***AdvaMed/Porzio 2023***

***MedTech Compliance Bootcamp***

**DAY ONE – Wednesday, September 13th**

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| **Program**  **Section** | **Start Time** | **Duration** | **Topic/Details**  ***All Sessions Will Be Interactive Throughout*** |
|  | 8:00 am | 30 min. | **Breakfast** |
| ***One*** | 8:30 am | 30 min. | **Introduction**   * Faculty Bios * Program Overview * Attendees’ Goals for This Program/Polling * AdvaMed Intro |
| ***Two*** | 9:00 am | 45 min. | **The Amorphous Power of Culture**   * Impact of Culture on Compliance * Pressure Points that Can Affect (and Change?) Culture |
| ***Three*** | 9:45 am | 45 min. | **The Foundation of Your Compliance Program**   * 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 |
|  | 10:30 am | 15 min. | ***Break*** |
| ***Four*** | 10:45 am | 60 min. | **What Interests The Government These Days**   * Recent Government Enforcement Actions & Areas of Focus * Lessons Learned and Their Relevance to Your Business * New Developments |
| ***Five*** | 11:45 am | 60 min. | **Identifying & Mitigating Your Major Compliance Risk Areas**   * Critical Areas to Assess and Address Including: Interactions with HCPs and Other Health Care Entities; Managing Third-Party Distributors; Data Privacy; Other Compliance Challenges * Practical Methods to Address Risk |
|  | 12:45 pm | 45 min. | ***Lunch*** |
| ***Five (Continued)*** | 1:30 pm | 60 min. | **Identifying & Mitigating Your Major Compliance Risk Areas**   * Critical Areas to Assess and Address Including: Interactions with HCPs and Other Health Care Entities; Managing Third-Party Distributors; Data Privacy; Other Compliance Challenges * Practical Methods to Address Risk |
| ***Six*** | 2:30 pm | 45 min. | **The AdvaMed Code** – **30th Anniversary**   * Goals of the Code * AdvaMed Code Tools & Resources (VBH, Benchmarking, HealthStream Training Course, Certification) * Attendees’ Questions |
| ***Seven*** | 3:15 pm | 60 min. | **Interactive Break Out Session**   * Present hypothetical scenarios and consider application of the AdvaMed Code and other compliance considerations * Conducting a compliance risk assessment |
|  | 4:15 pm | 15 min. | ***Break*** |
| ***Seven***  ***(continued)*** | 4:30 pm | 60 min. | **Interactive Break Out Session**   * Present hypothetical scenarios and consider application of the AdvaMed Code and other compliance considerations * Conducting a compliance risk assessment |
| ***Eight*** | 5:30 pm | 15 min. | **Review of Day One/Plan for Day Two** |
|  | 5:45 pm | 15 min. | **Adjourn Day One** |
|  | 6:00 pm | 120 min. | **Program Reception - The Henri – 1301 Pennsylvania Avenue. N.W., Washington, DC** |

**DAY TWO** **– Thursday, September 14th**

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| **Program**  **Section** | **Start Time** | **Duration** | **Topic/Details**  ***All Sessions Will Be Interactive Throughout*** | |
|  | 8:00 am | 30 min. | | **Breakfast** |
| ***Nine*** | 8:30 am | 60 min. | **Managing Promotional, Medical, Corporate & Investor Communications (including Social Media): What You Can/Should/Shouldn’t Say to Whom**   * 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" | |
| ***Ten*** | 9:30 am | 90 min. | **Industry Panel – Healthcare Compliance and All Its Glory in the Medical Device Business**   * Hear from a panel of industry leaders in compliance who will discuss the multifaceted considerations associated with managing health care compliance risks in today’s medical device industry | |
| ***Eleven*** | 11:00 am | 45 min. | **OUS- Focused Panel on AdvaMed’s Global Compliance Priorities** | |
|  | 11:45 am | 15 min. | *Break* | |
| ***Twelve*** | 12:00 pm | 45 min. | **Hot Topics and Related Guidance**   * Highlight Current Compliance Issues and Trends and Impact on Medtech Industry | |
| ***Thirteen*** | 12:45 pm | 15 min. | **Closing Discussion, Q&A and Wrap-up**   * Any Remaining (Burning) Questions * So What Are You Going to Do When You Get Back to Work? | |
|  | 1:00 pm | - | **Adjourn Day Two** | |