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AdvaMed 2016: The MedTech Conference Announces Green Sun Medical 2016 MedTech Innovator Winner

\$200,000 prize goes to tech-enabled spinal brace company to treat Adolescent Idiopathic Scoliosis

MINNEAPOLIS, MN. (October 19, 2016) – [AdvaMed 2016: The MedTech Conference](#), the leading event for medical technology professionals in North America, and [MedTech Innovator](#) today named [Green Sun Medical](#) the first place winner of the global competition and awarded the company a \$200,000 cash prize.

Held in partnership with AdvaMed Accel, MedTech Innovator is the medtech industry’s global competition and virtual accelerator that identifies and accelerates the development of transformative innovations. Green Sun Medical’s tech-enabled spinal brace for Adolescent Idiopathic Scoliosis patients applies reduction forces dynamically, both allowing the patient to move and generate the constant corrective forces necessary to reverse deformity.

“Green Sun Medical’s tech-enabled spinal brace is an amazing innovation that addresses an unmet need in today’s healthcare space, and I am thrilled that our judges and the live audience vote selected the company to win our \$200,000 grand prize,” said Paul Grand, CEO, MedTech Innovator. “MedTech Innovator 2016 has been an amazing opportunity to showcase the wide range of early-stage medical technology companies across the globe, from our more than 500 applicants to our 20 semi-finalists and four finalists and our big winner, Green Sun Medical.”

Held during the Wednesday morning plenary session at AdvaMed 2016, the final round of the MedTech Innovator competition featured four finalists presenting their innovations before a panel of judges including Daniel Estes, vice chair, Mayo Clinic Ventures; Jennifer Kozak, vice president, new business development, Johnson & Johnson; Albert Lauritano, director, strategic technology partnerships, BD; and Tamara StClaire, chief innovation officer, Xerox Healthcare. The winners were then determined by a real-time live audience vote, with cash prizes of \$200,000 for first place winner Green Sun Medical and \$50,000 for second place winner Adient Medical.

"My experience working in the spinal business tells me that Green Sun Medical's technology will have a tremendous impact on the young patients who have limited options to treat scoliosis," said Ashley Wittorf, executive director, AdvaMed Accel. "I congratulate Green Sun Medical's recognition as MedTech Innovator 2016, and look forward to seeing their product reach the market."

Several other emerging growth companies were awarded cash prizes during the session, including \$25,000 Johnson & Johnson Innovation JLABS Awards for Green Sun Medical and Intuitap.

"This year's MedTech Innovator winner, Green Sun Medical, is addressing an important unmet need that will improve patient care and well-being," said Albert Lauritano, director, strategic technology partnerships, BD. "It's been great to witness their progress over the course of the program and I strongly support their selection!"

MedTech Innovator is supported by Johnson & Johnson, the Cottrell Foundation, BD (Becton, Dickinson and Company), Enterprise Ireland, IDA and RCT Ventures.

"As a founding sponsor of MedTech Innovator, we congratulate Green Sun Medical," said Susan Morano, vice president, business development, Johnson & Johnson Medical Devices Companies. "This company has demonstrated the passion for developing unique and meaningful innovation to address critical needs for patients around the world."

For more information on MedTech Innovator 2016 and AdvaMed 2016, visit www.medtechinnovator.org or www.advamed2016.com

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About AdvaMed 2016: The MedTech Conference

AdvaMed 2016: The MedTech Conference is the leading gathering in North America of global MedTech executives with regulatory, reimbursement, business development, legal, IP, marketing, quality, compliance, HR and other key responsibilities. Along with industry leaders, the international conference attracts business development professionals, investors, policy-makers, members of the media, legal experts, consultants, distributors and other important stakeholders.

More than 2,500 attendees will network, conduct business, gain access to capital and share insights in Minneapolis from Oct.17-19. The conference also features world-class plenary speakers, networking and business development opportunities.

Visit <http://advamed2016.com>, follow [@AdvaMedConf](https://twitter.com/AdvaMedConf) on Twitter, or join the [AdvaMed Conference](#) LinkedIn group to learn more.

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