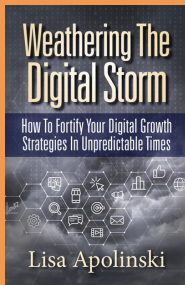
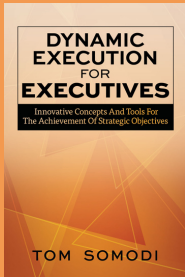


# CRITICAL MISTAKES HEALTH TECH, BIOTECH, AND MEDICAL DEVICE EXECUTIVES MAKE IN UNPREDICTABLE TIMES

Opportunity to share experiences, network with peers, and explore cutting-edge tools, concepts, and benchmarking data moderated by industry-leading authors and experts.



Revenue growth, successful execution of strategic objectives versus historical failure rates of 65–75%, and effective cash management represent some of the most challenging issues faced by Health Tech, Biotech, and Medical Device executives.

Join authors Henry, Colt, Lisa, and Tom in discussions on these issues and innovative concepts and tools to assist executives in their ability to conquer these challenges.

## Revenue Growth

- Benchmark yourself against peers by getting an early look at a proprietary benchmarking study featured in the upcoming book *Reverse Engineering Health B2B Revenue* by Colt Briner and Henry DeVries. It includes insights from 36+ B2B health companies such as Ensemble Health Partners, PMMC, and more.
- Explore Thought Followship, Guerilla Tactics, and Speed Dating techniques for addressing revenue growth mistakes made by executives.

## Strategic Execution and Cash Management

- Discover how Dynamic Execution provides innovative concepts, tools, and organizational frameworks that slash traditional failure rates of 65–75%.
- Learn Rapid Deployment techniques that counter historically unacceptable execution timelines.
- Examine Risk Assessment and Cash Management tools that will help eliminate and mitigate risk while significantly enhancing the ability to strategically manage your cash.

# THURS SEPT 18, 2025

## 2:00 PM – 4:00 PM Event

## Networking reception to follow

UC San Diego Continuing Education  
8980 Villa La Jolla Drive  
La Jolla, CA 92037

Register:

