



INNO-VENTION 2013

A Medical Main Street Conference

FOCUS: How information technology is fueling changes in health care and its impact on the next generation of medical devices.

November 6-8, 2013

Troy Marriott | Troy, Michigan USA

Register Today—Limited Space

Don't miss out on this special event that includes:

- ◆ The Latest Information on the Future of Mobile Technology in Health Care
- ◆ Keynote Address with Rick Valencia, Qualcomm Life
- ◆ Pre-Arranged One-On-One Meetings with Hospital Group Purchasing Organizations & Agents
- ◆ Demonstrations: Showcasing Innovative Products from Michigan's Life Science & Health Care Industries
- ◆ Tours: Highlighting the Innovation Centers in the Medical Main Street Community
- ◆ Many Opportunities to Build Valuable Business Relationships



Medical Main Street



@MedicalMainSt
 #INNOVENTION



OAKLAND
 COUNTY MICHIGAN

ECONOMIC DEVELOPMENT
 & COMMUNITY AFFAIRS

OAKLAND COUNTY EXECUTIVE L. BROOKS PATTERSON

Be a part of Medical Main Street

I invite you to attend INNO-VENTION 2013, a Medical Main Street Conference and networking event. This unique forum focuses on information technology and how it is changing the future of health care and the next generation of medical devices.

You'll hear national experts talk about the latest advances in cyber security and wireless technology. Medical practitioners will share their mHealth wish list and you'll have the chance to meet one-on-one with purchasing agents from world-class Michigan hospitals.

I urge you to join us in November and look forward to seeing you at this important Medical Main Street event.

Sincerely,



L. Brooks Patterson
Oakland County Executive



Leader and Founder of the
Medical Main Street Initiative



Medical Main Street – Board Members

Barbara Ann Karmanos Cancer Institute
Beaumont Health System
Beckman Coulter Molecular Diagnostics
Crittenton Hospital
DMC – Huron Valley-Sinai Hospital
Ferndale Laboratories
Henry Ford Health System
Housey Pharmaceutical Research Laboratories
McLaren Health Care – Oakland

MichBio
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St. Joseph Mercy Oakland

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THE ROAD TO INNOVATION

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POWERED BY OAKLAND COUNTY, MICHIGAN

One of Medical Main Street's most valuable assets is the connections available through the network. An example of the breadth of these connections will be seen at INNO-VENTION 2013 - especially with the opportunity to meet one-on-one with hospitals and group purchasing organizations (GPOs).

By attending INNO-VENTION 2013, you can also:

- Gain valuable insight from industry experts into the regulations and impact of the Affordable Care Act
- Hear how health care informatics and cyber security measures can improve higher quality patient care, protect patient safety and reduce costs
- Network with world-class hospitals, medical device companies and mHealth industry leaders
- Learn what technologies medical practitioners wish for and the future of mobile technology in health care
- Witness a "Commercialization Competition" as three start-up medical device companies pitch their projects to a panel of investors – in hopes of funding their product
- Tour the region's top hospitals and health care innovation centers

Conference Questions

Leslie Smith

Phone: 248-353-0735, ext. 152

Email: innovention2013@esd.org

Conference Location

Troy Marriott

200 W. Big Beaver Road

Troy, MI 48084

248-680-9797



What is Medical Main Street?

Medical Main Street, powered by Oakland County, Michigan, is a unique alliance of world-class hospitals, medical professionals, universities, laboratories, and medical device, biopharma and mHealth companies – creating a global center of innovation in life science, health care, research and development and education in Southeast Michigan.

The Medical Main Street network not only fosters innovation but also commercialization of products in the life science and health care sectors – from start-ups to well established companies and hospitals.

Michigan develops some of the most innovative and sophisticated manufactured products in the world and the medical device and health care industries are prime benefactors. Advanced technologies and engineering know-how – born of the auto industry – have translated into life-saving innovations and attracted interest from venture capitalists and investors.

The Medical Main Street region is a major health care and life science powerhouse, employing 100,000+ people (more than the Mayo Clinic and Cleveland Clinic combined) and is expected to grow, adding another 45,000 jobs over the next several years.

Let us know if you are looking for a great place to start or expand a business.



Medical Main Street

Silver:



Media:



MedicalMainStreet.org

INNO-VENTION 2013 Conference Schedule

WEDNESDAY, NOVEMBER 6

6:30–8:30 pm **Pre-Conference Reception, Demonstration Alley and Early Registration**

THURSDAY, NOVEMBER 7

8:00 am **Registration and Continental Breakfast**

9:00 am **Welcome**
Oakland County Executive
L. Brooks Patterson

9:15 am **Keynote Speaker**
Rick Valencia, Vice President &
General Manager, Qualcomm Life

10:00 am **Networking Break**

10:15 am **Health Care Informatics – Turning Raw Data into Useful Information**
How data analytics can provide a higher quality of patient care, protect patient safety and reduce costs

11:30 am **Cyber Security**
How the rise of electronic health records, other digital health platforms and connected devices has made health care more vulnerable to security breaches

Noon **Lunch**

12:45 pm **Medical Main Street Award Ceremony**
Recognizing a company or individual who has made the most dramatic change in the medical device industry in Michigan

1:00 pm

mHealth Wish List – A Medical Practitioner’s Perspective

- Learn about key challenges confronting medical practitioners deploying wireless technologies and mobile devices at the office and in the hospital
- Hear how practitioners are engaging and empowering patients with mobile and wireless technologies

2:00 pm

mHealth 101: Clearing the Fog on the mHealth Landscape

- Why mobile technology will define the future of health care

3:00 pm

Networking Break

3:15 pm

Medical Main Street’s – Commercialization Competition

- Witness three start-up medical device companies make their pitch to a panel of investors in the hopes of funding their product

4:30 pm

Conference Conclusion

10:00–4:00 pm

One-on-One Meetings

Meet with health care group purchasing organizations and purchasing agents

Demonstration Alley

Open during networking breaks and lunch

FRIDAY, NOVEMBER 8

9:00 am

Post-Conference Tours:

Major medical/life science facilities, the region’s top hospitals and innovation centers and specialties

Special Event Features

One-on-One Meetings

Thursday,
November 7, 2013
10:00 am – 4:00 pm



You can schedule one-on-one meetings with hospitals and group purchasing organizations (GPOs) – just choose that option when you register for the conference (no extra charge).

The meetings offer business-to-business introductions between conference attendees and purchasing decision makers from the Medical Main Street network.

Participants last year told us they made more valuable contacts in one day than they could have in three months!

Demonstration Alley

New this year, you can see innovative products and technologies from the life science and health care industries in Michigan – with a special focus on demonstrations showing the interrelationship between medical devices and health care IT, especially mobile technology.

If you have an innovative product or technology with a demonstrable “WOW” factor, contact us for consideration (space is limited). A submission form is available at MedicalMainStreet.org or write innovation2013@esd.org for more information.



Post-Conference Tours

Friday
November 8
9:00 am

Get a behind-the-scenes look at the innovation happening at the region’s top hospitals, universities and IT companies. You can choose the tour of your choice (no extra charge) when you register:

- Beaumont Hospital – Royal Oak
- DMC Surgery Hospital
- Henry Ford Hospital – Detroit
- Henry Ford West Bloomfield Hospital
- Microsoft Technology Center
- Oakland University

Transportation to tours is not included. Register today to make sure you receive announcements, maps and instructions before the event. Space is limited.



INNO-VATOR of the Year Awards

Thursday
November 7
12:45 pm

Join us, after lunch, in recognizing the company or individual who caused the most dramatic change in the medical device industry in Michigan.

If you are interested in nominating yourself or someone else in the future, contact us for more information at:



Medical Main Street



2012 Award Winners

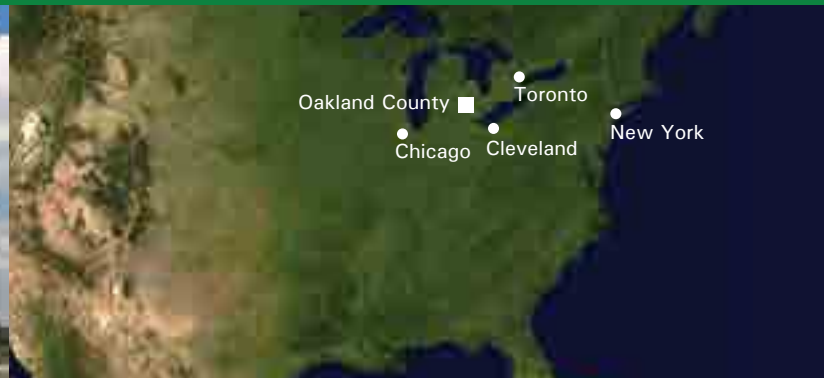
Sentio LLC (pictured)
Southfield, Michigan

Ablative Solutions Inc.
Kalamazoo, Michigan

Networking Reception & Demonstration Alley

Wednesday
November 6
6:30 - 8:30 pm

Launch or Expand a Business in Oakland County, Michigan



If you are planning to launch or expand a medical device or IT business in the U.S., take a look at all the opportunities in Oakland County, Michigan. We provide you with many resources to support your company's success, including:

- Demographic data to evaluate the market
- Site location assistance
- Financing options
- Tax incentives
- Introduction to state and local agencies
- Business counseling
- Business incubators
- Information on Automation Alley membership & International Business Center: Assistance for small to medium-size enterprises wanting to develop global markets, as well as support for international businesses that want to establish a presence in Southeast Michigan.

The Medical Main Street community employs more than 100,000+ people (more than the Mayo Clinic and Cleveland Clinic combined) and is expected to grow, adding another 45,000 jobs over the next several years.

If you are looking to commercialize a medical device or biotechnology, conduct medical research, or have a product or service that serves the health care marketplace, join the Medical Main Street network:



Medical Main Street

More than 900 international firms operate in Oakland County, Michigan, representing some 40 countries.



Oakland County, Michigan is a great place to live, work, play and prosper.
Visit: AdvantageOakland.com

INNO-VENTION 2013 Registration & Venue

Venue & Accommodation Information

Troy Marriott
200 W. Big Beaver Road
Troy, MI 48084
248-680-9797
www.troymarriott.com

Special room rate for conference attendees registering before October 23, 2013: \$120 US per night plus applicable taxes. Mention Medical Main Street to receive your discount.

The Troy Marriott is located near many area attractions including:

- ◆ The Detroit Zoo
- ◆ Cranbrook Academy of Art Museum and Science Center
- ◆ Historic Meadowbrook Hall
- ◆ Henry Ford Museum/Greenfield Village
- ◆ The Detroit Institute of Arts

For more information on Michigan and area attractions, please visit:

Pure Michigan at www.michigan.org
DestinationOakland.com

Join the Conversation

Follow the live reporting on Twitter during the conference and feel free to chime in:



@MedicalMainSt
#INNOVENTION

Conference Questions

For conference questions, please contact Leslie Smith:

EMAIL: innovention2013@esd.org
PHONE: 248-353-0735, ext. 152



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MedicalMainStreet.org

Click on INNO-VENTION 2013 Link

Full Conference Package is \$149 - includes all sessions and the following:

Pre-Conference Reception

Wednesday, November 6 | 6:30 - 8:30 pm

One-On-One Meetings

Thursday, November 7 | 10:00 am - 4:00 pm

Post Conference Tours

Friday, November 8 | 9:00 - 11:00 am

Demonstration Alley

Wednesday to Thursday (times vary)

If you would like to submit multiple registrations, require special assistance or have dietary requirements, please contact Leslie Smith at 248-353-0735, ext. 152.

Detroit Public Television Live Streaming Coverage of INNO-VENTION 2013

Thursday, November 7
8:00 am – 4:30 pm

If you cannot attend the conference, Detroit Public Television will provide live streaming coverage of INNO-VENTION 2013, including informative interviews.



Register in advance for Live Streaming (at no charge):

MedicalMainStreet.org | INNO-VENTION 2013 Link

By registering in advance, you will receive all relevant announcements and instructions.

INNO-VENTION 2013 Mobile App

Enhance your INNO-VENTION 2013 Conference experience with our mobile app provided by Mousetrap Mobile. With the mobile app, you get an up-to-date agenda, speaker bios, hotel information and interactive engagement. You can also sign up for text alerts through the mobile app to stay current on any changes that may occur during the conference. Register today to receive announcements and instructions.



Register Today at MedicalMainStreet.org | \$149 for the Full Conference Packet

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TOPICS INCLUDE:

- Enabling Mobile Applications to Meet FDA Requirements
- mHealth Wish List – A Medical Practitioners' Perspective
- mHealth101: Clearing the Fog on the mHealth Landscape
- Healthcare Informatics
- Cyber Security
- Impact of the Affordable Care Act
- Medical Main Street's Commercialization Competition

Keynote Address: Rick Valencia | Qualcomm Life

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\$149 for Full Conference Package: Sessions, Demonstrations, Tours, One-On-One Meetings and Networking Reception