

AdvaMed/Porzio 2024
MedTech Compliance Bootcamp

DAY ONE – Tuesday, September 10th

Program Section	Start Time	Duration	Topic/Details <i>All Sessions Will Be Interactive Throughout</i>
	8:00 am	30 min.	Breakfast
One	8:30 am	30 min.	Introduction <ul style="list-style-type: none"> • Faculty Bios • Program Overview • Attendees’ Goals for This Program/Polling • AdvaMed Intro
Two	9:00 am	45 min.	The Amorphous Power of Culture <ul style="list-style-type: none"> • Impact of Culture on Compliance • Pressure Points that Can Affect (and Change?) Culture
Three	9:45 am	60 min.	The Foundation of Your Compliance Program <ul style="list-style-type: none"> • Relevant Laws, Rules and Guidance • Converting the Required Elements of an Effective Compliance Program into a Structure • The Tools and Environment to Manage Risk • Motivating Senior Management and Educating the Board
	10:45 am	15 min.	Break
Four	11:00 am	60 min.	What Interests The Government These Days <ul style="list-style-type: none"> • Recent Government Enforcement Actions & Areas of Focus • Lessons Learned and Their Relevance to Your Business • New Developments
	12:00 pm	60 min.	Lunch
Five	1:00 pm	120 min.	Compliance Deep Dive: Identifying and Mitigating Ongoing and Emerging Risk Areas Inside and Outside the United States <ul style="list-style-type: none"> • Identifying High Risk Areas • Addressing and Mitigating Risks Locally and Globally • Considerations related to Interactions with HCPs and Other Health Care Entities; Managing Third-Party Distributors; Data Privacy; Other Compliance Challenges
	3:00 pm	15 min.	Break
Six	3:15 pm	120 min.	Interactive Break Out Session <ul style="list-style-type: none"> • Present hypothetical scenarios and consider application of the AdvaMed Code and other compliance considerations • Conducting a compliance risk assessment
Seven	5:15 pm	15 min.	Review of Day One/Plan for Day Two
	5:30 pm	15 min.	Adjourn Day One
	5:30 pm	120 min.	Program Reception - AdvaMed’s Rooftop – 1301 Pennsylvania Avenue. N.W., Washington, DC

DAY TWO – Wednesday, September 11th

Program Section	Start Time	Duration	Topic/Details <i>All Sessions Will Be Interactive Throughout</i>
	8:00 am	30 min.	Breakfast
Nine	8:30 am	30 min.	Recap of Day 1 and Interactive Q&A
Ten	9:00 am	60 min.	Managing Promotional, Medical, Corporate & Investor Communications (including Social Media): What You Can/Should/Shouldn't Say to Whom <ul style="list-style-type: none"> Regulatory Requirements for Promotion Recent Developments: FDA and FTC Enforcement Key Considerations for Scientific Exchange, Disease Awareness and Corporate Communications Social Media and Considerations with Use of "Influencers"
Eleven	10:00 am	90 min.	Industry Panel – Healthcare Compliance and All Its Glory in the Medical Device Business <p>Speakers:</p> <ul style="list-style-type: none"> Masha Goodman-Khan, Senior Director of Compliance and Legal Operations, Vericel Corporation Daniel Spicehandler, Vice President, Compliance Divisions, Stryker Corporation Alessandra Spina, Vice President and Deputy General Counsel, Chief Compliance Officer-Health Compliance, Terumo Americas (Virtual) <p><i>This session will involve current in-house Compliance Officers and AdvaMed compliance leaders who will discuss the multifaceted considerations associated with managing and mitigating health care compliance risks in today's medical device industry.</i></p>
Twelve	11:30 am	45 min.	AdvaMed Update <ul style="list-style-type: none"> Patrick Fogarty, Deputy General Counsel and Senior Vice President, Legal, AdvaMed Ida Nassar, Vice President, Assistant General Counsel, Compliance & Ethics, Legal, AdvaMed
	12:15 pm	45 min.	Lunch Break
Thirteen	12:45 pm	60 min.	Hot Topics
Fourteen	1:45 pm	15 min.	Closing Discussion, Q&A and Wrap-up <ul style="list-style-type: none"> Any Remaining (Burning) Questions So What Are You Going to Do When You Get Back to Work?
	2:00 pm	-	Adjourn Day Two