

BETTER TOGETHER AGENDA

MONDAY, JANUARY 22

3:30 + Sales Arrivals

4:30-6:30 + MSD Sales meeting, *Sparkle West Ballroom*

6:30 + Welcome Reception, *Ocean Lawn*

TUESDAY, JANUARY 23

7:00-8:00 + Breakfast, *Luster Gallerie*

+ Advisory Board Discussion and Breakfast: OneTrack, *Splash 5/6*

+ Advisory Board Discussion and Breakfast: E-Commerce, *Plunge Boardroom*

8:00-8:45 + General Session • CEO Opening • Tom Burke, *Sparkle West Ballroom*

8:45-9:45 + General Session • Keynote • Mike Eruzione

Captain of the 1980 US Olympic Hockey Team that defeated the Soviet Union in the famous "Miracle on Ice" game

9:45-10:00 + Break, *Luster Gallerie*

10:00-11:00 + General Session • Legislative and Regulatory Panel Discussion

11:00-11:45 + General Session • Driving Digital Patient Enablement

11:45-12:15 + General Session • Doug Kelly • Make-A-Wish Foundation

12:15- 1:00 + Lunch, *Luster Gallerie*

1:00-5:00 + Reverse Expo, *Sparkle East Ballroom*

Customers and Premier, Platinum and Gold Sponsors meet for 1 on 1 appointments

6:30-9:30 + MSD Thought Leader Dinner, *La Cote Restaurant*

BETTER TOGETHER

MSD'S HEALTHCARE INNOVATION + TECHNOLOGY CONFERENCE

WEDNESDAY, JANUARY 24

7:00-8:00 + Breakfast, *Luster Gallerie*

- + Advisory Board Discussion and Breakfast: VerbalCare, *Plunge Boardroom*
- + Advisory Board Discussion and Breakfast: Disrupting Post-Acute Care, *Conference Suite 573*

8:00-8:15 + General Session • Opening • Tom Burke, *Sparkle West Ballroom*

8:15-9:15 + General Session • Keynote • Dr. Ezekiel Emanuel
Healthcare; Moving Beyond the Hospital Walls

9:15-9:30 + Break, *Luster Gallerie*

9:30-10:30 + General Session • Dr. Javeed Siddiqui
Patient Care Coordination and Telemedicine

10:30-11:15 + General Session • Keynote Speaker • Kevin Harrington

11:15- 12:15 + MSD's 2nd Annual Pitch Tank • Moderated by Kevin Harrington
Five entrepreneurs will have the opportunity to take the stage to pitch the next new healthcare technology solution to a panel of top business experts and an audience of customers and leading manufacturers in the Home Infusion, HME, and Oncology markets.
Panelists: Betsy Atkins, Dr. Christos Cotsakos, Dr. Ezekiel Emanuel, Dan Greenleaf and Steve Metzger

12:15-1:00 + Lunch, *Luster Gallerie*

- + Dr. Ezekiel Emanuel Book Signing
Prescription for the Future

1:00-5:00 + Healthcare Innovation & Technology Expo, *Sparkle East Ballroom*

 **VerbalCare** Live demos on the Big Screen at the MSD booth
1:30, 2:30 and 3:30

MSD Cocktail Reception and heavy hors d'oeuvres beginning at 3:00 p.m.

5:30-6:30 + Board of Directors Reception, *StripSteak*
Board of Directors, MSD Executives, Customers, Premier Sponsors

6:30-9:30 + Better Together Networking Dinner, *Ocean Lawn*

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MSD'S HEALTHCARE INNOVATION + TECHNOLOGY CONFERENCE

THURSDAY, JANUARY 25

Customer and Exhibitor Departures • MSD, First Choice and Attentus Sales only

7:00-8:00 ♦ Breakfast, Luster Gallerie

8:00-9:00 ♦ Town Hall Meeting, Sparkle West Ballroom

9:00-12:00 ♦ Sponsor Sales Training ♦ Premier and Platinum Sponsors, Flicker Ballroom

12:00-1:00 ♦ Lunch Buffet, Flicker Ballroom

1:00- 4:00 ♦ Sales Training, Flicker Ballroom

6:30-9:30 ♦ Awards Reception and Dinner, Sparkle West Ballroom

FRIDAY, JANUARY 26

MSD, First Choice and Attentus Departures

