

# THE WALL STREET TRANSCRIPT

PRESENTS

## 2002 MEDICAL TECHNOLOGY INVESTMENT SUMMIT

GROWTH THROUGH PRODUCT AND CORPORATE 'COMBOS'

As the medical technology industry continues its strong growth, this conference will explore its future direction, and discover the companies best poised to profit. New advances in medical technology continue to provide tangible benefits to medical professionals, healthcare consumers, society, and the overall economy. Don't miss this opportunity to educate yourself as to which parts of the industry offer the most value and growth.

### THE PRINCETON CLUB

12 WEST 43RD STREET, NEW YORK, NY 10036

NOVEMBER 14, 2002

In the distinguished setting of New York's City Athletic Club, hear from an unparalleled assembly of senior industry executives and financial experts. You'll come away with a comprehensive assessment of the industry, including:

HEAR FROM SENIOR  
EXECUTIVES FROM  
LEADING COMPANIES:

**Guidant Corporation**

**RITA Medical Systems**

**Kensey Nash**

**Orthofix**

**Percardia**

**Cambridge Heart**

**CeMines**

**and more...**

- Learn how consumer demands, improved regulatory climates, and new treatment opportunities play a role in medical technology's continuing market growth.
- Understand how increasing demand for new medical products and new healthcare delivery modes will drive the industry's growth.
- Gain insight into how 'combo' products and biotech developments are revolutionizing the medical technology industry.
- Explore financing opportunities available to medical technology companies in the current economic landscape.
- Reimbursement — The one element possibly more important than FDA approval.

Plus! Don't miss the keynote luncheon presentation on FDA clinical trials!

PARTNERS:

**MDMA**



**AdvaMed**  
Advanced Medical Technology Association

**MEDICAL DEVICE DAILY™**  
THE DAILY MEDICAL TECHNOLOGY NEWSPAPER



**Ronald Trahan  
Associates, Inc.**  
Public Relations Counsel

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# 2002 MEDICAL TECHNOLOGY INVESTMENT SUMMIT

## A G E N D A

NOVEMBER 14, 2002, THE PRINCETON CLUB NYC, NY

8:00 AM REGISTRATION & BREAKFAST

9:15 AM INDUSTRY ROUNDTABLE – BREAKTHROUGH TECHNOLOGIES SHAPING THE FUTURE OF MEDICINE

Industry insiders analyze the landscape of this market and identify areas with largest potential growth and future profits.

- What new products are in the pipeline?
- How do 'combo' products affect the industry?
- Which products are tipped to have the largest economic impact?
- What does the future hold in non- or minimally-invasive surgeries?
- How will demographics affect R&D's focus?

ROUNDTABLE PARTICIPANTS

Barry Cheskin, CEO, RITA Medical Systems

Bailey Dotson, CEO, CeMines

Vincent A. Forlenza, SVP, Becton, Dickinson & Co.

James G. Binch, Chairman & CEO, Memry Corporation

Dr. Jonathan Kaufman, CSO, LaunchCyte

Dana Mead, Vice President, Guidant Corporation

*Moderator – Sharon O'Reilly, President, Medtech Insight*

10:00 AM AUDIENCE Q&A

10:35 AM NETWORKING BREAK

10:50 AM HOW AND WHY TO INITIATE THE M&A WALTZ

- Gain insight into partnering or developing strategic alliances with corporate ventures.
- What type of company is optimal to partner with?
- Corporate Development – is your best exit strategy a buyout?

ROUNDTABLE PARTICIPANTS

Nancy Briefs, President, Percardia, Inc.

Charles Federico, CEO, Orthofix International

John L. Brooks III, General Partner, Prism Venture Partners

Margaret Beasley, VP, Healthcare Investment

Banking, Wachovia Securities, Inc.

*Moderator – Joseph Smith, Partner, Feldman Weinstein LLP*

11:35 AM SURGICAL ROBOTICS – CREATING A NEW ERA OF PATIENT AND PHYSICIAN FRIENDLY SURGERY

Computer Motion, the world's leading developer of surgical robotic systems, develops, manufactures and markets proprietary computer and robotic surgical systems for the operating room.

*Speaker – Robert W. Duggan, CEO, Computer Motion, Inc.*

11:55 AM CEO ROUNDTABLE – EXPLORING FINANCING OPPORTUNITIES

- What are the most attractive ways to raise capital?
- Gain insight into partnering or developing strategic alliances with corporate ventures.
- Understanding tech transfer and incubators can prove beneficial.
- Acquisitions – is your best exit strategy a buyout?

ROUNDTABLE PARTICIPANTS

Joseph W. Kaufmann, CEO, Kensey Nash Corp.

Stuart Barich, Managing Director, Leerink Swann  
Dr. Michael Jaffe, Medical Device Concept Lab Dir.,  
New Jersey Institute of Technology  
Jesse I. Treu, General Partner, Domain Associates  
Brad Wilds, Portfolio Manager, Citigroup Asset  
Management

*Moderator – Thomas Petzinger, Jr., CEO, LaunchCyte*

12:40 PM AUDIENCE Q&A

12:55 PM LUNCHEON FOR ATTENDEES & SPEAKERS  
INSIDER VIEW OF CLINICAL TRIALS

*Keynote Speaker – Dr. Michael Feldstein, PhD, Director of Clinical Services, Medical Device Consultants, Inc.*

2:30 PM POLYMER DRUGS – A NEW TWIST ON BIOMATERIALS

Polymerix Corporation is a specialty pharmaceutical company developing PolyAspirin™, an anti-inflammatory/antiseptic polymer for cardiovascular stents and orthopedic/surgical products, with additional applications in pharmaceutical drug delivery.

*Speaker – Robert F. Butz, President, COO and Director, Polymerix Corporation*

2:50 PM ANALYST INTERVIEW – WALL STREET ASSESSES THE INDUSTRY

Hear directly from an analyst on the marketplace and preferred stock selections, and ask your questions about specific companies, technologies and forecasts.

*Speaker – Bruce Nudell PhD, Senior Research Analyst, Sanford C. Bernstein & Co.*

*Interviewer – Andrew Pickup, Publisher, The Wall Street Transcript*

3:15 PM NETWORKING BREAK

3:30 PM WHAT THE CHANGES AT THE FDA MEAN FOR YOU AND YOUR COMPANY

- Review of legislative reforms and their effect on the agency.
- Developments related to FDA and CMS interaction.

*Speaker – Blair Childs, Exec. VP, Strategic Planning & Implementation, AdvaMed*

3:50 PM CEO ROUNDTABLE – TOTAL COST OF TREATMENT & EFFECTIVE REIMBURSEMENT STRATEGIES

Developing an effective reimbursement strategy is as important as getting FDA approval.

- When should a strategy be developed?
- How to ensure your products are cost-effective.
- What methods are effective to acquire reimbursement early on?
- How will new technologies will be reimbursed?

ROUNDTABLE PARTICIPANTS

David J. Chazanovitz, CEO, Cambridge Heart

Ernest Whiton, CFO, ZOLL Medical Corporation

Allan Fine, Principal, Peterson Consulting

Ronald Podraza, CEO, Reimbursement Principles

*Moderator – Jim Stommen, Executive Editor, Medical Device Daily*

4:40 PM AUDIENCE Q&A

4:55 PM NETWORKING RECEPTION

“The TWST conference was the best conference I’ve been to in my entire career. The Roundtables were a frank, honest assessment of the topic at hand by CEOs who have been there.”

— TWST Conference Series Attendee

#### 8 REASONS TO ATTEND:

- Receive forthright assessment of how crucial trends impacting the medical technology industry will shape its future.
- Gain insight into the financing opportunities available to medical technology companies in this economy.
- Understand how the convergence of medical technology and drug delivery will alter the landscape irrevocably.
- Learn why developing an effective reimbursement strategy leads directly to money in the bank.
- Understand how Wall Street perceives the industry and gain insight into their reasons.
- Realize the huge impact of clinical trials including costs and infrastructure.
- Unlock the potential of US medical device manufacturers, holding 47% of the world’s market share.
- Gain insight into growth drivers, technological trends and competitive challenges.

#### SPECIAL OPPORTUNITY TO MEET WITH KEY PLAYERS

- This conference is a unique "intimate" gathering of many of the premier financial and business professionals in the medical technology sector. Attendees will have plenty of opportunities to meet with presenters and fellow attendees, as well as ample time for Q&A after each roundtable and presentation.

“The Wall Street Transcript conference series is amazing. Bringing together CEOs, financial experts and Wall Street analysts creates a conference that’s just filled with relevant industry information – and relevant industry players!” — TWST Conference Series Attendee

#### WHO WILL ATTEND

- Senior medical technology industry executives, including CEOs, presidents, vice presidents, and directors
- Corporate strategy professionals
- Finance and operations executives
- Research and development executives
- Product management executives
- Consultants to the medical technology industry
- Professional investment managers
- Sophisticated individual investors
- Regulatory affairs professionals
- Investment banking executives
- Venture capital professionals

#### ADMINISTRATION DETAILS

- Register now – availability is limited. Phone, fax, or mail the reply form on the back of the brochure today. Call 212-952-7454, fax 212-668-9842 or email joanna@twst.com.
- Special rates for hotel accommodations are being reserved at nearby Helmsley Middletowne Hotel. Call 800-843-2157 for reservations.
- Cancellations – Should you be unable to attend for any reason, please inform us in writing prior to October 7, 2002 and a refund less a \$150 deposit will be issued. No refunds will be given on or after October 7. Substitutions for enrolled delegates may be made at any time.
- Please note: Casual business attire is required. Please no jeans.

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