

Presented by **insIGHT** Celebrating 30 years of service

7th 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.

Sponsor



Media Partners

corporate financing week



PROGRAM CO-CHAIRS



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



Mary R. Grealy
*President
Healthcare Leadership Council*

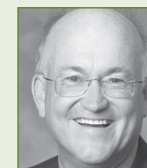
LUNCHEON ADDRESSES

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*

ENROLL TODAY! Call 1 888 777-1707 or fax 1 866 777-1292
Register online at www.insightinfo.com/healthcare

An  **incisivemedia** event

Dear Colleague,

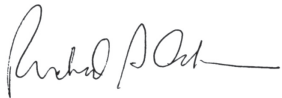
The global economic downturn has upended growth plans of virtually all companies in the healthcare sector. Credit has tightened, healthcare providers are under financial stress, device and diagnostic manufacturers are seeking to reduce production costs and more efficiently innovate, and pharmaceutical 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

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



Mary R. Grealy
President
Healthcare Leadership Council

9:15 | 10:30

Dynamics in the Pharmaceutical Sector

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

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**

Gain additional presence and prestige in front of senior level decision makers through Insight's sponsorship opportunities.

All of our exclusive sponsorship packages include a comprehensive suite of preferential benefits.

For further details, please contact Edward O'Hara at 416.642.6136 or Edward.Ohara@incisivemedia.com



7th 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

FIVE EASY WAYS TO REGISTER

Call: 1 888 777-1707 Fax: 1 866 777-1292

Internet: www.insightinfo.com/healthcare

Email: order@incisivemedia.com

Mail: Incisive Media PO Box 15294, Newark NJ 07192-5294

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 **7th Annual HEALTHCARE M&A AND BUSINESS DEVELOPMENT** conference.

CANCELLATION AND REFUND POLICY:

A refund (less an administration fee of \$200.00) will be made if notice of cancellation is received in writing three weeks before the event. We regret that no refund will be given after this period. A substitute delegate is welcome at any time.

SPECIAL OFFER: Send 4 people for the price of 3!

Register 3 delegates for the main conference at regular price at the same time and you're entitled to register a fourth person from your organization at no charge. To take advantage of this special offer, payment for all delegates must be made with one cheque or credit card charge.

PRIVACY POLICY:

By registering for this conference, **Insight** will send you further information relating to this event. In addition, you may receive by mail, telephone, facsimile or e-mail information regarding other relevant products and services from either **Insight** OR third parties with whom we partner.

If you do not wish to receive such information from either **Insight** or third parties, please inform us by email at privacy@incisivemedia.com or by telephone at 1 888 777-1707.

Yes! Please register the following delegate(s) (photocopy for additional delegates)

Priority Code: 9587-PDF

Mr. Ms. Name _____

Title: _____

Area of practice: _____

Company: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: [] _____ Fax: [] _____

E-mail: _____

Type of Business: _____ #of Employees: _____

Registrant's Signature Required:

Signature _____ Date _____

REGISTRATION FEE: (includes meals and documentation)

Please check your choice:

- For Healthcare and Public Sector Organizations \$1,695.00
 For Financial & Deal-Making Firms \$1,895.00
 Payment enclosed. Payment to follow.
 Charge to my VISA* AMEX* MasterCard*

Card Number: _____ Exp. Date: _____

Card Holder's Name: _____

Signature: _____ Date: _____

Please Note: Full payment is required in advance of conference dates. Please make all checks payable to **Incisive Media Canada, Inc.**

INSIGHT reserves the right to change program date, meeting place or content without further notice and assumes no liability for these changes.