



October 17-19, 2016  
Minneapolis Convention Center | Minneapolis, MN

## ***AdvaMed 2016: The MedTech Conference Calls for Emerging Medical Technology Companies to Apply for MedTech Innovator Competition***

*The Search is on for 20 Companies to Participate in MedTech Innovator 2016*

**WASHINGTON, D.C. (April 18, 2016)** - [AdvaMed 2016: The MedTech Conference](#), the leading gathering of medical technology professionals in North America, has issued a call for emerging companies to apply to the MedTech Innovator competition by the May 15 deadline.

MedTech Innovator is the medtech industry's global competition and virtual accelerator, held in partnership with AdvaMed Accel and AdvaMed 2016. Its mission is to accelerate the development of transformative innovations that benefit patients and deliver improved value to the healthcare system. Four finalists will be selected to compete at AdvaMed 2016, October 17-19 in Minneapolis for an opportunity to win \$250,000 in cash prizes and exposure to leaders in the medtech industry. The audience will hear business pitches from the four finalists and the winner will be selected by audience vote.

“MedTech Innovator is an exemplary showcase of the emerging talent that the medical technology industry has to offer, and an opportunity to accelerate the development of lifesaving technologies,” said Paul Grand, managing director, RCT Ventures and head of MedTech Innovator. “This competition and accelerator presents participants a host of opportunities to make connections with investors and partners, gain industry know-how and increase exposure, and I encourage medical technology startups to apply.”

Early to mid-stage companies with medical device, diagnostic and digital technologies are encouraged to apply in one of the following key themes:

- Next-Gen Surgical
- Chronic Disease Management
- Patient Safety and Satisfaction
- Health Care Efficiency, Care Coordination and Cost Reduction
- Precision and Personalized Medicine
- Population Health
- Infectious Disease Management
- Technology-Enabled Services
- Consumer Health Care

“From uncovering new technologies to supporting partnership and growth, MedTech Innovator enables our development teams to evaluate and interact with the most promising companies relevant to our strategic interests,” said Susan Morano, vice president, business development, Johnson & Johnson Medical Devices.

Companies selected for MedTech Innovator receive a number of benefits, including:

- Mentorship from leading investors, manufacturers, providers, payers, intellectual property, regulatory and reimbursement professionals;
- Complimentary tickets to a kick-off event including the [Wilson Sonsini Medical Device Conference](#) in San Francisco, Calif.;
- A scholarship to participate in the Innovation Showcase at [AdvaMed 2016](#) in Minneapolis; and
- A chance to compete in the 2016 finals, held at AdvaMed 2016, for more than \$250,000 in awards and prizes.

“The MedTech Innovator competition and accelerator dovetails with AdvaMed Accel’s mission to support the strategic development and fundraising efforts of these innovative small companies, and we look forward to working with participants throughout 2016,” said Ashley Wittorf, executive director and senior vice president, AdvaMed Accel.

For more information and to apply for the MedTech Innovator competition, visit [www.medtechinnovator.org/apply](http://www.medtechinnovator.org/apply), and for further details on AdvaMed 2016, visit [www.advamed2016.com](http://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 October 17-19. The conference also features world-class plenary speakers, networking, and business development opportunities.

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

**Media Contacts:**

Lauren Belisle (AdvaMed 2016) 703-739-2424 x111 or [lb@medtechconference.org](mailto:lb@medtechconference.org)

Mark Brager (AdvaMed) 202-434-7244 or [mbrager@advamed.org](mailto:mbrager@advamed.org)