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7<sup>th</sup> Annual

# HEALTHCARE M&A and BUSINESS DEVELOPMENT

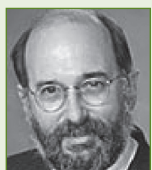
The Best Strategies for the Current Market

September 9 – 10, 2009 | Atlanta Marriott Marquis | Atlanta, Georgia



Leaders in various healthcare M&A and business development disciplines analyze major trends affecting **HEALTHCARE M&A AND BUSINESS DEVELOPMENT** and explore real world challenges and proven solutions.

**OPENING KEYNOTE ADDRESS:** Healthcare Reform -- What Works, What Doesn't and What to Expect. Guide for the Perplexed



**Michael Fine, M.D.**

*Clinical Assistant Professor of Family Medicine  
Alpert Medical School, Brown University  
Managing Director, HealthAccessRI*

Dr Fine served on the 2009 National Health Policy Advisory Council to the Obama Campaign, and was an invited guest at the White House introduction of the 1993 Clinton Health Care reforms.

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**Richard S. Cohen**  
*President  
The Walden Group, Inc.*



**Mary R. Grealy**  
*President  
Healthcare Leadership  
Council*

LUNCHEON ADDRESSES

Yogi Berra on Healthcare:  
"The Future Ain't What it Used to be."



**Dr. Charles D. Frame**

*Associate Professor and Director  
Center for Healthcare  
Leadership  
Emory University, Atlanta, GA*

Accelerating Wireless Solutions for Health Care Reform: The Launch of the West Wireless Health Institute – A Look Into the Future



**Donald Jones**

*Vice President  
Health & Life Sciences  
Qualcomm  
Chief Wireless Officer  
West Wireless Health Institute*

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Dear Colleague,

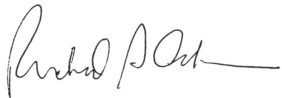
The global economic downturn has upended growth plans of virtually all companies in the healthcare sector. Credit has tightened, healthcare providers are under financial stress, device and diagnostic manufacturers are seeking to reduce production costs and more efficiently innovate, and pharmaceutical companies are shoring up product portfolios as patents expire. On top of this upheaval, the Obama Administration is preparing to create new regimes in healthcare delivery, expenditures and reimbursements, with results that are difficult to predict.

This **Insight** conference, bringing together major leaders in a wide range of healthcare, M&A, and business development disciplines, will analyze these complicated issues and provide insights into how best to navigate them to reach successful business results. Real world challenges and real world solutions will be articulated. Major trends affecting Healthcare M&A and Business Development will be examined.

The business of healthcare is at an historical turning point. This conference will provide the tools and perspective necessary to excel in this new environment.

We look forward to seeing you in September in Atlanta for what will be an excellent opportunity to explore the latest developments and share ideas and dialogue.

Yours Sincerely,



**Richard S. Cohen**  
President  
*The Walden Group, Inc.*



**Mary R. Greal**  
President  
*Healthcare Leadership Council*

## WHO SHOULD ATTEND

### From Public and Private Healthcare Companies:

- Acquisition Executives
- CEOs
- CFOs
- Corporate & Business Development Executives
- Strategic Planning Executives
- General Counsel

### From the Financial and Investment Community:

- Commercial & Investment Banking Professionals
- Executives Involved in Healthcare Deal Transactions

- Executives from Private Equity, LBO and Ventures Funds
- Institutional Investors – M&A Specialists
- Senior, Mezzanine and Other Lenders

### From the Professional Advisory and Service Provider Community:

- Accountants
- Attorneys
- Consultants
- Deal Intermediaries
- Due Diligence & Market Intelligence Firms
- Valuation & Appraisal firms

8:00 | 9:00

Registration and Continental Breakfast

9:00 | 9:05

Welcoming Remarks from Insight

9:05 | 9:15

Co-Chair's Opening Remarks



**Richard S. Cohen**  
President  
The Walden Group, Inc.

9:15 | 9:45

OPENING KEYNOTE ADDRESS

Healthcare Reform – What Works, What Doesn't and What to Expect. Guide for the Perplexed



**Michael Fine, M.D.**  
Clinical Assistant Professor of Family Medicine  
Alpert Medical School, Brown University  
Managing Director, HealthAccessRI

9:45 | 10:30

Implications of Healthcare Reform on Investment and M&A Strategies

New government initiatives are aimed at widening healthcare coverage and reining in medical costs, while improving technology and efficiencies. Reimbursement methods may change, rewarding wellness, prevention and outcomes, instead of the volume of procedures conducted. Here, recent reform proposals and their multi-faceted implications on the healthcare market will be explained and opportunities and risks explored.



**Kristopher D. Brown**  
Partner, Corporate & Securities Practice Group  
Dechert LLP

10:30 | 11:00

Networking Coffee Break

11:00 | 12:00

PANEL DISCUSSION

M&A in Healthcare: Opportunities and Trends

Tough economic times bring hardship to some companies, and opportunities to others. Given the recession and government cutbacks and initiatives, some healthcare sectors and niches will expand more than others. This session will identify and examine various areas and opportunities that merit attention by way of investment, organic growth or M&A activity. Creative ways of mitigating risk even in distressed situations and motivating returns will be presented in the context of real life situations.



**Moderator Tal Lefler**  
Vice President  
GE Capital – Healthcare Financial Services



**Jerry Bratkovich**  
Executive Advisor, Healthcare Investments  
Itochu International Inc.



**Dr. Andrew Jay**  
Managing Partner  
Fund Head for the Medical Solutions Fund  
Siemens Venture Capital



**Steve Tisdell**  
Principal  
Bridge Associates LLC

12:00 | 1:00

Networking Luncheon

1:00 | 1:45

LUNCHEON ADDRESS

Accelerating Wireless Solutions for Health Care Reform: The Launch of the West Wireless Health Institute

The West Wireless Health Institute is one of the first medical research organizations in the world supporting the exploration and application of wireless technologies to advance human health and well being. It aims to move emerging wireless health technologies quickly into the hands of doctors, healthcare organizations and end-users – ensuring along the way that life-enhancing and lifesaving devices and products are safe, secure, reliable and cost-effective. Is this a window into the future?



**Donald Jones**  
Vice President, Health & Life Sciences  
Qualcomm  
Chief Wireless Officer  
West Wireless Health Institute

1:45 | 2:30

Developing an Asia-Pacific Presence

Lowering production costs remains critical in an environment of budget constraints, lower reimbursements, and increased competition. Despite the economic slowdown in China and India, they and other emerging countries remain a vital solution for healthcare manufacturers, IT developers and even service firms. This session will compare different regions, explore the cultural and government issues involved, describe transaction methods of developing a presence and review operational issues, which are key to maintaining high quality control and on-time delivery standards.



**Ames Gross**  
President  
Pacific Bridge Medical

2:30 | 2:45

Networking Refreshment Break

2:45 | 4:15

PANEL DISCUSSION

Best Investment Ideas for the Current Environment: Perspective from Senior Private Equity and Hedge Fund Professionals

Financial sponsors remain a nimble and opportunistic alternative to strategic acquirors. Leverage has historically led to increased ROIs, but debt can also be an enemy in a down cycle. While loosening up, credit markets are still tight and we may be encountering a sea change in lower debt/equity ratios. Likewise, venture capital needs to be more discerning.

This session will navigate the new, more complicated investment landscape from the eyes of key financial investment and advisory firms. Topics will include key industry and regulatory trends, the role of data analytics and technology, globalization of the healthcare landscape, new efficiencies in delivering care and investment opportunities to take advantage of the changing healthcare marketplace.



**Moderator**  
**Brian C. Miller**  
*Partner*  
*Linden LLC*



**Matt Caine**  
*Director*  
*Navigant Capital Advisors*



**Harris Hyman IV**  
*Senior Principal*  
*Flexpoint Ford LLC*



**Grant Jackson**  
*General Partner*  
*Council Ventures*



**Ali Satvat**  
*Principal*  
*Apax Partners L.P.*

4:15 | 5:00

### Debt Market Uncertainty: Key Developments and Implications for Healthcare Financing

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Building upon the prior session, this panel presents the lenders' point of view. Debt markets will be explored and the types of deals that get financed discussed in detail. Lending affects not only acquisitions but operations even more. The professionals here will share their insights into where debt markets are headed as a principal driver for strategic and organic/tactical growth.



**Moderator**  
**Dave Gershon, MD, JD, MPH**  
*Pictet & Cie, Advisory Board*  
*Harvard University Health Science and Technology Program/MIT Sloan School of Management,*  
*Visiting Lecturer Healthcare Economics and Finance*



**Thomas M. Goila**  
*Director, Specialty Lending Group*  
*Healthcare Principal Investing*  
*Goldman, Sachs & Co.*



**Mark A. O'Brien**  
*Vice President, Business Development*  
*Gemino Healthcare Finance*



**Michael Young**  
*Managing Director, Capital Markets*  
*CIT Group*

5:00

### Co-Chair's Summation and Conference Adjourns for the Day

THURSDAY | SEPTEMBER 10, 2009

8:15 | 9:00

### Continental Breakfast

9:00 | 9:15

### Co-Chair's Opening Remarks

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**Mary R. Grealy**  
*President*  
*Healthcare Leadership Council*

9:15 | 10:30

### Dynamics in the Pharmaceutical Sector

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Branded pharmaceuticals are subject to increasingly intense competition from generics, especially in a new cost containment environment. Plus, patents are expiring on block buster drugs and pipelines are limited. This session will identify the currents in the pharmaceutical sector, illuminate clinical areas that offer the most opportunity for new drug development, collaborations and mergers between Big Pharma and Biotech and offer insight into future trends.



**Moderator**  
**Annarie Lyles, Ph.D.**  
*Senior Vice President, Head of Business Development*  
*Genmab, Inc.*



**Richard L. Manning, Ph.D.**  
*Director, Transactions Services Strategy Group*  
*Healthcare, Pharmaceuticals & Life Sciences*  
*PricewaterhouseCoopers LLP*



**Hector G. Calzada, Jr.**  
*Director*  
*Deloitte Financial Advisory Services LLP*

10:30 | 10:45

### Networking Coffee Break

10:45 | 12:00

### **PANEL DISCUSSION** Innovative Strategies for Getting the Deal Done – Avoiding Mistakes in the Transactional Process

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Deals often don't work out because of poor planning both in the investigative and due diligence phases and during integration. Another reason is the failure to build a good rapport with the other side of the negotiating table and its organization. These and other pitfalls will be examined by the experts, who will also offer battle-tested strategies for getting the deal done right.



**Moderator**  
**Richard S. Cohen**  
*President*  
*The Walden Group, Inc.*



**Marc A. Cabrera**  
*Managing Director*  
*Morgan Joseph & Co. Inc.*



**Charles J. Ditkoff**  
*Managing Director*  
*Head of Americas Healthcare Group*  
*Corporate & Investment Banking*  
*Banc of America Securities*



**Steve Elek III**

Partner-in-Charge, Healthcare Transaction Services  
PricewaterhouseCoopers LLP

12:00 | 1:00

**Networking Luncheon**

12:30 | 1:00

**LUNCHEON ADDRESS****Yogi Berra on Healthcare: "The Future Ain't What it Used to be."****Dr. Charles D. Frame**

Associate Professor and Director  
Center for Healthcare Leadership  
Emory University, Atlanta, GA

1:00 | 2:15

**Taking Advantage of the New Landscape in Healthcare IT and eRecords**

The Obama administration has identified healthcare IT and electronic medical and health records as cornerstones in improving healthcare efficiencies. Yet, EMRs have been around for years and adoption has been slow. Changing provider workflow routines and the uncertainty of making a large investment in time and money in an ever-changing medium – with disparate models – are cited as contributing to low market penetration rates. Here, the experts will provide guidance on the future of healthcare IT and how electronic records can be expected to gain wider usage. The panel will discuss the case for interoperability of diverse systems, enabling patient centric care and lessons from the experiences of EMR implementation in global markets.

**David T. Gulian**

President & Chief Executive Officer  
Infologix, Inc.

**Ron Ribitzky, M.D.**

Chief Executive Officer  
R&D Ribitzky Information Technologies

**Charlene Underwood, M.B.A., FHIMSS**

Director, Office of Government & Industry Affairs  
Siemens Healthcare

2:15 | 2:30

**Networking Refreshment Break**

2:30 | 3:45

**New Technological Frontiers and Trends that Merit M&A or Corporate Development Consideration – Medical Devices and Diagnostics**

In both the medical devices and diagnostic areas, technology that was once unique has become routine, as market acceptance grows and competition increases. Lower reimbursement rates and margins follow. Consequently, device and diagnostic companies are busy at R&D to create new technologies and product differentiators. This session will explore new frontiers in each market that can be expected to attract increased investment activity. The panel will also review certain acquisitions by their companies, why they were made and how they are faring.

**Chad Cornell**

Vice President, Corporate Development  
Medtronic, Inc.

**Thanasis Papaioanu**

Executive Vice President, Development  
Chief Financial Officer / Co-Founder  
American Pathology Partners Inc

**Robert H. Raynor, Ph.D.**

Director, Corporate Business Development  
Beckman Coulter, Inc.

3:45 | 5:00

**PANEL DISCUSSION****Operating in a Period of Declining Reimbursement – A View from Senior Operators**

A view of the market from the perspective of healthcare providers, who are often the customers. Declining reimbursements, a rising number of Americans uninsured, the recession and other factors have put severe pressure on hospitals and other providers. This panel will explain different strategies for managing these issues and providing quality care in an efficient, cost-effective manner. Facilitating consumer-driven healthcare and more effective relationships with strategic partners and payors are among the topics to be discussed.

**Moderator****Mary R. Grealy**

President  
Healthcare Leadership Council

**Kevin Cross**

Chief Operating Officer  
Touchstone Medical Imaging, LLC. (TN)

**M. Mitchell Hood, FACHE**

President and CEO  
EMHS (Eastern Maine Healthcare Systems)

**Scott E. McFarland**

President, Emerging Businesses – Wellness  
Cleveland Clinic

5:00

**Co-Chair's Summation and Conference Concludes****SPONSORSHIP OPPORTUNITIES**

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7<sup>th</sup> Annual

# HEALTHCARE M&A and BUSINESS DEVELOPMENT

The Best Strategies for the Current Market

September 9 – 10, 2009 | Atlanta Marriott Marquis | Atlanta, Georgia

Conference Code: HCC09587

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## HOTEL RESERVATIONS:

The Atlanta Marriott Marquis is conveniently located at 265 Peachtree Center Avenue, Atlanta, Georgia 30303.

For reservations, please call (404) 521-0000 or by fax (404) 586-6128 and mention the **7<sup>th</sup> Annual HEALTHCARE M&A AND BUSINESS DEVELOPMENT** conference.

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