



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

**FOR IMMEDIATE RELEASE**

**October 17, 2016**

***Day Two of AdvaMed 2016: The MedTech Conference Spotlights Minnesota's Medical Alley***

*Key Tuesday Programming Centers on Innovative Medical Technology in Minnesota and Beyond*

**MINNEAPOLIS, MINN.** – Day two of [AdvaMed 2016: The MedTech Conference](#) features industry leaders who will highlight the impact of medical technology on Minnesota's Medical Alley and the future of health care delivery in today's rapidly changing landscape.

The morning plenary session will feature speakers from several Minnesota-based companies, including Omar Ishrak, chairman and CEO of Medtronic; Richard Migliori, M.D., executive vice president, Medical Affairs and chief medical officer, UnitedHealth Group; and John H. Noseworthy, M.D., president and CEO of the Mayo Clinic. Joined by Deborah DiSanzo, general manager of IBM Watson Health. In a panel discussion moderated by Susan Dentzer, president and CEO of The Network for Excellence in Health Innovation, the speakers will cover the many changing elements of today's health care environment to help attendees understand where the world is going and what challenges and opportunities lie ahead.

The focus of the lunch plenary session is Capitol Hill Champions, featuring Senator Amy Klobuchar (D-MN) and Representative Erik Paulsen (R-MN). AdvaMed President and CEO Scott Whitaker will also give a state of the industry briefing, and Rolf Bernirschke, chief patient officer at Legacy Health Strategies, will host a panel featuring stories of patients who have benefited from the life-changing technologies developed by the medtech industry.

In addition to the plenary sessions, Tuesday's programming includes seven [CEOs Unplugged Sessions](#), addressing topics including: global growth models, the innovation ecosystem, the Internet of Things, and the role of policy in medtech success featuring Minnesota Lt. Governor Tina Smith. Other panel discussions in Tuesday will cover: pioneers of Minnesota's Medical Alley, leveraging diagnostics to fight public health threats, 3D printing, and America's opioid dilemma.

Tuesday's agenda also features a ribbon cutting at the Minnesota Medical Alley aisle, during which Minnesota legislators and AdvaMed leaders will officially open the conference exhibit hall. More than 20 Minnesota-based medtech companies will be

featured in the special Medical Alley section, showcasing the innovation, patient value and strong corporate citizenship of the state's medtech community.

For a full conference agenda, visit [www.advamed2016.com](http://www.advamed2016.com).

### **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](https://twitter.com/AdvaMedConf) on Twitter, or join the [AdvaMed Conference](#) LinkedIn group to learn more.

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