

# DIGITAL MARKETING for Medical Devices WEST

Improve Digital Marketing Effectiveness to  
Hard-to-Reach Customers Through Customized,  
Relevant and Engaging Marketing Outreach



## FOCUSED ON THE BIGGEST TOPICS, TRENDS AND TACTICS THAT IMPACT YOUR BOTTOM LINE

### Demonstrate Value to Your Most Important Customers



**Mike Moeller,**  
Head of Marketing – DSS  
Americas Region,  
**MEDTRONIC DIABETES**



**Kevin Tausend,**  
Head of Marketing,  
**BIOTRACE MEDICAL**



**Michael Krachon,**  
Vice President of Sales and  
Marketing,  
**ISORAY**

### Improve ROI Now With Strategies to Implement Today



**Breanna Hunt,**  
Senior Marketing Manager,  
**NEVRO**



**Patrick Bernardi,**  
Chief Marketing Officer,  
**HU-FRIEDY MANUFACTURING  
COMPANY, INC.**



**Nathalie Tremblay,**  
Senior Director of Marketing,  
**KINOVA**

### Look Towards the Future of Digital Marketing



**Sam Talya,**  
Global eCommerce Lead for  
Health Systems, **PHILIPS**



**Kristie Burns,**  
Chief Marketing Officer,  
**CALA HEALTH**



**Omar Khateeb,**  
Marketing Manager,  
**RESTORATION ROBOTICS**

### Align Marketing Objectives on a Global Scale



**Tomi Barton,**  
Senior Vice President,  
Marketing,  
**GAME READY**



**Jim Lefevre,**  
Director, Marketing Strategy  
and Services,  
**ROCHE DIABETES CARE**



**Merrill Collier,**  
Global Marketing Manager,  
**CLARET MEDICAL**

## 2018 HIGHLIGHTS

NEW FOR 2018!

- ⦿ A daily roundup of key takeaways to ensure you didn't miss any of the most important points the expert speaker faculty shared over the course of the day
- ⦿ Extended networking opportunities so you can extend your professional network, share best practices, and meet service providers who may be able to help you overcome challenges you're facing
- ⦿ An expanded speaker faculty, 68% of which have never spoken at the Digital Marketing for Medical Devices West conference before
- ⦿ A return of the ever popular Marketing and Sales Collaboration Day, providing you with best practices to integrate marketing and sales efforts
- ⦿ 7 case studies, which provide you with in-depth examples of successful digital marketing campaigns from over the past year

### SPONSORS





7th  
**DIGITAL  
MARKETING**  
for Medical Devices  
WEST

**Dear Colleague,**

It's an exciting time in the medical devices industry! New companies are getting into the space and are encouraging patients and healthcare providers to change the way they think about how medical care is delivered; everyone is looking at the bottom line more than ever before in addition to analyzing clinical outcomes. Patients are getting more involved in managing their own healthcare and often seek advice from peers instead of solely looking to medical experts. These convening forces mean medical device marketers' roles are changing – they must communicate financial and clinical value; speak to patients, caregivers and professionals; and try to participate in peer-to-peer information sharing.

Given all these changes, ExL is proud to provide you, the device marketer, with a meeting place where you can stay abreast of industry changes, be inspired by forward-looking presentations provided by category disruptors, and explore examples and best practices that will help you better market your products. For the seventh year running, we are proud to provide you with a dynamic event, comprised of more than 20 never-before-seen presentations that will change the way you do business. Plus, new for 2018 and based on popular demand, each conference day will conclude with a networking activity designed to ensure you walk away with key takeaways from every presentation and have the opportunity to gain wisdom from peers, in addition to learning from our expert speaker faculty.

**THANK YOU TO THE ESTEEMED AND  
STILL-EXPANDING SPEAKER FACULTY**

**Kumar Bala**, *Marketing Manager*, **MEDICAL DEVICE COMPANY**

**Tomi Barton**, *Senior Vice President, Marketing*, **GAME READY**

**Patrick Bernardi**, *Chief Marketing Officer and Senior Vice President*,  
**HU-FRIEDY**

**Kristie Burns**, *Chief Marketing Officer and Business Development*,  
**CALA HEALTH**

**Merrill Collier**, *Global Marketing Manager*, **CLARET MEDICAL**

**Donna Collins**, *Vice President of Global Marketing and Business  
Development*, **ELIXIR MEDICAL**

**Debbie Donovan**, *Senior Director, Corporate Marketing*,  
**ENDOGASTRIC SOLUTIONS**

**Vasey Hargraeves**, *Director of Marketing*, **INTERSECT ENT**

**Breanna Hunt**, *Senior Marketing Manager*, **NEVRO**

**Michael Krachon**, *Vice President of Sales and Marketing*, **ISORAY**

**Omar M. Khateeb**, *Marketing Manager, Product and Platform  
Technologies*, **RESTORATION ROBOTICS**

**Jim Lefevere**, *Director, Marketing Strategy and Services*, **ROCHE  
DIABETES CARE**

**Hunt Mayo**, *Associate Director – Aesthetics and Correctives*,  
**NESTLÉ SKIN HEALTH**

**Reena Mishra**, *Director, Product Marketing*, **SI-BONE INC.**

**Mike Moeller**, *Head of Marketing – DSS Americas Region*,  
**MEDTRONIC DIABETES**

**Jeff Quon**, *Senior Product Manager*, **INTERSECT ENT**

**Leslie Stephens**, *Director of Market Access*, **ABBOTT**

**Sam Talya**, *Global eCommerce Lead for Health Systems*, **PHILIPS**

**Kevin Tausend**, *Head of Marketing*, **BIOTRACE MEDICAL**

**Nathalie Tremblay**, *Senior Director of Marketing*, **KINOVA**



## Argonaut Hotel

495 Jefferson Street  
San Francisco, CA 94109

To make reservations, please call 877-662-5387 and request the negotiated rate for **ExL's 7th Devices West**. You may also make reservations online using the following weblink: <http://bit.ly/2mprweL>. The group rate is available until **April 2, 2018**. Please book your room early, as rooms available at this rate are limited.

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*"Heard from a variety of peers with so much experience."*

—Marketing Director, MEDOVATIONS

*"Tons of real-world examples – I love it!"*

—Senior Director of Marketing, VISIONCARE, INC.

## WHO SHOULD ATTEND

Medical device marketers whose responsibilities include:

- ⦿ Product/Brand Marketing
- ⦿ Upstream Marketing
- ⦿ Downstream Marketing
- ⦿ Communications
- ⦿ eMarketing/Digital Marketing
- ⦿ Multichannel Marketing
- ⦿ Integrated Marketing
- ⦿ Information Technology
- ⦿ Legal/Regulatory
- ⦿ Marketing and Sales
- ⦿ Marketing Strategy

This program will also be of interest to:

- ⦿ Component Suppliers
- ⦿ Marketing Service Providers
- ⦿ Interactive Marketing Providers
- ⦿ Advertising Agencies
- ⦿ Consultants
- ⦿ Technology Experts
- ⦿ Professional Networks



## 🕒 Agenda Monday, April 23, 2018 / Marketing and Sales Collaboration Day

Marketing and sales, friends or foes? Although everyone has the same end goal, often marketing and sales teams are siloed at best and competitive at worst. Back by popular demand, the Marketing and Sales Collaboration Day is designed to help you learn how to better work with sales counterparts. Created as a collaborative and interactive experience, this program will leave you with strategies to develop and execute more complementary customer outreach. Plus, the discussion-based format ensures you have access to the wisdom of dozens of device marketers in attendance in addition to the speaker faculty.

8:30 Registration and Morning Coffee

12:30 Networking Luncheon

9:00 **Optimize Marketing and Sales in Preparation of a Global Launch**

- Develop a realistic timeline that reflects product launches are not an episodic event, rather takes several months or years of preparation
- Examine how the roles of marketing and sales changes leading up to the launch
- Take a holistic approach to launching a product on a global scale by determining what content should be foundational and global and what should be regionally dependent

**Donna Collins, Vice President of Global Marketing and Business Development, ELIXIR MEDICAL**

1:30 **Streamline Marketing and Sales to Ensure Productive Customer Outreach**

- Understand the buying dynamics of your key customers
- Build a demand generation strategy by creating goals, assigning accountability, defining lead generation metrics and utilizing marketing automation
- Map a lead through the revenue funnel
- Align metrics and realize results

10:00 Networking Break

2:30 Networking Break

10:30 **Educate Field Forces on Product Reimbursement so They Can Make the Business Case**

- Understand the current sales model that field forces are using
- Determine how to best teach corporate account teams on the economics and reimbursement models behind your products so they can share the information with customers
- Integrate feedback from your sales forces to improve upon current messaging

**Leslie Stephens, Director of Market Access, ABBOTT**

3:00 **Implement a Sales and Marketing Platform That Works Across Various Divisions**

- Develop marketing material you can digitally share with sales teams that gives the marketing team complete version control
- Allow sales representatives to share feedback among themselves so the company appears less siloed to customers
- Learn how to expand a sales platform to new divisions and geographic regions

11:30 **Blend Consumer and Physician Outreach for Consistent Messaging**

- Define the roles of marketing and sales and discuss how it varies depending on the target audience
- Understand your customers, whether consumers or physicians, to determine what messaging and which channels will best resonate with them
- Arm patients with the information they need to have a productive conversation about your product with their physician, even if the physician may have financial benefits to choose a different product over yours

**Michael Krachon, Vice President of Sales and Marketing, ISORAY**

4:00 **Tying It Together: Review Key Take Aways From the Marketing and Sales Collaboration Day**

- Design a plan to break down silos and open communication between sales and marketing teams
- Outline the role that digital technology can play in opening communication lines
- Work with senior management to integrate both departments better

5:00 Close of the Marketing and Sales Collaboration Day

### MEDIA PARTNERS

CanBiotech

FierceMedicalDevices

MEDtube sharing medical knowledge™

pharmaphorum™ bringing healthcare together

Pharma VOICE

PM 360 THE FULL SPECTRUM OF PRODUCT MANAGEMENT

Pharma Marketing News

TECHNOLOGY NETWORKS



8:00 *Registration and Morning Coffee*

8:30 **Opening Remarks**  
**Debbie Donovan**, Senior Director, Corporate Marketing, ENDOGASTRIC SOLUTIONS

9:00 **CASE STUDY: Utilize Digital Transformation to Support Strategic Brand Objectives**

- Explore top challenges regarding digital marketing transformation and discuss how to approach solving them
- Understand the importance of aligning digital marketing to a larger strategic framework
- Identify and leverage digital marketing transformation resources
- Learn how to best engage with c-suite executives to ensure success

**Patrick Bernardi**, Chief Marketing Officer and Senior Vice President, HU-FRIEDY

9:45 **Examine the Complexities of Marketing a Product That Is First in a Category**

- Explore emerging therapies for chronic diseases that are unlike traditional devices
- Discuss key challenges, like explaining benefits to consumers in new categories
- Rethink the traditional marketing model to reach your potential patients

**Kristie Burns**, Chief Marketing Officer and Business Development, CALA HEALTH

10:30 *Networking Break*

11:00 **CASE STUDY: Zero to 100 – Digital Marketing and DTPC Campaign Launch in Six Months**

- Learn how a medical device startup simultaneously launched a digital marketing campaign for healthcare professionals and direct-to-patients and caregivers to spike demand after FDA approval
- Group discussion on how Multichannel digital marketing efforts can leverage geo-targeting to focus efforts and help drive account momentum
- Interactively share best practices for implementation speed and efficiency while managing multiple vendor partners

**Merrill Collier**, Global Marketing Manager, CLARET MEDICAL

11:45 **Market to Financially Minded Executives Instead of Clinically Focused Practitioners**

- Learn how to make the business case for your product in a way that resonates with executives focused on financial results
- Examine best practices for using digital elements such as small group webinars or email to provide customized outreach to targeted individuals
- Determine how to best integrate financial information with clinical information for broader outreach when necessary

**Kevin Tausend**, Head of Marketing, BIOTRACE MEDICAL

12:30 *Networking Luncheon*

1:30 **Shake up the Traditional Marketing Model to Provide an Omnichannel and Personalized Buying Experience**

- Step away from marketing the devices your organization provides and instead, focus on the experiences your users realize
- Determine if adopting an omnichannel commerce model will work for your devices, define where marketing fits within the model, and learn how to gain executive leadership commitment
- Take on the role of change agent within your organization to revolutionize your marketing and sales strategy

**Sam Talya**, Global eCommerce Lead for Health Systems, PHILIPS

2:15 **CASE STUDY: Improve Customer Communication and Drive Value**

- Hear about how Medtronic Diabetes evolved from serving customers through live phone calls, business reply cards, emails and letters to a robust SMS marketing program
- Learn from the results Medtronic Diabetes has realized; in terms of customers engagement, satisfaction, and sales, after switching to an SMS-based marketing program
- Analyze the trends in delivering Healthcare SMS service and solutions as an ideal channel to engage with customers
- Examine next steps to increase value by leveraging conversational chatbots that can effectively interact with customers

**Mike Moeller**, Head of Marketing – DSS Americas Region, MEDTRONIC DIABETES

3:00 **Examine Robotics Innovation Through the Lens of a Marketer**

- Explore how marketers can create a meaningful narrative by taking the initiative to expand their roles beyond just marketing
- Find new and creative ways to educate mass audiences about product accessibility and uses by developing emotional connections
- Lead the cause by changing the narrative now instead of waiting for political or government bodies to lead the conversation
- Encourage your company to rethink the meaning of innovation
- Ask if you're allocating your marketing budget to help people instead of just determining where to spend it

**Nathalie Tremblay**, Senior Director of Marketing, KINOVA

3:30 *Networking Break*

4:00 **Explore the Past, Present and Future of Digital Marketing**  
*From the first clickable web-ad banner in 1993 to over 3 billion people utilizing social media worldwide, digital marketing has come a long way! In this fireside chat, listen in as a medical device marketer interviews an out of industry digital marketing expert on what's currently trending in digital marketing and what's yet to come.*  
 Interviewed by: **Reena Mishra**, Director, Product Marketing, SI-BONE INC.

4:45 **Tying It Together: Main Conference Day One**  
*During this exercise, we will break the audience into groups to discuss key takeaways from the day. Each group will present what they thought the main points from the day were, which will provide attendees with a comprehensive recap of the day.*  
**Debbie Donovan**, Senior Director, Corporate Marketing, ENDOGASTRIC SOLUTIONS

5:30 *Networking Reception*

6:30 *End of Main Conference Day One*



8:00 Registration and Morning Coffee

8:30 **Opening Remarks and Recap of Day One**

9:00 **CASE STUDY: Prime the Market for a New Product on a Global Scale**

- ⦿ Optimize your brand positioning during product development
- ⦿ Create a dynamic inbound and outbound marketing mix according to audience needs and behaviors
- ⦿ Implement a "glocal" (global and local) marketing plan to address regulations, perceptions, and preferences around the world
- ⦿ Walk through Game Ready's Med4 Elite product launch from selecting a product name to launch and consider top dos and don'ts based on their experiences

**Tomi Barton, Senior Vice President, Marketing, GAME READY**

9:45 **Leverage Facebook Advertising Tactics for Growth**

- ⦿ Understand the Facebook algorithm
- ⦿ Use audience insights to understand online behaviors
- ⦿ Leverage the data for a strong ROI
- ⦿ Select the right ad objective to maximize your return

**Omar M. Khateeb, Marketing Manager, Product and Platform Technologies, RESTORATION ROBOTICS**

10:30 Networking Break

11:00 **CASE STUDY: Jump Into Facebook for DTP Outreach**

- ⦿ Define the key stakeholders
- ⦿ Examine potential pitfalls of social media marketing
- ⦿ Learn how to build and nurture a Facebook community from scratch, regardless of your budget
- ⦿ Explore more advanced Facebook advertising methods
- ⦿ Create metrics to measure the impact of these initiatives

**Vasey Hargraeves, Director of Marketing, INTERSECT ENT**  
**Jeff Quon, Senior Product Manager, INTERSECT ENT**

11:45 **Build a Global Marketing Engine for More Effective Outreach**

- ⦿ Gain deep customer insights through personas, archetypes and patient journeys
- ⦿ Discuss best practices for developing global/local content
- ⦿ Learn how to build a consistent content distribution and messaging plan
- ⦿ Leverage platforms and tools to drive efficiency and effectiveness global

**Jim Lefevre, Director, Marketing Strategy and Services, ROCHE DIABETES CARE**

12:30 Networking Luncheon

1:30 **CASE STUDY: Best Practices for Entering the Direct to Patient Marketing Realm**

- ⦿ Select channels that are most likely to resonate with your audience, including websites and social media when appropriate
- ⦿ Create a marketing campaign that encourages patients to ask for your product by name
- ⦿ Utilize data to characterize patient behavior and better understand which marketing efforts are the most effective and cost-efficient

**Breanna Hunt, Senior Marketing Manager, NEVRO**

2:15 **CASE STUDY: Engage the Healthcare Professional and Consumer by Reframing "Before and After" Into a Digital Experience**

- ⦿ Tell a consistent meaningful brand story to both HCPs and consumers in a very visual industry
- ⦿ Engage with consumers based on key insights, then reframe the same insights with HCPs in a way that is relevant to them
- ⦿ Communicate the brand story in a digital ecosystem

**Hunt Mayo, Associate Director – Aesthetics and Correctives, NESTLÉ SKIN HEALTH**

2:45 Networking Break

3:00 **Explore Best Practices to Add New Marketing Channels to Traditional Outreach to Clinicians**

- ⦿ Understand why clinicians are interested in the latest technology trends and the role you can play in keeping them abreast on these new trends
- ⦿ Discuss the use of infographics, videos, webinars, web promotions and apps to educate clinicians
- ⦿ Integrate new marketing channels with more traditional ones, such as corporate websites and peer-reviewed articles

**Kumar Bala, Marketing Manager, MEDICAL DEVICE COMPANY**

3:30 **Tying It Together: Main Conference Day Two**

*During this exercise, we will break the audience up into groups to discuss key takeaways from the day. Each group will present what they thought the main points from the day were, which will provide attendees with a comprehensive recap of the day.*

4:00 Close of the 7th Digital Marketing for Medical Devices West Conference

*"Very helpful to see real-world examples of social media strategy and to have peer-to-peer exchanges."*

—Product Manager, MEDTRONIC

**CONTINUE THE CONVERSATION AND JOIN US ON**



LinkedIn: Digital Marketing for Medical Devices



Twitter: @ExLMedDevices, #DigDevices



## Registration Fees for Attending ExL's 7th Digital Marketing for Medical Devices West Conference

	Medical Devices	Solution Providers
<b>EARLY BIRD PRICING REGISTER BY MARCH 9, 2018</b>		
Conference + Marketing and Sales Collaboration Day	\$2,395	\$2,795
Conference Only	\$1,795	\$2,195
<b>STANDARD PRICING REGISTER AFTER MARCH 9, 2018</b>		
Conference + Marketing and Sales Collaboration Day	\$2,595	\$2,995
Conference Only	\$1,995	\$2,395
<b>ONSITE PRICING</b>		
Conference + Marketing and Sales Collaboration Day	\$2,695	\$3,095
Conference Only	\$2,095	\$2,495

## GROUP DISCOUNT PROGRAMS \*OFFERS MAY NOT BE COMBINED, EARLY BIRD RATES DO NOT APPLY\*

**Save 25%** For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time).

**Save 15%** Can only send three? You can still save 15% off of each registration.

To find out more on how you can take advantage of these group discounts, contact our offices at (201) 871-0474.

**TERMS AND CONDITIONS:** By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

**REGISTRATION FEE:** The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

**PAYMENT:** Please make checks payable to: "PMA" You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

\*\*Please Note: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.\*\*

**CANCELLATION AND REFUND POLICY:** If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- Four weeks or more: A full refund (minus a \$295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
  - Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
  - Five days or less: A voucher (minus a \$395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.
- To receive a refund or voucher, please **contact our offices at (201) 871-0474.**

**CREDIT VOUCHERS:** Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees' behalf, the credit voucher will no longer be valid.

ExL Events does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

**SUBSTITUTION CHARGES:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendee badges with a colleague occurring within five business days of the conference.

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other expenses incurred by registrants.

ExL Events' liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

\*The opinions of ExL's conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

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Please make checks payable to: "PMA"

- Yes! Register me for the conference.
- Yes! Register me for the conference and Marketing and Sales Collaboration Day.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Dept.: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

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April 23-25, 2018 / Argonaut Hotel / San Francisco, CA

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Improve Digital Marketing Effectiveness to  
Hard-to-Reach Customers Through Customized,  
Relevant and Engaging Marketing Outreach