

MDD Exec Sales and Marketing Excellence 2010

Conference Agenda

Day 1, Thursday May 20th

08:45 - 09:00 Open address

09:00 - 09:45 **PANEL: Challenges in the adoption of new technologies in the current US healthcare environment**

Luis Abudo, *VP sales, Stryker*

Bryce Klontz, *Vice President, Marketing, Asia, Covidien*

Jeff Duchemin, *VP Sales, BD*

Brian Doughty, *VP Commercial Operations, CSI*

09:45 - 10:15 **Make partnerships work in this new era of healthcare**

Steve Barnhill, *MD, Personalized Medicine Physician*

John Norris, *Chairman and CEO, Health Discovery Corporation*

10:15 - 10:45 **Pricing and reimbursement of diagnostics has become far more sophisticated. Have you?**

Jerry Conway, *VP of Managed Care, Genzyme*

10:45 - 11:15 **Coffee Break**

11:15 - 11:45 **Pricing Strategy Implementation: Ensuring that your best prices go to your best customers**

Marshall Solem, *Managing Principal, ZS Associates*

Andrew Van Fossen, *Pricing Practice Lead, ZS Associates*

11:45 - 12:15 **Focusing on selection, development, engagement and retention to increase impact and decrease turnover through innovations in talent management**

Luis Abudo, *VP Sales & Marketing, Stryker*

12:15 - 12:45 **Advanced Diagnostics: Application of Genetic, Genomic & Proteomic Technologies**

Patrick F. Terry, *CEO, Technic Solutions, LLC Co-founder, Genomic Health, Inc*

12:45 - 13:30 **Lunch**

13:30 - 15:00 **WORKSHOP: Advanced Sales Force Design Concepts**

Pete Masloski, *Principal, ZS Associates*

Bret Caldwell, *Principal, ZS Associates*

15:00- 15:30: Enhancing Sales Force Effectiveness with Business Intelligence
Vinod Badami- Assistant Vice President , Business Intelligence, **Patni**

15:30 – 16:00 **Coffee Break**

16:00 - 16:30 **Creating Sales and Marketing Insight: Drawing Inferences from Incomplete Data Sets**

Ben McGrew, *Director of Life Sciences Industry Solutions, Tibco*
Bill Innes, *Senior Account Manager at Spotfire Software, Tibco*

16:30 – 17:00 **What Sales Model will give you the competitive advantage?**

Walter Christensen, *SVP Sales, Neurometrix*

17:00 - 17:30 **Is Sales and Marketing unity a futuristic hope?**

Brian Doughty, *VP Commercial Operations, CSI*

17:30 – 18:00 **CRM – Going beyond the talk: How an imaging company tool a simple technology and embedded it successfully into the sales and marketing life cycle**

Massimo Carrara, *MBA Global Head of Strategic Marketing & VP Marketing USA, diagbracc*

18:00 **End of Day 1 and Reception Drinks**

Day 2, Friday May 21st

09:00 - 09:30 **The ideal 'total' customer experience**

Alisa Lask, *VP Marketing, Zimmer*

09:30 - 10:00 **PANEL: Step back from communicating product features and lead the brand building process**

Philip Rackliffe, *Senior Director, Global Marketing, Baxter*

Richard Goed, *VP Sales & Marketing, Solaris Medical Technology*

Judy Isaacson, *Executive Consultant, Vital Now!*

Steve Gielda, *Principal, Sales Momentum*

10:00 - 10:30 **The relevance of social media in the medical device marketing mix**

Bryce Klontz, *Vice President, Marketing, Asia, Covidien*

10:30 - 11:00 **Coffee Break**

11:00 - 12:30 **WORKSHOP: Sales-Friendly Compliant Content Communication: How to Score Wins for Sales, Marketing, and Finance**
Maureen A. Shaffer, *Vice President of Life Sciences, Prolifiq Software*
Sean McCarthy, *President, SEEK Medical Consulting LLC*

12:30 - 13:00 **Small Medium size enterprises (SME) have to be more resourceful with their marketing budget by utilizing advances in technology and maximizing the human capital potential to increase sales on a global scale.**
Mitchell Sanders PhD, *CEO, ECI Biotech*

13:00 - 14:00 **Lunch**

14:00 - 14:30 **Portfolio Planning: Separating the Wheat from the Chaff**
Bryan J. Stewart, *Senior Director of Marketing, Medtronic, Inc*

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14:30 - 15:00 **How does eMarketing fit in to the marketing mix?**
Adam Lefton, *Director of Online Strategy, Cancer Treatment Centers of America*
Dennis Upah, *EVP of Broadcasts, HealthCentral*

15:00 - 15:30 **Hear how a mapping approach to strategy and a customer oriented focus can improve your products performance**
Rhonda Soest, *RN, Director, US Marketing Contrast Media, Covidien*

15:30 **End of Conference**