

**JUNE 10-11  
 BOSTON**

**Explore the future** of Medical Technology and build new skills and strategies to maximize the success of your Medical Technology team. Join in-depth discussion and problem-solving focused on the hottest topics in Medical Technology!

**PROGRAM OBJECTIVES**

AFTER PARTICIPATING IN THE MEDTECH MASTERCLASS PROGRAM, PARTICIPANTS SHOULD BE BETTER ABLE TO:

- Communicate the critical value that Medical Affairs teams play within MedTech
- Describe how to strategically build out and scale a multidisciplinary Medical function based on the needs of your organization
- Define the importance of Medical Affairs contributions to strategic planning processes, and identify ways to maximize our contribution
- Prioritize the identification of evidence needs across stakeholders, and identify the alignment of these needs to different evidence generation strategies

- EXPLORE THE FUTURE OF MEDICAL TECHNOLOGY -

**PROGRAM OVERVIEW**

**DAY 1**

**ESTABLISHING OUR VALUE**



Recognize the critical role Medical Affairs teams play translating clinical science into value in MedTech

Define how to demonstrate the true value of Medical Affairs to the MedTech industry and internal decision-makers

**INSIGHTS AND STRATEGY**



Recall how to generate, analyze and interpret insights to enhance decision-making across functions

Identify ways to optimize Medical Affairs contribution to strategic planning at all levels

**DAY 2**

**EVIDENCE GENERATION**



Illustrate how Medical Affairs can identify the evidence needs across stakeholders, and these to coordinated evidence generation activities

Recognize how to effectively communicate evidence to internal and external stakeholders and maximize its impact

**SCALING A MEDICAL AFFAIRS FUNCTION**



Articulate the importance of creating a strong, cross-discipline Medical Affairs presence in MedTech organizations

Define how to scale and develop a Medical Affairs function in response to the needs of the organization

**REGISTER NOW!**

<https://medicalaffairs.org/medtech-boston24/>

**AGENDA**

**DAY 1**

WELCOME	
9:00	Breakfast & Networking Hour
10:00	Welcome to the MasterClass
PILLAR 1: ESTABLISHING OUR VALUE	
10:15	PLENARY: The Mission and Value of Medical Affairs in Medtech
10:25	WORKSHOP: Mapping our Value Proposition Across the Product Lifecycle
11:30	<b>BREAK</b>
11:50	WORKSHOP: Mapping our Value Proposition Across the Product Lifecycle (continued)
12:45	PANEL DISCUSSION: Overcoming Barriers to Establishing Value
13:15	<b>LUNCH</b>
PILLAR 2: INSIGHTS AND STRATEGY	
14:15	SPONSOR INTRODUCTION
14:20	PLENARY: Information, Insight, Action
14:50	PLENARY & WORKSHOP: Excellence in Strategy Development
15:45	<b>BREAK</b>
16:05	WORKSHOP: From Development to Execution
16:35	PANEL DISCUSSION: Optimizing Cross Functional Partnerships
DAY 1 CLOSE	
17:05	<b>DAY 1 CLOSE</b>
17:15-18:45	<b>NETWORKING RECEPTION</b>

WELCOME	
8:30	Breakfast & Networking Hour
9:30	Welcome to Day 2
PILLAR 3: EVIDENCE GENERATION	
9:35	DISCUSSION: Changing Expectations for Evidence
9:50	PLENARY: Integrated Evidence Planning
10:30	<b>BREAK</b>
10:50	WORKSHOP: Using Evidence to Drive Adoption and Reimbursement
PILLAR 4: SCALING A MEDICAL AFFAIRS FUNCTION	
11:30	PLENARY: Defining Needs, Driving Progress
11:45	PLENARY & DISCUSSION: Scaling in Practice – Establishing Medical Information
12:05	<b>LUNCH</b>
13:05	WORKSHOP: Building a Successful Business Case
DAY 2 CLOSE	
14:45	<b>MASTERCLASS CLOSE: THANK YOU!</b>
15:00	<b>ADJOURN</b>

**THANK YOU** to the  
**PROGRAM FACULTY**

**REGISTER NOW!**

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