

Medical Design & Manufacturing (MD&M) Minneapolis Explores the Latest Trends in Medical Technology Through its Robust Conference Schedule

From spark to scale-up: speeding medtech innovation to market

Santa Monica, CA (August 24, 2017) –Medical Design & Manufacturing (MD&M) Minneapolis, the Midwest's largest medical technology event, will host a robust conference featuring technical sessions, case studies and panel discussions on up-to-the-minute trends and topics that are affecting the industry today. Taking place November 8-9 at the Minneapolis Convention Center, the MD&M Minneapolis conference is the premiere program to experience expert-led education.

"Staying ahead of the curve in regards to industry trends and knowledge is of the utmost importance to us and we plan to bring the latest and greatest in medical technology to the Midwest at MD&M Minneapolis," said Nina Brown, vice president of events, UBM. "This year we are excited to focus on showcasing all stages of the product development process, from research to market. We hope that this will provide invaluable information to our attendees."

Focused on topics centered on the development of new technology and product development processes, the conference will be an important resource to those looking to create successful medical devices, conquer product development challenges, and speed new devices to market. The conference is organized into three concentrated tracks surrounding everyday challenges and discoveries common to the industry. The 2017 conference tracks include:

- **Track A: Product Development-** Focused on how to create medical devices, and get them to market faster and less expensively.
- **Track B: R&D and User-Centered Design-** Explore the science behind R&D, materials and design, and see how you can use what's new to inspire innovation.
- **Track C: Hands-On Workshop-** Interactive workshops that provide a hands-on learning opportunity.

All three aforementioned conference tracks are explored through a bevy of presentations and panels led by industry thought leaders representing organizations such as Boston Scientific, the Mayo Clinic, Olympus and more. Influential members from these organizations will explore themes within research, development, engineering, materials, and design throughout their conference sessions. New to 2017 is the highly anticipated plenary session, focused on how to sell an idea to upper management. Highlights from the MD&M Minneapolis Conference include:

[Plenary Session: How to Sell Your Idea to Upper Management](#)

Moderator:

Kevin Arnal, Owner, Beachfront Design

Panelists:

Ralph Cardinal, Director, R&D, Boston Scientific

Jennifer Raeder-Devens, Vice President, R&D, Infection Prevention, Becton Dickinson

Matt Adams, Vice President and General Manager, Minnetronix Neuro

Gain insight into how to effectively pitch an idea to upper management and take a new product to market the quickest way possible. Persuading colleagues and managers of the value of an idea is a frequent problem for engineers and this session will offer advice from top-level innovation professionals involved in moving ideas from the lab to the boardroom.

[Case Study: Developing MR Conditional Devices](#)

Presented by:

John Rondoni, Vice President Product Development, Operations, and Quality, Inspire Medical Systems

Sandy Wixon, MRI Technology Group Leader, Medtronic CRHF

Terry Woods, Solid Mechanics Laboratory Leader, FDA Center for Devices & Radiological Health

Presented by industry leaders from two prominent medical device companies and the FDA, this session will dive into best practices for developing MR conditional medical devices. Although there are currently no known health threats from temporary exposure to the MR environment, clinicians and patients are still concerned with the strength of the MR magnetic field and possible long-term health impacts. This case study will provide great insight into meeting regulatory standards while creating a top-notch medical device.

MD&M Minneapolis will run alongside five related tradeshows, including MinnPack, Design & Manufacturing Minneapolis, Automation Technology Expo (ATX) Minneapolis, PLASTEC Minneapolis, and Embedded Systems Conference (ESC) Minneapolis. To learn more, please visit: mdmminn.mddionline.com

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