

## **2025 PROGRAM**

MARCH 6, 2025
RENAISSANCE BOSTON SEAPORT
BOSTON, MA



## WELCOMING REMARKS

## Brian Johnson, President, MassMEDIC



Welcome to the 2025 Medtech Impact Symposium & Gala. Our largest event of the year, we look forward to pushing boundaries and bringing you insightful conversations and valuable connections. Thank you for being here to share it with us.

In light of the shifting nature of our world and the impact on the medtech ecosystem, a key theme of this year's Symposium is adaptability in the face of uncertainty. We

are proud to bring together stakeholders fo a candid day-long discussion of how the industry is changing and how we position ourselves to succeed, followed by an evening celebration of our work's impact on health.

Our Annual Gala recognizes the amazing work our member companies do every day to improve and save lives. Thank you to all our sponsors for your support – especially our Host Sponsors – <u>Alira Health</u>, <u>Insulet</u>, <u>Johnson & Johnson Medtech</u> <u>Heart Recovery</u>, <u>The Mullings Group Companies</u>, and <u>Teleflex</u> – to make this possible.

Tonight, we are honoring Mary Anne Heino, current chairman and former CEO of Lantheus, with our Impact Award for the incredible contribution she has made to patient care. Introduced in 2023 through a collaboration with the Massachusetts Life Sciences Center, the Impact Awards recognize individuals or organizations who have made significant contributions to patient care through innovations in medical technology, improvements in methods of care, or bolstering the life sciences ecosystem in Massachusetts.

Our Patient Impact Speaker tonight, stage 3 colorectal cancer survivor, Justin Kelly, RN, BSN, MBA, Noctrix Health, Inc.'s Senior Vice President, Patient Access, will share his story of how perseverance, self-advocacy, and access to medtech innovation saved his life. His story underpins the importance of the work you do.

Thank you again for being with us today to celebrate the impact the medical device industry has on patients' lives.

Best,

Brian Johnson President MassMEDIC

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TMG has successfully completed more than <u>9,000</u> searches in the medtech / healthtech / life sciences industry with over <u>900</u> companies globally.

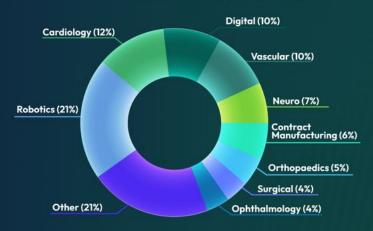
## Media

As the only search firm in the world with a full media and marketing arm in our organization, we understand how critical it is to tell our clients stories at scale to the market.

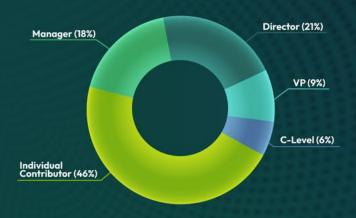
## **Advisory**

We offer strategic guidance for navigating growth and transformation. Our team consists of subject matter experts (SME) in talent access, media, marketing, and business development.

## TMG Placements by Therapy:



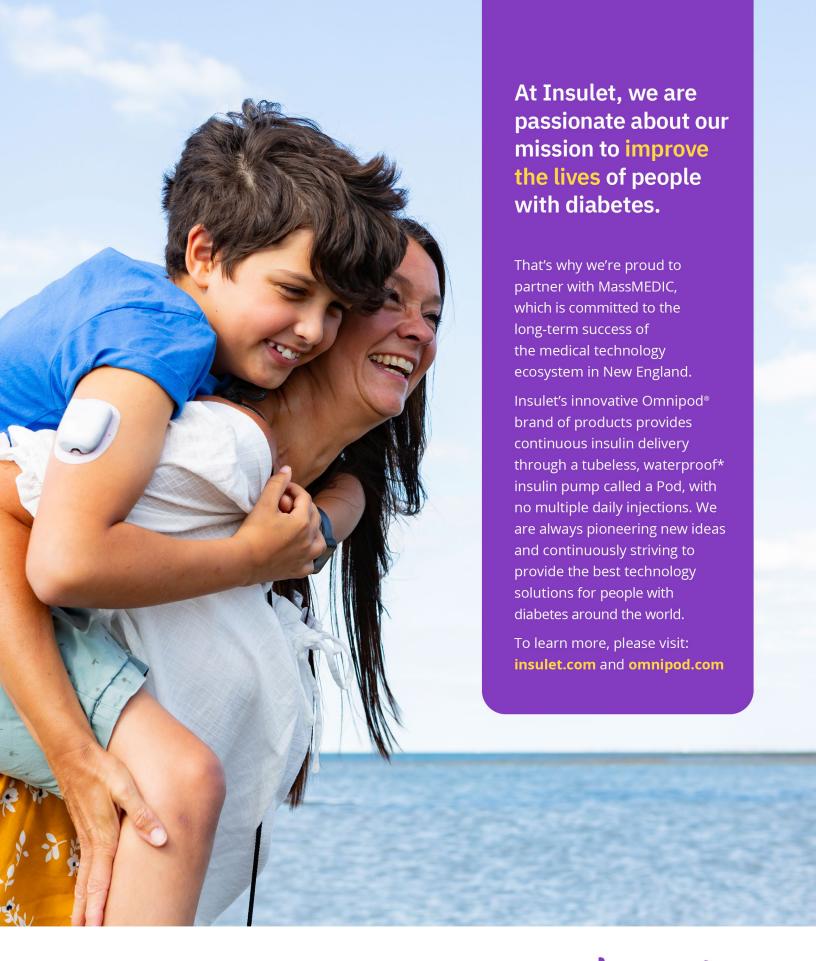
## TMG Placements by Level:



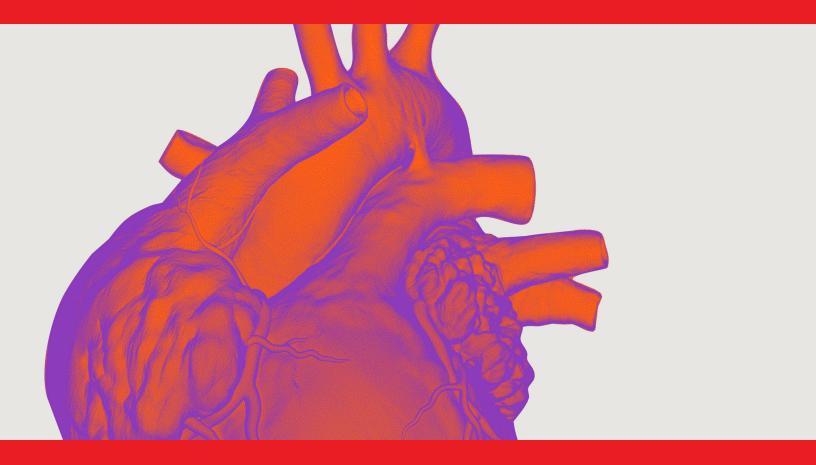
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## Joe Mullings & Brian Johnson

Brian Johnson shares how important the national discussion surrounding medtech / healthtech is and how he and the team at MassMEDIC work each day to be a part of the fight to support the industry at a greater level.







# Recovering hearts. Saving lives.

Learn more about how our innovative heart pumps and product portfolio are helping to recover native heart function at www.heartrecovery.com

## MEDTECH IMPACT SYMPOSIUM AGENDA

8:00 - 9:00 AM NETWORKING & REGISTRATION

> 8:00 - 9:00 AM BREAKFAST BUFFET

9:00 - 9:15 AM OPENING REMARKS

9:15 - 10:00 AM TARGETING 2030: MARKET DYNAMICS

10:00 - 10:15 AM NETWORKING BREAK

10:15 - 11:00 AM ENGAGING IN 2030: CENTERS OF GRAVITY

> 11:00 - 11:15 AM NETWORKING BREAK

11:15 - 12:00 PM PLANNING FOR 2030: LESSONS FROM THE LAST FIVE YEARS

12:00 PM - 1:00 PM LUNCH BUFFET & NETWORKING

1:00 PM - 1:15 PM TRANSITION TIME

1:15 - 2:00 PM
BREAKOUT SESSION 1
(WITH 3 CONCURRENT TRACKS)

CARDIAC HEALTH
DIABETES
MUSCULOSKELETAL HEALTH

2:00 - 2:15 PM NETWORKING BREAK

2:15 - 3:00 PM
BREAKOUT SESSION 2
(WITH 3 CONCURRENT TRACKS)

CARDIAC HEALTH
DIABETES
MUSCULOSKELETAL HEALTH

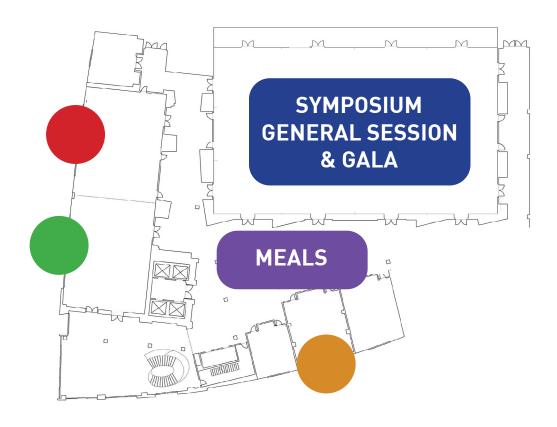
3:00 - 3:15 PM NETWORKING BREAK

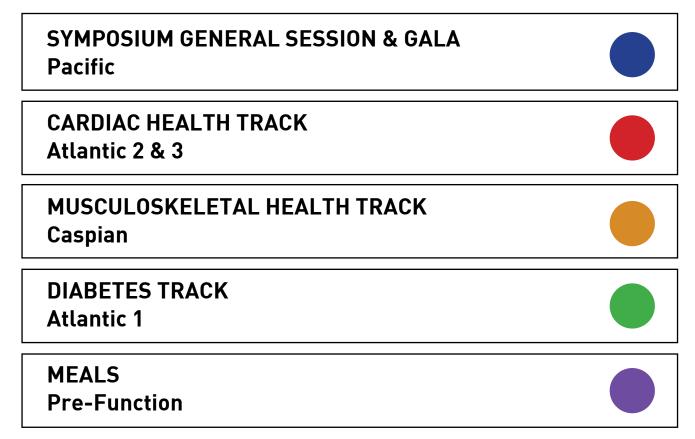
3:15 - 4:00 PM
CONCURRENT BREAKOUT
SESSION 3
(WITH 3 CONCURRENT TRACKS)

CARDIAC HEALTH
DIABETES
MUSCULOSKELETAL HEALTH

4:00 PM SYMPOSIUM CONCLUDES

## **RENAISSANCE BOSTON SEAPORT MAP**





# MEDTECH IMPACT SYMPOSIUM FULL AGENDA

8:00 - 9:00 AM

REGISTRATION, NETWORKING &

PRE-FUNCTION

**BREAKFAST** 

9:00 - 9:15 AM

OPENING REMARKS

PACIFIC



Rachel Robinson
Chief Operating Officer
MassMEDIC
BIO

9:15 - 10:00 AM

**TARGETING 2030: MARKET DYNAMICS** 

**PACIFIC** 

The healthcare delivery landscape is evolving rapidly, compelled by simultaneous forces on multiple fronts. Provider networks are consolidating and facing economic pressures from strained legacy operating models and a rising tide of more financially motivated ownership. Demand continues to escalate as the population grows more numerous, older, and less active. Pervasiveness of technology and data are reshaping the expectations of patients, providers, and payors. Join us as we discuss how these dynamics converge, their potential implications for device manufacturers, and what opportunities and challenges we can expect in 2030.



Chris Coburn
Chief Innovation Officer
Mass General Brigham
BIO



Maureen Halligan
VP, Advisory & Innovation Services
Cambridge Consultants
BIO



Antonio Sanchez Cordero Principal Archimed BIO



Jeff Valk CEO Admetsys BIO

10:15 - 11:00 AM

**ENGAGING IN 2030: CENTERS OF GRAVITY** 

**PACIFIC** 

The "med" and "tech" nucleus of our industry is advertised up front. But clinical and engineering chops alone are profoundly insufficient to guarantee product success. New stakeholders have entered the arena and gained clout. Balances of power have shifted. Who will drive purchasing decisions in 2030 and what motivates and constrains them? How do we design and build products that are in step with modern consumer preferences and social priorities, as expressed both through the market and via regulations? Our panelists examine the changing face of market demand and the nature of products best positioned to meet it.



Lisa Brady
Vice President, Global
Sustainability | Chief
Sustainability Officer
Insulet Corporation
BIO



Bill Peine, PhD VP of Surgical Research & Technology Medtronic



Bryan Lord CEO Pristine Surgical BIO



Todd Usen CEO Adagio Medical BIO

BIO

11:00 - 11:15 AM

**NETWORKING BREAK** 

**PRE-FUNCTION** 

The last five years have been tumultuous and unrelenting in the medtech industry. They've also been profoundly instructive in the need for contingency strategy, and its evolution and use to ensure business continuity. Setting our organizations up for predictable operation and protecting our customers from supply interruptions are core to what we do. New challenges are coming. With borders less open today than they have been, how do we weigh and mitigate geopolitical risk while benefiting from the global supply chain? How do we address the need for continual supply of skilled work when the labor market becomes volatile or irregular? How do we fortify digital and physical operations together? We invite you to expect the unexpected with us, as our expert panel looks at organizational resilience and adaptability.



Irene Barquero
Senior Director of Operations
Hologic
BIO



Marie O'Malley
Senior Vice President of
Commercial Operations
PiSA USA
BIO



Shalene Thomas
Senior Emerging Contaminants
Program Manager
Battelle
BIO



Elijah White
President
Zoll Acute Care Technology
BIO

12:00 - 1:00 PM LUNCH & NETWORKING

**PRE-FUNCTION & PACIFIC** 

1:00 - 1:15 PM TRANSITION TIME

#### CARDIAC HEALTH TRACK: TALKING TECH

A conversation with experts sharing insights from the frontiers of the cardiovascular market. This panel of cardiac innovators will discuss what trends we are seeing in product and clinical successes driving medtech forward.

**ATLANTIC 2 & 3** 



Lori Chmura CEO Nyra Medical



Holly Scott
Senior Partner
The Mullings Group
BIO



Shuja Dawood
Director, New Business
Development
Boston Scientific
BIO



Peter Van Haur CEO Vital Connect BIO

### MUSCULOSKELETAL HEALTH TRACK: TALKING TECH

A conversation with experts sharing insights from the frontiers of the musculoskeletal market. This panel of MSK innovators will discuss what trends we are seeing in product and clinical successes driving medtech forward.

**CASPIAN** 



Brian Quist
Senior R&D Director
Smith+Nephew
BIO



Todd Saunders
Vice President, Marketing
Osteal Therapeutics
BIO



Juliane Ray General Manager, Medtech Clarivate BIO



Howard Tang
Global Strategic Marketing, Sports
Johnson & Johnson MedTech |
Orthopaedics
BIO

#### **DIABETES TRACK: TALKING TECH**

A conversation with experts sharing insights from the frontiers of the diabetes market. This panel of diabetes innovators will discuss what trends we are seeing in product and clinical successes driving medtech forward.

**ATLANTIC 1** 



Ed Damiano Founder Beta Bionics BIO



Colleen Riley, OD, MS
Chief Technology Officer
Medtech Executive



Caroline Irungu
Senior Sales Director
Dassault Systemes
BIO

2:00 - 2:15 PM

**NETWORKING BREAK** 

**PRE-FUNCTION** 

2:15 - 3:00 PM

CONCURRENT BREAKOUT SESSION 2 (CHOOSE BETWEEN 3 TRACKS)

#### CARDIAC HEALTH TRACK: FOCUS: THE NARROW AND THE BROAD

When entering a new product market, time and financial resources are at a premium. It's imperative that a company be laser-focused in getting first product into the market to validate, de-risk, gain experience, and build credibility — even if the launch product and its indications only address a small portion of the true technical and clinical potential. How does a successful company establish near-term focus while seeing and setting up for the bigger picture? What are the team culture and management dynamics that underlie this? This conversation will feature the perspective of both early stage and commercially successful companies as they discuss an indispensable pattern in cardiac care and medical devices more broadly.

**ATLANTIC 2 & 3** 



BIO

Sonya Bhavsar, PhD
Senior Director, Product Development
Johnson & Johnson MedTech | Heart
Recovery



Kate Rumrill Health Care Executive BIO



Michael Ferguson, PhD
Vice President of Healthcare Economics
and Reimbursement
AtriCure
BIO



Jeff Valk CEO Admetsys BIO

#### MUSCULOSKELETAL HEALTH TRACK: THE GREAT MIGRATION

Few specialties have as many elective procedures as MSK; and more important than ever is the environment in which these elective procedures are being performed. As we contemplate a future in which patients might select a hip replacement by make, model, and price as they would a consumer appliance or car, the design and orientation of products necessarily morphs. How does a shift from surgeon focus to patient focus impact our product thinking? What role does pricing play? In what markets should we expect more realization, and how does this shape our approaches?

**CASPIAN** 

**ATLANTIC 1** 



Morgan Francis Commercial Marketing Director, Arthroscopic Enabling **Technologies** Smith+Nephew B<sub>10</sub>



Scott Fraser Founder & Managing Partner Fraser Healthcare BIO



Raj Stewart Practice Lead, US MedTech Market Access Consulting IQVIA Medtech BIO

## DIABETES TRACK: TECHNOLOGY IN ACCESS TO INDIVIDUALIZED CARE

Diabetes care is a life-long, multi-faceted proposition in which one size does not fit all. For people living with diabetes, access to resources best suited to their care needs can be the difference between positive health outcomes and negative ones, with the latter imposing substantial financial costs on payors and society at large. Two key dimensions to bridging this divide are space and time: well suited care resources exist; but are they available where individuals can access them when they need them? Technology can address this; and our journey is only beginning. Join our panel as we discuss the future of technology in enhancing access to maximally effective, individually tailored care.



Jeff Abraham Partner Health Advances BIO



Diana Gelston Chief Commercial Officer Best Buy Health BIO



Paula LeClair Senior VP HomeCare **Butterfly Network** BIO



David Linders Co-Founder and Chief Product Officer **Podimetrics** B<sub>10</sub>

3:15 - 4:00 PM

## CONCURRENT BREAKOUT SESSION 3 (CHOOSE BETWEEN 3 TRACKS)

### CARDIAC HEALTH TRACK: TALES FROM THE OTHER SIDE: A FIRESIDE CHAT

The big pivot meets with big success: it's the stuff of legend...and when the curtain is peeled back, lessons hard learned. Sometimes overnight success takes a while. Join us for an in-depth conversation with Mike Minogue, former CEO of Abiomed, as we dig into lessons learned from a journey in medtech.

ATLANTIC 2 & 3



Joe Mullings Chairman & CEO The Mullings Group Companies BIO



Michael Minogue President & CEO Minogue Consulting BIO

### MUSCULOSKELETAL HEALTH TRACK: TALKNG ON POLICY "WHAT IFS?"

Regardless of politics, there is policy. And when policy changes, the opportunity landscape changes. Business approaches and product positioning that were recently strong may encounter new obstacles; and ones that were previously nonviable may become open doors. In order to be successful, companies must evaluate strategy in context. Our industry experts will lay out various scenarios, rooted in potential policy updates, and discuss how companies may capitalize on each.

**CASPIAN** 



Anthony DeMaio
Senior Vice President
ML Strategies
BIO



Paul Seltman
Senior Vice President, Global Public
Policy & Government Affairs
Smith + Nephew
BIO



Mira Leiwant
VP, Regulatory, Quality, Clinical
Affairs
Anika Therapeutics, Inc.
BIO



BIO

Mike Sroczynski Executive Vice President & General Counsel Massachusetts Health & Hospital Association

#### **DIABETES TRACK: DRUG DELIVERY: A GOLD STANDARD?**

When it comes to drug delivery, it would appear that the diabetes sector of the medtech industry has it "figured out." Wearable, minimal, ergonomic devices featuring a strong user-focus have achieved tremendous commercial success for both continuous administration of medication and diagnostic monitoring of diabetes. Relative outsiders in the drug creation space have noticed. What are the characteristics upon which this success is predicated? Are these attributes portable or replicable to medical uses outside of diabetes? This panel will examine the factors for the sector's success, lessons learned, and how we might apply these in other clinical areas.

**ATLANTIC 1** 



Mitali Aon SVP & Global Head Devices & Packaging Sanofi BIO



Jason O'Connor
Vice President of Next
Generation Platforms
Insulet Corporation
BIO



BIO

Ravi Kaushik
VP, Head of Global Device, Digital
Development & Product Strategy
Plasma Derived Therapies (PDT) R&D
Takeda



Amy Siegel CEO and Co-Founder S2N Health BIO

## Gala Program

#### **COCKTAIL RECEPTION**

SPONSORED BY GREENBERG TRAURIG

#### **WELCOME REMARKS**

RACHEL ROBINSON, CHIEF OPERATING OFFICER, MASSMEDIC

TODD USEN, CHAIR, BOARD OF DIRECTORS, MASSMEDIC

#### **DINNER BREAK**

**WINE SERVICE SPONSORED BY BDO** 

#### **IMPACT AWARD**

**BRIAN JOHNSON, PRESIDENT, MASSMEDIC** 

MARY ANN HEINO, CHAIRMAN, LANTHEUS IMMEDIATE PAST CHAIR, MASSMEDIC

#### PATIENT INTRODUCTION

GABRIELE BRAMBILLA, MBA, CEO, ALIRA HEALTH

#### **PATIENT SPEAKER**

JUSTIN KELLY, RN, BSN, MBA, SVP, PATIENT ACCESS, NOCTRIX HEALTH INC.
STAGE 3 COLORECTAL CANCER SURVIVOR

#### **CLOSING REMARKS**

RACHEL ROBINSON

#### **DESSERT RECEPTION**

SPONSORED BY ARNOLD & PORTER

Raffle prizes to be drawn at 9:45 pm.

## Impact Awards

Introduced in 2023, the Impact Awards are given in conjunction with Massachusetts Life Sciences Center, to individuals or organizations who have made significant contributions to patient care through innovations in medical technology, improvements in methods of care, or their efforts to bolster the life sciences ecosystem in Massachusetts.

## 2025 IMPACT AWARD RECIPIENT



MARY ANN HEINO
Chairman & Former CEO, Lantheus
Immediate Past Chair, MassMEDIC
BIO

## Patient Impact Speaker

Our Patient Impact Speaker is Justin Kelly, RN, BSN, MBA, who will share his story of how perseverance, self-advocacy, and access to an experimental immunotherapy saved his life. With a delayed diagnosis due to the pandemic, Justin will share how at 46, the use of Cologaurd led not only to his diagnosis of advanced rectal cancer, but a genetic mutation of Lynch syndrome.



JUSTIN KELLY, RN, BSN, MBA SVP, Patient Access, Noctrix Health Inc. Stage 3 Colorectal Cancer Survivor BIO

# Gala Speakers



GABRIELE BRAMBILLA, MBA CEO ALIRA HEALTH BIO



BRIAN JOHNSON
PRESIDENT
MASSMEDIC
BIO



RACHEL ROBINSON
CHIEF OPERATING OFFICER
MASSMEDIC
BIO



TODD USEN
PRESIDENT & CEO
ADAGIO MEDICAL
CHAIRMAN
MASSMEDIC
BIO

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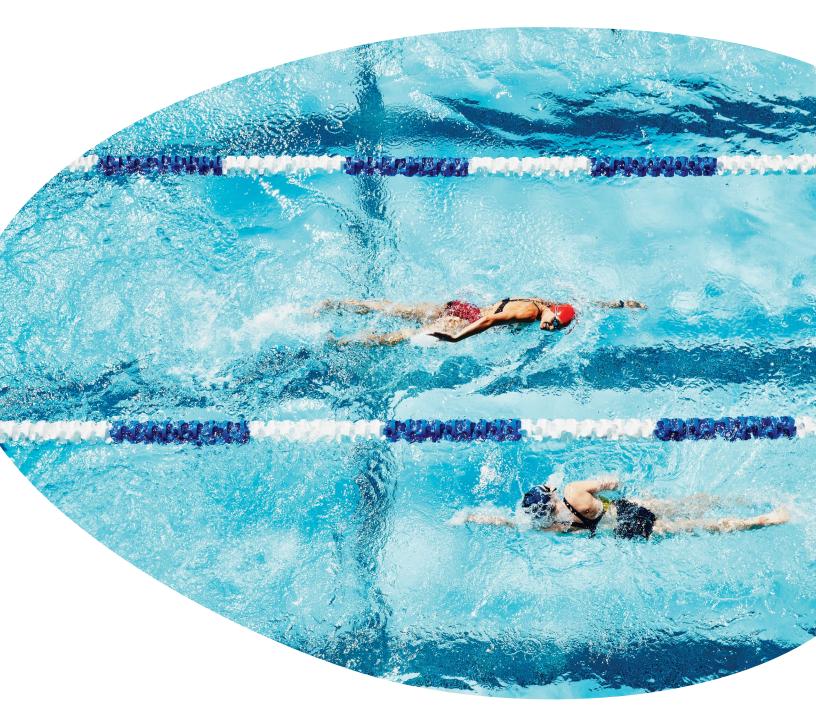
We're proud to partner with MassMEDIC, which fosters a community that supports innovators and helps us achieve our goals through connection, education, awareness, and advocacy.

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- 220 issued patents (USA)

- More than 1,300 employees worldwide
- Over 450 scientists and engineers
- Headquartered near Cincinnati, Ohio
- Developed first and only device approved by FDA for surgical treatment of persistent and long-standing persistent Afib

# Concept to Market Orchestration

- Clinical Solutions
- **f** Commercial Solutions
- **E** Compliance Solutions
- Real World Evidence Solutions
- Technology Solutions









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## Massachusetts LIFE SCIENCES CENTER\*\*

The MLSC is proud to support the thriving MedTech ecosystem in Massacusetts and the pioneers who are advancing the modalities to improve patient outcomes.

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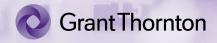
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LIFE SCIENCES AND PHARMACEUTICAL SECTOR: INTERNATIONAL AND CROSS-BORDER – USA (2025)

LIFE SCIENCES: REGULATORY/ COMPLIANCE – USA (2025)

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Brandon Wade Vice President



Jeff Abraham Partner

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#### Software **Development**

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## MANTA



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**Data Strategy:** Conducting health economics and data analyses for real-world evidence studies, RCTs, and other evidence pathways.

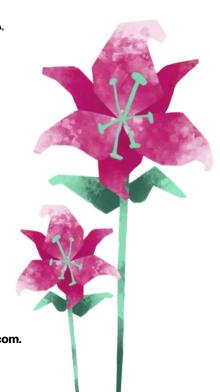
**FDA Engagement:** Specializing in FDA filings and engagement, including pre-submissions, IND, Breakthrough designations, 510(k), De Novo, and PMA.

**Payer Coverage:** Securing coverage from federal and commercial payers by navigating Medicare processes and interactions, developing payer dossiers, and creating frameworks to demonstrate clinical utility and necessity.

**Coding and Reimbursement:** Developing strategies to ensure efficient product access, appropriate coding, and reimbursement.

**Care Standards and Guidelines:** Shaping clinical guidelines and best practices to support product deployment.

Contact www.rubrumadvising.com, or directly at matthewfleisher@rubrumadvising.com.



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Image of conceptual system, not available for sale.

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- Access global R&D and manufacturing capabilities
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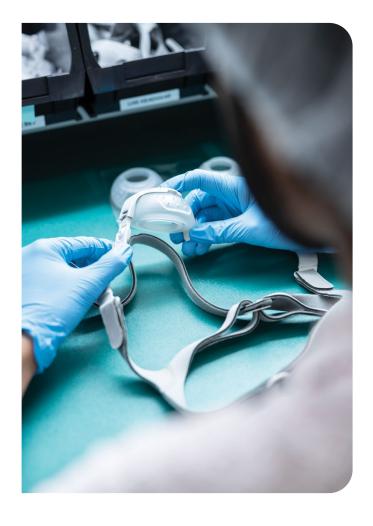
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