

Confirmed speakers include:

> **Wendy Everett**

President
New England
Healthcare Institute

> **Joseph Ternullo**

Associate Director
Partners Healthcare

> **Christine Maroulis**

Director of Health
Economics and
Reimbursement
Ethicon, Inc.

> **Udaya Patnaik**

Principle
JUMP Associates

> **John Zogby**

President & CEO
Zogby International

> **And others...**

Growing, Changing, Booming: Adapting healthcare to the needs of an aging population

Tuesday, September 23, 2008

The Lodge, Skaneateles, NY

MedTech08 Biosciences Summit is an exciting day long event packed with industry thought leaders sharing their strategies for successfully adapting to the aging boomer demographic.

The generation that redefined youth is now redefining age.

- > **Four million** boomers will turn 60 every year for the next 18 years. By 2030, one in every five Americans will be 65 or older.
- > There is currently **only one** physician certified in geriatrics for every 2,500 older Americans.
- > In 2007, **\$440 billion** went toward Medicare expenses and this number will only increase.
- > More than any previous generation, boomers face the challenges of **chronic illnesses**, including obesity, diabetes, lung disease and congestive heart failure.

The boomer generation will change healthcare.

Is your organization prepared?

Register now at www.medtech.org/MT08

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