



2008 MSMRG MEETING

April 2nd – April 4th

La Costa Resort & Spa

Carlsbad, California

April 2

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|--------------|--------------------------------|----------------|
| 6:00 – 7:00 | Welcome Reception | Orchid Terrace |
| 7:00 – 11:00 | Dinner/ Keynote Speaker | Orchid 1 & 2 |

April 3

- | | | |
|---------------|--|---|
| 8:00 – 9:00 | Breakfast / Exhibits Open | Parlor/Veranda/Foyer |
| 9:00 – 9:05 | Opening Remarks | Teri Minor
President, MSMRG |
| 9:05 – 10:00 | Reimbursement Strategy | Kim Norton, M. P. P.
Managing Partner
Argenta Reimbursement Advisors
and Argenta TEC Advisors™ |
| 10:00 – 10:15 | Break - Exhibits | Parlor/Veranda/Foyer |
| 10:15 – 11:00 | Product Concept Testing –
In the Medical Device Space | Rebekkah Carney,
Associate Vice President
Bob Rava, VP Custom Research
GFK Market Measures |
| 11:00 – 12:00 | Medical Device Marketing:
Trends and Benchmarks | Jim Mansfield
Vice President, NielsenHealth |
| 12:00 – 1:00 | Lunch and Business Meeting
Parlor/Veranda/Foyer | |
| 1:00 – 2:00 | Designing research to Fuel Innovation | Shannon Ely
VP Marketing Research
Centrac DC & KCI |

April 3 (continued)

2:00 -3:00 **Break / Meet with Vendors**
Veranda/Foyer

3:00 – 5:00 **Track I – Level I Market Research**

- On Line Focus Groups and IDIs

Shannon Ely
VP Marketing Research
Centrac DC

- Medical Interviews and Focus Groups in Europe

Steven Fuller
InforMedix Marketing Research, Inc.

3:30 – 5:00 **Track II – Advanced Market Research**

- In-House and Product Usage Testing

Steven Fuller
InforMedix Marketing Research, Inc.

- Expanded Clinical Access for Device Developers

Rick Davies
Managing Partner
Vector Resources, LLC.

Day 2

April 4

8:00 – 9:00 **Breakfast – Exhibits Open**

Parlor/Veranda/Foyer

9:00 – 10:30 **Know the Value When Your Price your Product**

Melissa Martison, MS PhD
V.P. Healthcare Economics
Technomics Research, LLC

10:30 – 11:30 **Market Research Driving ROI**

Rebekkah Carney
Associate Vice President
GFK Market Measures

11:30 – 11:45 **Closing Remarks**

Teri Minor