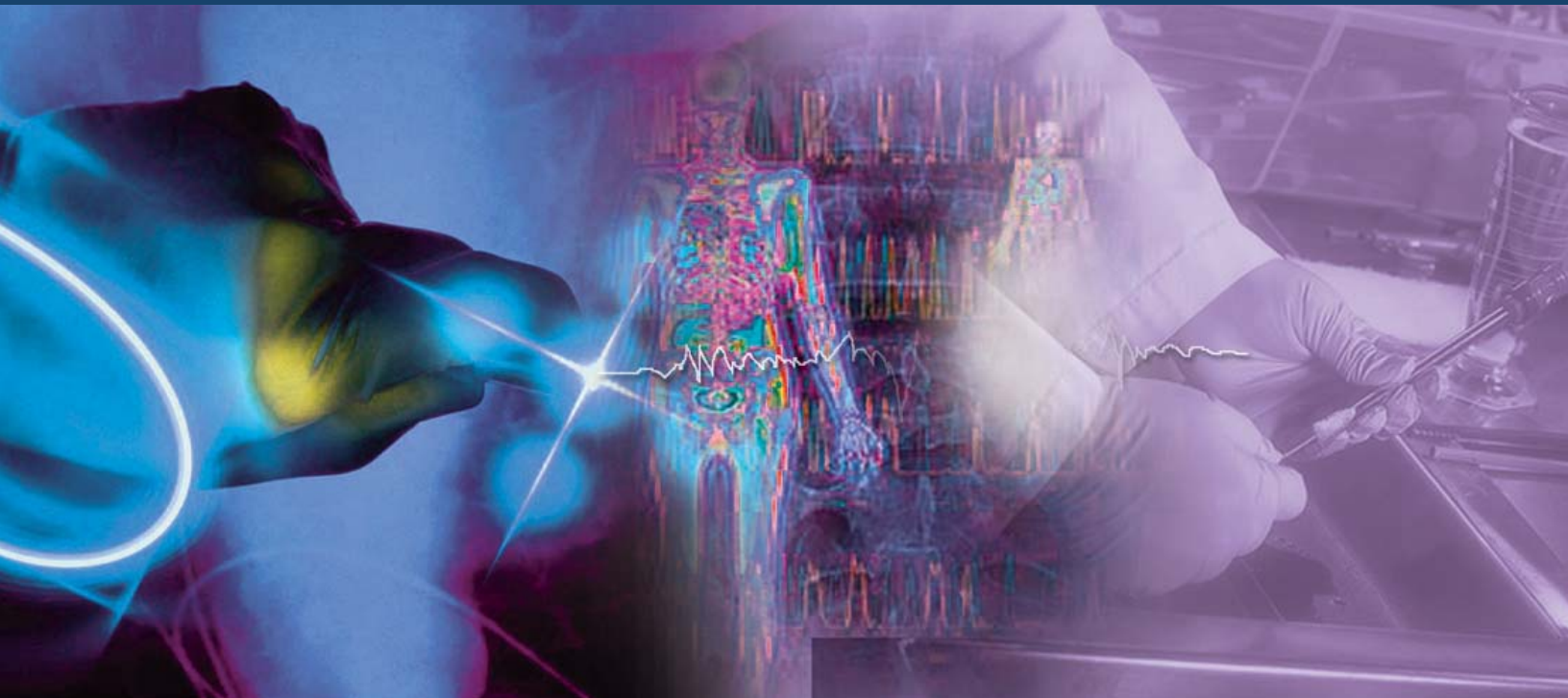


15th Annual
**Medical Devices
Executive MindXchange**

**March 14 – 16, 2010
Hyatt Fisherman's Wharf
San Francisco, CA**

A Frost & Sullivan Executive MindXchange



Business Excellence in a New Industry Era

CONTENT HIGHLIGHTS

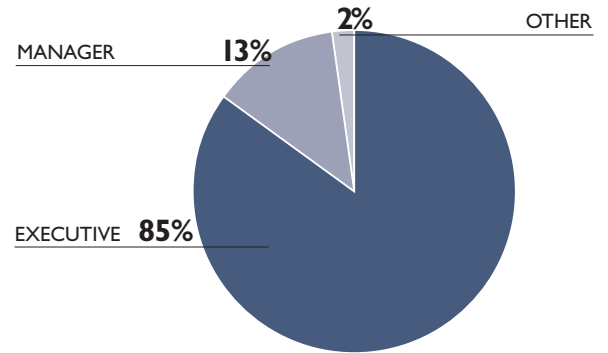
- Keynotes, Executive Bulletins, Success Stories, and Growth Insights
- Mover & Shaker Live! Interview with an Industry Trailblazer
- 17 Interactive Sessions!
- Tour, Toast, and Taste: Wine Valley Networking Day
- Networking Dinners and Receptions
- Solutions Wheel: Our One-of-a-Kind Client/Solution Provider Speed Date
- Town Hall: An Open Mic Brainstorming Forum on Key Challenges

WHO WILL PARTICIPATE

Every executive concerned with the performance of medical technology companies including:

- Your "C" Suite: CEO, CTO, CSO, CMO, CFO, COO
- General Managers, Managing Directors, and General Counsel
- Vice Presidents and Directors of:
 - Global Healthcare Strategy
 - Global Operations
 - Strategic Planning
 - Business Development
 - Innovation/Ideation
 - Technology Assessment Management and Commercialization
 - R&D
 - Product Development
 - Project Management
 - Government Affairs and Reimbursement
 - Quality Assurance and Regulatory Affairs
 - Medical Affairs
 - Intellectual Property
 - Sales
 - Marketing
 - Marketing Research
 - Supply Chain

PAST PARTICIPANT PROFILE



Speakers and Thought Leaders from:

- Abbott Laboratories
- Advanced BioHealing
- Advanced Neuromodulation Systems
- American Medical Systems
- Bausch & Lomb
- Becton Dickinson
- Cardinal Health
- CareFusion
- Covidien
- Dow Corning Corporation
- Fogarty Engineering
- KCI
- Pfizer
- Philips Healthcare
- Philips Respirionics
- ResMed
- STERIS Corporation
- Tyco Electronics
- Versant Ventures

PAST LIST OF PARTICIPANTS

<p>Abbott Laboratories Abbott Point-of-Care (I-STAT Division) Abbott Vascular ABIOMED ACM Advanced Medical Optics AGA Medical Alaris Medical Systems/Cardinal Health Analogic Corporation Angiodynamics Inc ANS, a St. Jude Medical Company Anthem National Accounts Applied Biosystems Apria Healthcare ArthroCare Corp AstraZeneca</p> <p>B. Braun Medical, Inc. BARRX Medical Baxter Healthcare Bayer Diagnostics BD Biosciences Becton Dickinson BioOne Capital - EDB Investments BIOCOM Biobase Technology BioLuminate Inc. Biosense Webster Inc BlackTusk LLC Blue Shield of California Boston Scientific Corporation Bovie Medical Corp Bristol-Myers Squibb Medical Imaging British Columbia Institute of Technology BSN Medical Inc</p> <p>Calypso Medical Technologies Cardiac Science, Corp CardiacAssist Inc Cardima Cardinal Health Catholic Healthcare West</p>	<p>CCC Medical Devices CEA Technologies Cercor Medical Charmilles Technologies Corp. Chubb Group of Insurance Companies CIVCO Medical Instruments Closure Medical Corp CMEA Capital Colin Medical Instruments Coloplast Community Medical Centers CompuMed Inc Convatec Cordis Corporation, a Johnson & Johnson Co. Covidien Creganna Medical Devices Curbell Inc</p> <p>Dade Behring Datascope Del Medical Imaging, Corp. DePuy Orthopedics DePuy Spine DFJ InCube Ventures, LP Diagnostics Products Corporation DiaKine Therapeutics, Inc dj Orthopedics Inc Draeger Medical Systems, Inc. Dune Medical Devices</p> <p>Edwards Lifesciences Electrical Geodesics Emcools Ethicon - Endo Surgery, a Johnson & Johnson Company</p> <p>Fischer Imaging Corporation FMC Corporation</p> <p>Game Ready, Inc. GE Advanced Materials GE Healthcare</p>	<p>Genzyme Biosurgery Global Healthcare Exchange GLS Corporation Guidant Corporation</p> <p>Health Hero Network, Inc. Health Technology Center Henkel High Throughput Genomics Hill-Rom Co Hollister Incorporated</p> <p>I-Flow Corporation Integra LifeSciences Corporation Intel Corporation Intelligent Medical Devices Intermagnetics General Corporation - Corporate Site InterV Management Group, Division of B.G. Sulzle Irvine Scientific</p> <p>Johnson & Johnson Johnson & Johnson Corporate</p> <p>Kaiser Permanente KCI Kimberly Clark Health Care Kinetic Concepts Inc. Kyphon Inc</p> <p>Laserscope, Inc. LifeScan LifeScan, Inc.</p> <p>Massachusetts General Hospital MDS Nordion Medline DME Division MedPanel Medtronic Merrill Lynch Capital Healthcare Finance Micro Medical Technologies Microvention</p>	<p>Midmark Diagnostics Group Motorola Musculoskeletal Transplant Foundation</p> <p>North American Medical Corp NuMASK NuVasive Inc Nypro Inc</p> <p>Oralbotic Research Inc Ortho-Clinical Diagnostics Orthofix Americas Orthofix Incorporated Otsuka America Pharmaceuticals</p> <p>Perclor Inc., Division of Abbott Vascular Devices Philips Healthcare Philips Healthcare Incubator Philips Medical Systems Philips Research Photonic Optische Gerate GmbH Piper Jaffray Pitney Bowes Inc. Praxair Predictive Health, LLC Pulmonetic Systems</p> <p>Quidel Corporation Quinton Cardiology Systems Inc</p> <p>ResMed Respirionics, Inc RITA Medical RITract Limited Roche Molecular Diagnostics Royal Danish Embassy</p> <p>Scott Life Sciences Siemens Medical Solutions, Inc. Signifile, Inc. Smith & Nephew Solway Advanced Polymers</p>	<p>Sony Medical Systems Spacelabs Medical Inc Specialized Health Products Spectranetics Spinal Concepts St. Jude Medical STAAR Surgical Company Stanford University State Farm STERIS Corporation Stirling Medical Stryker Corp Stryker Orthopaedics Sutter Health Symphony Medical Sysmex Corp of American</p> <p>Taikoku Pharma USA, Inc. TM Bioscience Corp TOM Medical Triathlon Medical Ventures Tyco Electronics AMP GmbH Tyco Healthcare</p> <p>UCSF University of Oklahoma</p> <p>Varian Medical Systems VascuHealth Vascular Solutions Vasogen Vasys-Pulmonetic Systems Victrom Human Bionics Vital Images, Inc. Vital Strategic</p> <p>W.L. Gore & Associates, Inc. Washington State University Welch Allyn, Inc. Wolfram Haboeck Medical Products Zimmer</p>
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Schedule-at-a-glance is preliminary and will be updated as information becomes available.

SUNDAY, MARCH 14, 2010 - NETWORKING DAY

Bring plenty of business cards, relax, meet-and-greet during this fun-filled day devoted to making new contacts and new friends.

- 8:30am** Registration – Wine Valley Tour, Toast, and Taste
- 9:00am** Depart Hotel
- 6:30pm** Networking Reception
- 7:30pm** Networking Dinner
- 8:30pm** Pre-Registration and Event Preview for Participants and Thought Leaders
- 8:30pm** Speaker Orientation Meeting

MONDAY, MARCH 15, 2010 - GENERAL SESSION AND EXHIBITION

- 7:30am** Registration, Continental Breakfast, and Exhibition
- 8:15am** Ice Breaker, Welcome, and Introduction

EXECUTIVE BULLETIN

- 8:30am** The CEO 360 Perspective of the Medical Devices Industry

KEYNOTE

- 9:00am** Eye on Healthcare Reform

EXECUTIVE BULLETIN

- 9:30am** Eye on the Economy

- 10:00am** Networking, Refreshment, and Exhibition Break

INTERACTIVE

- 10:30am** Breakout Sessions – Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- TT1.** The First Million Bucks: Prioritizing Your Investment in Organic Growth
- TT2.** Balancing Long and Short Term Innovation Investments in Medical Devices
- TT3.** Win or Lose: Sustainable Competitive Advantage via Competitive Bid Analysis

INTERACTIVE

- 12:00pm** Solutions Wheel
Play the “wheel” and join a series of rapid-fire, one-on-one meetings with leading solution providers.

Runs concurrently with:

Town Hall - Anticipating Those Customer Value Questions that Make You Squirm

Don't miss the opportunity to join your peers for an open mic forum to discuss the biggest challenges facing you every day.

- 1:00pm** The Power Lunch - Networking Discussions Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.

INTERACTIVE

- 2:00pm** Breakout Sessions – Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- RT1.** From Mahogany Row to the Trenches: Innovation Strategy for the New Regulatory, Cost and Reform Environment
- RT2.** Hot Destinations: Home Healthcare Markets and Safety Standards
- RT3.** Clinical Value in the Eyes of Your Customer

- 3:30pm** Networking, Refreshment, and Exhibition Break

MOVER & SHAKER LIVE!

- 4:00pm** Interview with an Industry Trailblazer

EXECUTIVE INSIGHTS

- 4:30pm** Ushering in a New Era for Reimbursement Strategy

- 5:00pm** Networking Reception

- 6:15pm** Meet in Lobby for Wine and Dine Departure

TUESDAY, MARCH 16, 2010 - GENERAL SESSION AND EXHIBITION

- 7:15am** Coffee Consult

- 8:00am** Continental Breakfast and Exhibition

- 8:30am** Ice Breaker and Overview

EXECUTIVE ADDRESS

- 8:45am** Who's Funding the Future? Investing in Innovation

GROWTH SUCCESS STORY

- 9:15am** Managing Growth Acceleration

CUSTOMER INSIGHTS

- 9:45am** Panel Discussion

- 10:45am** Networking, Refreshment, and Exhibition Break

INTERACTIVE

- 11:15am** Breakout Sessions – Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

- BP1.** What Exactly is Comparative Effectiveness, and Will it be the New Reimbursement Paradigm?
- BP2.** Best Practices in Enterprise Risk Management: Providing Compliance Integrity and Business Efficiency
- BP3.** Where are the Growth Opportunities? Finding Unmet Needs and Underserved Markets

FROST & SULLIVAN HAS GONE GREEN - FOR A DETAILED AGENDA INCLUDING SESSION TAKEAWAYS, GO TO www.frost.com/dev

INTERACTIVE**12:15pm****Solutions Wheel**

Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers.

Runs concurrently with:

Town Hall - Top Action Items for Optimum Efficiency: Organizing for Research, Development, and Legacy Product Support

Don't miss the opportunity to join your peers for an open mic forum to discuss the biggest challenges facing you every day.

12:45pm**Food For Thought - Networking Luncheon Featuring Industry-Specific Discussions**

Thought Leaders host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.

INTERACTIVE**1:45pm****Inside the Expert Studio****INTERACTIVE****2:15pm****Breakout Sessions – Create, Communicate, and Connect**

Participant-driven discussions focusing on your key challenges and concerns.

*Choose **one** of the following:*

PC1. How Wellness Care Models Will Drive Business Model Innovation

PC2. China and India: The Reality of Doing Business in Their Healthcare Ecosystems

3:15pm**Networking, Refreshment, and Exhibition Break****GROWTH INSIGHTS****3:45pm****Business Model Innovation: From Product to Service and Solution****GROWTH SUCCESS STORY****4:15pm****Rising Star Profile****4:45pm****CEO Leadership Roundtable on Great Leadership Practices and Talent Management****5:30pm****Executive MindXchange Networking Reception**

Runs concurrently with:

2009 Growth Excellence Awards Reception**6:30pm****Growth Excellence Awards Banquet**

Join us in celebrating growth, innovation and leadership as Frost & Sullivan presents these prestigious awards recognized by industry leaders, the investment community, and the media at our Annual Growth Excellence Awards Banquet. Participation involves an additional fee and separate registration. See registration page for details.

"Frost & Sullivan puts together a program that permits the full life cycle team visibility of opportunity and issues. This program educates on technical, marketing, and regulatory challenges and best practices."

Elisabeth George

*VP of Q&R, Sustainability, Security & Privacy
Philips Healthcare*

"My first experience at a Frost & Sullivan MindXchange was enjoyable, thought provoking, and well organized. I attended with the main objective to network and understand market needs and left with much more. Well done! I would recommend anyone given the opportunity to attend... jump on it! It is worth the time!"

Ken Forlenza

*Market Development Manager Securities Group
Henkel*

"Great information about the industry, key challenges and ideas to grow revenue. Also a great networking event that provides opportunities to interact with and meet people from a variety of companies and industries. Also, a lot of fun - wine tasting tour and 60's party was great."

Shawn Miller

*Director, Market Intelligence
Philips*

"The Frost & Sullivan Medical Devices MindXchange was a significant learning experience for me. The topics offered during the general session were timely and extremely relevant. The interactive format was superb in the quality of inputs from participants and use of facilitators. The schedule which built in time for networking was equally valuable to me in establishing contacts with professionals facing familiar challenges."

John Steadman

*Vice President Corporate Business Development
Welch Allyn*

15th Annual Medical Devices Executive MindXchange

A Frost & Sullivan Executive MindXchange

MARCH 14-16, 2010 • HYATT FISHERMAN'S WHARF • SAN FRANCISCO, CA

Register online! www.frost.com/dev

Registration at Frost & Sullivan Executive MindXchange events is subject to review, and restricted to end user practitioners. Therefore, we reserve the right to decline attendance to any company deemed to be a vendor in the market. For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbsins@frost.com.


HOTEL INFORMATION
Hyatt at Fisherman's Wharf
555 North Point Street
San Francisco, California, 94133
Tel: +1 888.421.1442
Fax: +1 415.486.4444

Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event.

TO REGISTER:

 **ONLINE**
www.frost.com/dev

 **EMAIL**
events.us@frost.com

 **PHONE**
1.877.GO FROST (1.877.463.7678)

Registration/Pricing Schedule

- Complete Series:** **\$3,495**
(\$3,865 value!)
(Includes General Session, Sunday Networking Activity, and Executive Briefings)
- General Session Only:** **\$2,795**
- Growth Excellence Awards Banquet:** **\$1,000**

Group Discounts Available

Contact: 1.877.GO FROST
(1.877.463.7678) for details

Attire: Business Casual

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Payment in full is required immediately upon registration and is non-refundable. If, for any reason, you are unable to attend the Executive MindXchange for which you are registered, and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXchange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one time fee of \$500. The remaining balance can be applied to any Executive MindXchange up to one calendar from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond Frost & Sullivan's control may occur. The program agenda will be updated biweekly and can be downloaded from www.frost.com/dev.

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