mimi Walters**, U.S. Representative (R-CA 45th District)
- 10:30 - 11:00 Exhibit & Refreshment Break
- 11:00 - 11:45 **Panel: What's Next in MedTech Innovation**
This panel will feature SoCal-based companies and highlight the future of medtech innovation originating in this region.
- 11:45 - 12:30 **Panel: Anatomy of Success**
This panel will focus on Orange County startup success stories. Medtech CEOs will share their individual paths taken, lessons learned, and identify opportunities to increase the rate of success.



AGENDA - DAY ONE (continued...)

Monday, October 30, 2017

- 12:30 - 1:00 **Keynote: Human Interest Story from a Patient Perspective**
This keynote will feature a patient's personal story, and incorporate perspectives from both the company and physician that helped transform their lives.
- 1:00 - 2:00 Lunch & Exhibit Break
- 2:00 - 2:45 **Industry Track:**
Healthcare Reform, Regulation & Reimbursement: Where Are We Going & How Will it Work?
This session will feature a panel discussion on the status of healthcare reform, regulation and reimbursement from government agencies, such as HHS, FDA, CMS, and industry. It will also highlight local companies that have been impacted and their learnings.
- Innovation Track:**
Panel: Inventor to Entrepreneur - How to Monetize Your Inventions
This panel will discuss the difference between innovation and entrepreneurship, and provide the roadmap to monetize your inventions. It will also further explore the relationships between physicians (product users), engineers (product innovators and designers), and field sales teams (often the liaison between the two), and how collaboration can be leveraged for new product innovation.
- 2:45 - 3:30 **Panel: The Race to Develop Molecular Diagnostic Technologies**
This panel will provide the latest updates in diagnostics, including Dx and MDx, and will focus on the growing competition to develop diagnostic technologies based on molecular methods, which detect disease more quickly and accurately than traditional diagnostic methods. It will also discuss IPOs positioned in the short run and how MDx companies can get reimbursed.
- 3:30 - 4:00 Exhibit & Refreshment Break
- 4:00 - 4:45 **Industry Track:**
Panel: Orange County - The Affordable, Attractive & Preferred Destination
This panel will address how to retain and attract companies in Orange County. It will also identify challenges, discuss myths, and review the current infrastructure of medtech ecosystem resources such as real estate (residential & commercial), manufacturing, education, and talent.
- Innovation Track:**
Panel: How to Accelerate Innovation on a Global Scale
This panel will discuss the global innovation environment and opportunities that exist throughout various countries, such as launching a company internationally, clinical trial accessibility, tax credits, manufacturing, and product development. It will also highlight attractive funding opportunities, like increased access to capital from Asia, Europe and the Middle East.



AGENDA - DAY ONE (continued...)

Monday, October 30, 2017

- 4:45 - 5:30 **Panel: How Applications of AI/AR/VR and Big Data Can Impact Your Company & Patients**
This panel will highlight the convergence of technology and medical technology by providing tangible examples and applications of Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), and Big Data. It will also discuss how these technologies impact both industry and patient experiences.
- 5:30 - 6:15 **Panel: The University Impact - Preparing the Talent Pool**
This session will harness the power of local universities, which produce the greatest amount of engineers in the nation, to prepare the next generation of the medtech workforce.
- 6:15 - 7:45 **Cocktail & Networking Reception**
- 6:15 - 8:15 **Private Reception** (by invitation only, please)

AGENDA - DAY TWO

Tuesday, October 31, 2017

- 7:30 - 8:50 am **Chairman's Breakfast** (by invitation only, please)
This exclusive, intimate breakfast will connect conference speakers, sponsors, industry CEOs and investors, and will include a special keynote presentation by Geoff Tabin, MD, Founder of the Himalayan Cataract Project, which works to eradicate blindness in the developing world.
- 7:30 - 9:00 Registration, Breakfast & Exhibits
- 9:00 - 9:45 **Keynote: The Future of Healthcare**
This keynote will highlight the future of healthcare and its affect on entrepreneurs to big industry.
- 9:45 - 10:30 **Keynote: Investment Opportunities**
This panel will focus on investment opportunities in the medtech sector.



AGENDA - DAY TWO (continued...)

Tuesday, October 31, 2017

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| 10:30 - 10:45 | Exhibit & Refreshment Break |
| 10:45 - 12:45 | LaunchPad Company Presentations
LaunchPad, OCTANE's award-winning, high-tech accelerator, will select eight of its top medtech companies to give presentations. |
| 12:45 - 12:50 | LaunchPad Company Presentation Award
LaunchPad Company Presentations will be judged by top medtech investors. Their respective scores will be tallied, and the company with the highest score will receive the LaunchPad Company Presentation Award. |
| 12:50 - 1:25 | Keynote: Tying it All Together |
| 1:25 - 1:30 | Closing Comments |
| 1:30 - 3:30 | Lunch & Entertainment |
| 3:30 | Conference Concludes |



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October 30-31, 2017

@ Newport Beach Marriott, Orange County
MTIF2017.com

REGISTRATION INFORMATION

Early Bird Registration Available Now Through September 30, 2017:

OCTANe Members & Sponsors: \$399
General Admission: \$649
OCTANe Annual Membership + Admission: \$699

See the Full Detailed Agenda & Register Online at www.MTIF2017.com

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