

**WHAT MEDICAL TECHNOLOGY SALES & MARKETING SHOULD KNOW
ABOUT FRAUD & ABUSE, ENFORCEMENT AND COMPLIANCE:**

**THURSDAY, APRIL 15, 2010
CHICAGO, ILLINOIS**

PROGRAM AGENDA

- 7:30 – 8:15 a.m. **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:15 – 8:30 a.m. **Welcome and Program Overview**
Nicki Boros, MTLI, AdvaMed
Bernadette M. Broccolo, Partner, McDermott Will & Emery LLP
- 8:30 – 9:45 a.m. **Current Enforcement Trends and Developments Affecting the Marketing
and Sales of Medical Technology Products**
Bernadette M. Broccolo, Partner, McDermott Will & Emery LLP
Joan F. Polachek, Partner, McDermott Will & Emery LLP
T. Reed Stephens, Partner, McDermott Will & Emery LLP
- 9:45 – 10:45 a.m. **Panel Discussion**
(Will include discussion of questions submitted in advance by attendees)
Moderator:
Bernadette M. Broccolo, Partner, McDermott Will & Emery LLP

Panelists:
Kate W. Feola, Associate, McDermott Will & Emery LLP
Louise Pearson, Chief Compliance Officer, Siemens Healthcare Diagnostics
Joan F. Polachek, Partner, McDermott Will & Emery LLP
T. Reed Stephens, Partner, McDermott Will & Emery LLP
- 10:45 – 11:00 a.m. **BREAK**
- 11:00 a.m. – 12:00 p.m. **Emerging Sales and Marketing Compliance Developments – The New
AdvaMed Code and State Disclosure Laws**
Kate W. Feola, Associate, McDermott Will & Emery LLP
- 12:00 – 1:30 p.m. **LUNCH AND KEYNOTE PRESENTATION**
- 1:30 – 2:00 p.m. **Legal Bases for Indictments**
T. Reed Stephens, Partner, McDermott Will & Emery LLP

2:00 – 4:00 p.m.

MOCK CRIMINAL AND CIVIL PROCEEDINGS

Scenario 1: Cooperating Doctor Meeting with Sales Rep

T. Reed Stephens, Partner, McDermott Will & Emery LLP

Scenario 2: FBI Home Visit and Interview of Regional Sales Manager

T. Reed Stephens, Partner, McDermott Will & Emery LLP

Scenario 3: Conference with Defense Attorney

T. Reed Stephens, Partner, McDermott Will & Emery LLP

Mock Grand Jury Appearance of Sales Executive, Including Questioning by U.S. Attorney and Mock Indictment

Jocelyn Francoeur, Partner, McDermott Will & Emery LLP

T. Reed Stephens, Partner, McDermott Will & Emery LLP

Discussion of Criminal Trial and Sentencing Proceedings

T. Reed Stephens, Partner, McDermott Will & Emery LLP

Discussion of DOJ Civil Subpoena, Demand and Settlement Negotiation Strategies

T. Reed Stephens, Partner, McDermott Will & Emery LLP

4:00 – 4:15 p.m.

BREAK

4:15 – 5:00 p.m.

Panel Discussion: Responsive Compliance Strategies

Moderator:

Bernadette M. Broccolo, Partner, McDermott Will & Emery LLP

Panelists:

Kate W. Feola, Associate, McDermott Will & Emery LLP

Louise Pearson, Chief Compliance Officer, Siemens Healthcare Diagnostics

Joan F. Polacheck, Partner, McDermott Will & Emery LLP

T. Reed Stephens, Partner, McDermott Will & Emery LLP

5:00 p.m.

COCKTAIL RECEPTION