

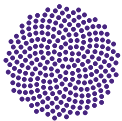
#MedtechRising

The Business Leaders'
Virtual Conference

medtech rising 2020

2-3 December 2020

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**Join us for the must attend medtech event of 2020,
Medtech Rising: The Business Leaders' Conference,
jointly hosted by the Irish Medtech Association
(Ibec), Enterprise Ireland and IDA Ireland.**

To support growth of Ireland's global medtech hub we've a full two days virtual conference with more than 40 of the world's leading CEOs, policymakers and key opinion leaders presenting across 20 sessions.

Medtech Rising 2020 will bring together the world's leading business leaders and international experts on, delivering better health outcomes, new technologies and cross-sector collaboration, innovation and growing product portfolios.

Delegates will enjoy unmissable networking opportunities to connect with more than 500 senior medtech professionals. This global conference for Ireland provides unrivalled access to experts and industry trends making it unmissable for senior medtech business leaders.

We look forward to engaging with you online at **Medtech Rising**.

BOOK ONLINE at www.medtechrising.ie



We are delighted to bring people together for the annual Business Leaders' Conference and Awards, jointly hosted by the Irish Medtech Association, the Ibec sector group, Enterprise Ireland and IDA Ireland.

Medtech Rising is an unmissable two day event, it has become the largest gathering of its kind for senior professionals in Ireland.

This year's event will explore a wider range of themes including, leadership and the evolving medtech business model, making Ireland a global hub for digital health, Innovation in medtech and corporate R&D expansion, medtech funding, wellbeing at work, and building a strong supply chain.

Medtech Rising will include a special session to celebrate Irish medtech collaboration, innovation and success with the Irish Medtech Awards winners announced live.

Finally, we would like to thank the organising committee, speakers and sponsors and of course we hope that you join us online for this unique event.

Dr Sinead Keogh

Director Ibec Medtech and Engineering Sector Group, including the Irish Medtech Association

Rachel Shelly

MedTech Division Manager, IDA Ireland

Deirdre Glenn

Manager, Head of Lifesciences Sector, Enterprise Ireland



#MedtechRising

Welcome

John O'Brien, Irish Medtech Association Chair
and S3 Connected Health CEO John O'Brien

SESSION 1

Keynote: Leadership and the evolving medtech business model – what does the future hold?

Medtronic is the world's leading medical technology company, with \$30.6 billion in annual revenue, 90,000 employees and operations reaching more than 150 countries worldwide. As CEO, Omar focused the company around three long-term growth strategies of Therapy Innovation, Globalization, and Economic Value. Join us to learn about his expertise in leadership and strategic growth.

Chair: *Anton Savage, Communications trainer, broadcaster and journalist*

- Omar Ishrak, Executive Chairman and Chairman of the Board, Medtronic and Chairman of the Board, Intel

SESSION 2

Making Ireland a global hub for digital health: case studies from companies that have gone global from Ireland

Ibec's vision is to enable Ireland to become a recognised global hub for digital health, where companies can develop and commercialise products, as well as attract projects and investments. To drive this Ibec has brought together the Irish Medtech Association, Technology Ireland and BioPharmaChem Ireland for a cross sectoral campaign. Join us to learn about our unique ecosystem and how business leaders are developing disruptive digital health solutions that are revolutionising healthcare.

Chair: *Jim O'Donoghue, Chair, Ibec Digital Health Working Group and President, S3 Connected Health*

- Jim Joyce, CEO and Co-founder, HealthBeacon
- Ken Cahill, CEO, SilverCloud Health
- Ciara Clancy, Founder and CEO, Beats Medical



SESSION 3

Keynote panel discuss key trends impacting the medtech sector from commercial strategies, market access, innovation and more

Covid-19 has put the medtech industry centre stage with unparalleled demand for diagnostic tests, personal protective equipment, respiratory supports and digital health solutions. Join us to hear from senior business leaders about the lessons from the last 12 months, the changing business model, the latest trends affecting the industry, and managing growth in the face of uncertainty.

Chair: *Alison Comyn, Journalist, broadcaster and news anchor*

- Jeannette Bankes, President and General Manager, Global Surgical Franchise, Alcon
- Liam Kelly, Chairman, President and CEO, Teleflex
- Lydia Lee, Partner and National Leader, CIO Advisory Services and Digital Health, KPMG in Canada

SESSION 4A

Keynote: Innovation in medtech and the future of emerging technologies including digital, 3D and robotics (*parallel session*)

Medtech is a leader in innovation, but what do the next five years look like and how has the industry been affected by Covid-19? Join us to hear business leaders talk about the latest global trends in R&D, technology development and adoption, lifelong learning, and how Ireland can position itself as a location of choice for innovation.

Chair: *Alison Comyn, Journalist, broadcaster and news anchor*

Keynote: Robert Cohen, President, Digital, Robotics, and Enabling Technology, Stryker

Leaders panel on Corporate R&D expansion and impact of Covid-19 on same:

- Jackie Murphy, General Manager, Alcon
- Rachel Shelly, Head of Medical Technologies, IDA Ireland



SESSION 4B

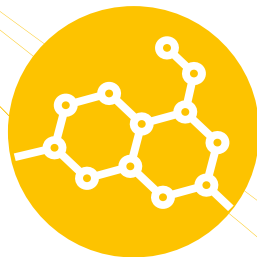
Innovation in vascular surgery (parallel session)

Hear from world leading surgeons about the latest revolutionary research in vascular surgery. Known in some circles as “The Leg Saver,” Dr. Mustapha performs artery and vein catheterizations that open up blocked vessels to improve circulation and reduce the need for amputations and the NIH cited Dr Hynes work on endovascular aortic repair as one of the most ground-breaking in this field in the last decade.

Chair: Finbar Dolan, Founder and CEO at Versono Medical

Panel:

- **Niamh Hynes, Director and Co-founder of the Western Vascular Institute Vascular and Endovascular Surgical Registrar, Galway Clinic**
- **Dr Jihad Mustapha, President and CEO of Advanced Cardiac and Vascular Centers for Amputation Prevention, Michigan, US**



Irish Medtech Awards

As a global hub for medtech, we want to recognise the ambition and success of medtech companies in Ireland. Members of the Irish Medtech Association (Ibec), Enterprise Ireland and IDA Ireland will compete across eight categories that reflect the depth and breadth of the sector here.

Chair: Anton Savage, Communications trainer, broadcaster and journalist

Winners of the Irish Medtech Awards 2020 will be announced across the following categories:

- Medtech Company of the Year Award
- Emerging Medtech Company of the Year Award
- Academic Contribution to Medtech Award
- Medtech Partner/Supplier of the Year Award
- eHealth Innovation of the Year Award
- Best Value of Medtech Campaign Award
- Covid-19 Response Recognition Award
- Women in Leadership Company of Initiative Award



Irish Medtech Awards 2020

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2 December 2020



SESSION 5

'The Global Medtech Hub' – Ambitions for 2021

The Irish Medtech Association's vision is for Ireland to be a global leader in innovative patient-centred medical technology developments, products and solutions. Join us to hear leaders' ambition for 2021 and beyond.

Chair: *Sinead Keogh, Director, Irish Medtech Association*

Panel:

- John O'Brien, CEO, S3 Connected Health and Chair, Irish Medtech Association
- Tom Clarke, Senior Director at West Pharmaceuticals, incoming Chair, Irish Medtech Association



SESSION 6

Keynote: The impact of Covid-19 on healthcare and health policy

The global Covid-19 pandemic has changed the way we live and work in 2020, but what does the future hold? Join us to learn about the role of experts in communicating with the public, managing the pandemic and what to expect from the introduction of a vaccine, as well as what we can learn from our experience with the coronavirus to improve healthcare.

Chair: *Anton Savage, Communications trainer, broadcaster and journalist*

- Professor Luke O'Neill, Chair of Biochemistry and immunologist, The University of Dublin, Trinity College Dublin



SESSION 7A

Academic and industry collaboration for global success (*parallel session*)

Science Foundation Ireland Research Centres are making important scientific advances, enhancing enterprise and industry, training students with critical, in-demand skills, supporting regional development, and enhancing Ireland's international reputation. Find out how and why to leverage industry-academic collaboration for global success from our esteemed panel.

Chair: *Siobhan Roche, Director of Industry Programmes, Science Foundation Ireland*

Panel:

- **Professor Patrick W. Serruys, Prof of Medical Intervention & Innovation, NUIG and honorary Professor of Cardiology at National Heart & Lung institute, Imperial College in London**
- **Professor Stefan Andersson Engels, Principle Investigator, IPIC, Tyndall National Institute**
- **Dr Lorraine Byrne, Executive Director, AMBER (Advanced Materials and BioEngineering Research)**

SESSION 7B

The Future of Work: opportunities and challenges in the new normal (*parallel session*)

Find out how businesses are adapting to rapidly changing ways of working in a Covid world, covering business models, organisation talent and the challenge of culture and innovation in a flexible working world. Most importantly learn about the importance of harnessing organisational talent to take advantage of the new opportunities and manage the challenges ahead.

Chair: *Anton Savage, Communications trainer, broadcaster and journalist*

- **Peter Cosgrove, Keynote speaker on the 'Future of Work', author, and adviser**



SESSION 8A

Irish Advantage: Driving the future of medtech innovation (*parallel session*)

Join us for a discussion on how ambitious and dynamic Irish companies are developing the innovative healthcare solutions of tomorrow.

Chair: *Deirdre Glenn, Head of Lifesciences, Enterprise Ireland*

- Dr Lucy O'Keeffe, CEO and Co-founder, CroiValve
- Stephen Cox, CEO and Co-Founder, Venari Medical
- Dr Elizabeth McGloughlin, CEO, Tympany Medical
- Dr Ross O'Neill, Founder and CEO, Neuromod
- Dermot Scanlon, CEO, Serosep Ltd



SESSION 8B

Wellbeing at work: adjusting with Covid-19 (*parallel session*)

The Irish Covid-19 Mental Health Survey found that 41% of respondents felt lonely, 23% were depressed, and 20% had clinically meaningful levels of anxiety. What can employers do to increase wellbeing and reduce social isolation? Join us to hear about the latest research and get tips from experts and business leaders.

Chair: *Dr Kara McGann, Head of Social Policy, Ibec*

- Dr Colman Noctor, Psychotherapist, St Patrick's Mental Health Services
- Sharon Higgins, Director, Member Services, Ibec
- Mary Collins, Human Resources Director, Boston Scientific



SESSION 9

Keynote: Reimagining a better Ireland

Ibec has set out a framework for a sustainable future for Ireland in the wake of the Covid-19 pandemic. This includes addressing the major structural challenges from both the present and past. Join us to hear from the voice of Irish business how Ireland can not only survive, but thrive.

Chair: Anton Savage, *Communications trainer, broadcaster and journalist*

- Danny McCoy, CEO, Ibec

SESSION 10A

Keynote: Medtech funding: Finding the right partner for success and M&A integration (*parallel session*)

How do medtech entrepreneurs get funding and reach M&A? What can investors add to startups chances of success other than funds? Join us to hear business leaders talk about starting, scaling and acquiring a company, as well as get insights on what investors look for in a team and technology to stand out.

Chair: Anton Savage, *Communications trainer, broadcaster and journalist*

Keynote: Charlie Attlan, Senior Vice President, Corporate Strategy and Business Development, Boston Scientific

Panel:

- Wayne Allen, CEO, Perfuze
- Jennifer McMahon, Principal, Seroba Life Sciences
- Joe Holland, President, Europe NeliPak Healthcare Packaging



SESSION 10B

The changing medtech model for evidence, reimbursement, and global market access (*parallel session*)

Which medtech markets present the greatest growth opportunity, and how do you get reimbursement? Join international experts to learn about how an evidenced-based approach to health policy is improving outcomes while reducing costs, as well as opportunities and challenges associated with new markets.

Chair: *Ciara Finlay, Senior Executive, Irish Medtech Association*

- **Professor Gillian Leng CBE, Chief Executive, National Institute for Health and Care Excellence (NICE)**
- **Ralph F Ives, Executive Vice President of Global Strategy and Analysis, AdvaMed**



SESSION 11A

Building a strong supply chain, the growing role of CMOs and logistics companies (*parallel session*)

In a world of changing markets, why are more companies partnering with Contract Manufacturing Organisations and logistic companies? Join us to hear from business leaders how these businesses can help medtech companies keep pace with changing demands and extend their international reach?

Chair: *Anton Savage, Communications trainer, broadcaster and journalist*

- **Robert Coyle, Senior Vice President, Pharma & Healthcare Strategy at Kuehne + Nagel**
- **James Winters, Corporate Vice President Manufacturing and Supply Chain, Teleflex**



SESSION 11B

Ethical decision making and why it's a business imperative (*parallel session*)

Medtech innovation is driven by collaboration between industry and healthcare professionals, how can business leaders practice ethical decision making and how does it extend beyond compliance? Join us to hear experts discuss how ethical business practices are essential and how companies can improve their culture to embrace it.

Chair: *Bill Doherty, Executive Vice President and Managing Director, Cook Medical Europe*

- **Dr Guido Palazzo, Professor of Business Ethics, Director Executive Education HEC, University of Lausanne**

Panel:

- **Adrienne McDonnell, Senior Executive, Irish Medtech Association**
- **Roeland Van Aelst, EMEA Lead Third Party Intermediary Ethics & Compliance, Johnson & Johnson**
- **Annette Kent, Clinical Director, FIRE1**



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