

I(NN)O>ATION²

 SORIN | CROWN PRT

 SORIN | MEMO 3D RECHORD

EQUIPPED TO PERFORM

SALES & MARKETING LAUNCH TRAINING SESSIONS
PROGRAM

4 - 5 December 2014

HOTEL HILTON DIAGONAL MAR
Passeig del Taulat 262-264 Barcelona (Spain)

CARDIAC SURGERY SOLUTIONS

 **SORIN GROUP**
AT THE HEART OF MEDICAL TECHNOLOGY

December 4

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| 12:00 – 12:50 | Buffet lunch - Hotel restaurant |
| 12:30 – 12:50 | Registration and marketing material distribution - <i>Meeting room Ballroom</i> |
| 13:00 – 13:10 | Welcome - <i>F. Poletti</i> |
| 13:10 – 13:30 | Crown PRT: project overview - <i>M. Masotti</i> |
| 13:30 – 14:00 | Product features and benefits - <i>M. Masotti</i> |
| 14:00 – 15:00 | Scientific session Crown PRT tissue treatment efficacy: comparative study in rat implantation model - <i>P. Herijgers</i> Early clinical results with Crown PRT: the experience at Salzburg University Clinic - <i>R. Seitelberger</i> Valve in valve with Sorin stented bioprosthetic valves: present and future <i>B. Bethea</i> |
| 15:00 – 15:15 | Market assessment study results - <i>J. Baraldi</i> |
| 15:15 – 15:30 | Interactive Q&A session - <i>All</i> |
| 15:30 – 16:00 | Coffee break - Foyer |
| 16:00 – 16:30 | Manufacturing highlights - <i>J. Arntorp and team</i> |
| 16:30 – 16:45 | Product In-service - <i>S. Rivetti</i> |
| 16:45 – 17:30 | Competitive positioning - <i>S. Rivetti</i> |
| 17:30 – 18:00 | Real case simulations - <i>M. Masotti</i> |
| 18:00 – 18:15 | Crown PRT: next steps - <i>M. Masotti</i> |
| 18:15 – 18:30 | Interactive Q&A session - <i>All</i> |
| 18:30 | Aperitif |
| 19:30 | Departure by bus to get-together dinner Meeting point in the hotel lobby |

December 5

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| 08:00 – 08.40 | The need in brief: artificial chord replacement - <i>B. Borgia</i> |
| 08:40 – 08:55 | Manufacturing highlights - <i>F. Ughetti</i> |
| 08:55 – 09:15 | The clinical base and future clinical activities - <i>M. Chiaro / J. Baraldi</i> |
| 09:15 – 09:30 | Roll out plan - <i>B. Borgia</i> |
| 09:30 – 09:45 | Interactive Q&A session - <i>All</i> |
| 09:45 – 10:15 | Coffee break - Foyer |
| 10:15 – 11:10 | A walk through the marketing tools - <i>B. Borgia / F. Ughetti</i> |
| 11:10 – 11:20 | In the world of APPs - <i>A. Bontade</i> |
| 11:20 – 12.30 | Scientific session The idea and my experience - <i>X. Ruyra</i> Real time wet-lab - <i>X. Ruyra</i> |
| 12:30 – 13.00 | Ask the expert - <i>X. Ruyra</i> Interactive Q&A session - <i>All</i> |
| 13.00 | Wrap-up - <i>F. Poletti</i> |

