

PiperJaffray

HEARTLAND
SUMMIT 2014

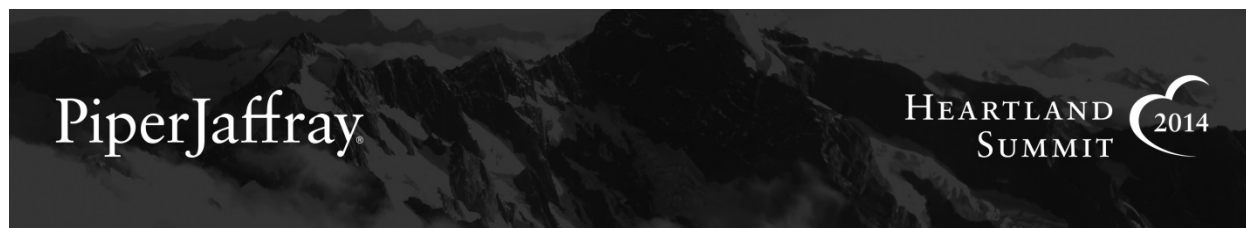
AUGUST 6-7, 2014

ORCHESTRA HALL
1111 Nicollet Mall • Minneapolis, Minnesota 55402

SCHEDULE OF EVENTS

WEDNESDAY, AUGUST 6 – DISCUSSING THE BIG PICTURE IN HEALTHCARE

- 8:45 – 9:45 a.m. **Registration and Continental Breakfast – Grand Foyer**
- 9:45 – 10:00 a.m. **Welcome and Opening Remarks - Atrium**
Jeff Klinefelter, Global Head of Equities, Piper Jaffray
- 10:00 – 10:30 a.m. **Setting the Scene: Breaking Down U.S. Healthcare Costs**
Presentation by Mark Leahey, President & CEO of the Medical Device Manufacturing Association
- 10:30 – 11:45 a.m. **The CEO's Perspective, Part 1**
Bending the Cost Curve: Where are the Greatest Opportunities?
Moderated by Jon Salvesson, Vice Chairman Investment Banking, Piper Jaffray
- Omar Ishrak, Chairman & CEO, Medtronic, Inc. (MDT)
 - Ian Read, Chairman & CEO, Pfizer Inc. (PFE)
 - Amir Rubin, President & CEO, Stanford Health Care
 - Stephen Hemsley, President & CEO, UnitedHealth Group Incorporated (UNH)
- 11:45 a.m. – 12:45 p.m. **Lunch – Grand Foyer**
- 12:45 – 2:00 p.m. **The CEO's Perspective, Part 2**
Solving the Paradox: Solutions to Achieve Safety, Efficacy and Cost Effectiveness in Healthcare
Moderated by Andrew Gitkin, Head of West Coast Biotechnology Investment Banking, Piper Jaffray
- Tim Ring, CEO, C.R. Bard, Inc. (BCR)
 - Chris Viehbacher, CEO, Sanofi (SNY)
 - Jeff Shuren, MD, Director of the Center for Devices and Radiological Health, U.S. Food and Drug Administration
- 2:00 – 2:15 p.m. **Refreshment Break**



2:15 – 3:30 p.m.

The CEO's Perspective, Part 3

Managing Health versus Treating Disease

Moderated by Adam Gunther, Managing Director, Piper Jaffray

- Jonathan Bush, Chairman, President & CEO, athenahealth, Inc. (ATHN)
- Delos "Toby" Cosgrove, MD, President & CEO, Cleveland Clinic
- Larry Renfro, CEO, Optum (UNH)

3:30 – 3:45 p.m.

Refreshment Break – Grand Foyer

3:45 – 5:00 p.m.

The CEO's Perspective, Part 4

Healthcare Business Models of the Future: What forces will drive the greatest change to the delivery of health care over the next 10 years?

Moderated by J.P. Peltier, Global Group Co-Head of Healthcare Investment Banking, Piper Jaffray

- Jonathan Bush, Chairman, President & CEO, athenahealth, Inc.
- George Barrett, Chairman & CEO, Cardinal Health, Inc. (CAH)
- Delos "Toby" Cosgrove, MD, President & CEO, Cleveland Clinic
- Omar Ishrak, Chairman & CEO, Medtronic, Inc.
- Larry Renfro, CEO, Optum
- Ian Read, Chairman & CEO, Pfizer Inc.
- Chris Viehbacher, CEO, Sanofi
- Stephen Hemsley, President & CEO, UnitedHealth Group

5:00 – 5:30 p.m.

Observations on 'The Big Picture'

Moderated by Tom Schnettler, Vice Chairman, Piper Jaffray

- David Amsellem, Senior Research Analyst, Piper Jaffray
- Bill Quirk, Senior Research Analyst, Piper Jaffray
- Josh Schimmer, Senior Research Analyst, Piper Jaffray
- Brooks West, Senior Research Analyst, Piper Jaffray
- Sean Wieland, Senior Research Analyst, Piper Jaffray

5:30 – 7:30 p.m.

Networking Cocktail and Hors D'Oeuvres Reception

*Hosted by the Piper Jaffray Healthcare Investment Banking Team
Orchestra Hall's Outdoor Terrace (overlooking Peavey Plaza)*



THURSDAY, AUGUST 7 - DIVING INTO THE DETAILS: TOPIC TRACKS IN DEVICES, THERAPIES AND SERVICES

8:00 – 8:30 a.m. **Registration and Continental Breakfast – Grand Foyer**

8:30 – 9:00 a.m. **From the ‘Big Picture’ to the ‘Deep Dive’: How the Topic Track Discussions Relate to the Broader Themes - Atrium**

Moderated by Matt Miksic, Senior Research Analyst, Piper Jaffray

- Charles Duncan, Senior Research Analyst, Piper Jaffray
- Kevin Ellich, Senior Research Analyst, Piper Jaffray
- Thom Gunderson, Senior Research Analyst, Piper Jaffray
- Ted Tenthoff, Senior Research Analyst, Piper Jaffray

9:00 – 9:15 a.m. **Refreshment Break – Grand Foyer**

Topic Tracks
Track 1: Medical Device Technology - Location: Atrium
Track 2: Healthcare Services & IT - Location: Mezzanine
Track 3: Therapeutics - Location: Auditorium Stage

9:15 – 10:15 a.m.

Heart Failure from a Device Perspective: Solutions for the #1 Cost to the U.S. Healthcare System

Moderated by Brooks West, Medical Technology Senior Research Analyst

- Ken Stein, MD, SVP & Chief Medical Officer Rhythm Management, Boston Scientific Corporation (BSX)
- O’Neill D’Cruz, MD, MBA, FAAN, Chief Medical Officer, Cyberonics, Inc. (CYBX)
- Daniel Burkhoff, MD, PhD, VP, Medical Science, HeartWare International Inc. (HTWR)
- David Steinhaus, MD,

Transparency and Consumer Engagement

Moderated by Sean Wieland, Healthcare Services Senior Research Analyst

- Ken Paulus, CEO, Allina Health System, Inc.
- Pat Basu, MD, Chief Medical Officer, Doctor on Demand, Inc.
- Dan Ryan, CEO, RedBrick Health Corporation
- Mark Hirschhorn, EVP & CFO, Teladoc, Inc.
- Mitch Rothschild, CEO, Vitals

Evolving Paradigm of Obesity Panel

Co-Moderated by Charles Duncan, Emerging BioPharma Senior Research Analyst and Ted Tenthoff, Drug Discovery Senior Research Analyst

- Jack Lief, President & CEO, Arena Pharmaceuticals, Inc. (ARNA)
- Steven Mento, PhD, Co-Founder, President & CEO, Conatus Pharmaceuticals Inc. (CNAT)
- J. Michael Gonzalez-Campoy, MD, PhD, FACE, Medical Director and CEO, MNCOME (Minnesota Center for Obesity, Metabolism, and




Topic Tracks

Track 1: Medical Device Technology - *Location: Atrium*

VP & General Manager Heart Failure, Medical Director CRDM, Medtronic, Inc. (MDT)

- Mark Carlson, MD, VP Global Clinical Affairs & Chief Medical Officer, St. Jude Medical, Inc. (STJ)
- Peter Eckman, MD, FACC, Heart Failure Section Head, Associate Professor of Medicine, Division of Cardiology, University of Minnesota

10:15 – 11:15 a.m.

Advanced Surgical Technologies Panel

Moderated by Matt Miksic, Medical Technology Senior Research Analyst

- Arun Menawat, President & CEO, Novadaq Technologies Inc. (NVDQ)
- Jay Pierce, President & CEO, OrthoSensor, Inc.

Track 2: Healthcare Services & IT - *Location: Mezzanine*

Population Health Management

Co-Moderated by Kevin Ellich, Healthcare Services Senior Research Analyst and Sean Wieland, Healthcare Services Senior Research Analyst

- Eric Beck, DO, MPH, Chief Innovation Officer, Chief Clinical Integration Officer & Associate Chief Medical Officer for Evolution Health and American Medical Response, Envision Healthcare Holdings, Inc. (EVHC)
- Jeff Selander, CFO, Health Catalyst, LLC
- Richard Migliori, MD, Chief Medical Officer,

Track 3: Therapeutics - *Location: Auditorium Stage*

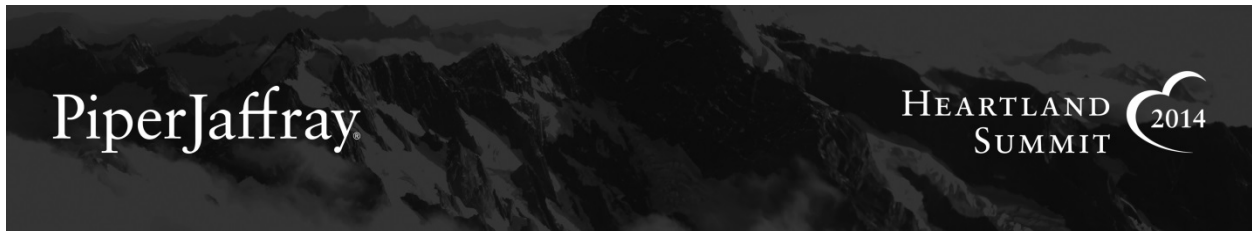
Endocrinology)

- Mark Booth, Chief
- Commercial Officer, Orexigen Therapeutics, Inc. (OREX)

Gene Therapy Panel

Moderated by Josh Schimmer, Drug Discovery Senior Research Analyst

- Susan Washer, President & CEO, Applied Genetics Technologies Corporation (AGTC)
- Edward Lanphier, President & CEO, Sangamo BioSciences, Inc. (SGMO)
- Jörn Aldag, CEO, uniQure N.V. (QURE)



Topic Tracks	Track 1: Medical Device Technology - <i>Location: Atrium</i>	Track 2: Healthcare Services & IT - <i>Location: Mezzanine</i>	Track 3: Therapeutics - <i>Location: Auditorium Stage</i>
11:15 – 11:30 a.m.	Pick up a boxed lunch in the Grand Foyer as you transition to the 11:30 a.m. session		
11:30 a.m. – 12:30 p.m.	<p>Getting New Devices Into Hospitals <i>Moderated by Thom Gunderson, Medical Technology Senior Research Analyst</i></p> <ul style="list-style-type: none"> • Parashar B. Patel, VP, Global Health Economics & Reimbursement, Boston Scientific Corporation (BSX) • Charlie Fazio, MD, Health Plan Medical Director, HealthPartners, Inc. • Frank Fischer, President & CEO, NeuroPace, Inc. • Lisa Andrade, VP, Chief Marketing Officer, St. Jude Medical, Inc. (STJ) 	<p>Improve the Accuracy and Cost Effectiveness of Medicine through Advanced Diagnostics <i>Moderated by William Quirk, Medical Diagnostics Senior Research Analyst</i></p> <ul style="list-style-type: none"> • Mark Capone, President, Myriad Genetics, Inc. (MYGN) • Peer Schatz, CEO, QIAGEN N.V. (QGEN) • Lee Newcomer, MD, SVP Oncology, Genetics and Women’s Health, UnitedHealth Group Incorporated (UNH) • Anne Blaes, MD, Hematologist/Oncologist, Assistant Professor, University of Minnesota, Division of Hematology, Oncology and Transplantation 	<i>No session</i>
12:30 p.m.	Closing Remarks – Event Adjourns		